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Michigan Travel and Tourism Industry Rallies for Pure MI Funding

LANSING, Mich. – The Tourism Industry Coalition of Michigan (TICOM) is a statewide tourism organization whose mission is “to strengthen Michigan’s travel and tourism industry as a vital component of economic development and quality of life through governmental advocacy, public relations, collaboration, and other promotional and educational efforts.”

As Pure Michigan has effectively and successfully served as the unified brand for the state of Michigan and chief marketing strategy for its tourism industry, TICOM strongly encourages state legislators and Governor Whitmer to work together to fully restore funding for the Pure Michigan campaign.

TICOM’s President, Julie Pingston states, “Tourism is Michigan’s third largest industry and vital to our state’s continuing growth and economic vitality.” Tourism spending directly supported 227,497 jobs in Michigan in 2018. Michigan welcomed 124.8 million visitors in 2018 and visitor spending rose 3.9 percent to \$25.7 billion. This generated \$10.8 billion GDP directly supported by tourism, according to Travel Michigan.

The Pure Michigan campaign invites visitors to travel to and through our state to see first-hand the array of exceptional natural, cultural, recreational and heritage assets that form the basis of Michigan’s tourism industry. The individual members of Michigan’s travel industry continually validate the Pure Michigan Promise embedded in the Pure Michigan campaign; namely, that Michigan is the perfect place to live, work, grow and play.

TICOM has a broad and diverse membership which includes professional organizations representing Michigan’s Campgrounds, RV Parks, Outdoor Recreation, Boating Industries, Festivals and Events, Golf Courses, Hotels-Motels-Resorts, Restaurants and Breweries, Bed & Breakfasts, Convention & Visitors throughout the state, Snow Sports Industries, Tourism Publishing as well as unique, nationally and internationally renowned attractions and cultural locations.

To learn more about the economic impact of tourism to Michigan, visit:

<https://medc.app.box.com/s/2dxy2kxl279p1m3p3d3w83zfd80cmtiq>

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