

# 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, businesses, and government.



**\$29.3 billion**  
DIRECT VISITOR  
SPENDING



**\$53.2 billion**  
TOTAL ECONOMIC  
IMPACT



**346,042**  
TOTAL JOBS  
SUPPORTED



**\$3.5 billion**  
STATE & LOCAL  
TAXES GENERATED



**\$23.0 billion**  
SPENDING BY  
OVERNIGHT VISITORS



**\$6.3 billion**  
SPENDING BY  
DAY VISITORS



**\$29.3 billion**  
DIRECT  
VISITOR SPENDING

Source: 2023 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.

## 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. Softening of competitive position in 2022 due to lack of media investment nationally in 2021. In 2023 improvements were recognized with national media investment. Top-of-mind went from 5th position to 2nd. And the likelihood to visit went from 4th to 2nd.
- On a media investment of **\$16.9** million in 2023, the ROI is **\$9.21** in state tax revenue for each \$1 invested.

**IN TOTAL, THE 2023 ADVERTISING CAMPAIGNS INFLUENCED:**

**1.5 MILLION**  
Michigan leisure trips

**\$156 MILLION**  
in state taxes

Source: 2023 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*

*The Pure Michigan campaign significantly lifted Michigan's reputation in primary out-of-state markets as a place to live, work, and study. People visiting Michigan who are aware of the campaign are even more likely to rate Michigan highly as a place to invest their time, careers, and futures.*

- **58%** strongly agree that Michigan is a "good place to live" compared to **26%** of those who are unaware of Pure Michigan advertisements and have not traveled to Michigan in the past two years
- **66%** strongly agree Michigan is a "good place to attend college/trade school" compared to **27%** of ad-unaware and non-visitors
- **52%** and **49%** (respectively) strongly agree it is a "good place to start a career or business" compared to **24%** and **23%** who are ad-unaware and non-visitors
- **73%** strongly agreed Michigan is a "place with exciting outdoor activities to enjoy" compared to just **33%** who were ad-unaware and non-visitors

*Source: 2024 Longwoods' Pure Michigan Halo Study*

**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](http://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®