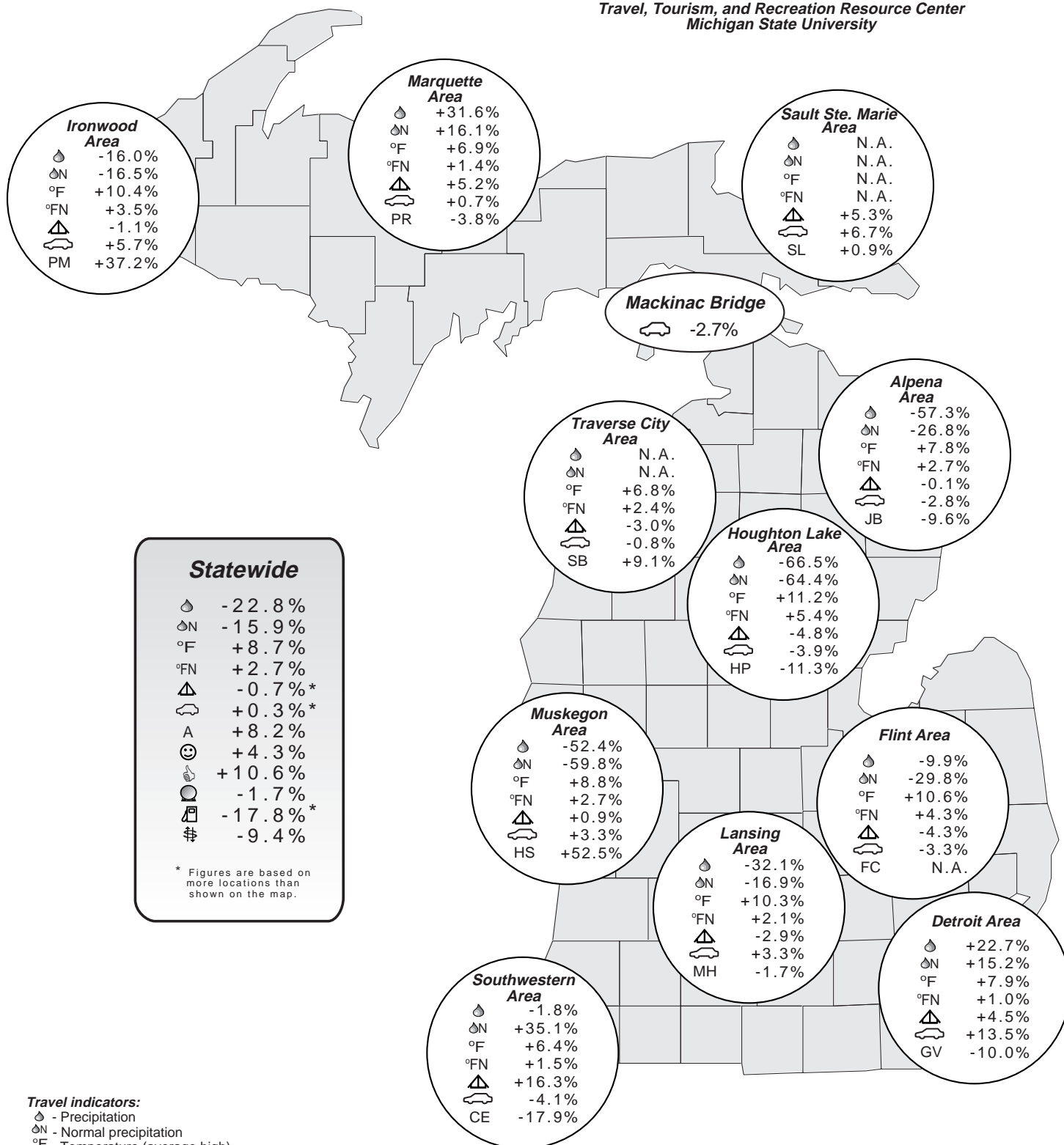


Michigan Travel Indicators August 1998 vs. August 1997

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
- 👉 - 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
- 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; Conference Board; Federal Reserve Bank of New York; Mackinac Bridge Authority; Michigan AAA; Midwestern Climate Center.

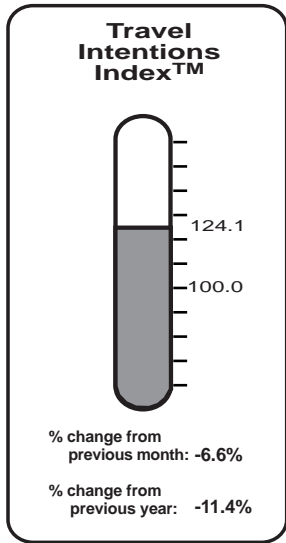
Comments

by Sinji Yang and Donald F. Holecek

Statewide highway traffic volume in August 1998 was nearly unchanged from August 1997. While increases were experienced in the Upper Peninsula and in some areas of the Southern Lower Peninsula, decreases occurred across the Northern Lower Peninsula. Mackinac Bridge crossings declined 3%.

State park overnight stays in August 1998 declined slightly (-0.7%) compared to August 1997. Aggregate attendance at selected attractions increased 8%. In particular, Porcupine Mountains Wilderness and P.J. Hoffmaster State Parks experienced 37% and 53% increases, respectively.

August 1998 was much drier and warmer than August 1997. Statewide overall precipitation in August 1998 was 23% lower than last August and 16% lower than normal. Average temperatures were 9% higher than August 1997 and 3% higher than normal.



Travel Forecast

by Sinji Yang and Donald F. Holecek

Beginning with this report, we are adding the Conference Board's "Present Situation" and "Expectations" indices to the statewide statistics panel. The weighted sum of these two indexes is used to develop the Consumer Confidence Index that we have been reporting each month. As you will note in this report, the two indices do diverge at times. The survey questions used in collecting data for the Expectations Index are similar to those used to collect data for our Michigan Travel Intentions Index. We will examine the relationship between these indices and present the results at the forthcoming Michigan Tourism Outlook Conference on March 10, 1999. We cordially invite you to attend this conference. For registration information, please call Teresa Herbowicz at 517-353-0793.

During August 1998, the Consumer Confidence Index increased 4%, the Present Situation Index increased 11%, but the Expectations and Michigan Travel Intentions Indexes declined 2% and 11%, respectively, compared to August 1997. Gasoline prices declined 18% and the U.S./Canadian exchange rate declined 9%.

We are pleased to announce that our Michigan Travel Indicators reports are now available in electronic form as well as hard copy. If you like to receive the reports as e-mail attachments, please send a subscription message and e-mail address to yangsinj@pilot.msu.edu, or download the files from our web site at <http://www.tourism.msu.edu/tourism.html>

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

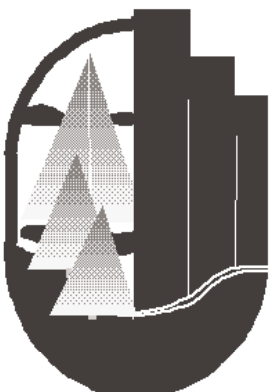
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

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MICHIGAN TRAVEL INDICATORS

August 1998 Report

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