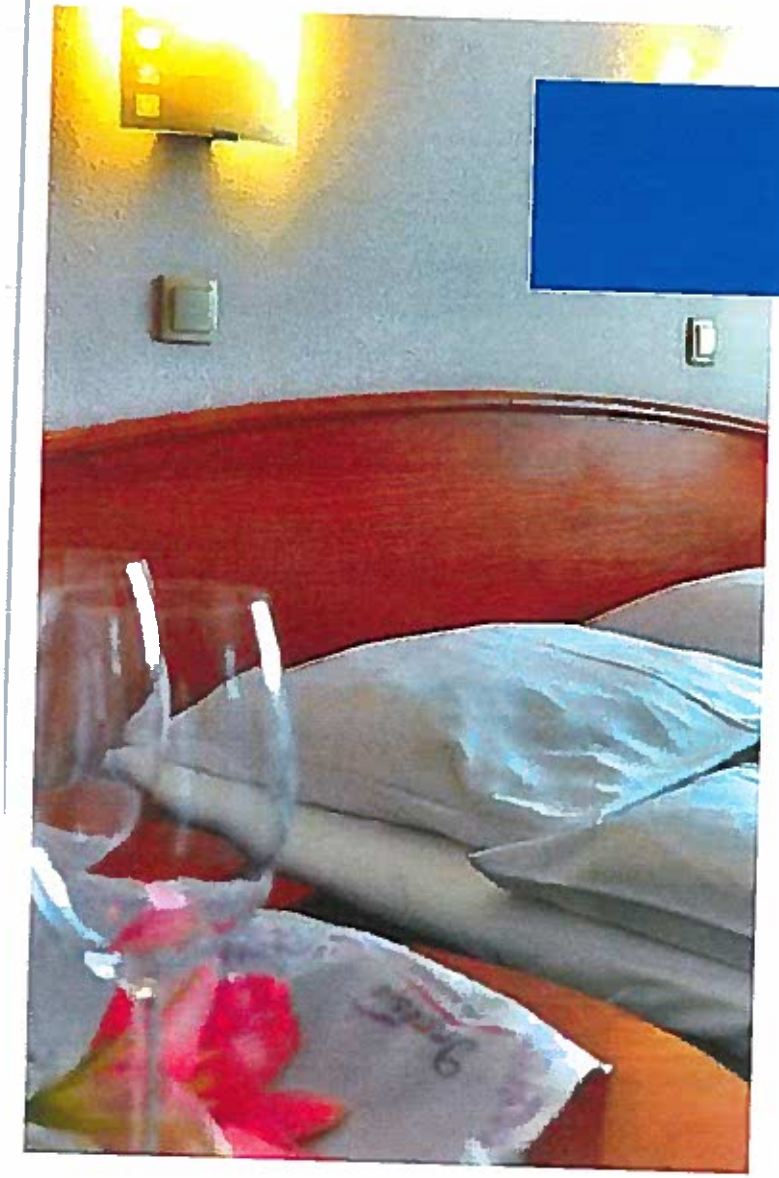
Michigan Lodging and Tourism
ASSOCIATION

House Tourism & Outdoor Recreation Committee: Tourism Industry Issues

Deanna Richeson
September 13, 2017



Who We Are

- Every major resort in the state
- Majority of signature metropolitan hotels
- CVBs
- Tourist attractions
- Universities with hospitality schools
- Industry suppliers

Michigan Lodging and Tourism
ASSOCIATION

Why Tourism is Vital

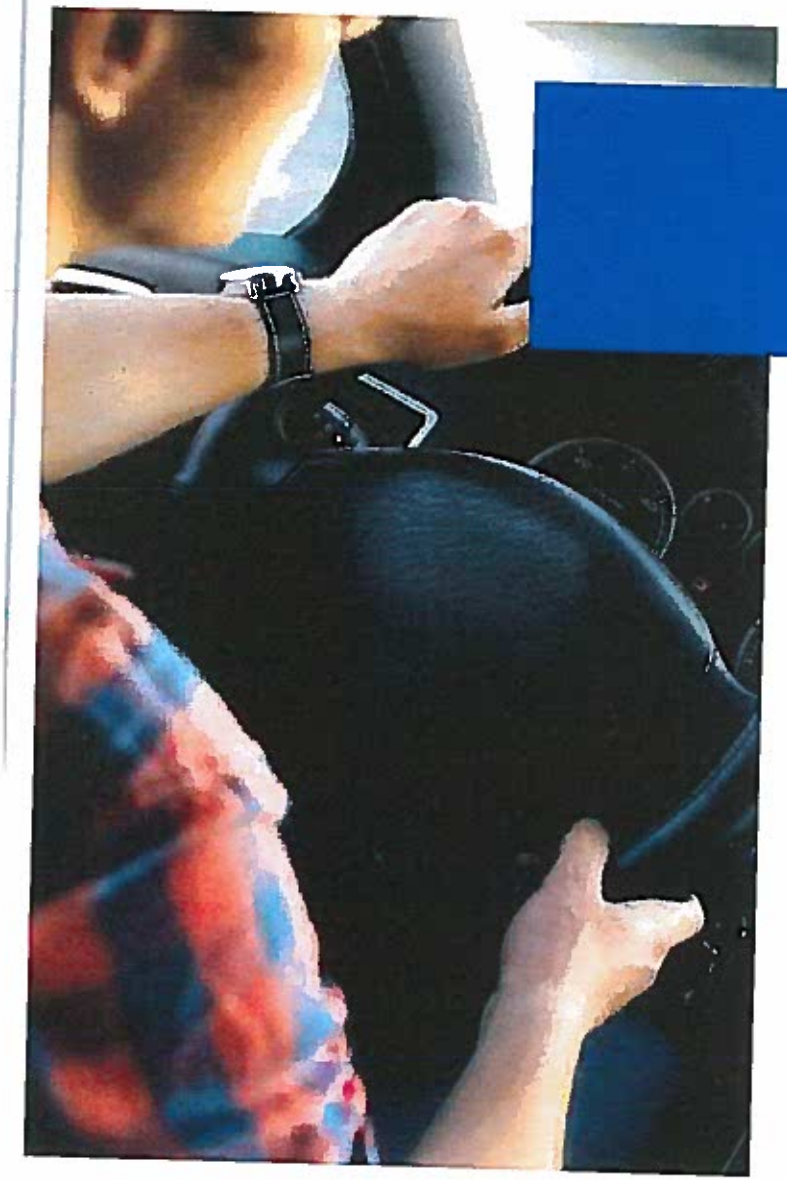
When tourism grows, so does Michigan's economy.

Michigan Lodging and Tourism
ASSOCIATION

Lodging and Tourism Jobs

Tourism provides jobs for all socioeconomic levels.

Michigan Lodging and Tourism
ASSOCIATION

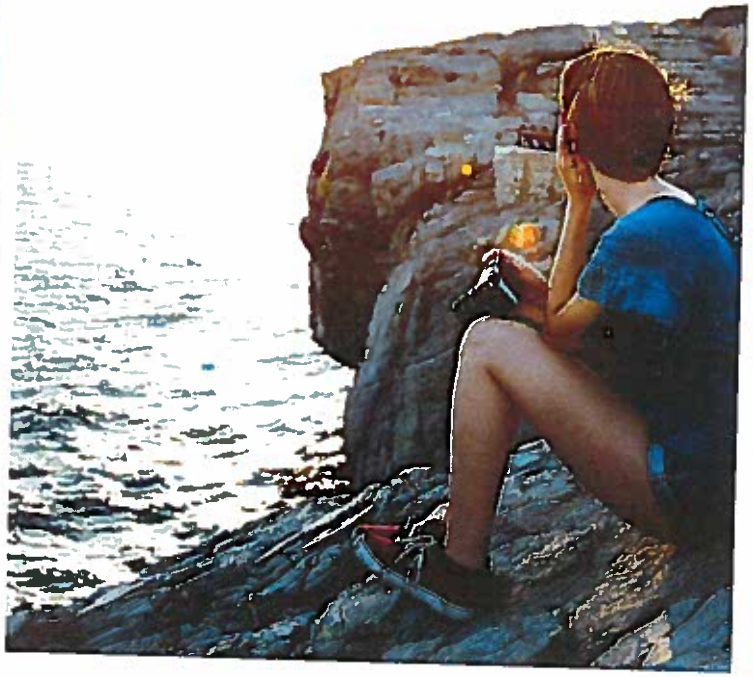


Why Pure Michigan Works So Well

Michigan is a "drive-to" state.

Michigan Lodging and Tourism
ASSOCIATION

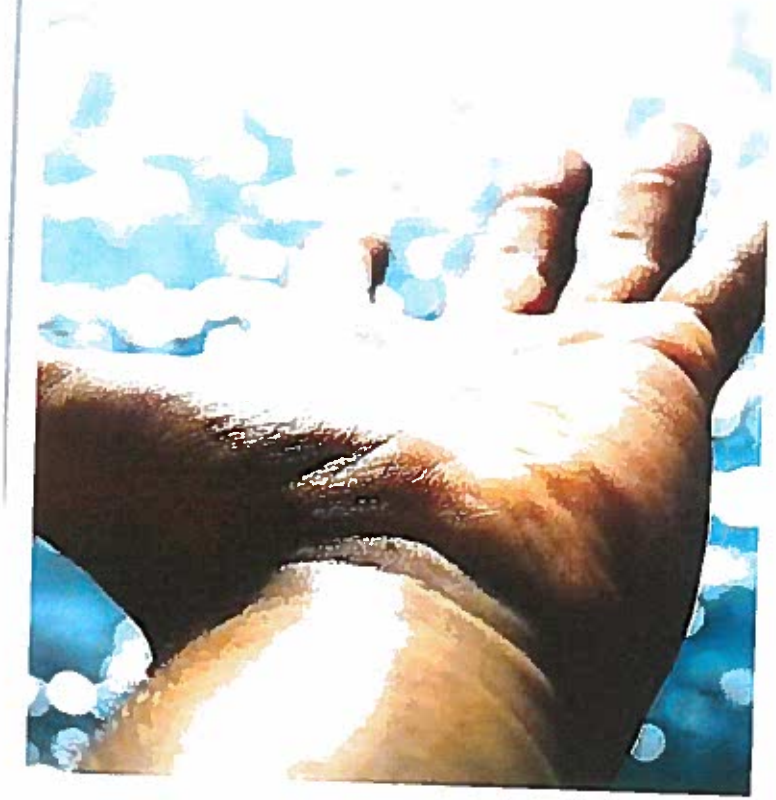
Michigan's Tourism



One of the best products in the country, leading to Pure Michigan success.

Michigan Lodging and Tourism
ASSOCIATION

2016 Measurable Results



$12.9 Million Out-of-State Advertising Investment

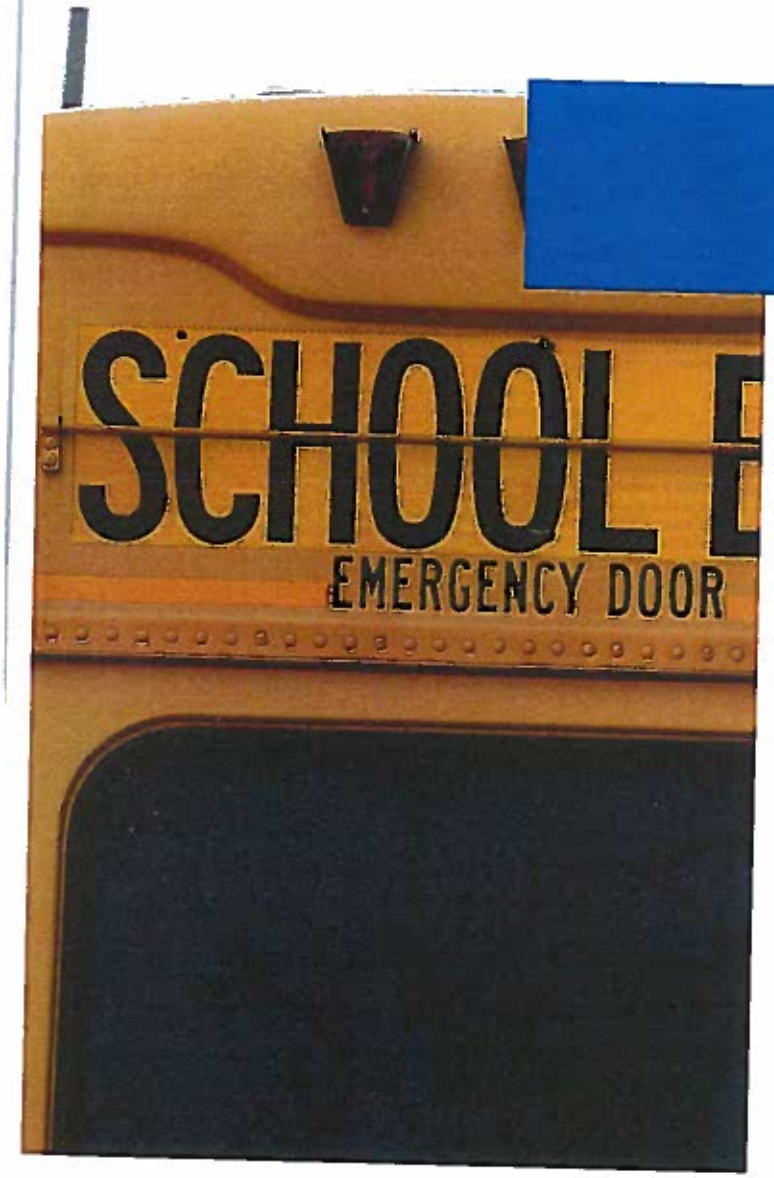
- Motivated 5.1 Million Trips
  - 2.6M from the region
  - 2.5M from outside the region
- 1.5B In Visitor Spending
- $107M Generated in State Taxes
- $8.33 ROI

Michigan Lodging and Tourism ASSOCIATION

Return on Investment

For every State dollar invested, Pure Michigan returns over $8.33.

Michigan Lodging and Tourism
ASSOCIATION



Post-Labor Day Schools

Local control and why start date matters.

Michigan Lodging and Tourism
ASSOCIATION

Short Term Rentals

Airbnb has become the single-largest provider of overnight rooms in the world.

Michigan Lodging and Tourism
ASSOCIATION

Tourism Industry Issues

These are the priority challenges of our industry today.

Questions?

Michigan Lodging and Tourism
ASSOCIATION