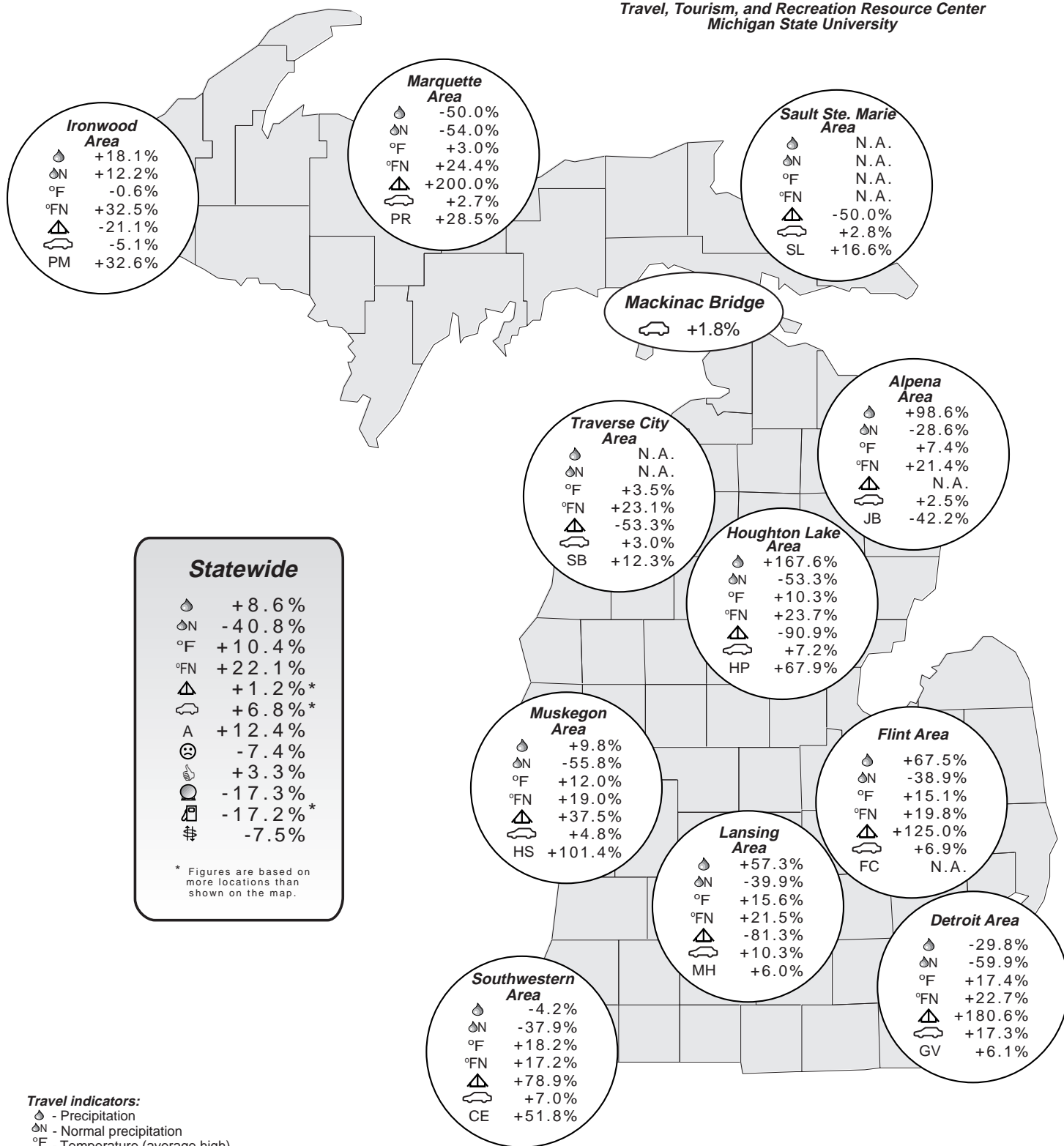


Michigan Travel Indicators December 1998 vs. December 1997

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

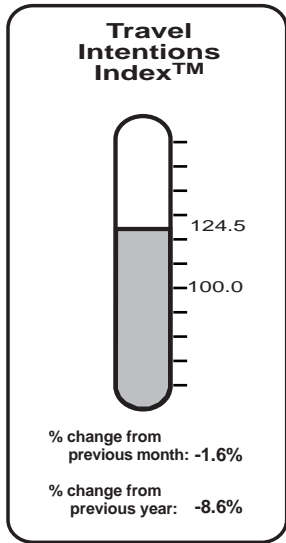
Data sources: Michigan Departments of Transportation and Natural Resources (Parks and Recreation Division); managers of selected tourist attractions in Michigan; Conference Board; Federal Reserve Bank of New York; Mackinac Bridge Authority; Michigan AAA; Midwestern Climate Center.

Comments

by Sinji Yang and Donald F. Holecek

Statewide highway traffic volume during December of 1998 increased almost 7% compared to December 1997. Increases occurred in all areas that we monitor except Ironwood, which experienced a 5% decrease. Mackinac Bridge crossings increased 2%.

Weather conditions during December 1998 were much warmer than December 1997 and than normal. Statewide average temperatures were 10% higher than December 1997 and 22% higher than normal. Statewide overall precipitation in December 1998 was 7% higher than December 1997 but 41% lower than normal. State park overnight stays in December 1998 increased 1% statewide. Most increases occurred in the Southern Lower Peninsula. Aggregate attendance at selected tourist attractions increased 12%. Substantial increases occurred at all selected tourist attractions except the Jesse Besser Museum (-42%).



Travel Forecast

by Sinji Yang and Donald F. Holecek

Possibly due to the unusual weather conditions in December 1998, statewide highway traffic volume registered growth in December in excess of expectations. Highway traffic volume during 1998 as a whole increased 4.5%, a half-percentage point higher than what we forecasted at the beginning of 1998.

In December 1998, the stock market was on a roller coaster of up and down due partially to uncertainty in domestic and international affairs. The Present Situation Index increased 3% compared to December 1997; however the expectations and Consumer Confidence indices decreased 17% and 7%, respectively. The Michigan Travel Intentions Index was 9% lower than December 1997 and 2% lower than the previous month. Gasoline prices declined 17%. In some areas, the unleaded gasoline prices even dropped below 90 cents per gallon. The U.S. dollar remained strong in the foreign exchange market. The U.S./Canadian exchange rate declined 8%.

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

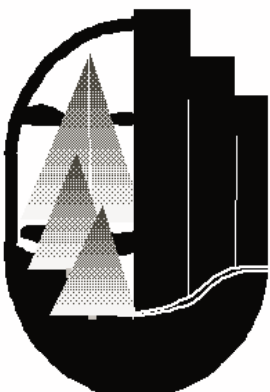
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

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