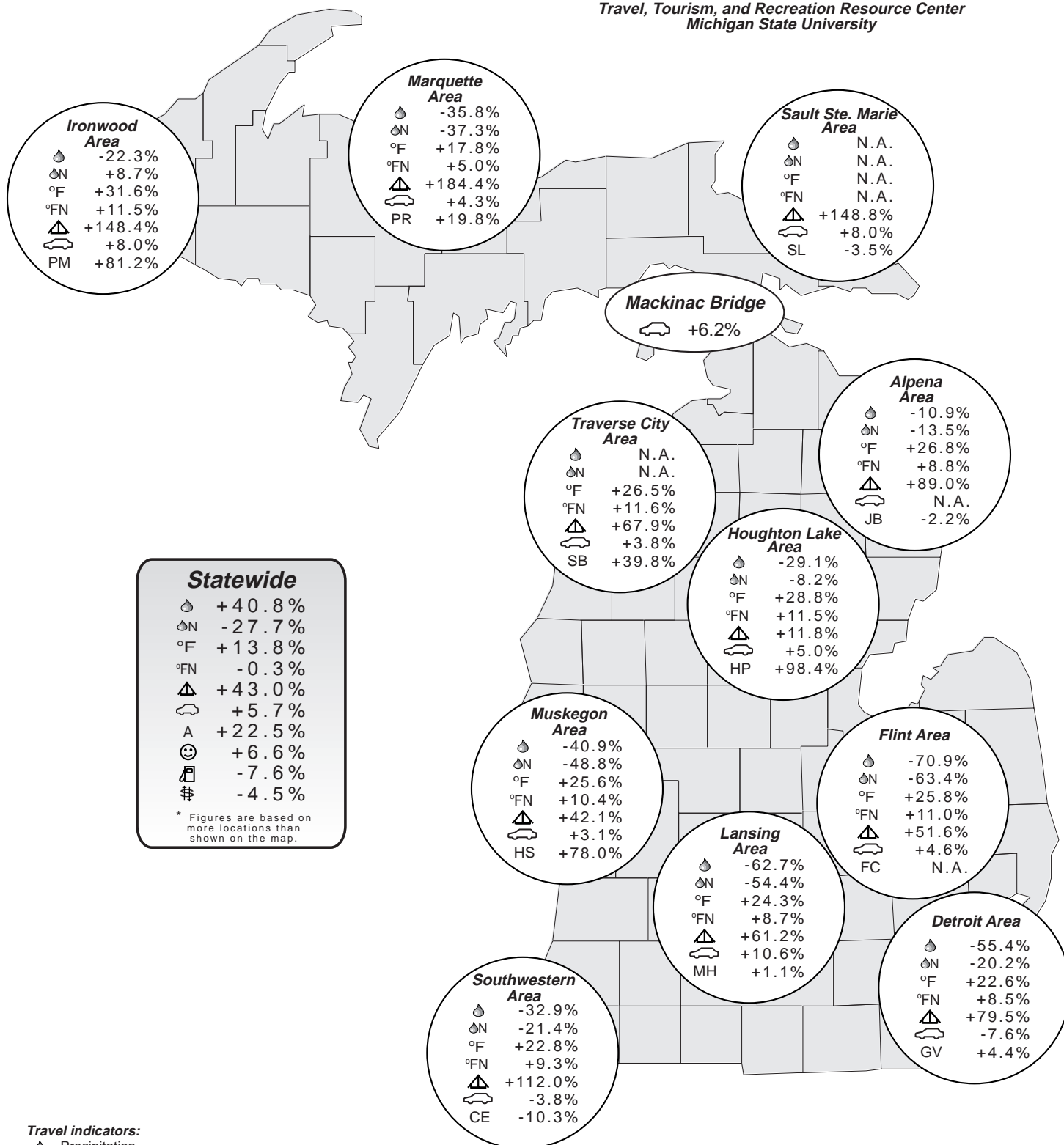


Michigan Travel Indicators May 1998 vs. May 1997

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
- 💰 - 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.

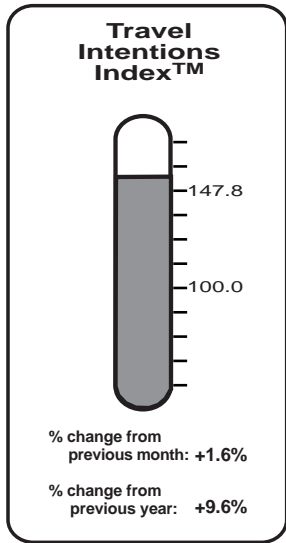
Comments

by Sinji Yang and Donald F. Holecek

Highway traffic volume during May 1998 increased 6% compared to May 1997. As observed during the previous month, increases occurred in all monitored areas except the Detroit (-8%) and Southwestern (-4%) areas. Mackinac Bridge crossings in May 1998 increased 6% compared to May 1997.

Overnight stays at state parks during May 1998 increased 43% statewide compared to May 1997. Both state park overnight stays and day use increased substantially in all monitored areas. Aggregate attendance at selected attractions increased 23%.

May 1998 was much drier and warmer than May 1997 in all monitored areas. Statewide overall precipitation in May 1998 was 41% lower than May 1997 and 28% lower than normal. Average temperatures statewide were 14% higher than May 1997 but 0.3% lower than normal. These favorable weather conditions may at least partially account for increases in the travel activity noted above.



Travel Forecast

by Sinji Yang and Donald F. Holecek

Highway traffic volume continued to increase beyond our forecast. Substantial increases in attendance occurred at state parks and most natural resources-based outdoor attractions. Once again, these increases may be due at least in part to the generally favorable weather conditions in May 1998.

During May 1998, the Consumer Confidence Index increased 6%, gasoline prices declined 9%, and the U.S./Canadian exchange rate decreased 5% compared to May 1997. The Michigan Travel Intentions Index in May 1998 was 147.8. This was 2% higher than the previous month, 10% higher than May 1997, and a historical high since October 1995.

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

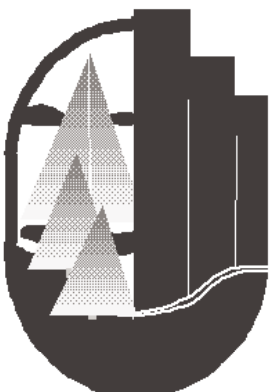
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

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MICHIGAN TRAVEL INDICATORS

May 1998 Report

Michigan State University
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