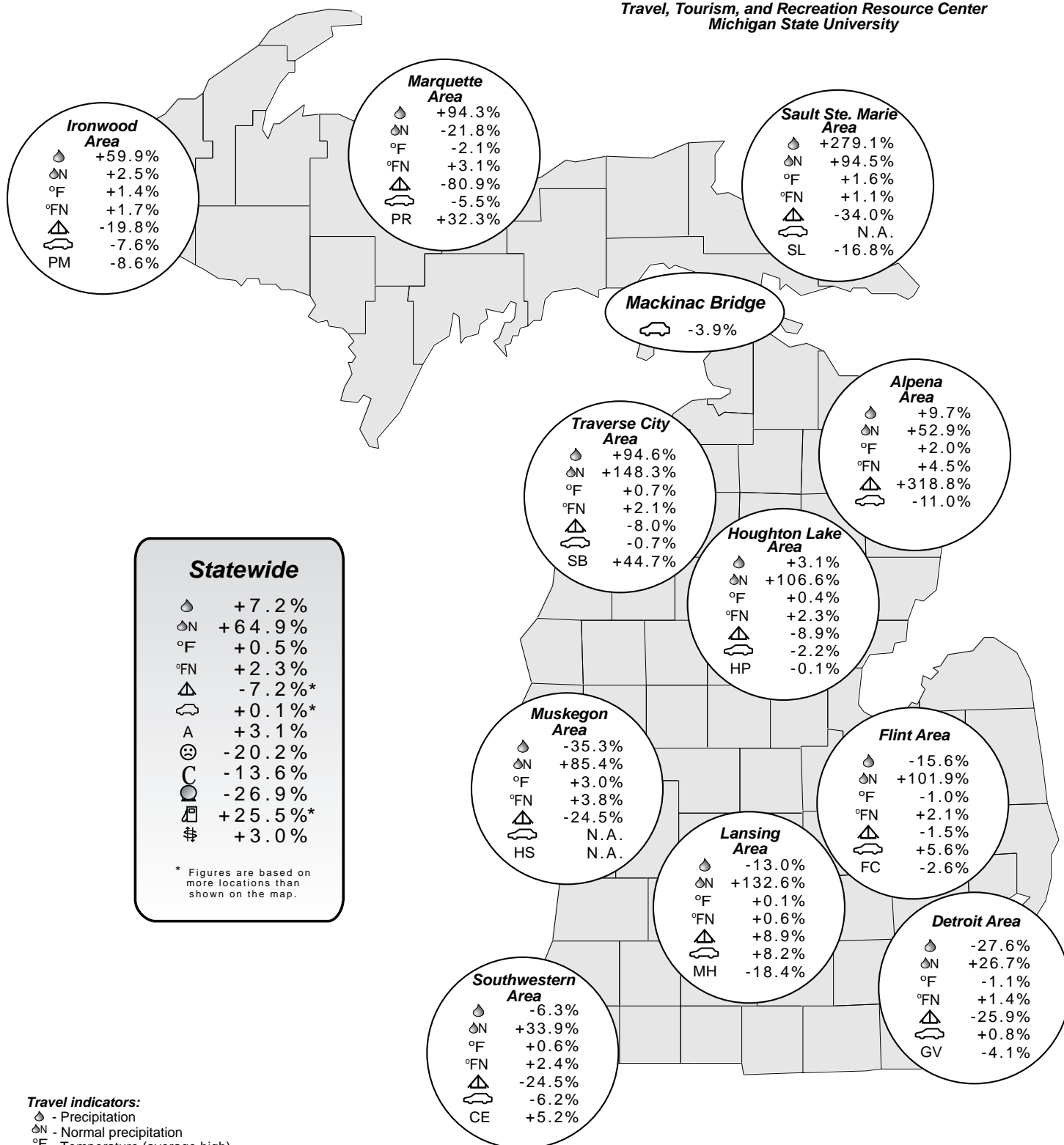


# Michigan Travel Indicators\* May 2001 vs. May 2000

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
- ⊕ - Present Situation
- 📊 - Expectations
- 💰 - 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
- 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 Bureau); managers of selected tourist attractions in Michigan; Conference Board; Federal Reserve Bank of New York; Mackinac Bridge Authority; Michigan AAA; Midwestern Climate Center.

## Comments

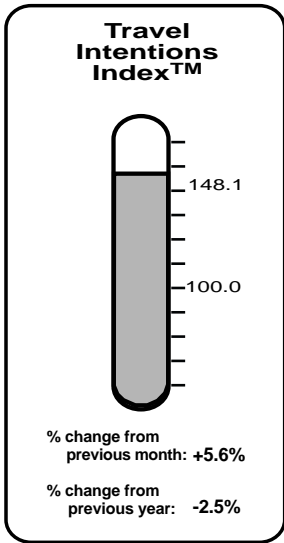
by Charles Shih, Lori A. Martin, and Donald F. Holecek

In May 2001, statewide traffic volume remained almost the same compared to May 2000. All areas we monitor in the Upper Peninsula and northern lower Michigan experienced decreases in traffic counts. However, increases were registered in the Lansing (+8%) and Flint (+6%) areas. The number of vehicles crossing the Mackinac Bridge this May declined by 4% from last May.

Statewide total precipitation in May 2001 was 7% higher than in May 2000 and 65% higher than the normal level. Ironwood, Marquette, Sault Ste. Marie, and Traverse City all received much more rain in May 2001 than in May 2000. The average high temperature in Michigan this month was up less than 1% from May 2000 and also up just over 2% from normal.

Overall attendance at selected Michigan attractions increased by 3% this May compared to last May. Among the attractions we monitor, visitor counts at the Sleeping Bear Dunes and Pictured Rocks National Lakeshores increased significantly, by 45% and 32%, respectively. State park overnight stays decreased by 7% during this month.

\*Revised to include state park data.



The Consumer Confidence Index in May 2001 was 115.5, a decline of 20% from May 2000. The Present Situation Index and Expectations Index in this month also dropped significantly, by 14% and 26%, respectively, as compared to this month one year ago. Average gas prices in May 2001 increased almost 26% compared to May 2000. The Travel Intentions Index™ this month was 148.1, an increase of 6% from May 2000 but a decrease of 3% from April 2001. The U.S. dollar was 3% stronger in May 2001 than it was in May 2000 compared to the Canadian dollar, bringing \$1.54 Canadian per U.S. dollar in exchange.

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Please note: You may contact Lori Martin or Charles Shih with questions regarding the methodology employed in producing this report.

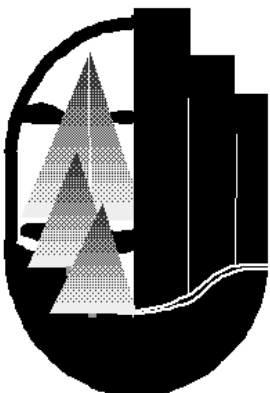
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