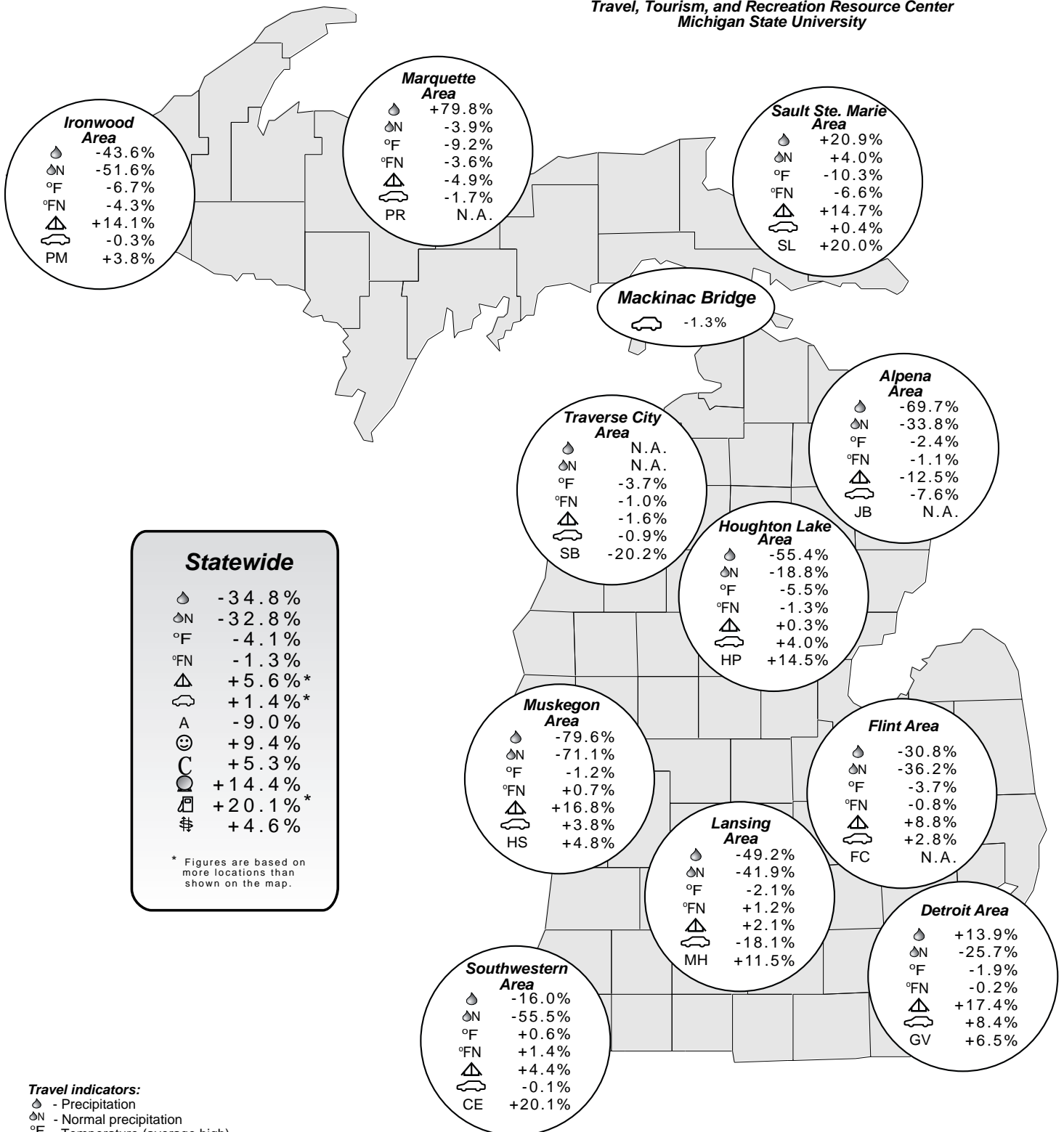


# Michigan Travel Indicators October 1999 vs. October 1998

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.

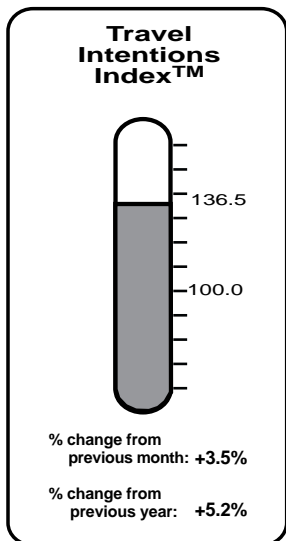
## Comments

by Sinji Yang and Donald F. Holecek

Statewide highway traffic volume in October 1999 increased 1% compared to October 1998. Decreases occurred in most areas that we monitor, although large increases occurred in the Southern Lower Peninsula. Mackinac Bridge crossings declined 1%.

State park overnight stays in October 1999 increased 6% statewide. Increases occurred in most areas that we monitor, especially in the Southern Lower Peninsula. Aggregate attendance at selected tourist attractions decreased 9%, although many increases occurred in the Southern Lower Peninsula.

Weather conditions in October 1999 were much drier and slightly cooler compared to October 1998. Statewide overall precipitation in October 1999 was 35% lower than in October 1998 and 33% lower than normal. Statewide average temperatures were 4% lower than in October 1998 and 3% lower than normal.



## Travel Forecast

by Sinji Yang and Donald F. Holecek

During October 1999, the growth of statewide highway traffic volume (1%) was lower than it was for the year-to-date (4%). So far, our forecasted increase in highway traffic volume remains on track for 1999; however, fall travel now appears to have been weaker than expected.

During October 1999, the Conference Board's Present Situation Index (PSI) increased 5%, the Expectations Index (EI) increased 14%, and the Consumer Confidence Index, which is a composite of the PSI and the EI, increased 9% compared to October 1998. The Michigan Travel Intentions Index increased 5%, and the U.S. dollar was 7% weaker than the Canadian dollar compared to October 1998. However, due partially to OPEC countries' curtailing of oil production and colder weather conditions, gasoline price increased 20% compared to October 1998. It's possible that gasoline price increases were large enough to reduce travel activity by 2-4% which could explain the softer than expected fall travel market.

Our annual Michigan Tourism Outlook Conference will be held on March 8, 2000. We cordially invite you to attend. In addition, consider attending our Community Tourism Workshop on March 7 and Indian Gaming Conference on March 9. For more information please visit our Web site at <http://www.tourism.msu.edu/tourism.html> or call Teresa Herbowicz at 517-353-0793.

We would like to acknowledge the assistance of Semok Yoon in preparing this report.

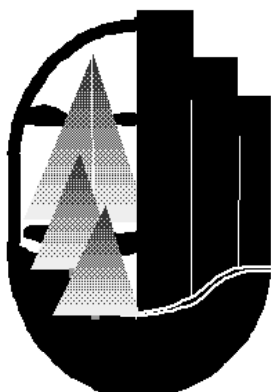
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

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### October 1999 Report

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