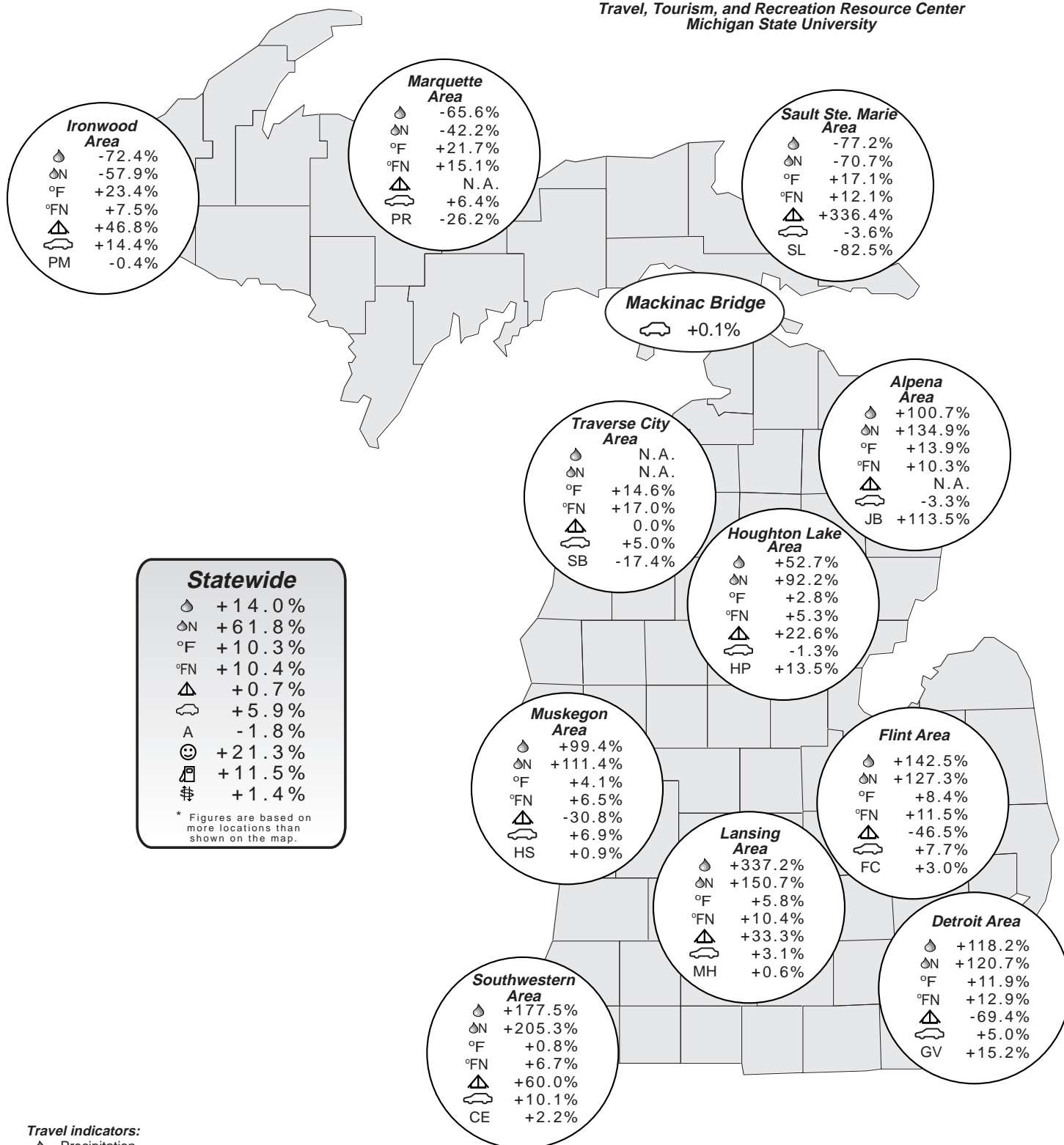


# Michigan Travel Indicators February 1997 vs. February 1996

Travel, Tourism, and Recreation Resource Center  
Michigan State University



## Travel indicators:

- ☔ - Precipitation
- ☔N - Normal precipitation
- °F - Temperature (average high)
- °FN - Normal temperature
- △ - Number of overnight stays at state parks
- 🚗 - Highway traffic counts
- A - Attendance at attractions
- 😊 - Consumer confidence
- 💰 - Gasoline prices
- 💵 - Exchange rate (US\$/CAN\$)

## Selected attractions:

- CE - Cook Energy Information Center
- FC - Flint Cultural Center
- GV - Greenfield Village & Henry Ford Museum
- HP - Hartwick Pines State Park
- HS - P.J. Hoffmaster State Park
- JB - Jesse Besser Museum
- MH - Michigan Historical Museum
- PM - Porcupine Mountains Wilderness State Park
- PR - Pictured Rocks National Lakeshore
- SB - Sleeping Bear Dunes National Lakeshore
- SL - Soo Locks

Data sources: Michigan Departments of Transportation and Natural Resources (Parks and Recreation Division); managers of selected tourist attractions in Michigan; RJO Analysis; Federal Reserve Bank of New York; Mackinac Bridge Authority; Michigan AAA; Midwestern Climate Center.

## Comments

by Sinji Yang and Donald F. Holecek

Statewide highway traffic counts in February 1997 were 5.9% higher than last February. Increases occurred in most areas. In particular, double-digit increases occurred in the Ironwood (14.4%) and Southwestern (10.1%) areas. Decreases occurred in the Sault Ste. Marie (3.6%), Alpena (3.3%), and Houghton Lake (1.3%) areas. Mackinac Bridge crossings increased slightly compared to last February.

Statewide precipitation in February 1997 was 14% higher than last year and 61.8% higher than normal. Regionally, increases in precipitation occurred in all monitored areas in the Lower Peninsula, while decreases occurred in the Upper Peninsula. The Lower Peninsula received a relatively large quantity of precipitation, as indicated by the triple-digit increases that occurred in most areas. Statewide temperatures were 10.3% higher than last February and 10.4% higher than normal. All areas were warmer than last February.

Overnight stays at state parks increased 0.7%, although decreases occurred in the Muskegon (30.8%), Flint (46.5%), and Detroit (69.4%) areas. Aggregate attendance at selected attractions decreased 1.8%. Decreases occurred at all three selected attractions in the Upper Peninsula, while increases occurred in most selected attractions in Lower Peninsula.

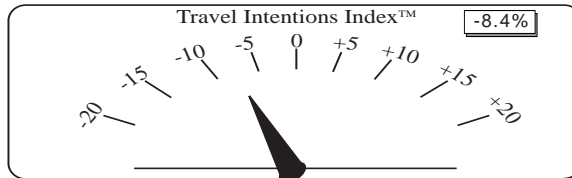
Statewide highway traffic volume in February increased 5.9% compared to last year. Despite decreases in some of the northern areas, most areas experienced increases in traffic counts which were higher than our forecasted 4% increase in highway traffic activity.

The Consumer Confidence Index in February 1997 was 21.3% higher than last year, which means consumers were more confident about current economic conditions than last year. Gasoline prices were 11.5% higher than last February.

The US and Canadian dollar exchange rate in February 1997 increased 1.4% compared to last year. This might have positive

implications in attracting Canadian tourists to visit Michigan, although the effect may be small.

Our monthly telephone survey of 400 households, selected at random from the Great Lake states and Ontario, indicated that intentions to travel in Michigan were 8.4% lower compared to last February.



We would like to acknowledge the assistance of Dae-Kwan Kim in preparing this report.

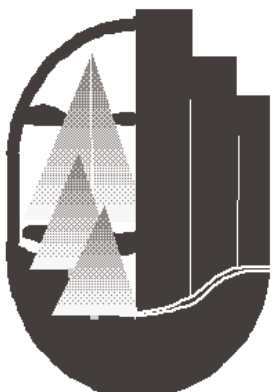
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

Please note: You may contact Sinji Yang with questions regarding the methodology employed in producing this report.

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