



The Michigan Association of Convention and Visitors Bureaus (MACVB) is a statewide organization that serves Destination Marketing Organizations (DMOs) throughout the State of Michigan with a variety of services including advocacy, education, marketing, and networking opportunities for its members.

Our mission is to serve as an advocate for the travel industry and provide leadership to our members through education and communication.

DMOs have the flexibility to use their resources for a wide range of activities including but not limited to:

- Marketing and promoting group sales - attracting meeting business to the area
- Sponsorships
- Hosting and promoting events, conventions, and sporting events
- Destination development initiatives
- Media partnerships
- Partnerships and collaboration with Travel Michigan
- Legislative lobbying specific to tourism and policy impacting economic sustainability



Legislative Priorities

The Michigan model of community marketing is known and respected nationally for its effectiveness in empowering destinations to fund destination marketing and sustainably grow their tourism economy. Michigan's tourism economy greatly thrives due to this funding for promotional programs and destination development.

MACVB *strongly* believes:

- Funding sources should continue to be used for travel and tourism-related marketing programs, destination development projects, and should not be siphoned off for non-tourism related expenses
- Assessments and taxes collected from the tourism economy should remain local to that community/region
- There should be parity in tax and assessment rates regardless of the type of transient lodging (traditional hotel or short-term rental).
- These permanent funding sources are essential for sustainably growing Michigan's tourism economy.