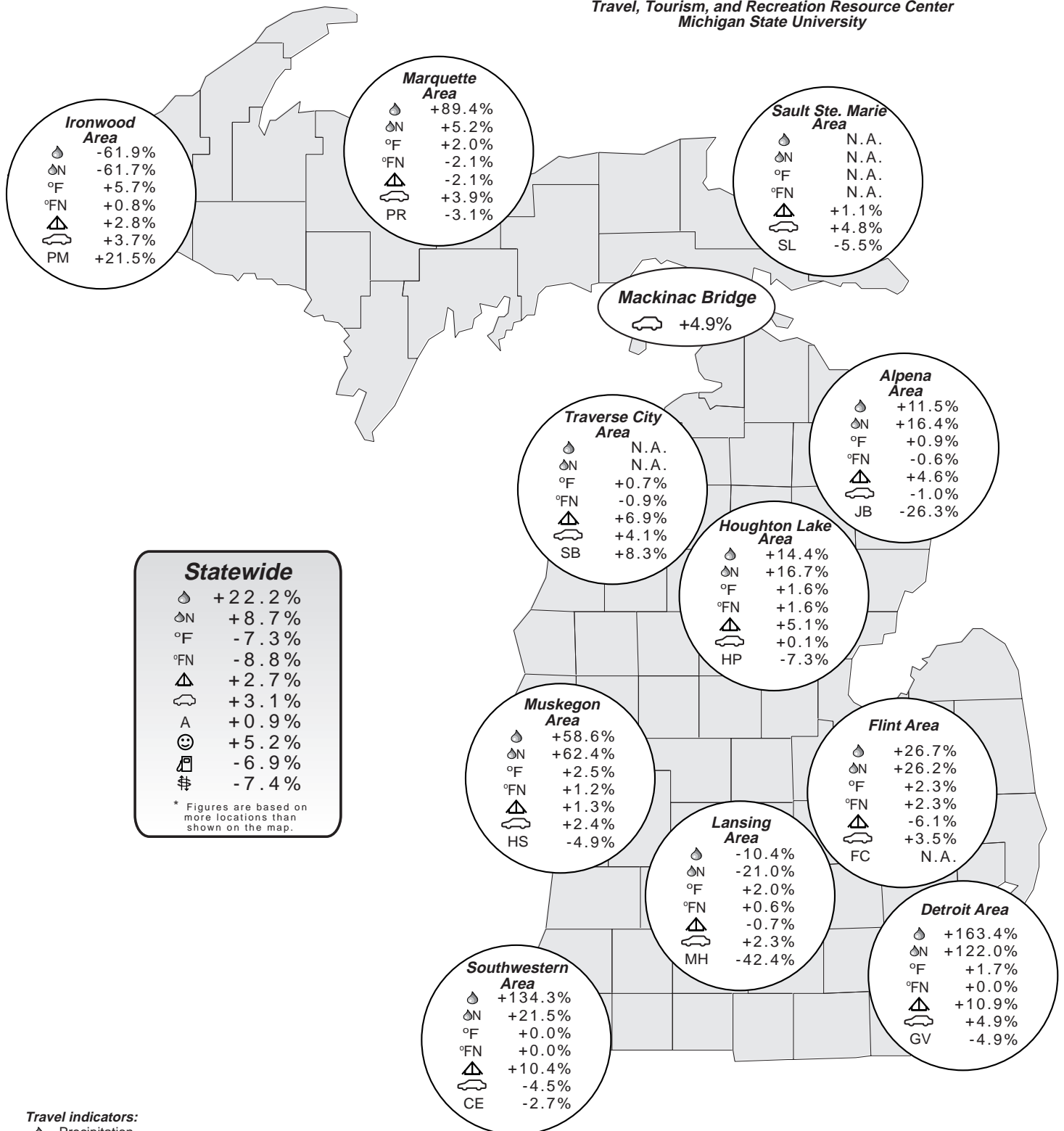


Michigan Travel Indicators July 1998 vs. July 1997

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

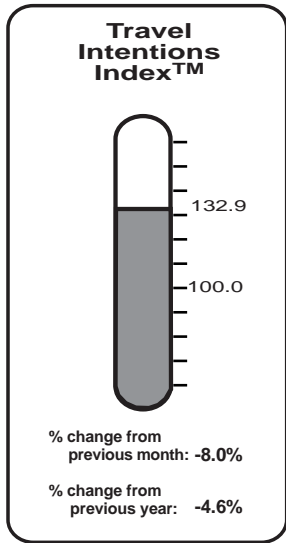
Data sources: Michigan Departments of Transportation and Natural Resources (Parks and Recreation Division); managers of selected tourist attractions in Michigan; RJO Analysis; Federal Reserve Bank of New York; Mackinac Bridge Authority; Michigan AAA; Midwestern Climate Center.

Comments

by Sinji Yang and Donald F. Holecek

Michigan highway traffic volume in July 1998 increased 3% compared to July 1997. Increases occurred in all areas that we monitored except the Alpena (-1%) and Southwestern (-5%) areas. Although growth in highway traffic volume slowed from the fast pace established over the first six months of the year, many areas experienced more than the modest 3% statewide increase. Regionally, traffic was up 4% in the Upper Peninsula; and 3% in the Northern Lower Peninsula and the Southern Lower Peninsula. Mackinac Bridge crossings increased almost 5%.

Statewide, overall precipitation in July 1998 was 22% higher than July 1997 and 9% higher than normal. Statewide temperatures were 7% lower than July 1997 and 9% lower than normal. In spite of these less favorable weather conditions, overnight stays at state parks increased 3% statewide. Substantial increases occurred in the Detroit (+11%) and Southwestern (+10%) areas; however, decreases occurred in the Lansing (-0.7%), Flint (-6%), and Marquette (-2%) areas. Aggregate attendance at selected attractions increased slightly (+0.9%), although decreases occurred at most attractions that we monitor.



Travel Forecast

by Sinji Yang and Donald F. Holecek

While growth in highway traffic volume was somewhat sluggish during the second month of this summer season, it was still within the range of our projected increase of 3-4%. The General Motors auto workers' strike may have been the most significant event that affected Michigan's travel and tourism industry this month. The typical short duration auto worker strike results in increased travel activity, but the long duration of the most recent GM strike appears to have had a dampening effect on Michigan travel.

During July 1998, the Consumer Confidence Index was 5% higher than July 1998. The US/Canadian exchange rate declined 7%. Regular unleaded gasoline prices declined 7%.

The Michigan Travel Intentions Index in July 1998 was 132.9. This was 8% lower than the previous month and 5% lower than it was in July 1997.

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

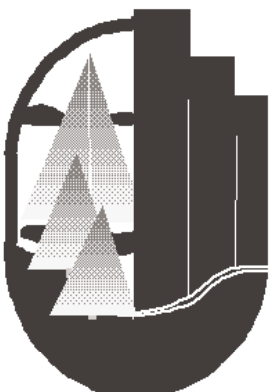
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

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July 1998 Report

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