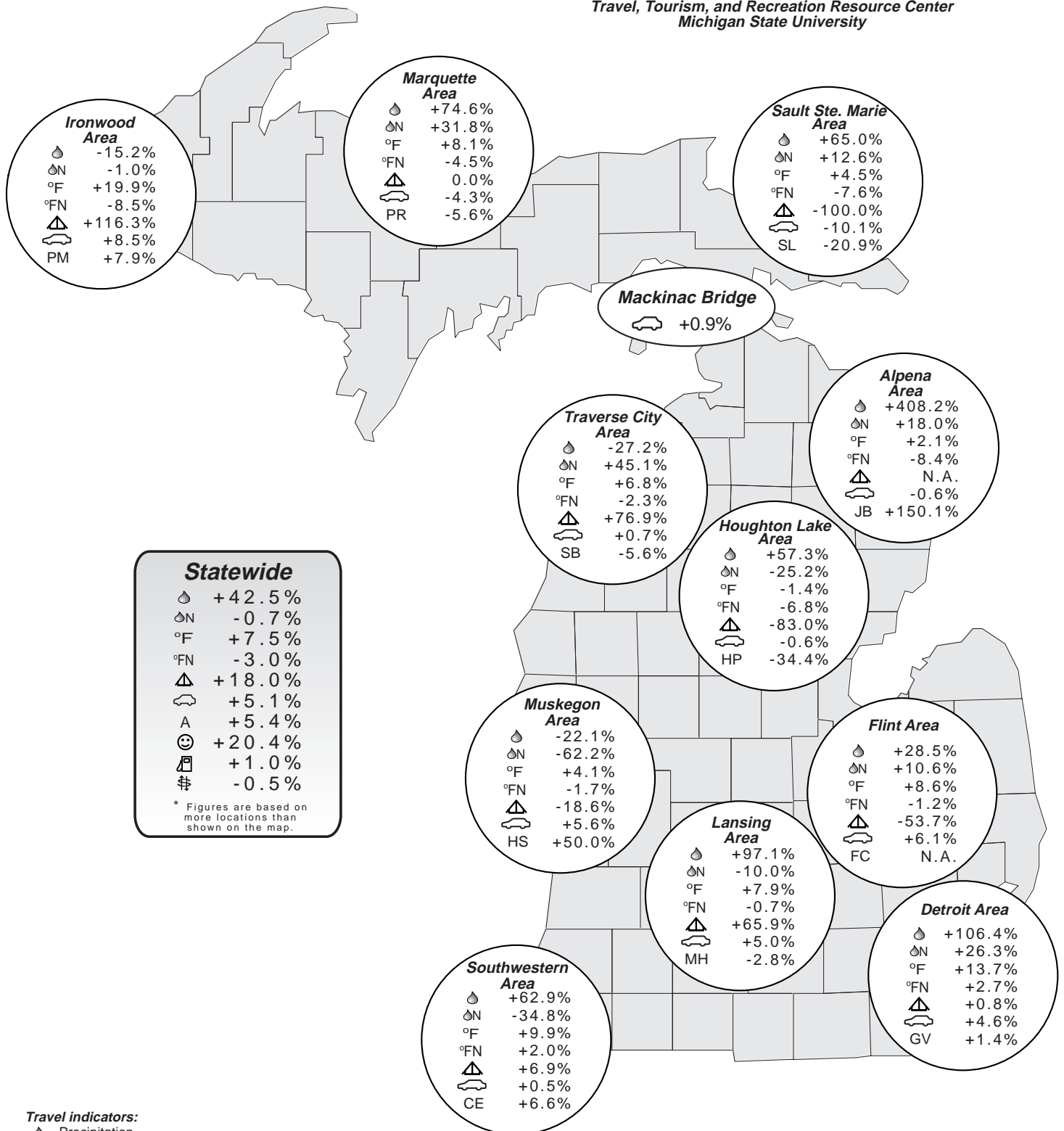


# Michigan Travel Indicators March 1997 vs. March 1996

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

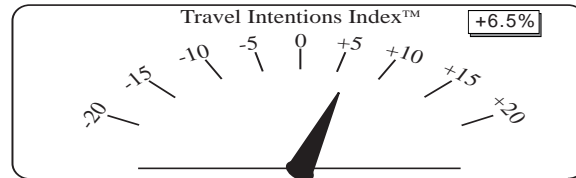
Statewide highway traffic counts in March 1997 increased 5.1% compared to last year. Increases occurred in the Lower Peninsula, but decreases occurred in most of the northern regions. Mackinac Bridge crossings were 0.9% higher than last March.

Precipitation levels were 42.5% higher than last March and 0.7% below normal. Most monitored areas had much more precipitation than last year. Only the Ironwood, Traverse City, and Muskegon areas received less precipitation than last year. Statewide average daily maximum temperatures in March 1997 were 7.5% higher than last year and 3.0% lower than normal. Most areas had higher temperatures than last year, Only the Detroit and Southwestern areas had temperatures higher than normal.

Statewide state park overnight stays during the month increased 18%. In particular, a 116% increase occurred in the Ironwood area. Aggregate attendance at selected attractions increased 5.4%. However, decreases occurred at Pictured Rocks National Lakeshore (-5.6%), Soo Locks (-20.9%), Hartwick Pines State Park (-34.4%), Sleeping Bear Dunes National Lakeshore (-5.6%), and the Michigan Historical Museum (-2.8%).

During March 1997, Mackinac Bridge crossings increased 0.9% and statewide highway traffic volume increased 5.1% compared to March 1996. The increase was higher than our initial projection of a 4% increase in traffic volume. Regionally, most of the increases occurred in the Lower Peninsula where recreation and non-recreation traffic are heavily mixed.

Gasoline prices remained relatively high and were 1% higher than last March. The Consumer Confidence Index in March 1997 increased 20% compared to March of last year. Most consumers apparently felt that our economy was booming. Intentions to travel to Michigan increased 6.5% compared to March 1996.



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

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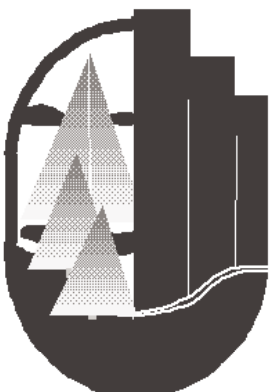
Please note: You may contact Sinji Yang with questions regarding the methodology employed in producing this report.

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***March 1997 Report***

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