

Travel will power our economic recovery. Why travel matters to **MICHIGAN**

| STATE | SPENDING | PAYROLL | JOBS | 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.

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|--|-------|--|
| 2020 SPENDING: \$680.3 BILLION | ▼ 42% | 2019 SPENDING: \$1.2 TRILLION |
| 2020 TOTAL ECONOMIC OUTPUT: \$1.5 TRILLION | ▼ 42% | 2019 ECONOMIC OUTPUT: \$2.6 TRILLION |
| 2020 TOTAL JOBS: 11 MILLION | ▼ 34% | 2019 TOTAL JOBS: 17 MILLION |

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

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