



Travel will power our economic recovery. Why travel matters to

MICHIGAN

STATE	SPENDING	PAYROLL	JOB	TRAVEL INDUSTRY EMPLOYMENT RANKING	TAX RECEIPTS
2019	\$24.9 Billion	\$7.3 Billion	203,567	7	\$3.6 Billion
2020	▼ -37%				▼ -31%

In **Michigan**, as our attractions, hotels, restaurants and more were unable to welcome visitors, our once thriving travel and tourism industry was no longer the significant economic driver it had been.

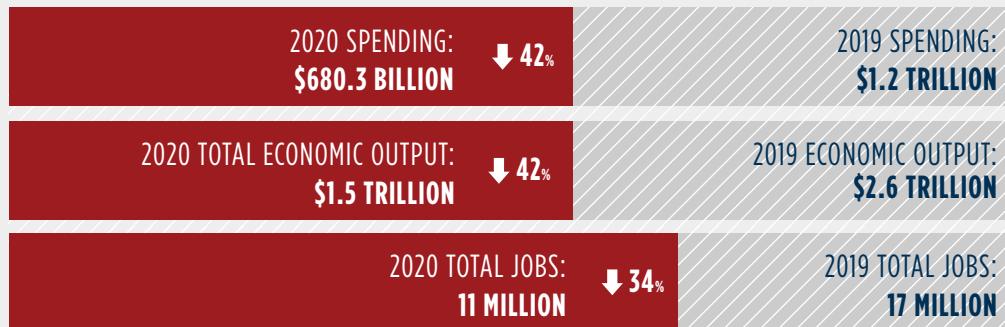
In 2019:

- Domestic and international travelers spent **\$24.9 billion** exploring our state
- For every **\$1 million** spent in Michigan by domestic and international travelers, **8.2 jobs are created**
- The **203,567 travel-supported jobs** represented **5.4% of Michigan's total private industry employment**, without which our **unemployment rate of 4.1%** would have been **9.3% of the labor force**
- Travel spending generated **\$3.6 billion to federal, state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers

Michigan experienced severe losses in 2020.

- Spending by domestic and international travelers **declined by 37%**, shuttering many local businesses and putting our residents out of work
- Due to the decline in spending, **federal, state and local tax receipts declined by 31%**, jeopardizing jobs and public programs—which we need more than ever as we work toward recovery

FROM COAST-TO-COAST, THE COVID-19 PANDEMIC HAS DECIMATED THE NATIONAL TRAVEL INDUSTRY.



Travel will refuel our economy, rebuild our workforce, and reconnect Americans.

Support **TRAVEL** • Support **RECOVERY** • Support **JOBS**