



Through visitor spending and tax revenues, Michigan's 131.2 million visitors generated \$54.8 billion in total economic impact and supported local jobs in 2024.

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.

\$30.7B

VISITOR SPENDING

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

351,300

TOTAL JOBS

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

\$3.6B

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, 2024

2024 PURE MICHIGAN CAMPAIGN ADVERTISING EFFECTIVENESS

Pure Michigan conducts annual reporting to assess campaign effectiveness.

In 2024, the campaign generated \$12.22 in state tax revenue per \$1 invested in paid media.

The campaign successfully encouraged visitors to stay longer, explore more areas and engage in more activities.

- Ad-aware travelers stayed 5.5 nights and participated in 2.5 more activities, while unaware travelers stayed 3.7 nights.
- Ads also helped disperse travelers across the state, with ad-aware visitors exploring 1.3 regions on average compared to 1.2 for those unaware.

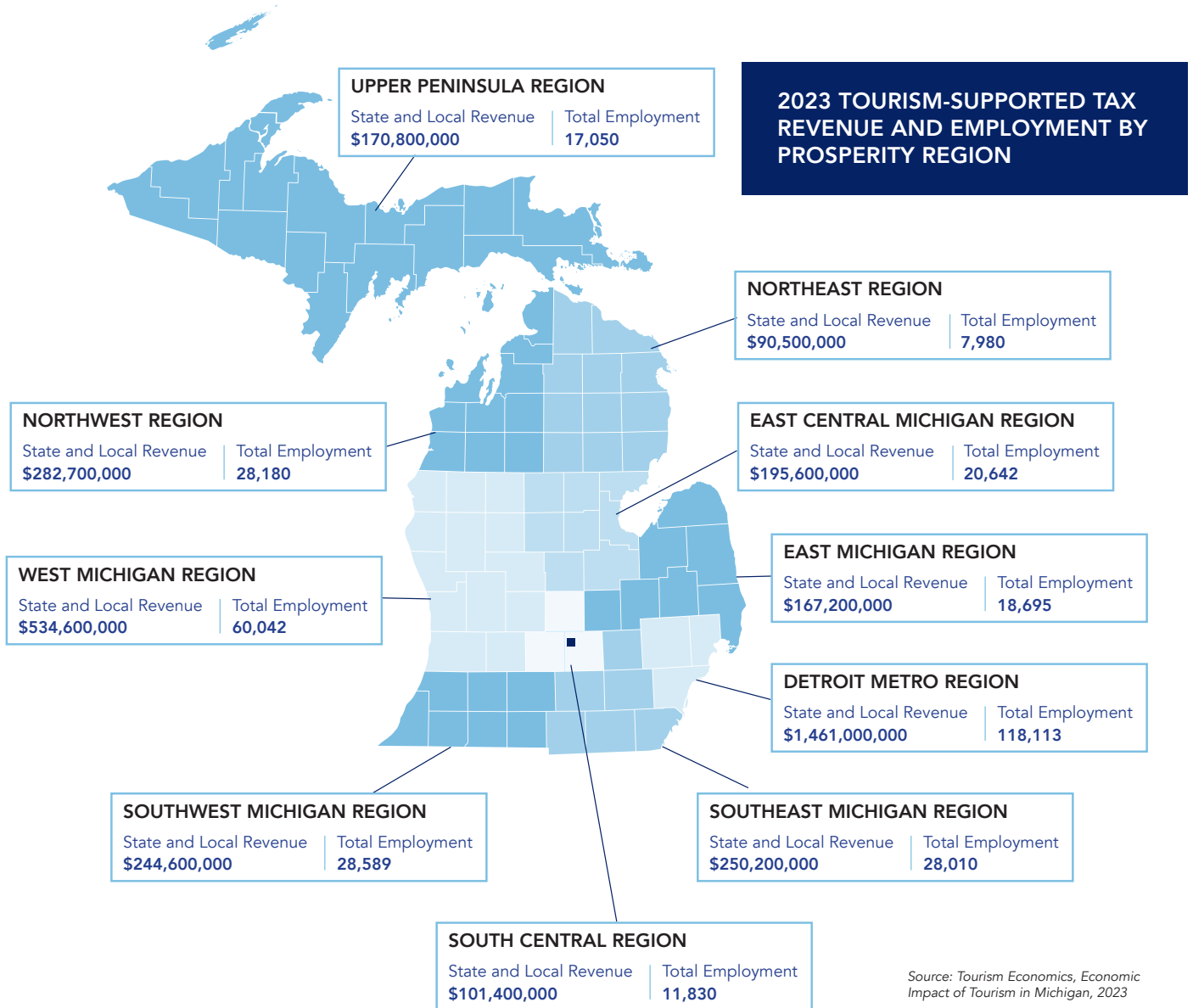
Source: SMARInsights, End of Year Research, 2024

IT STARTS WITH A VISIT

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



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