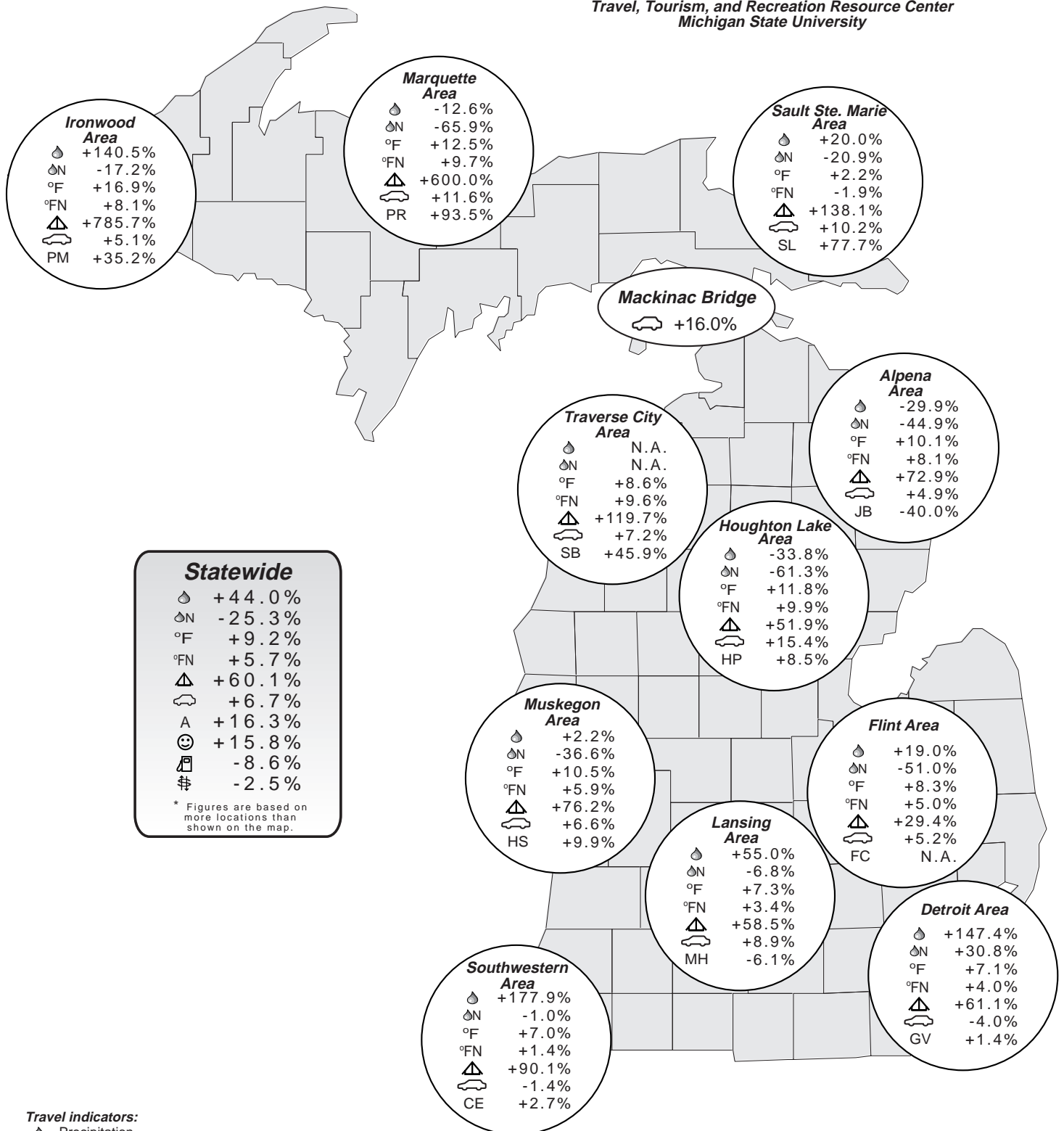


# Michigan Travel Indicators April 1998 vs. April 1997

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.

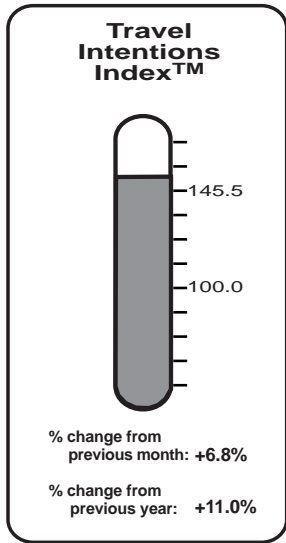
## Comments

by Sinji Yang and Donald F. Holecek

During April 1998, highway traffic volume increased 7% compared to April 1997. Increases occurred in most monitored areas except the Detroit (-4%) and Southwestern (-1%) areas. Substantial increases occurred in the Upper and Northern Lower Peninsulas, with double-digit increases occurring in the Marquette (+12%), Sault Ste. Marie (+10%), and Houghton Lake (+15) areas. Mackinac Bridge crossings increased 16%.

Overnight stays at state parks in April 1998 increased 60% statewide compared to April 1997. Increases occurred in all monitored areas. Aggregate attendance at selected attractions increased 16%, although decreases occurred at the Jesse Besser Museum (-40%) and Michigan Historical Museum (-6%).

Statewide overall precipitation in April 1998 was 44% higher than April 1997 but 25% lower than normal. The Southern Lower Peninsula in particular received a lot of precipitation compared to April 1997. Average temperatures were 9% higher than April 1997 and 6% higher than normal. Exceptionally favorable weather conditions during the month were a significant factor behind the industry's strong performance.



## **Travel Forecast**

*by Sinji Yang and Donald F. Holecek*

Although the growth of highway traffic volume slowed down in the previous month, it accelerated again in April 1998. Highway traffic volume increased by a substantial 7%.

Although Asian financial markets were in turmoil, U.S. consumers remained optimistic. The Consumer Confidence Index increased 16%. The U.S./Canadian exchange rate decreased 3% compared to April 1997. Gasoline prices were 9% lower than April 1997. The Michigan Travel Intentions Index in April 1998 was 145.5. This was 7% higher than the previous month and 11% higher than April 1997.

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

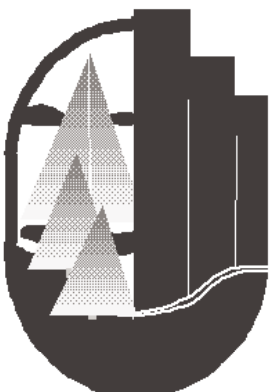
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

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### **April 1998 Report**

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