

Tourism in Michigan

Why do people come to Michigan for vacations? Who are tourists? Why are they important to Michigan's economy? Tourists are important because they spend about 18 billion (\$18,000,000,000) a year in Michigan. That's a lot of money! Tourists spend money on hotels, meals in restaurants, gas at gas stations and gifts from shops. This brings money to the people who own these businesses.

Important Vocabulary

Tourist: people from other places who visit while on vacation.

About 150,000 people in our state have jobs because of tourists. Some people wait on tables, some work in gas stations, while others make beds in hotels. Most tourist businesses offer services, not products. A service is not something you can hold in your hand. These people are paid to complete a task that makes your vacation possible.



Have you ever heard the phrase, "It takes money to make money?" The state of Michigan spends a lot of money on its Pure Michigan campaign to encourage people to vacation in Michigan. You've probably heard Tim Allen's voice on the radio or seen the commercials on T.V., but do you know how much we spend on those commercials and what we get back from that money spent? Take a look at these figures from 2016...

Advertising Money Spent	Tourist Dollars Spent	Taxes Collected
\$12.9 Million	\$1.5 Billion	\$107 Million

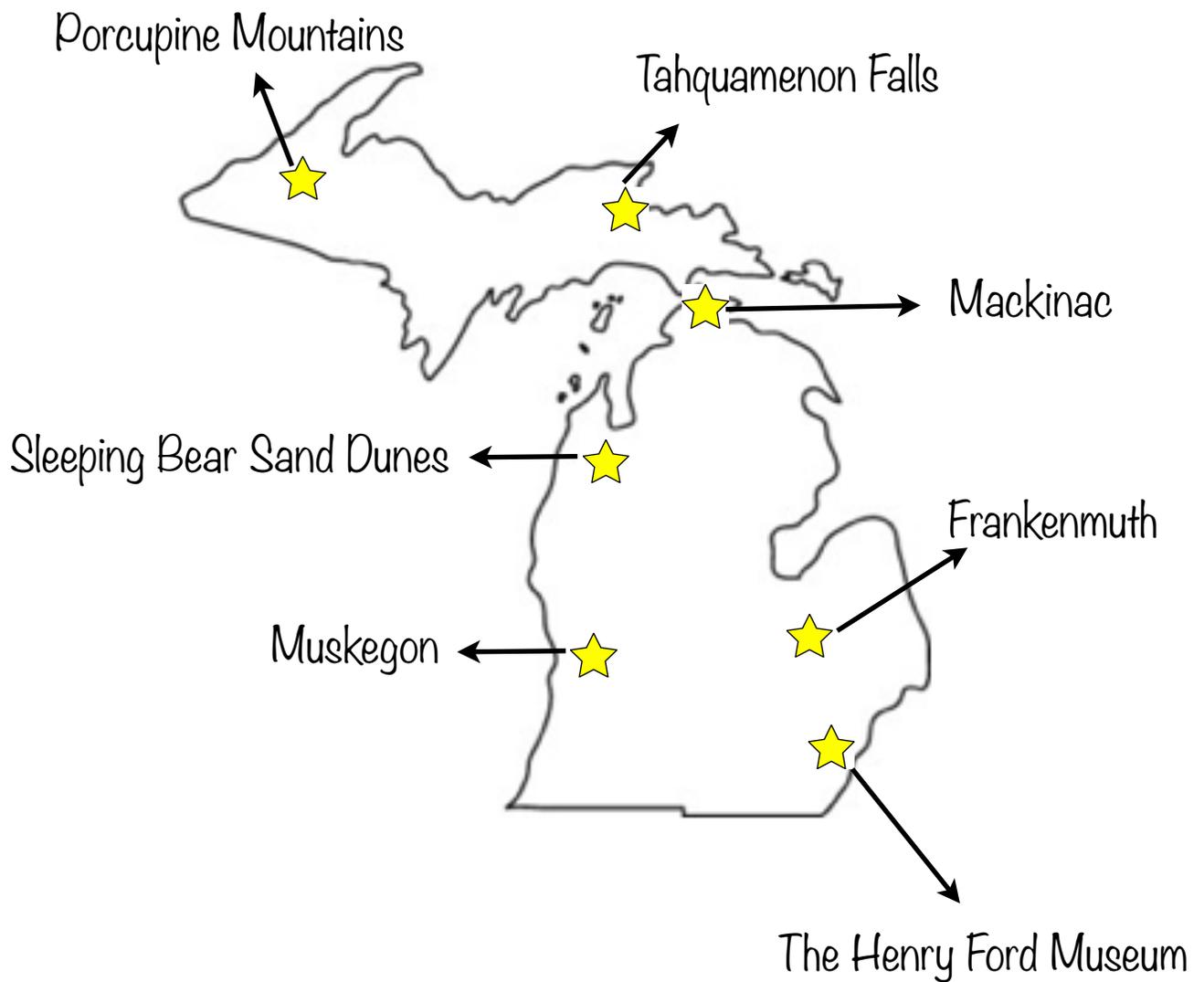
If we spend...	Tourists Spend...	Tax Money Collected...
\$1	\$169.00	\$12.00

If you owned a business, would you spend \$12,900,000 on commercials to make \$1,500,000,000, but have to give \$107,000,000 to the state in taxes? Let's get rid of a lot of the zeros and ask the same question. Would you spend \$12.90 to make \$1,500, but you would have to give \$150 to the State of Michigan in taxes to pay them back from the advertising?

There are several buttons, on the web site, to click on and see Pure Michigan Ads

Where Do Tourists Visit?

Tourists who come to Michigan visit many different places. We are going to “visit” 7 of the most popular destinations shown on the map below.



Circle any of these locations that you and your family have visited.