



## TICOM Legislative Talking Points

### *What is TICOM?*

- TICOM is the Tourism Industry Coalition of Michigan – more than 55 members representing a broad array of organizations with a vested interest in Michigan travel and tourism industry.
- TICOM members play a pivotal role in health of the travel and tourism industry in Michigan by fostering the development of growth-oriented policies.
- Specifically, TICOM works toward **preserving and enhancing our natural, cultural, recreational and heritage resources.**
- **TICOM Mission:** 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.

### *Things to Consider*

- Thanks: TICOM members appreciate the Legislature's continued support of the travel and tourism industry in Michigan through effective policies and funding appropriations.
- Impact: Travel and tourism impacts **everyone** – while **every** community is unique, travel and tourism touch **every** corner of Michigan. **Every** county in Michigan is represented by a convention and visitors bureau, regional tourism association, or an official tourism organization. Every community has a travel and tourism asset, attracting meetings, sporting events, leisure travel, business travel, and large special events.
- Ambassador: Elected officials are among the best ambassadors for the natural, cultural, recreational, and heritage assets in every community. Plan a visit to local travel and tourism offerings and become a proud advocate. TICOM is happy to help arrange or host a visit.
- Job-providers: The travel and tourism industry is a significant job-provider in Michigan with an estimated 324,200 jobs in 2022! From part-time and seasonal positions to long and successful careers, tourism jobs cannot be outsourced.
- Natural Resources: Studies show visitors and residents utilizing Michigan's travel and tourism assets are among the best stewards of our natural resources and the environment. More than 41.5% of the state is covered by bodies of water.

### *How the Michigan Legislature Can Help Travel and Tourism*

- Restoring Robust Funding for Pure Michigan: Michigan has been extraordinarily successful in creating a remarkable brand with the Pure Michigan campaign. To stay competitive on a national and international level, TICOM supports the continued robust and even enhanced funding for the Pure Michigan campaign. Pure Michigan is currently funded at \$15 million in State resources and we are seeking \$50 million for Pure Michigan funding in the 2025 budget.
- Transportation: A visit to Michigan typically starts with transportation – via car, airport, rail, etc. TICOM supports the Governor and the Legislature's commitment to addressing the state's infrastructure needs in a comprehensive and sustainable way.