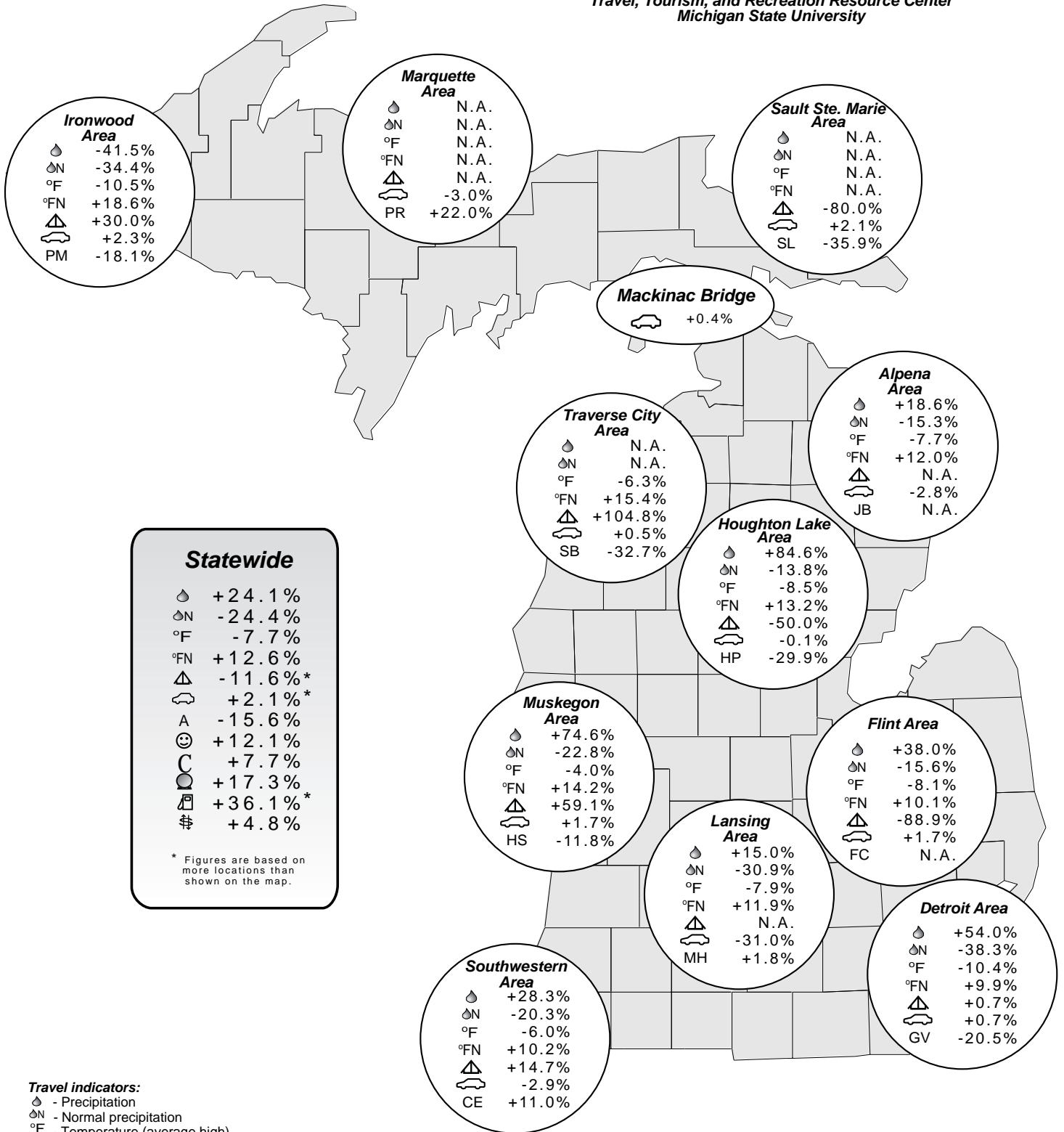


# Michigan Travel Indicators December 1999 vs. December 1998

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

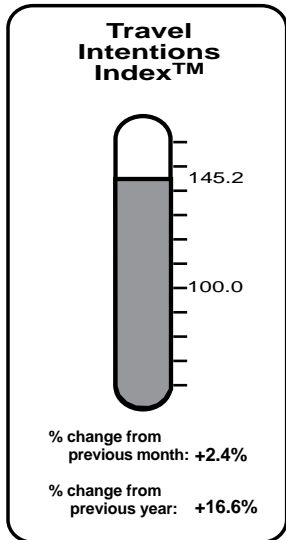
Data sources: Michigan Departments of Transportation and Natural Resources (Parks and Recreation Division); managers of selected tourist attractions in Michigan; Conference Board; Federal Reserve Bank of New York; Mackinac Bridge Authority; Michigan AAA; Midwestern Climate Center.

## Comments

by Sinji Yang and Donald F. Holecek

Statewide highway traffic volume during December 1999 increased 2% compared to December 1998. Most areas we monitor experienced small increases or decreases, except the Lansing area, where a 31% decrease occurred. Mackinac Bridge crossings increased 0.4%.

Statewide overall precipitation in December 1999 was 24% higher than December 1998 but 24% lower than normal. Statewide average temperatures were 8% lower than December 1998 and 13% lower than normal. State park overnight stays in December 1999 decreased 12% statewide. Aggregate attendance at nine selected tourist attractions decreased 16%. Decreases occurred at most attractions that we monitor.



**Travel Forecast**

*by Sinji Yang and Donald F. Holecek*

The growth of highway traffic volume in December 1999 slowed, but highway traffic volume during 1999 as a whole increased 3.6%. This is close to the 4% increase we forecasted at the beginning of 1999.

In December 1999, the Present Situation Index (PSI) increased 8% compared to December 1998, the Expectations Index (EI) increased 17%, and the Consumer Confidence Index, a composite of the PSI and the EI, increased 12%. The Michigan Travel Intentions Index registered 145 points, which was 17% higher than December 1998 and 2% higher than the previous month. Unleaded gasoline prices increased 36%, a big jump if one remembers that the such prices in December 1998 were less than a dollar per gallon in some areas. Compared to December 1998, the U.S. dollar was 5% weaker than the Canadian dollar.

We would like to acknowledge the assistance of Chang Huh in preparing this report.

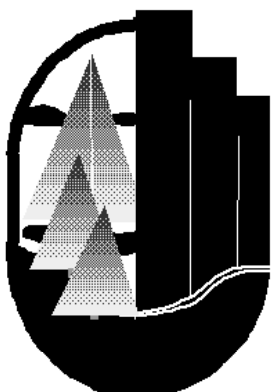
We would also like to acknowledge the financial support of the Michigan Agricultural Experiment Station and Michigan State University Extension.

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

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 172 Natural Resources Building, Michigan State University, East Lansing, MI 48824-1222  
 Phone: (517) 353-0793, Fax: (517) 432-2296  
 E-mail: dholecek@msu.edu  
 yangsinj@msu.edu  
<http://www.tourism.msu.edu/tourism.html>

Travel, Tourism, and Recreation Resource Center  
 172 Natural Resources Building  
 Michigan State University  
 East Lansing, MI 48824-1222



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