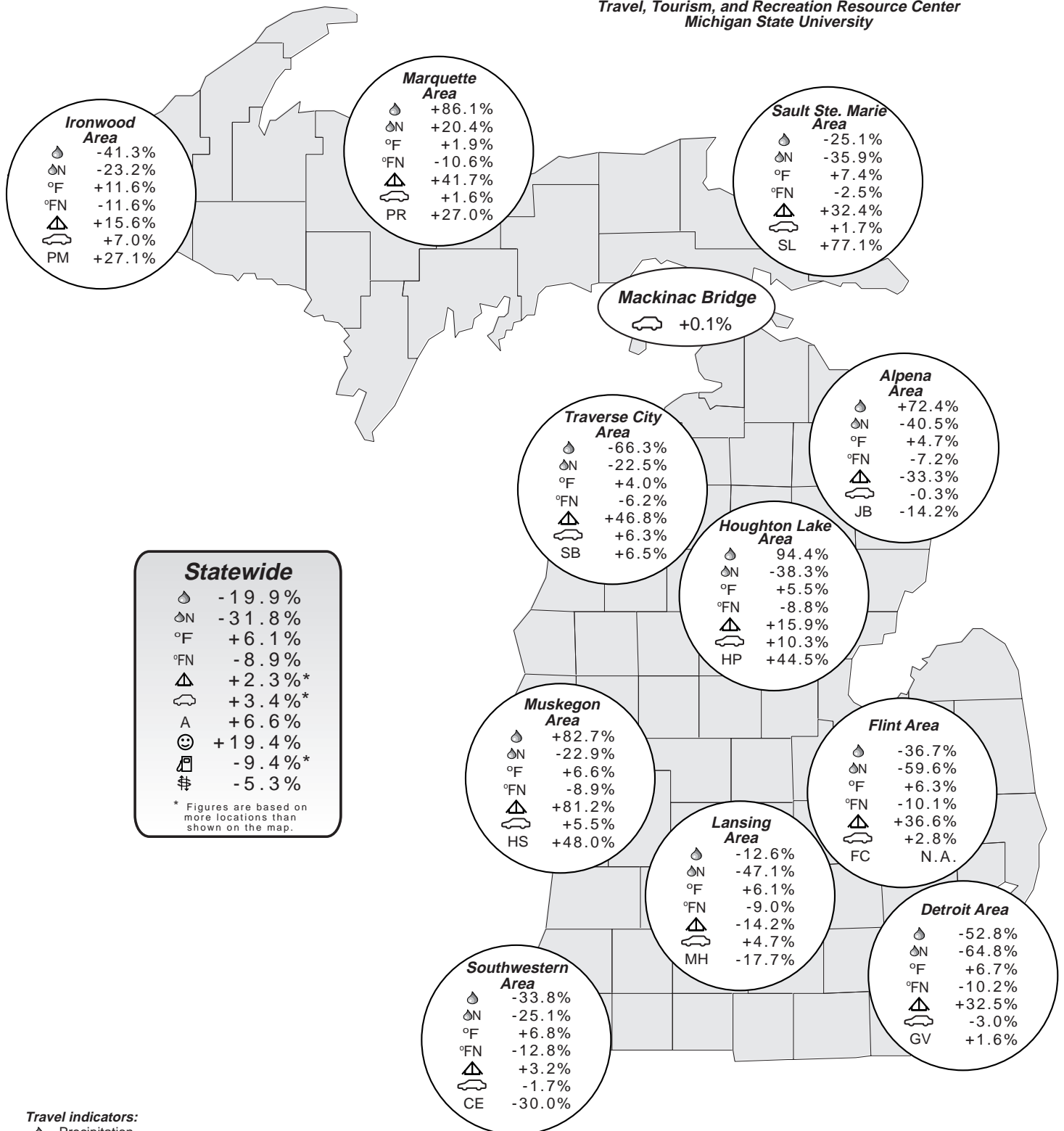


Michigan Travel Indicators November 1997 vs. November 1996

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.

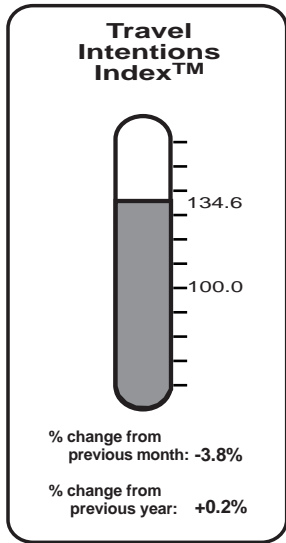
Comments

by Sinji Yang and Donald F. Holecek

Statewide highway traffic volume in November 1997 increased 3% compared to November 1996. While increases occurred in most monitored areas, decreases occurred in the Alpena (-0.3%), Detroit (-3%), and Southwestern (-2%) areas. Mackinac Bridge crossings increased slightly by 0.1%.

State park overnight stays increased 2% statewide, although decreases occurred in the Alpena (-33%) and Lansing (-14%) areas. Aggregate attendance at selected attractions increased 7%. In particular, all of the selected attractions in the Upper Peninsula experienced relatively large increases in attendance.

Statewide precipitation in November 1997 was 20% lower than in November 1996 and 32% lower than normal. Each monitored area experienced higher temperatures in November 1997 than in November 1996, but lower temperatures than normal. Statewide temperatures were 6% higher than November 1996 but 9% lower than normal.



Travel Forecast

by Sinji Yang and Donald F. Holecek

During January through November 1997, highway traffic counts increased 4% compared to the same period in 1996. Year-to-date statistics also indicate that all monitored areas experienced increases in highway traffic counts except the Sault Ste. Marie area.

The Consumer Confidence Index increased 20%, regular unleaded gasoline prices declined 0.7%, and the U.S./ Canadian exchange rate decreased 2% in November 1997 compared to November 1996.

The Michigan Travel Intentions Index in November 1997 was 134.6. This was 4% lower than last month but 0.2% higher than in November 1996.

Agricultural and Natural Resources Week at Michigan State University will soon be here. A review and forecast of Michigan's travel and tourism industry performance will be presented at the annual Michigan Travel Outlook Conference on March 11, 1997. Call us at 517/353-0793 to make a reservation.

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

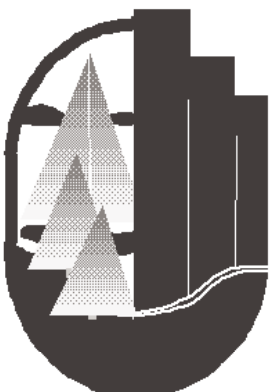
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

Michigan Travel Indicators, Report No. 23

Published monthly by the Travel, Tourism, and Recreation Resource Center
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November 1997 Report

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