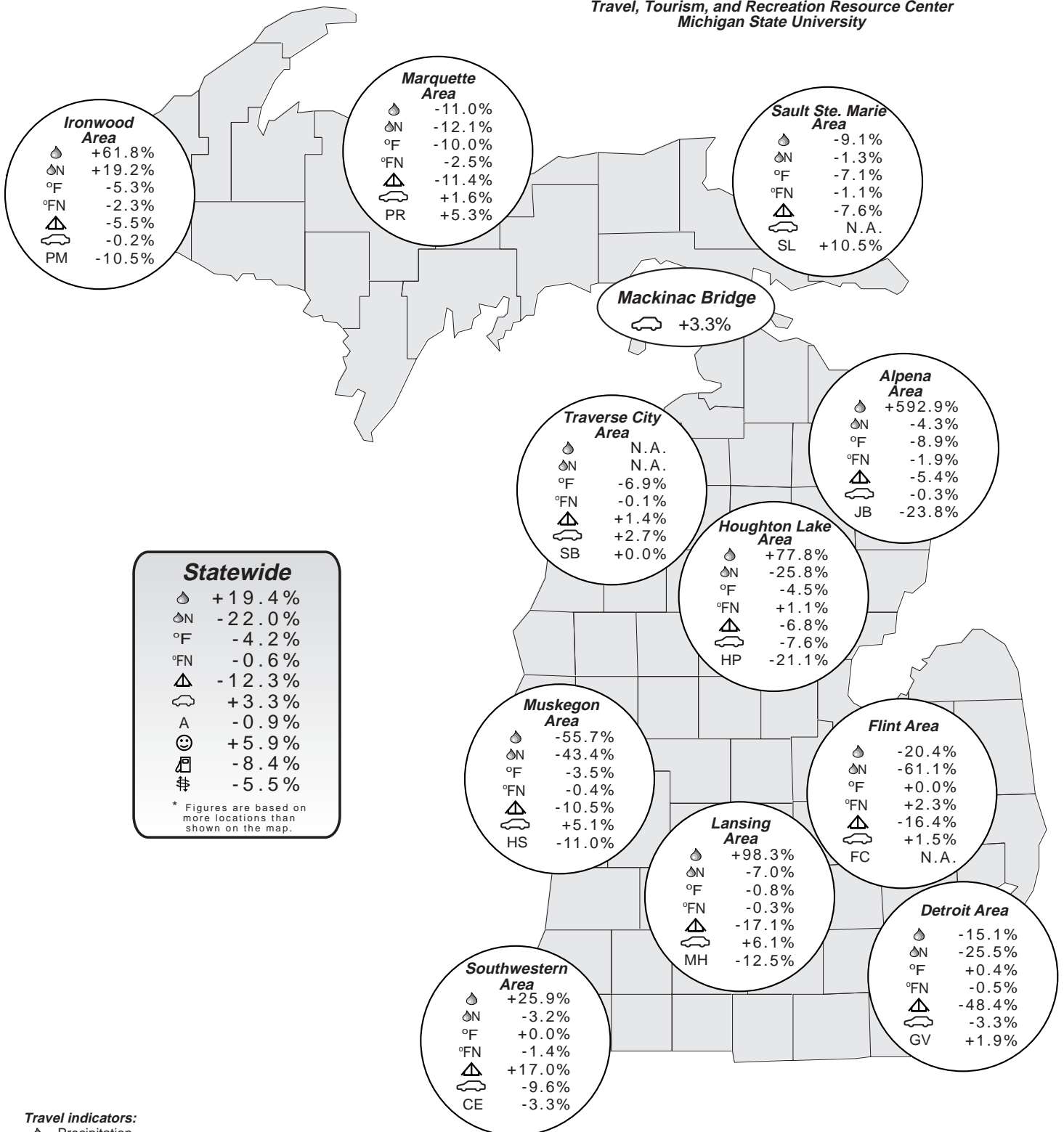


# Michigan Travel Indicators June 1998 vs. June 1997

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

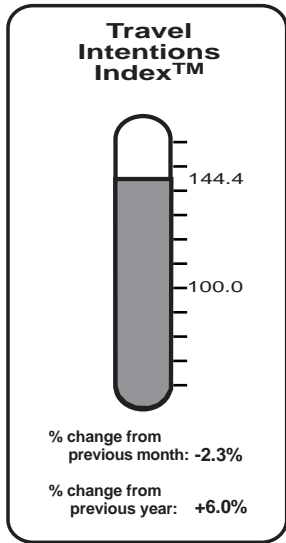
Data sources: Michigan Departments of Transportation and Natural Resources (Parks and Recreation Division); managers of selected tourist attractions in Michigan; RJO Analysis; Federal Reserve Bank of New York; Mackinac Bridge Authority; Michigan AAA; Midwestern Climate Center.

## Comments

by Sinji Yang and Donald F. Holecek

Statewide highway traffic volume in June 1998 increased 3% compared to June 1997. Most increases occurred in the Southern Lower Peninsula, especially in the Muskegon (+5%) and Lansing (+6%) areas. However, substantial decreases in highway traffic volume occurred in the Houghton Lake (-8%) and Southwestern (-10%) areas. Mackinac Bridge crossings increased 3%.

During June 1998, state park overnight stays decreased 12% statewide compared to June 1997. Decreases occurred in all monitored areas except in the Traverse City (+1%) and Southwestern (+17%) areas. The reductions in state park camping may have resulted from the fact that overall precipitation in June 1998 was 19% higher than June 1997. The Ironwood (+62%), Alpena (+593%), Houghton Lake (+78%), and Lansing (+98%) areas received particularly large increases in rainfall. Aggregate attendance at selected attractions declined slightly (-0.9%).



**Travel Forecast**

*by Sinji Yang and Donald F. Holecek*

Although the growth of highway traffic volume slowed in June 1998, the growth that occurred (3.3%) is within the forecasted range that we projected at the beginning of this year.

Due partially to the turmoil in Asian financial markets, the US dollar remained strong in the foreign exchange market. The US/Canadian exchange rate in June 1998 declined 6% compared to June 1997. The Consumer Confidence Index in June 1998 averaged 6% higher than June 1997. Gasoline prices declined 8%.

The Michigan Travel Intentions Index in June 1998 was 6% higher than in June 1997 but was 2% lower than the previous month.

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

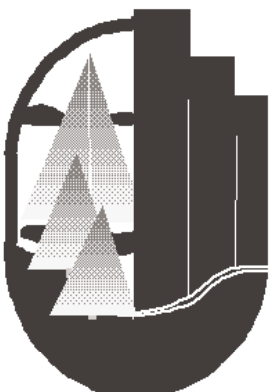
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

**Michigan Travel Indicators, Report No. 30**

Published monthly by the Travel, Tourism, and Recreation Resource Center  
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*June 1998 Report*

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