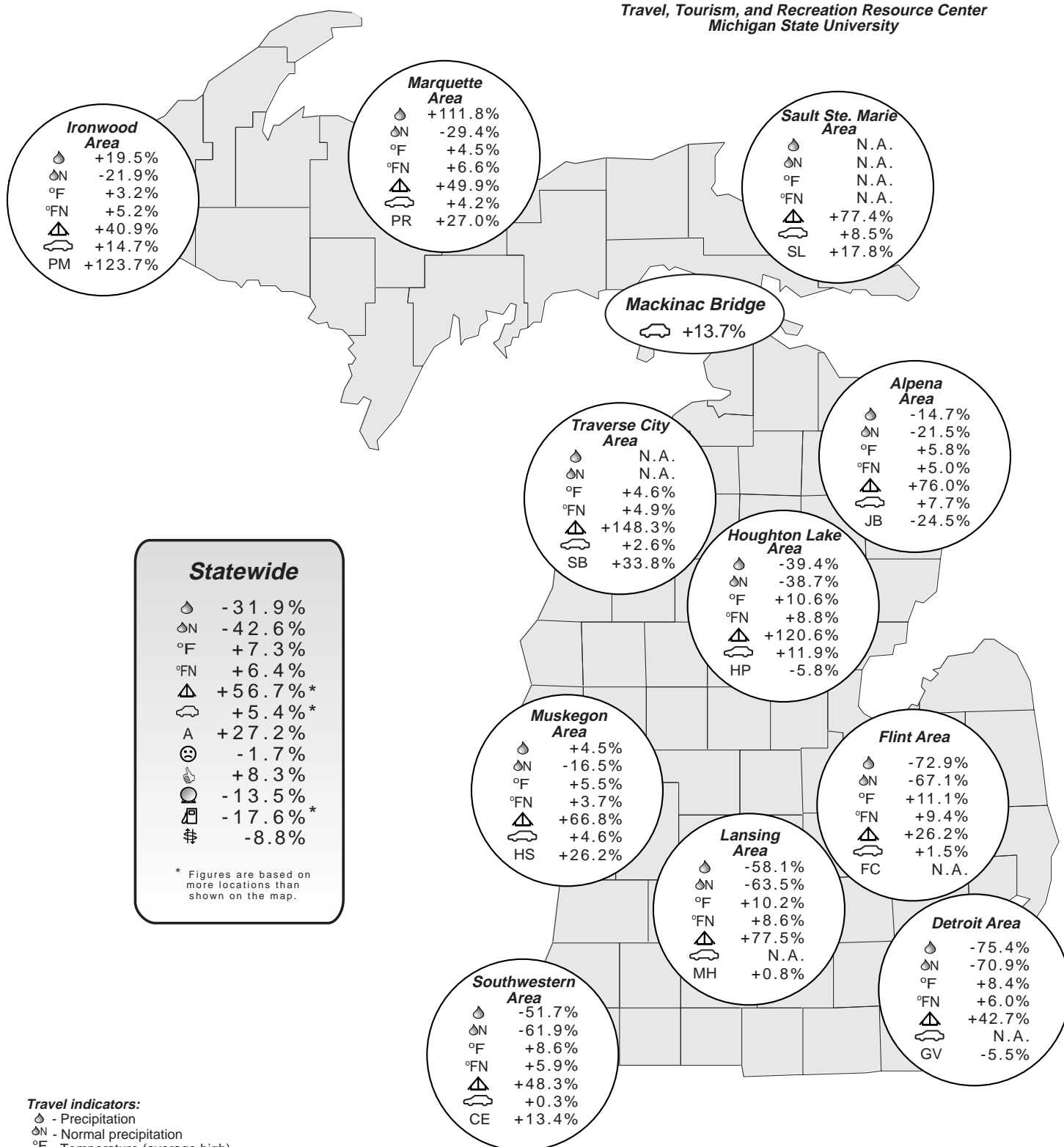


Michigan Travel Indicators September 1998 vs. September 1997

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.

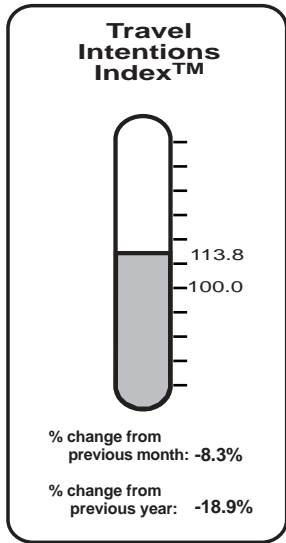
Comments

by Sinji Yang and Donald F. Holecek

During September 1998, statewide highway traffic volume increased 5% compared to September 1997. Increases occurred in all areas that we monitor. Most increases occurred in the Upper Peninsula and Northern Lower Peninsula. Mackinac Bridge crossings increased almost 14% and set a new record for September crossings.

September 1998's weather conditions followed the drier and warmer patterns of the previous months. It seemed as if we had a prolonged summer season this year. Statewide overall precipitation in September 1998 was 32% lower than last September and 43% lower than normal. Statewide average temperatures were 7% higher than September 1997 and 6% higher than normal. Probably as a result of these improved weather conditions, substantial increases occurred at most natural resources-based outdoor recreation sites. In particular, state park overnight stays in September 1998 increased 57% statewide and increased at all areas that we monitor. Aggregate attendance at selected tourist attractions increased 27%. However, decreases occurred at the Jesse Besser Museum (-25%) and Greenfield Village/Henry Ford Museum (-6%).

Part of the general increase in travel activity this month may be attributed to Labor Day being six days later than last year, putting all the Labor Day weekend traffic in September. Last year, much of it fell in August with the holiday falling on September 1st.



Travel Forecast

by Sinji Yang and Donald F. Holecek

Due to the general favorable weather conditions in September 1998, statewide highway traffic volume resumed its pace established during the first half of this year.

During September 1998, the Present Situation Index increased 8%, but the Consumer Confidence and Expectations indices decreased 2% and 14%, respectively. The Michigan Travel Intentions Index declined 19% compared to September 1997. Gasoline prices declined 18% and the U.S./Canadian exchange rate declined 9%.

We would like to remind you that we have prepared these Michigan Travel Indicators reports in electronic as well as hard copy format. 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 also like to remind you that we our annual Michigan Tourism Outlook Conference will take place on March 10, 1999. We cordially invite you to attend. For more information, please visit our web site or call Teresa Herbowicz at 517-353-0793 to register.

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

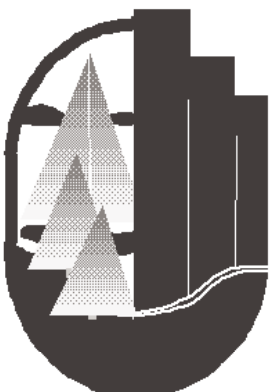
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

Michigan Travel Indicators, Report No. 33

Published monthly by the Travel, Tourism, and Recreation Resource Center
172 Natural Resources Building, Michigan State University, East Lansing, MI 48824-1222
Phone: (517) 353-0793, Fax: (517) 432-2296
E-mail: dholecek@pilot.msu.edu
yangsinj@pilot.msu.edu

Travel, Tourism, and Recreation Resource Center
172 Natural Resources Building
Michigan State University
East Lansing, MI 48824-1222



MICHIGAN TRAVEL INDICATORS

September 1998 Report

Michigan State University
Travel, Tourism, and Recreation Resource Center