



# TRAVEL IS AN ECONOMIC ENGINE

## Why Travel Matters to Michigan

SPENDING	PAYROLL	JOB	TRAVEL INDUSTRY EMPLOYMENT RANKING <sup>1</sup>	TAX RECEIPTS
<b>\$22.3 BILLION</b>	<b>\$5.5 BILLION</b>	<b>199,900</b>	<b>7</b>	<b>\$3.6 BILLION</b>

### TRAVEL AND TOURISM WORKS FOR MICHIGAN

2017 Data

- Domestic and international travelers to Michigan spent \$22.3 billion in 2017 and generated \$3.6 billion to federal, state and local governments, dollars that help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.
- The 199,900 jobs created by travelers to Michigan in 2017 represent 5.4% of the state's total private industry employment.
- Without these jobs generated by domestic and international travel, Michigan's 2017 unemployment rate of 4.7% would have been 8.8% of the labor force.
- For every \$1 million spent in Michigan by domestic and international travelers, 9.0 jobs are created.

### MICHIGAN-BASED TRAVEL COMPANIES

- Experience Grand Rapids
- Great Lakes Bay Regional Convention & Visitors Bureau
- Discover Kalamazoo
- Travel Michigan, MI Economic Development Corp.
- The Henry Ford Museum
- Detroit Metro Convention & Visitors Bureau

### TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY

2018 Data



1. Out of 20 industries by 2-digit NAICS code

2. Includes travel spending (international visitors spending on travel-related goods and services in the U.S.), international passenger fares on U.S. carriers and all spending for educational and health-related purposes (such as tuition, room and board paid for or provided by educational institutions, hospital charges, treatments, physicians' fees, etc.) made by students and medical patients, along with all expenditures by border, seasonal, and other short-term workers.