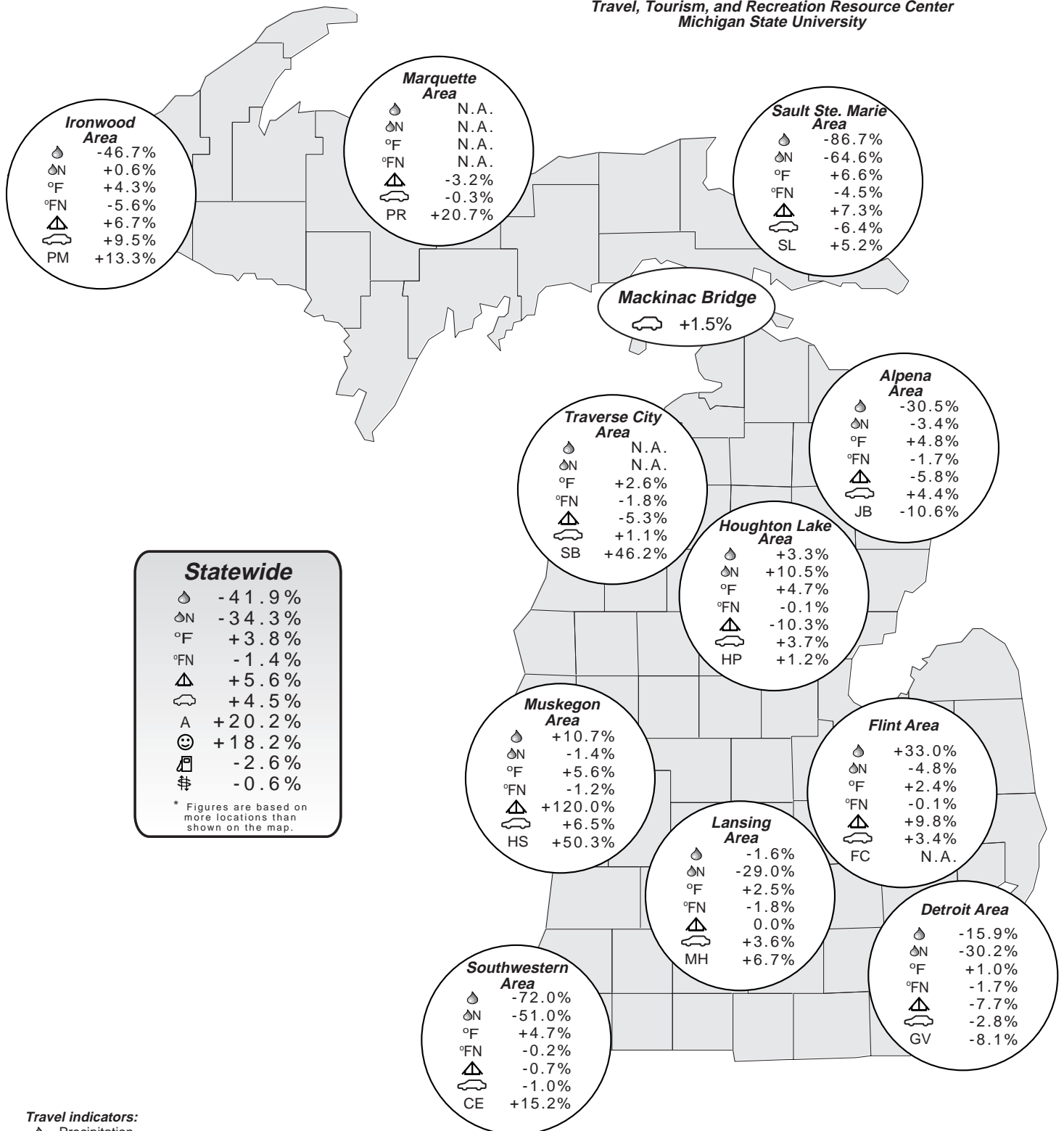


Michigan Travel Indicators July 1997 vs. July 1996

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 volume increased 5% in July 1997 compared to July 1996. Increases occurred in most areas. In particular, traffic increased 10% and 7% in the Ironwood and Muskegon areas, respectively. Decreases occurred in the Marquette (-0.3%), Sault Ste. Marie (-6%), Detroit (-3%) and Southwestern (-1%) areas. Mackinac Bridge crossings increased 1.5%.

Statewide state park overnight stays in July 1997 were 6% higher than last July, although decreases occurred in 6 of the 11 monitored areas. Aggregate attendance at selected attractions increased 20.2%. Most of the increases occurred at Pictured Rocks National Lakeshore (21%), Sleeping Bear Dunes National Lakeshore (46%), and P. J. Hoffmaster State Park (50%).

July 1997 was 42% drier than July 1996, and 34% drier than normal. Decreases in precipitation occurred in most monitored areas. Statewide temperatures were 4% higher than last July, but were 1% lower than normal. Overall, the combination of a robust economy and good weather probably account for much of the increases in travel activity documented in these statistics.

Travel Forecast

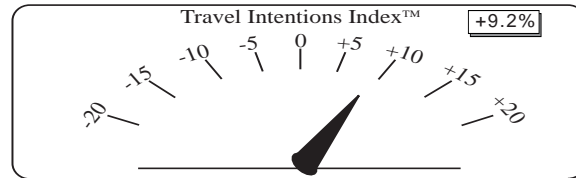
by Sinji Yang and Donald F. Holecek

Traffic volume has consistently grown over the forecasted 4% rate compared to last year. Moreover, the increases in state park overnight stays and aggregate attendance at selected attractions have occurred.

Confidence Index was 18% higher than last year. While U.S. dollars were appreciating in foreign exchange markets, the purchasing power of Canadian dollars in the U.S. declined 0.6% compared to last July.

Unleaded regular gasoline prices in July 1997 declined 3% compared to last July. During the same period, the Consumer

The Michigan Travel Intentions Index increased 9%.



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

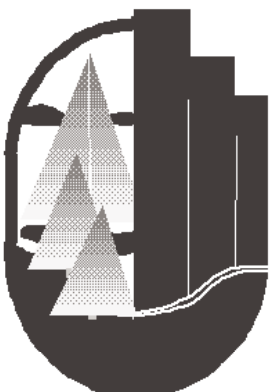
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

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