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Michigan Travel and Tourism Industry Rallies for Pure MI Funding

LANSING, Mich. – The Tourism Industry Coalition of Michigan (TICOM) is comprised of attractions, corporations, media, statewide associations representing the tourism industry and destination marketing organizations. With Pure Michigan as the unified brand for the State of Michigan, the organization strongly encourages state legislators and Governor Whitmer to restore the funding of the Pure Michigan campaign.

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 tourism industry allows Michigan visitors to see first-hand the myriad of opportunities the state has to offer. From its provision of relaxation destinations and natural areas for exploration to its all-encompassing business site locations, the travel and tourism industry is continually validating the message that Michigan is the perfect place to work, live and play.

The Tourism Industry Coalition of Michigan is a collaborative organization that unifies the travel and tourism industry and gives Michigan's travel and tourism leaders a strength of purpose, knowledge and support.

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

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

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