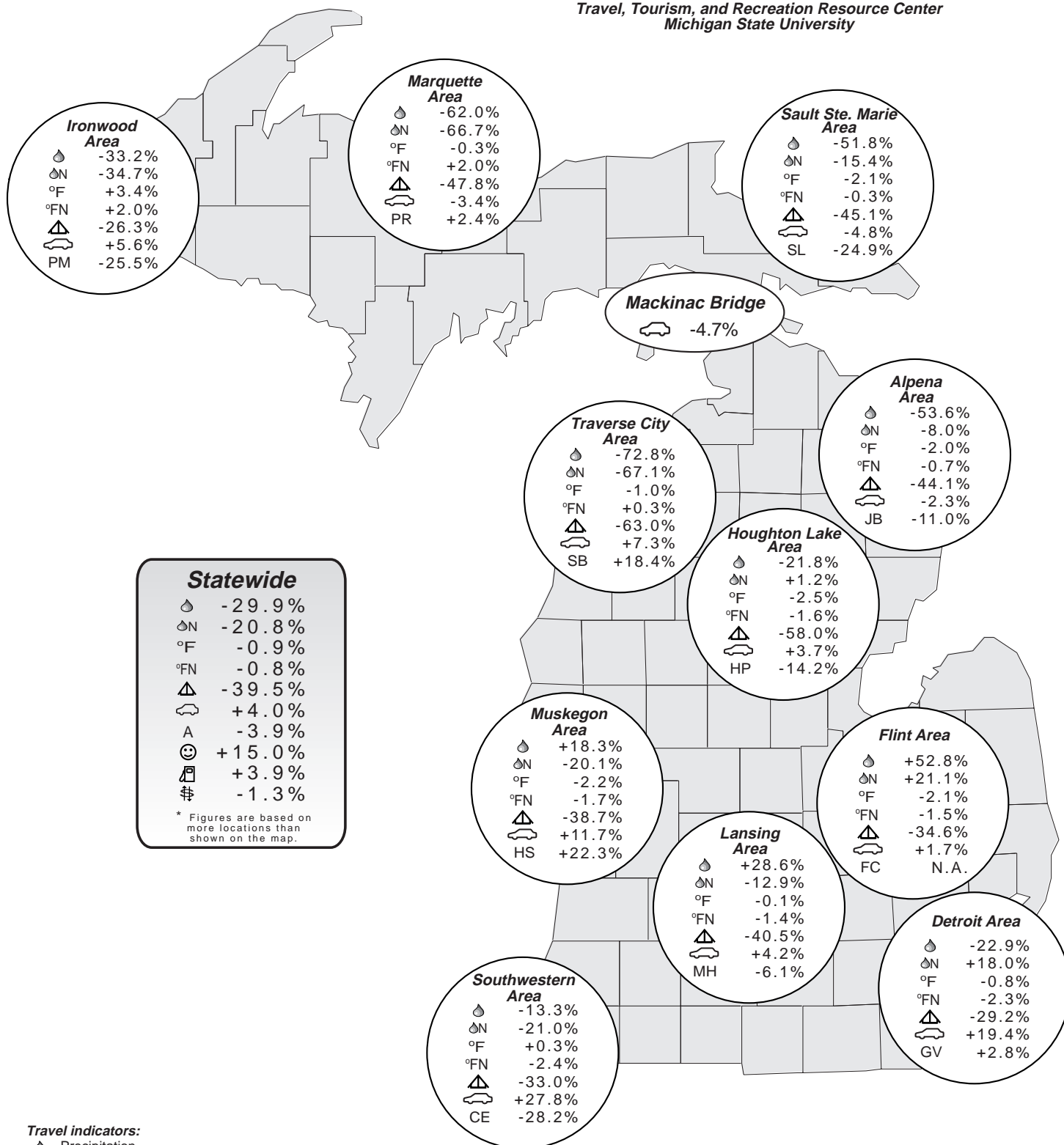


Michigan Travel Indicators September 1997 vs. September 1996

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

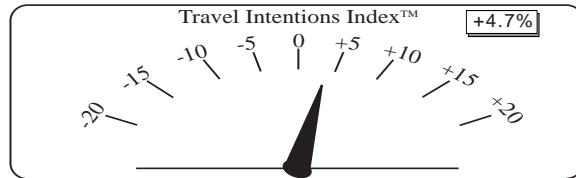
Statewide highway traffic volume registered a 4% increase in September 1997 compared to September 1996. Major increases occurred in the Southern Lower Peninsula, especially in the Muskegon, Detroit, and Southwestern areas, where double-digit increases occurred. Mackinac Bridge crossings declined 5%.

State park overnight stays in September 1997 declined 40% compared to September 1996. All monitored areas experienced decreases in state park overnight stays; moreover, all decreases were in the double-digit range. Aggregate attendance at selected attractions declined 4%, although increases occurred at Pictured Rocks National Lakeshore (2%), Sleeping Bear Dunes National Lakeshore (18%), P.J. Hoffmaster State Park (22%), and Henry Ford Museum/Greenfield Village (3%).

Decreases in precipitation occurred in most of the northern areas. Although some southern areas had relatively high rainfall, on a statewide basis September 1997 was 30% drier than September 1996 and was 20% drier than normal. Statewide temperatures were 0.9% lower than September 1996 and 0.8% lower than normal.

The growth of highway traffic slowed a bit in August 1997, but moved up again in September. During January through September 1997, highway traffic counts increased 4% compared to the same period 1996. Although traffic activity was consistent with our projection, state park overnight stays experienced a 40% decline in September 1997.

In September 1997, the Consumer Confidence Index increased 15%, gasoline prices increased 4%, the U.S./Canadian exchange rates declined 1%, and intentions to travel to Michigan increased 5% compared to September 1996.



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

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Michigan State University
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