

TRAVEL MOVES MICHIGAN'S ECONOMY

Through visitor spending, local jobs supported and tax revenues, Michigan's 128.3 million visitors generated \$53.2 billion in total economic impact in 2023.

THE POWER OF PURE MICHIGAN

Pure Michigan is among the most recognized tourism brands. Since 2006, it has drawn millions to experience Michigan's authentic destinations, cultural attractions, four-season activities and vibrant communities.

The impact of Pure Michigan extends far beyond tourism – it drives local economies, supports jobs and inspires a deep sense of state pride. While its personal and economic influences are vast, its greatest impact lies in the connections it fosters nationwide and the communities it strengthens statewide.

\$29.3B

VISITOR SPENDING

Michigan's \$29.3 billion in visitor spending corresponds to an average of \$80 million in daily visitor spending.

339,132

TOTAL JOBS

This equates to 1 of every 17 Michigan jobs being directly or indirectly supported by tourism.

\$3.5B

STATE AND LOCAL TAX REVENUE

Without visitor-driven tax revenue, each Michigan household would pay \$855 more per year to maintain current state and local public services.

Source: Tourism Economics, Economic Impact of Tourism in Michigan, 2023

2023 PURE MICHIGAN CAMPAIGN ADVERTISING EFFECTIVENESS

- The return to national advertising has led to growth in top-of-mind consideration and intent to visit in the remaining national markets.
- Michigan has always had a strong competitive position, but softened in 2022 due to lack of 2021 national media investment. In 2023, improvements were recognized with national media investment. Top-of-mind went from fifth position to second, and the likelihood to visit went from fourth to second.
- In total, the 2023 advertising campaigns influenced 1.5 million Michigan leisure trips and \$156 million in state taxes.
- On a media investment of \$16.9 million in 2023, the ROI is \$9.21 in state tax revenue for each \$1 invested.

Source: SMARInsights, End of Year Research, 2023

IT STARTS WITH A VISIT

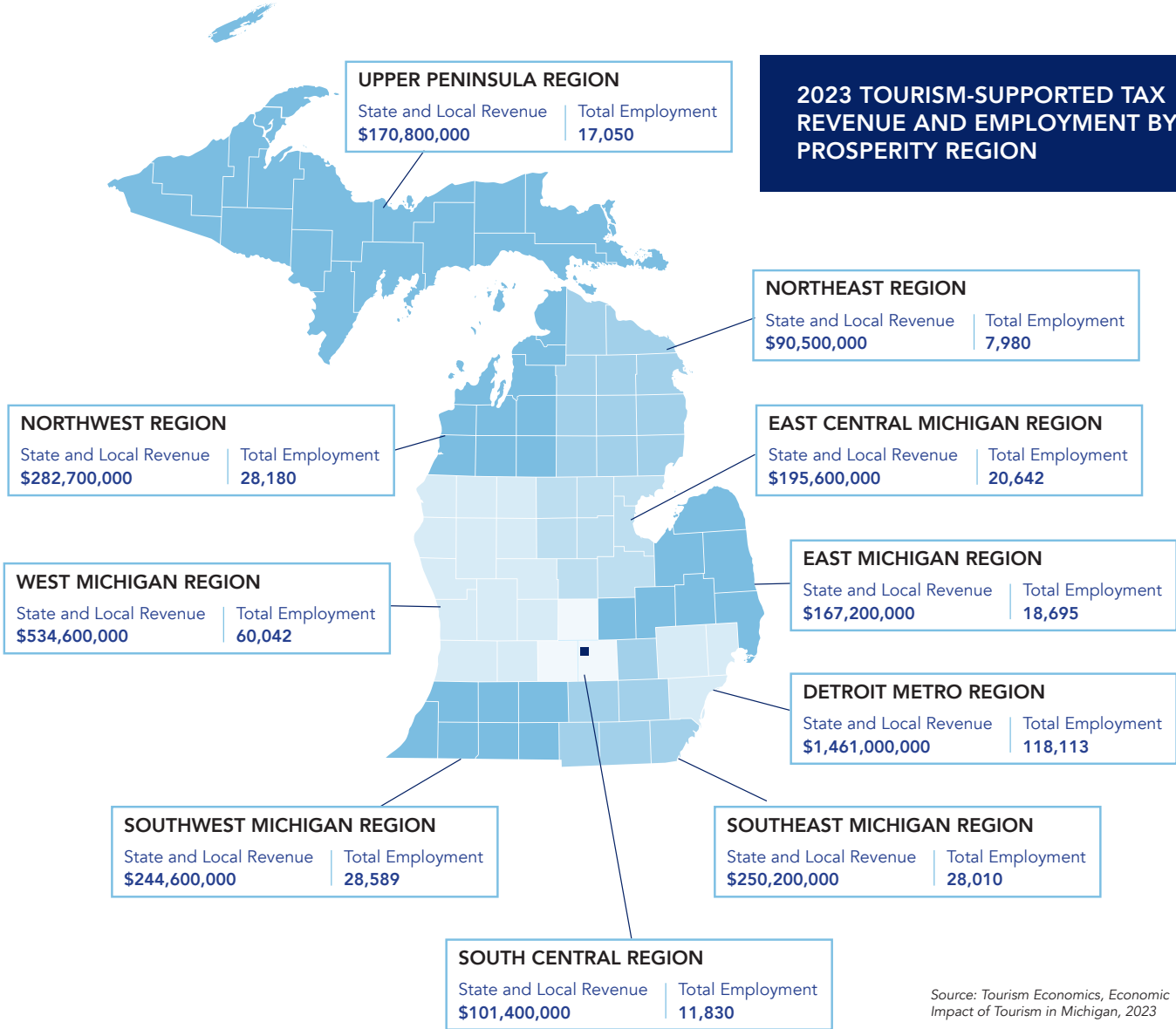
A recent study found the Pure Michigan campaign significantly lifted Michigan's reputation in primary out-of-state markets as a place to live, work and study. For Michigan travelers who were aware of Pure Michigan campaign advertisements:

- Fifty-eight percent agreed that Michigan is a "good place to live," compared to 26% of those who were unaware of Pure Michigan advertisements and have not traveled to Michigan in the past two years.
- Seventy-three percent strongly agreed Michigan is a "place with exciting outdoor activities to enjoy," compared to just 33% who were ad-unaware and have not visited in the last two years.

Source: Longwoods, American Travel Sentiment Study, 2023



2023 TOURISM-SUPPORTED TAX REVENUE AND EMPLOYMENT BY PROSPERITY REGION



Source: Tourism Economics, Economic Impact of Tourism in Michigan, 2023

The Travel Commission was created to promote and grow Michigan tourism. We urge your strong, ongoing support for our state's tourism industry and the jobs it sustains. For more information, visit: <https://www.michigan.org/industry/travel-commission>

“ Investing in tourism is one of the most cost-effective strategies state leaders can take to improve the health and vitality of local communities, provide Michiganders with good paying jobs, and position the state to grow again. ”
 — Claude Molinari,
 President and CEO, Visit Detroit

“ If you build a place where people want to visit, you also build a place where people want to live, work and where business needs to be. ”
 — Maura Gast, FCDME,
 former chair, Destinations International

“ On Mackinac Island, tourism is our sole industry. And we're just a snapshot of thousands of Michiganders who rely on a vibrant tourism industry to survive and thrive. ”
 —Tim Hygh, Executive Director
 Mackinac Island Tourism Bureau