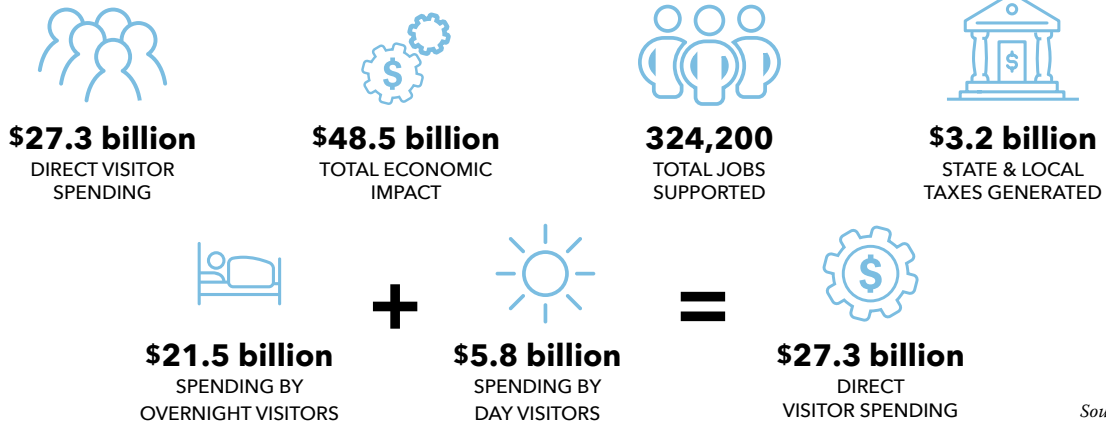


TRAVEL IS ECONOMIC DEVELOPMENT

A MESSAGE FROM THE MICHIGAN TRAVEL COMMISSION

It all starts with a visit

The travel sector is an integral part of the Michigan economy. Visitors generate significant economic benefits to households, business, and government.



Source: 2022 Tourism Economics

PURE MICHIGAN CAMPAIGN

Pure Michigan has been welcoming visitors to experience Michigan's unique destinations, cultural attractions, four-season activities, vibrant communities, and rich recreational opportunities since 2006. Pure Michigan is one of the most recognized and awarded travel campaigns ever and positively impacts every county and community in the state.

END OF YEAR ROI AND FALL RESEARCH

2022 Pure Michigan Campaign Advertising Effectiveness

- The ad-aware visitors do more activities and spend more on average than visitors that were not influenced by the campaign.
- Michigan resides at the top of the competitive set in the regional markets in terms of top-of-mind consideration, familiarity, overall rating, and intent to visit.
- Compared to 2021, when the advertising ran only regionally ad-influenced tax revenue is up 401% and tax ROI was up 124% in 2022. This highlights the impact and importance of placing the advertising on the national stage.
- The campaign impact is compounded by all the individual destinations that are running targeted campaigns, the total industry impact is much greater than noted above.

2022 SPRING/SUMMER ADVERTISING INFLUENCED:

1.5 MILLION
Michigan leisure trips

\$142 MILLION
in state taxes

IN TOTAL, THE 2022 ADVERTISING CAMPAIGNS INFLUENCED:

2.1 MILLION
Michigan leisure trips

\$195 MILLION
in state taxes

**On a media investment of \$17.5 million in 2022,
the ROI is \$11.16 in state tax revenue for each \$1 invested.**

Source: 2022 SMARInsights



TODAY'S TOURIST IS TOMORROW'S TALENT

The positive impact of tourism advertising and visitation on a destination's overall image has been well documented. Among those travelers who moved to a new location in the past three years, **67%** of them reported they had visited their new hometowns as a leisure visitor prior to moving there.

Source: Longwoods' "American Travel Sentiment Study—Wave 76," July 2023

Tourism is...



community building



creating memories



connecting with natural resources



accessible to all

We ask you for continuous and robust support of our state's tourism and travel industry and the jobs it supports. The Travel Commission was established with a goal of promoting, maintaining, and developing growth of the Michigan tourism industry.

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/CEO, Visit Detroit

"If you build a place where people want to *visit*, you build a place where people want to *live*. If you build a place where people want to *live*, you'll build a place where people want to *work*. If you build a place where people want to *work*, you'll build a place where business needs to *be*. And if you build a place where business has to *be*, you'll build a place where people have to *visit*."

—Maura Gast, FCDME
former chair Destinations International

"On Mackinac Island, tourism is our sole industry. Everything centers on it. Lives and careers depend on it. 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

PURE MICHIGAN®