



# The Economic Impact of Travel in Michigan

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## Tourism Satellite Account Calendar Year 2014



# Overview



# 2014 Highlights

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## Traveler Spending

- Visitor spending of \$22.8 billion generated \$37.8 billion in total business sales in 2014 as visitor dollars flowed through the state's economy.
- Visitors to Michigan destinations spent 3.8% more in 2014 than in 2013.

## Visitor Counts

- Michigan hosted 113.4 million visitors in 2014.
- All visitor sectors grew in 2014 as improving economic conditions and moderating growth in transportation costs encouraged travel.

# 2014 Highlights

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## Jobs

- A total of 326,685 jobs, with income of \$10.6 billion, were sustained by the traveler economy in Michigan last year.
- Traveler-supported employment represents 6.2% of all employment in the state of Michigan.
- The unemployment rate in Michigan was 7.3% in 2014. Without tourism jobs, the unemployment rate would have been 13.3%.

## Taxes

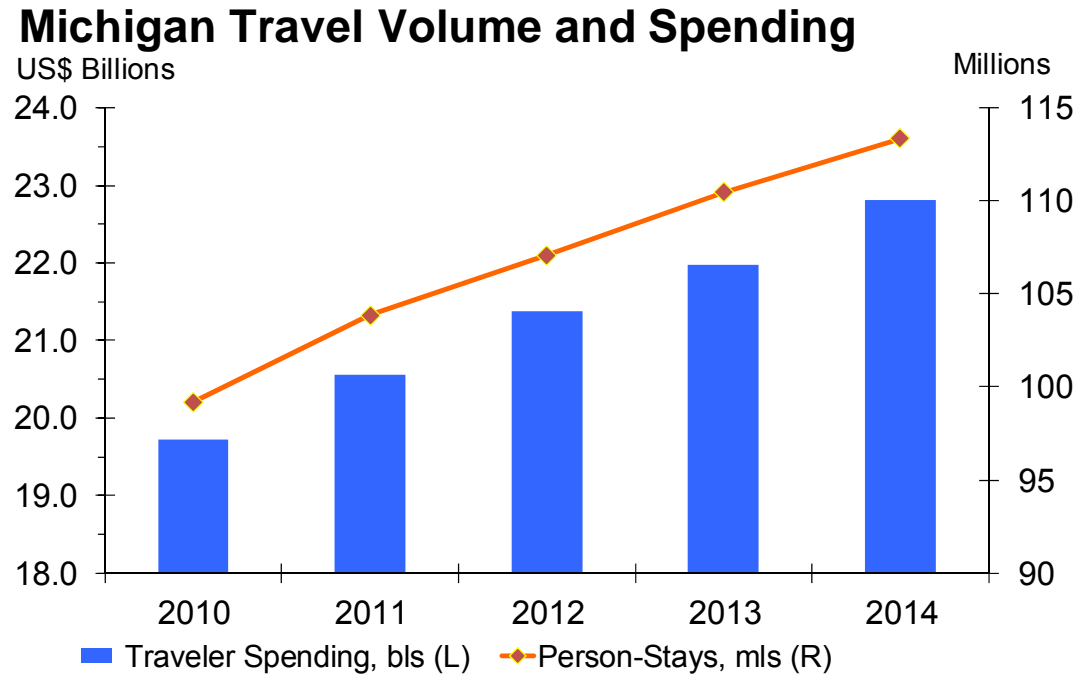
- Including indirect and induced impacts, travel in Michigan generated nearly \$2.4 billion in state and local taxes and \$2.5 billion in Federal taxes last year.
- In the absence of the state and local taxes generated by travelers, each Michigan household would need to pay \$640 to fill the gap.

# Traveler Spending



# Michigan tourism continues to grow

- Both the number of visitors and their spending continued to grow in 2014.
- Visitation reached 113.4 million in 2014.
- Traveler spending continued to grow, increasing 3.8%.

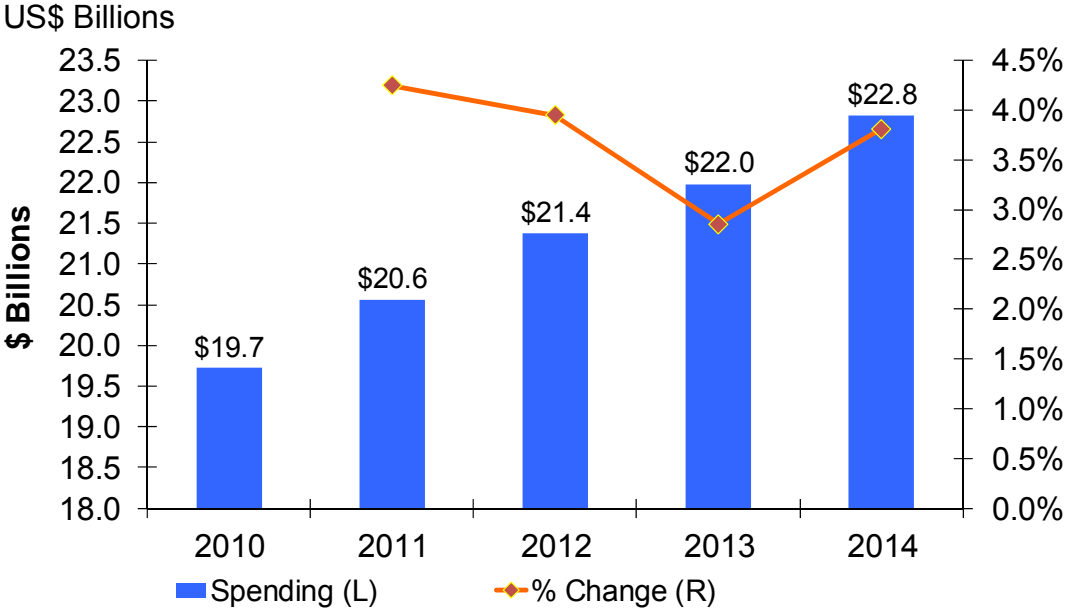


Sources: DK Shifflet, NTTO, Tourism Economics

# Traveler spending reaches a new high

- Traveler spending grew 3.8% in 2014 to reach \$22.8 billion.
- Traveler spending growth has averaged 3.7% per annum over the past four years.

### Michigan Traveler Spending



Sources: DK Shifflet, NTTO, Tourism Economics

# Growth posted in all categories of spending

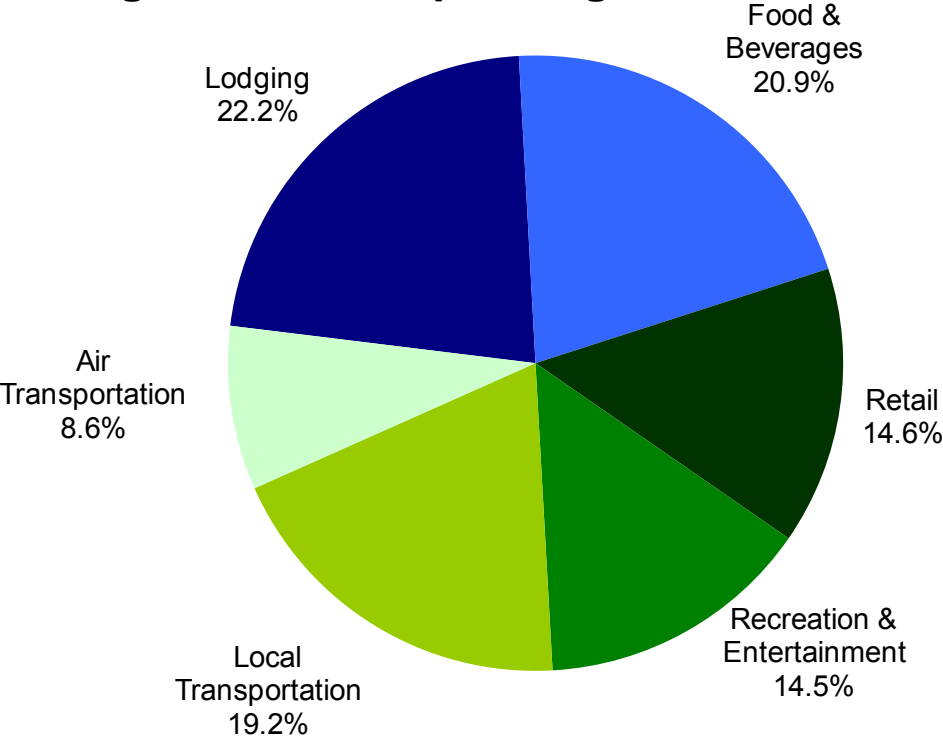
- Traveler spending performance was particularly supported by spending growth in the F&B and lodging sectors in 2014.

<b>Traveler Spending</b>						
<b>(US\$ Million)</b>						
<b>Sector</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>% Change</b>
Lodging	\$4,227	\$4,529	\$4,746	\$4,879	\$5,062	3.8%
Food & Beverages	\$4,290	\$4,439	\$4,485	\$4,617	\$4,768	3.3%
Retail	\$3,501	\$3,478	\$3,236	\$3,227	\$3,333	3.3%
Recreation & Entertainment	\$2,840	\$2,897	\$3,033	\$3,243	\$3,303	1.9%
Local Transportation	\$3,298	\$3,509	\$3,963	\$4,060	\$4,386	8.0%
Air Transportation	\$1,564	\$1,706	\$1,907	\$1,955	\$1,964	0.5%
<b>TOTAL</b>	<b>\$19,720</b>	<b>\$20,558</b>	<b>\$21,370</b>	<b>\$21,980</b>	<b>\$22,817</b>	<b>3.8%</b>
<b>% Change</b>		<b>4.2%</b>	<b>3.9%</b>	<b>2.9%</b>	<b>3.8%</b>	



# Traveler spending by sector

## Michigan Traveler Spending



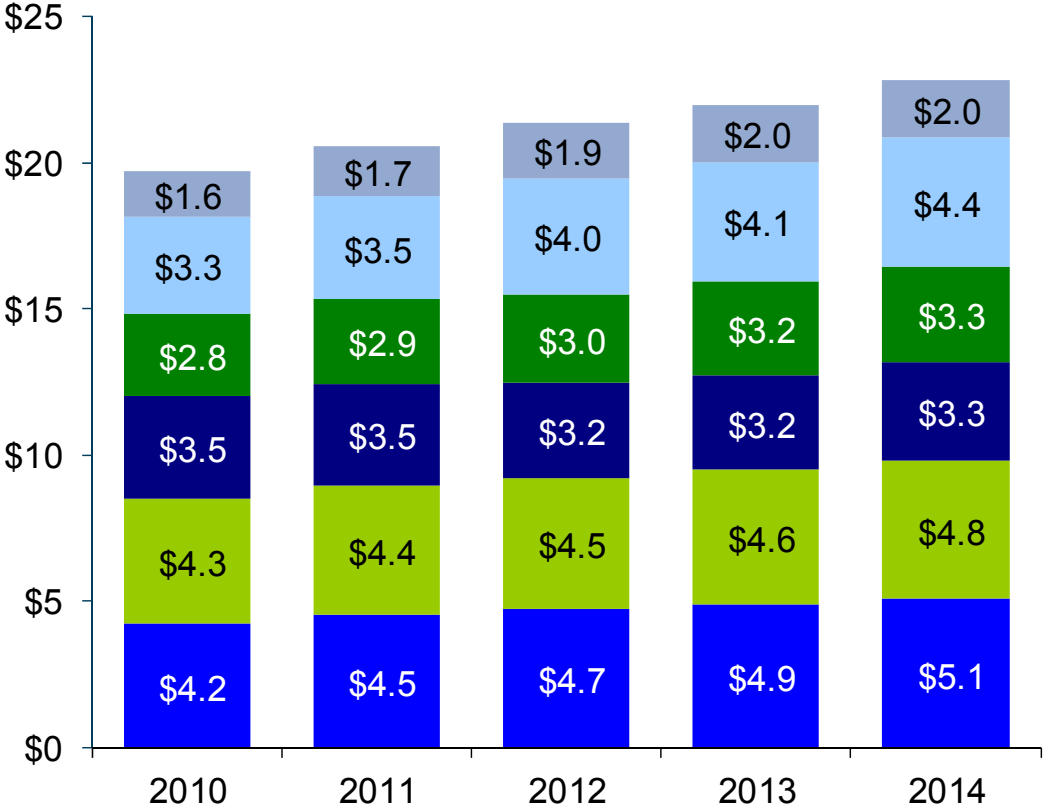
Sources: DK Shifflet, NTTU, Tourism Economics

- F&B spending represents more than a fifth of all traveler spending.
- With growth in both occupancy and room rates, the share of the traveler dollar spend on lodging has grown to 22.2% in 2014.
- Retail purchases represent 14.6% of every traveler dollar.

# Traveler spending by sector

## Michigan Traveler Spending

by Year, Billions of \$



- Spending grew by \$830 million in 2014 and more than 40% of that increase was in the lodging or food & beverage category.

- Air
- Trans
- Rec
- Retail
- F&B
- Lodging

F&B: Food & Beverages  
 Retail: Retail Shopping  
 Lodging: Accommodations Sales  
 Trans: Non-Air Transportation  
 Rec: Recreation & Entertainment  
 2nd homes: 2nd Home Rental Spending  
 Air: Air Transportation Spending

Sources: DK Shifflet, NTTU, Tourism Economics

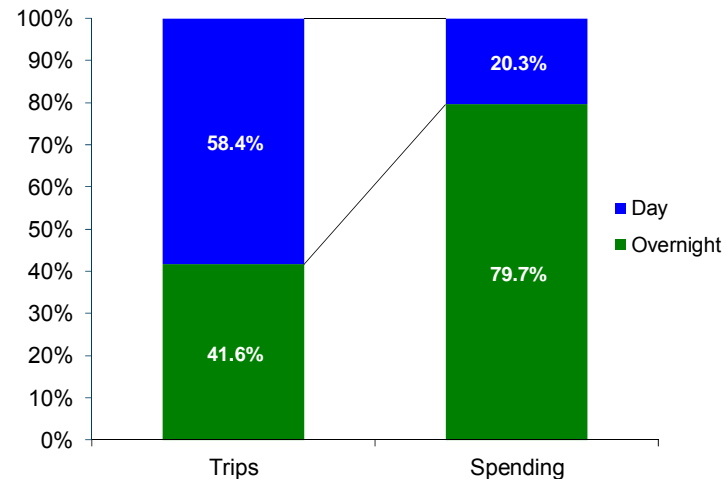
# Overnight and day markets

- Michigan hosted 113.4 million visitors in 2014. The majority of visits were day trips (58%).
- While representing only 42% of all stays, overnight traveler spending accounts for 80% of all traveler spending, generating \$18.2 billion.
- On average, overnight visitors spent \$385 in Michigan during their stay.

Visits and Spend	
2014, in millions	
<b>Total Visitors</b>	<b>113.4</b>
Overnight	47.1
Day	66.2
<b>Total Spending</b>	<b>\$22,817</b>
Overnight	\$18,174
Day	\$4,643
<b>Per Visitor Spending</b>	<b>\$201</b>
Overnight	\$385
Day	\$70

**Traveler Spending Breakout**

Share of Total

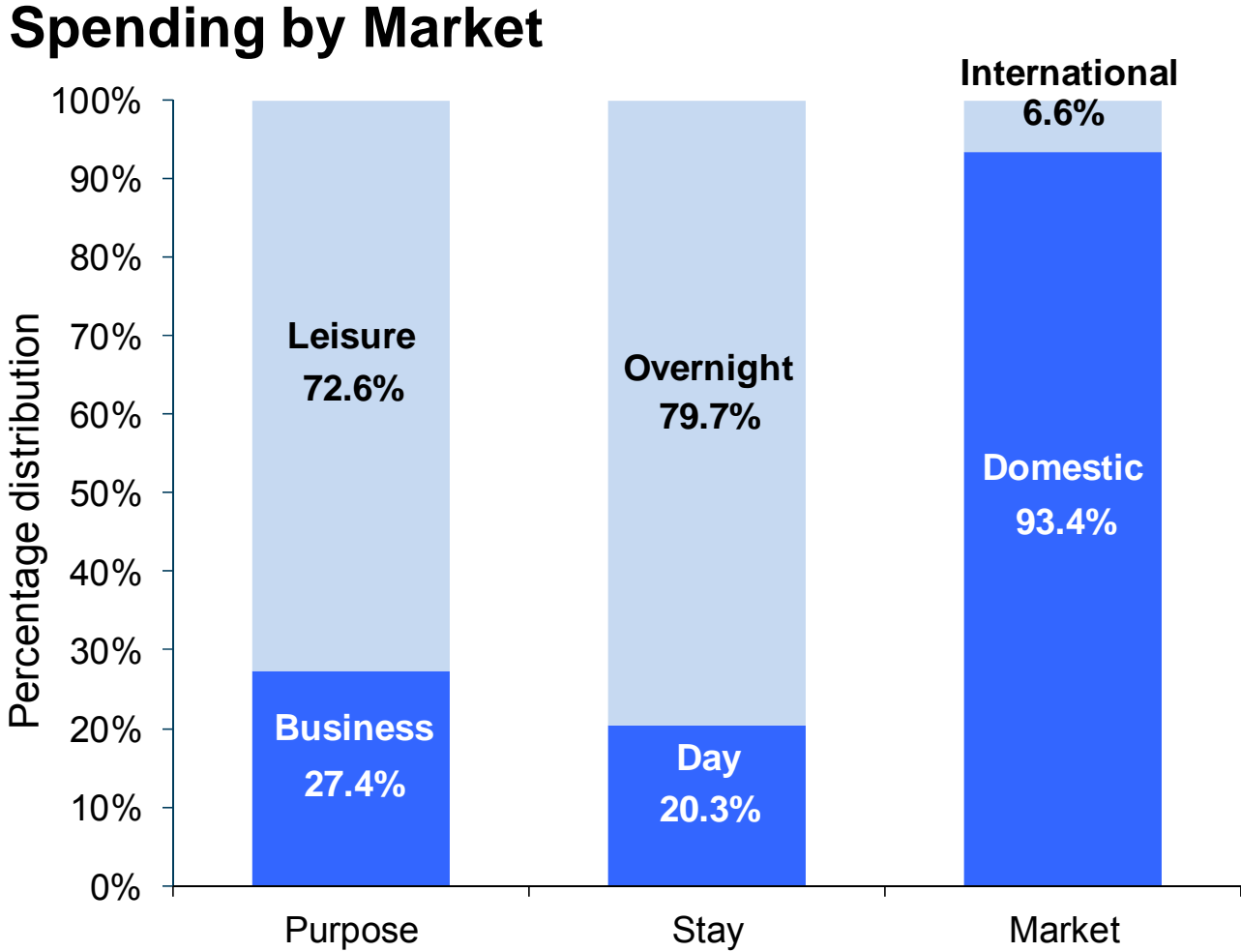


# Traveler spending by market segment

- Business travel comprises 27% of all traveler spending.
- Day travelers in Michigan spent \$4.6 billion in 2014; 20% of the total.
- Domestic travelers represent 93% of all traveler spending.

<b>Traveler Spending in 2014</b>					
<b>(US\$ Billion)</b>					
<b>Purpose</b>		<b>Stay</b>		<b>Market</b>	
<b>Business</b>	<b>\$6.25</b>	<b>Day</b>	<b>\$4.64</b>	<b>Domestic</b>	<b>\$21.31</b>
<b>Leisure</b>	<b>\$16.57</b>	<b>Overnight</b>	<b>\$18.17</b>	<b>Overseas</b>	<b>\$1.51</b>
<b>Total</b>	<b>\$22.82</b>	<b>Total</b>	<b>\$22.82</b>	<b>Total</b>	<b>\$22.82</b>
<b>Share</b>					
<b>Purpose</b>		<b>Stay</b>		<b>Market</b>	
<b>Business</b>	<b>27.4%</b>	<b>Day</b>	<b>20.3%</b>	<b>Domestic</b>	<b>93.4%</b>
<b>Leisure</b>	<b>72.6%</b>	<b>Overnight</b>	<b>79.7%</b>	<b>Overseas</b>	<b>6.6%</b>

# Traveler spending by market segment



Sources: DK Shifflet, NTTO, Tourism Economics

# Tourism economy sales

- The Tourism Satellite Account looks at a broader range of tourism-related expenditures, tallying \$24.5 billion.

Tourism Satellite Account						
Spending by Category						
(US\$ Billion)						
Year	Domestic Visitor	International Visitor	Non-Visitor PCE	Gov't Support	Investment	Total
2014	\$21.31	\$1.51	\$0.42	\$0.03	\$1.27	\$24.53
2013	\$20.54	\$1.44	\$0.42	\$0.03	\$1.18	\$23.60
2012	\$20.00	\$1.37	\$0.42	\$0.03	\$1.24	\$23.06
2011	\$19.26	\$1.30	\$0.42	\$0.03	\$1.24	\$22.24
% Change (14/13)	3.8%	4.7%	0.0%	0.0%	7.8%	3.9%

- Non-visitor private consumption expenditures (PCE) represent tourism consumer durables such as an RV, boat, or furniture for a vacation home.
- Government support for tourism includes the budgets for destination marketing and other budget items in broad support of tourism.
- Capital investment (CAPEX) includes construction of hotels and attractions, as well as tourism equipment and infrastructure.

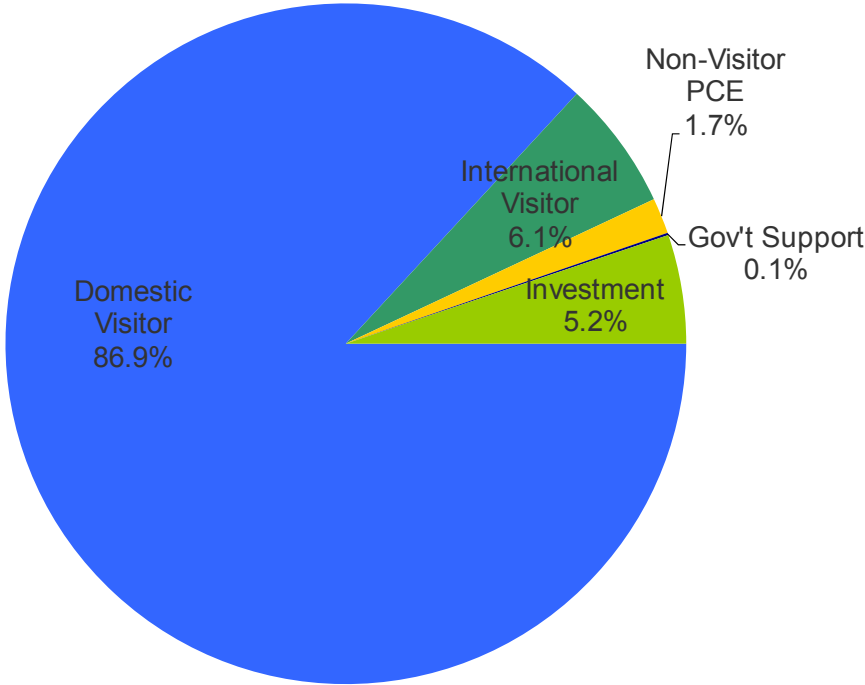
# Tourism industry and economy sales

- The direct impact of tourism is driven by tourism industry sales only. This allows for apples-to-apples comparisons with other industries.
- The total economic impact of tourism includes investment in support of tourism, government spending and non-visitor private consumption expenditures (PCE).

Tourism Sales State of Michigan		
Categories	Industry	Economy
Lodging	\$5,062.4	\$5,062.4
Food	\$4,768.4	\$4,768.4
Retail	\$3,333.1	\$3,333.1
Recreation	\$3,303.2	\$3,303.2
Local Trans.	\$4,386.0	\$4,386.0
Air Trans.	\$1,964.3	\$1,964.3
PCE Spending	\$0.0	\$416.3
Investment	\$0.0	\$1,268.0
Government	\$0.0	\$27.4
<b>Total</b>	<b>\$22,817.4</b>	<b>\$24,529.2</b>

# Tourism economy sales by source

Tourism Demand by Source

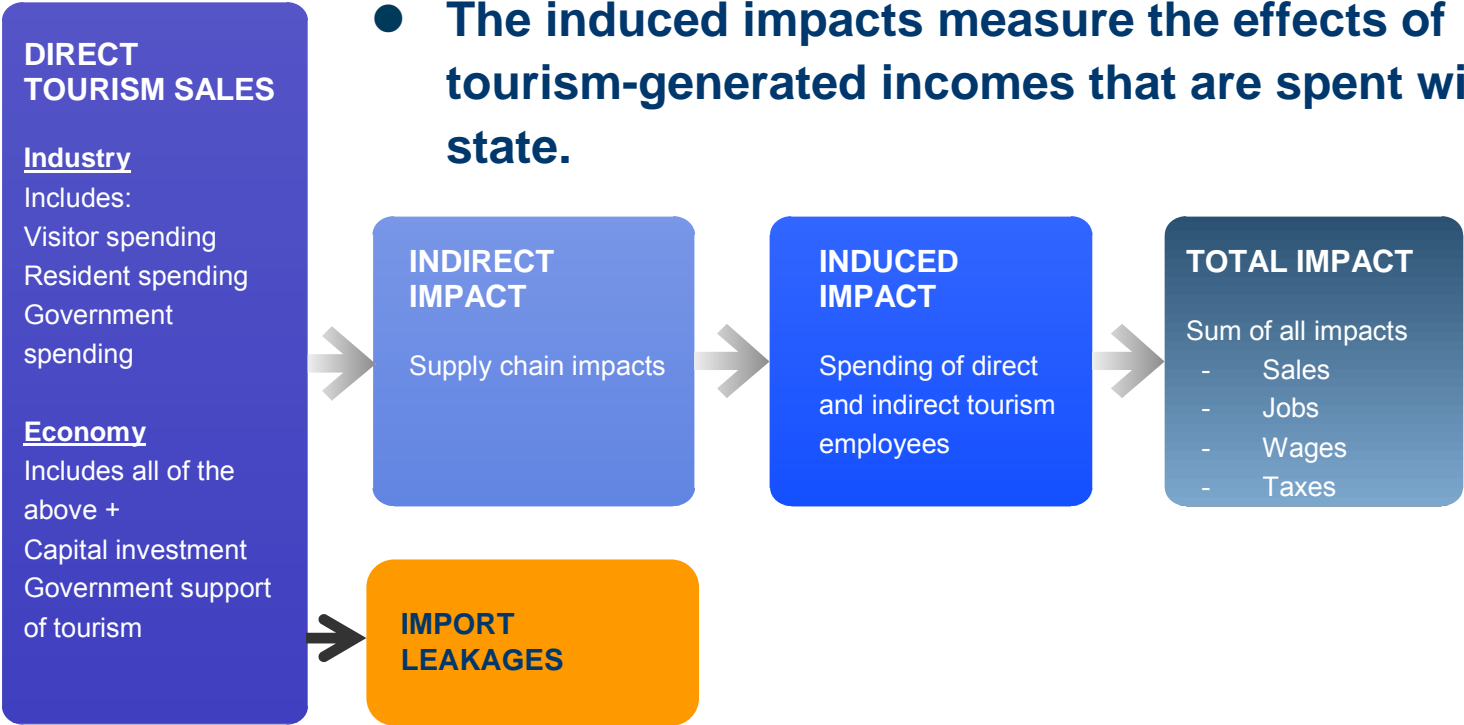


- Domestic visitor markets comprise the majority (86.9%) of tourism sales in Michigan.
- International visitor markets contributed 6.1% of tourism sales last year.
- Capital investment in tourism-related construction and machinery & equipment represents 5.2% of tourism economy sales.



# Translating sales into impact

- Direct tourism sales flow through the Michigan economy, generating GDP, jobs, wages, and taxes.
- The indirect impacts measure supply chain (b2b) activity generated by tourism sales.
- The induced impacts measure the effects of tourism-generated incomes that are spent within the state.

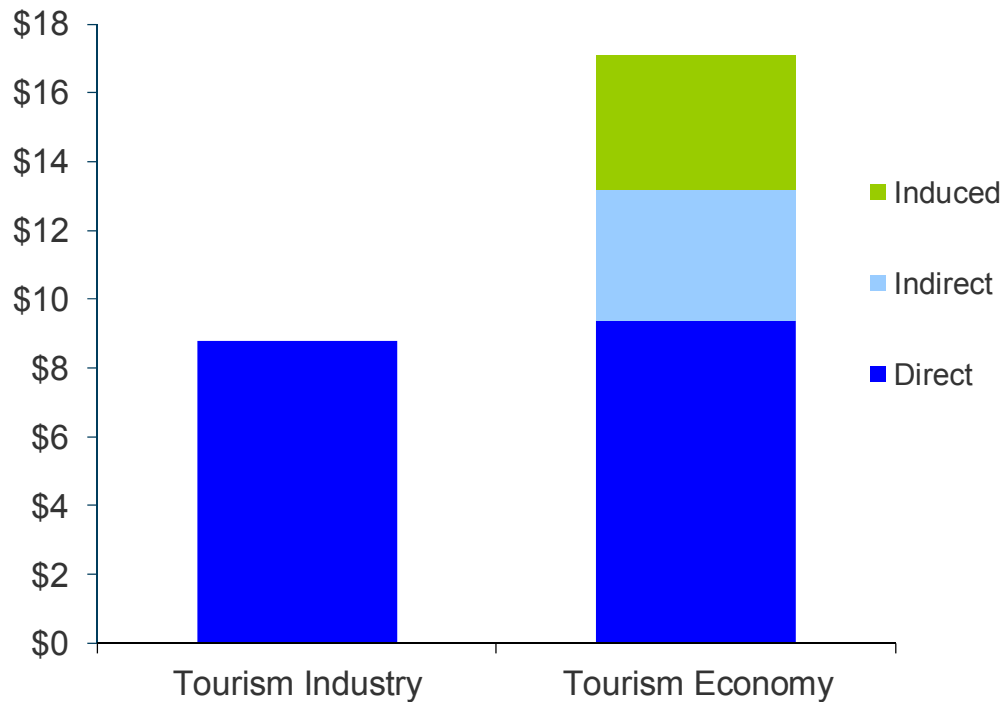


# Tourism impact summary - GDP

- Tourism industry GDP directly generated \$8.8 billion of Michigan GDP in 2014.
- The tourism economy, including direct, indirect and induced impacts of all tourism sales, generated GDP of \$17.1 billion. This is 3.9% of the state economy.

## Tourism GDP Impact

2014, US\$ Billions



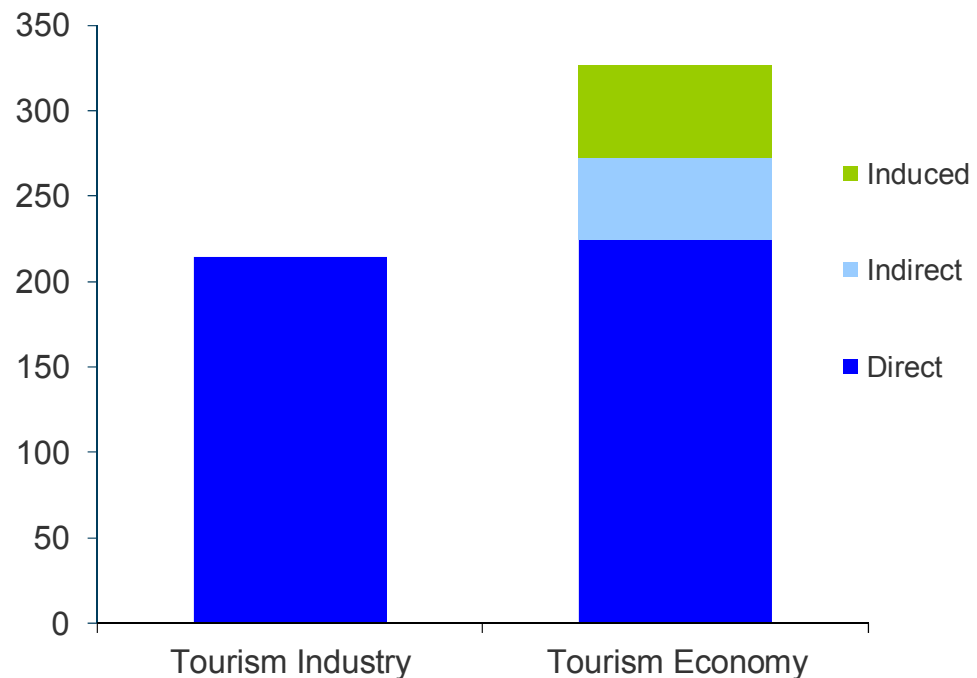
Source: Tourism Economics

# Tourism impact summary - Jobs

- Tourism spending directly supported 214,333 jobs in Michigan in 2014.
- The tourism economy, including direct, indirect and induced impacts, supported 326,685 jobs. This is 6.2% of all jobs in the state.

## Tourism Employment Impact

2014, Thousands



Source: Tourism Economics

# Direct Tourism Industry

*What is the direct economic value of tourism-related sectors?*



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# Tourism industry impacts

Direct Tourism Industry		
	Employment	GDP
Agriculture, Fishing, Mining	-	-
Construction and Utilities	-	-
Manufacturing	-	-
Wholesale Trade	-	-
Air Transport	5,619	\$778.5
Other Transport	4,589	\$206.4
Retail Trade	17,731	\$718.0
Gasoline Stations	5,691	\$226.6
Communications	-	-
Finance, Insurance and Real Estate	2,415	\$263.9
Business Services	225	\$15.4
Education and Health Care	-	-
Recreation and Entertainment	44,632	\$1,537.4
Lodging	42,748	\$2,637.8
Food & Beverage	83,613	\$2,236.8
Personal Services	7,069	\$163.7
Government	-	\$0.0
<b>TOTAL</b>	<b>214,333</b>	<b>\$8,784.4</b>

- Tourism GDP is the value added of those sectors directly interacting with travelers.
- The narrow definition of the tourism industry counts only tourism consumption, which excludes capital investment and general government support of tourism. This definition is consistent with economic accounts.
- On this basis, tourism industry GDP was \$8.8 billion in 2014, accounting for 2.0% of total Michigan GDP.

# Why sales and GDP differ

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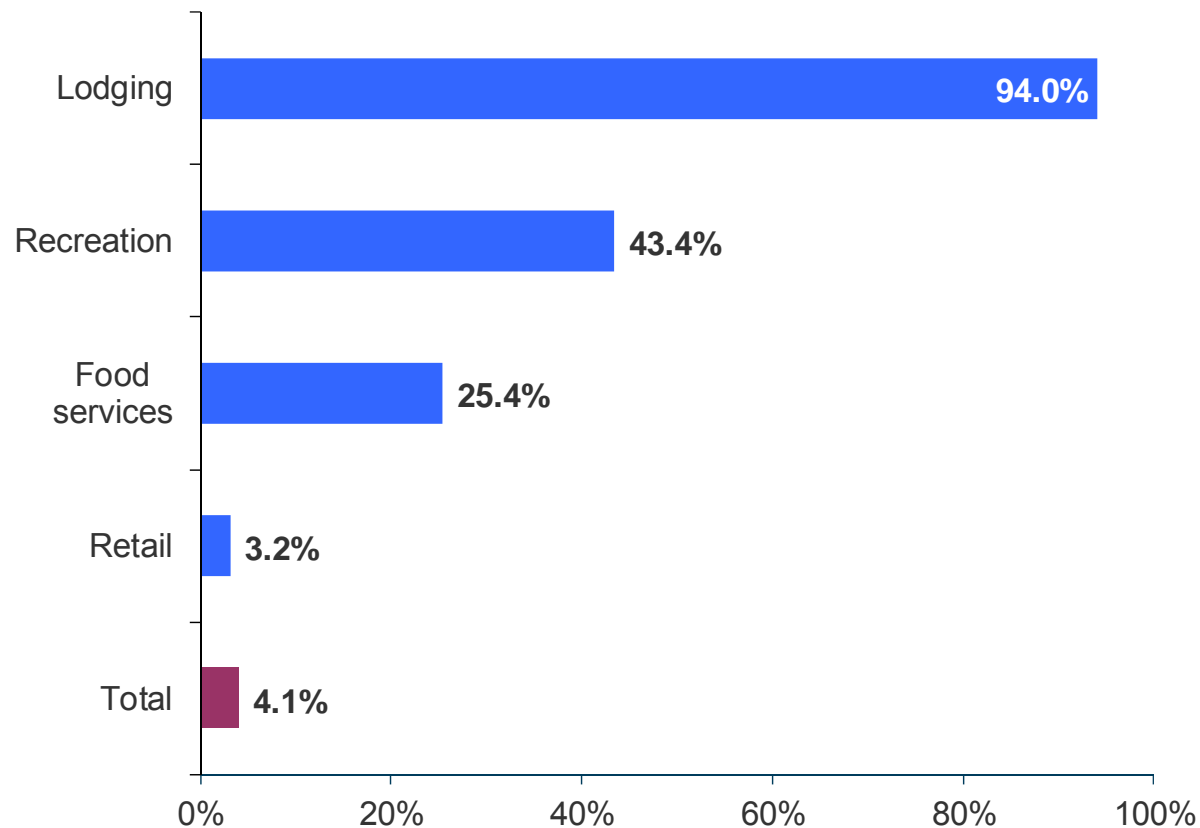
- **Tourism industry sales in Michigan \$22.8 billion while direct GDP measures \$8.8 billion**
- **GDP (Gross domestic product) is less than sales because it measures only the locally-produced value of goods and services consumed by visitors**
  - **This includes the local labor, capital depreciation, and the profits of tourism-related companies that are based in Michigan**
  - **The costs of imported goods (gasoline, food or retail goods) that come from out-of-state are excluded from the GDP calculation**
  - **In addition, business profits from out-of-state companies are also excluded. For example, Wal-Mart profits leave the state.**

# Travel employment intensity

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- Tourism is a significant part of several industries – 94% of lodging, 43% of recreation, and 25% of food & beverage employment is supported by tourism spending.

## Tourism Employment Intensity by Industry

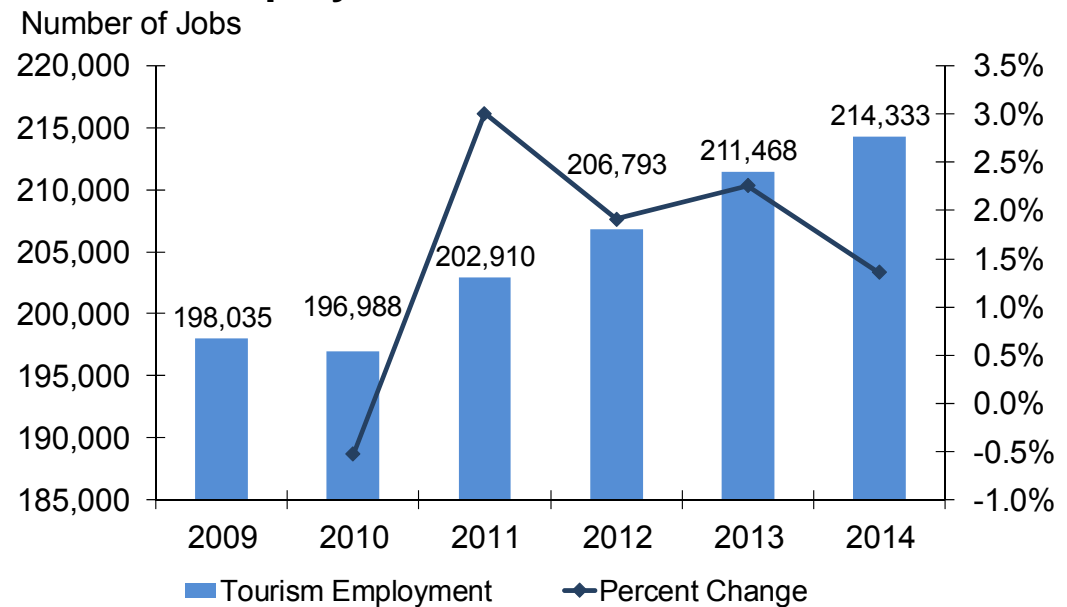


# Travel employment growth

Tourism Employment						
	2009	2010	2011	2012	2013	2014
Tourism Employment	198,035	196,988	202,910	206,793	211,468	214,333
Percent Change		-0.5%	3.0%	1.9%	2.3%	1.4%

- Tourism employment grew 1.4% in 2014, making four straight years of employment growth.

## Tourism Employment



Source: Tourism Economics

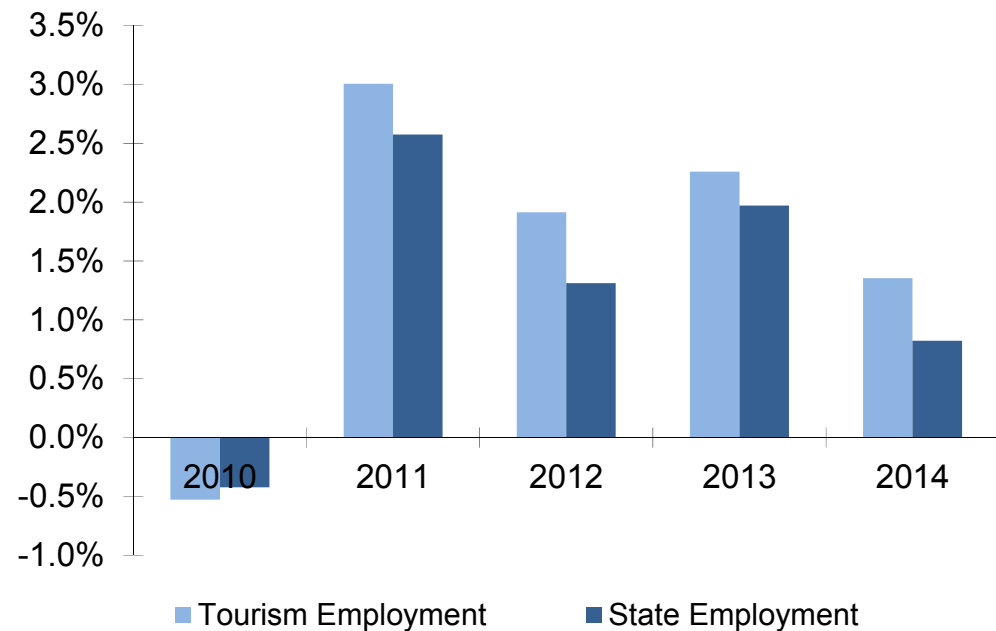


# Travel employment growth

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- Tourism employment growth outpaced overall state employment growth by more than half a percent in 2014 – and has outperformed the state economy for four straight years.

### Employment Growth Comparison



Source: Tourism Economics

# Tourism ranking

- Were tourism an industry as defined by the government, tourism employment would rank as the 10<sup>th</sup> largest industry in Michigan.

Employment Ranking State of Michigan		
Rank	Industry	Employment (000s)
1	Health care and social assistance	658,631
2	Manufacturing	581,113
3	Retail trade	552,264
4	Administrative and waste management services	376,884
5	Accommodation and food services	374,385
6	Professional, scientific, and technical services	372,950
7	Other services, except public administration	317,865
8	Finance and insurance	242,925
9	Construction	234,885
<b>10</b>	<b>TOURISM</b>	<b>214,333</b>
11	Real estate and rental and leasing	195,517
12	Wholesale trade	180,658
13	Transportation and warehousing	144,145
14	Educational services	105,647

# Total Tourism Economy

*What is the total economic impact of tourism in Michigan?*



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# Travel generated sales

Travel Sales (US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	104.0	52.0	156.1
Construction and Utilities	1,268.0	618.0	293.1	2,179.0
Manufacturing	72.6	577.3	332.2	982.1
Wholesale Trade	-	318.1	284.2	602.4
Air Transport	1,955.4	34.8	47.8	2,038.0
Other Transport	438.6	389.7	132.9	961.2
Retail Trade	3,333.1	360.9	503.6	4,197.7
Gasoline Stations	3,508.8	20.4	27.1	3,556.4
Communications	-	376.0	305.9	681.9
Finance, Insurance and Real Estate	1,333.9	1,634.4	2,016.2	4,984.4
Business Services	33.0	1,656.7	539.1	2,228.9
Education and Health Care	-	15.3	1,242.7	1,258.0
Recreation and Entertainment	2,989.4	180.1	101.7	3,271.1
Lodging	4,167.2	25.1	54.2	4,246.5
Food & Beverage	4,768.4	187.9	454.6	5,411.0
Personal Services	280.8	192.5	351.7	825.1
Government	27.4	148.2	60.9	236.5
<b>TOTAL</b>	<b>24,176.6</b>	<b>6,839.5</b>	<b>6,800.0</b>	<b>37,816.1</b>

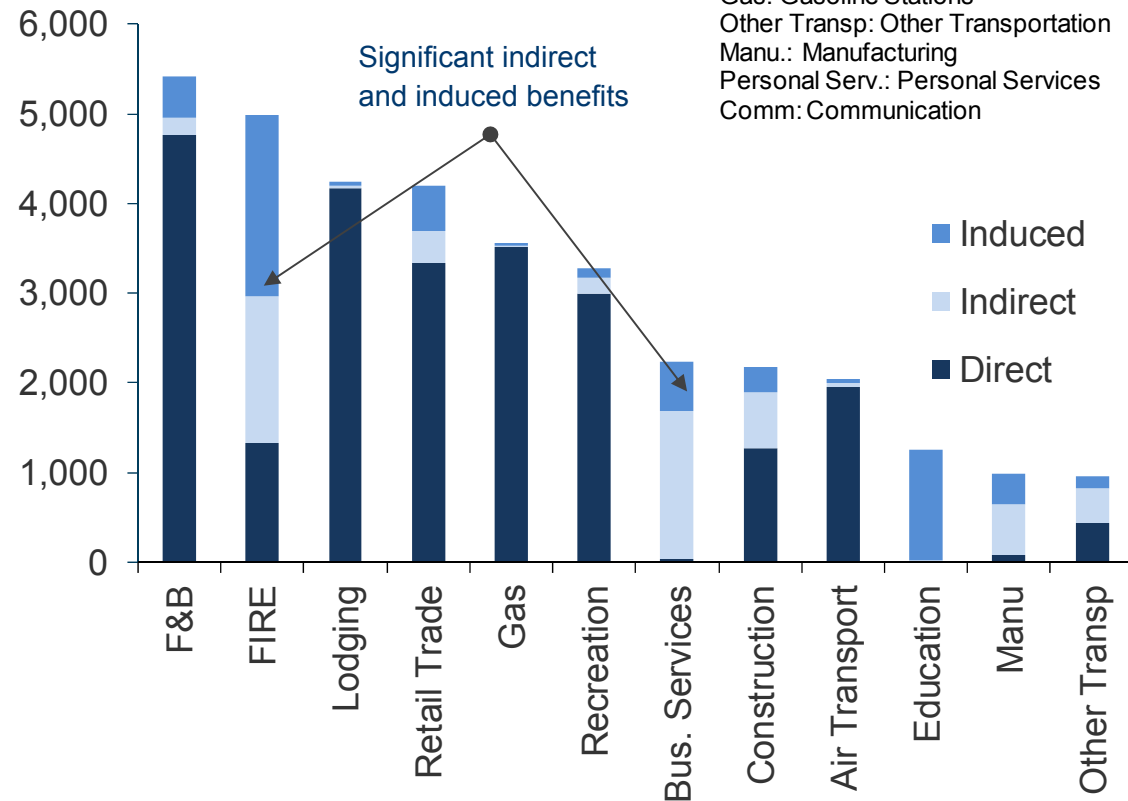
\* Direct sales include cost of goods sold for retail sectors

Traveler generated spending of \$24.2 billion generated a travel generated economic impact of \$37.8 billion in 2014 as traveler dollars flowed through the Michigan economy.

# Travel sales

- All business sectors of the Michigan economy benefit from tourism activity directly and/or indirectly.
- Sectors that serve the tourism industry, like business services, gain as suppliers to a dynamic industry.

**Travel Sales by Industry**  
\$ million



# Travel GDP (value added)

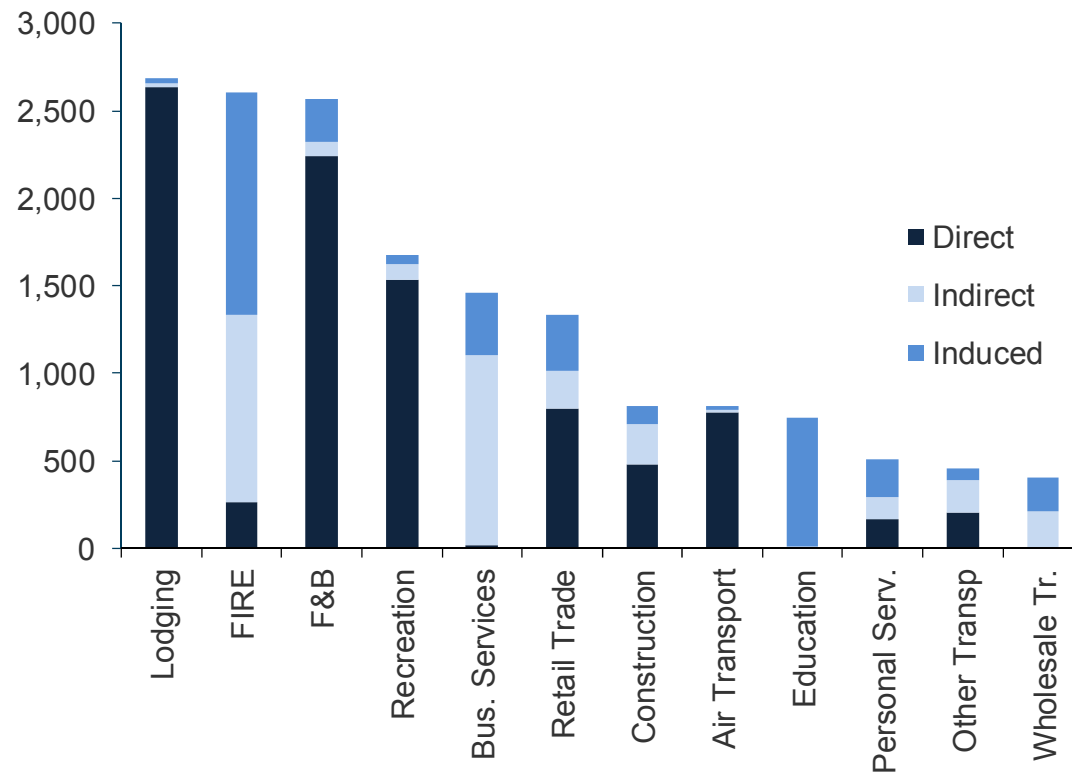
Travel GDP (Value Added)				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	66.1	31.7	97.8
Construction and Utilities	475.0	230.6	109.6	815.3
Manufacturing	20.6	143.5	76.0	240.1
Wholesale Trade	-	211.8	189.3	401.1
Air Transport	778.5	13.8	19.0	811.4
Other Transport	206.4	185.6	61.0	453.0
Retail Trade	798.8	214.5	319.5	1,332.8
Gasoline Stations	226.6	12.2	16.2	255.0
Communications	-	154.4	136.8	291.2
Finance, Insurance and Real Estate	263.9	1,067.2	1,276.4	2,607.4
Business Services	15.4	1,084.9	355.9	1,456.2
Education and Health Care	-	9.2	735.6	744.8
Recreation and Entertainment	1,537.4	87.7	52.4	1,677.5
Lodging	2,637.8	15.9	34.3	2,688.0
Food & Beverage	2,236.8	87.8	243.7	2,568.3
Personal Services	163.7	126.5	216.5	506.7
Government	27.4	83.1	19.3	129.9
<b>TOTAL</b>	<b>9,388.2</b>	<b>3,795.1</b>	<b>3,893.4</b>	<b>17,076.6</b>

Travel generated \$17.1 billion in state GDP in 2014, representing 3.9% of the total Michigan economy.

# Travel GDP (value added)

- The lodging industry generates the largest share of travel-generated GDP, closely followed by F&B (food and beverage services).
- Despite not being a primary supplier directly to visitors, FIRE (finance, insurance and real estate) generates \$2.6 billion of travel GDP.

**Travel GDP by Industry**  
\$ million



# Travel employment

- The tourism sector supported 326,685 jobs in 2014.

Travel Employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	582	404	987
Construction and Utilities	7,942	1,623	698	10,263
Manufacturing	274	1,447	618	2,339
Wholesale Trade	-	1,370	1,224	2,595
Air Transport	5,619	100	137	5,856
Other Transport	4,589	3,201	1,063	8,852
Retail Trade	19,053	4,736	6,243	30,032
Gasoline Stations	5,691	307	408	6,406
Communications	-	1,317	871	2,188
Finance, Insurance and Real Estate	2,415	8,827	6,409	17,651
Business Services	225	14,890	5,476	20,591
Education and Health Care	-	299	14,099	14,398
Recreation and Entertainment	44,632	2,907	1,670	49,210
Lodging	42,748	254	559	43,562
Food & Beverage	83,613	2,984	8,158	94,754
Personal Services	7,069	2,361	5,744	15,174
Government	303	1,145	379	1,827
<b>TOTAL</b>	<b>224,174</b>	<b>48,351</b>	<b>54,160</b>	<b>326,685</b>

Indirect impacts quantify the supply chain to those industries directly providing goods or services to travelers.

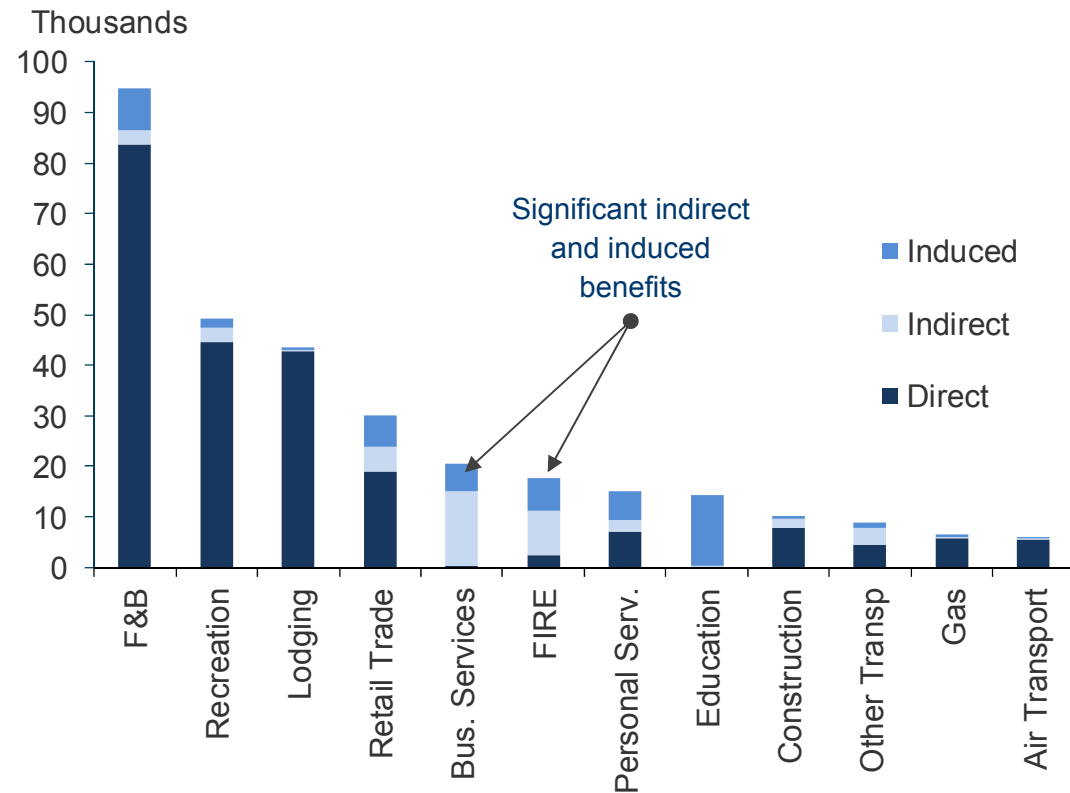
Induced impacts are generated when employees whose incomes are generated either directly or indirectly by travel, spend those incomes in the state economy.



# Travel employment

- Secondary benefits are realized across the entire economy through the supply chain and incomes as they are spent.
- The unemployment rate in Michigan was 7.3% in 2014. Without tourism jobs, the unemployment rate would have been 13.3%.

## Travel Employment by Industry



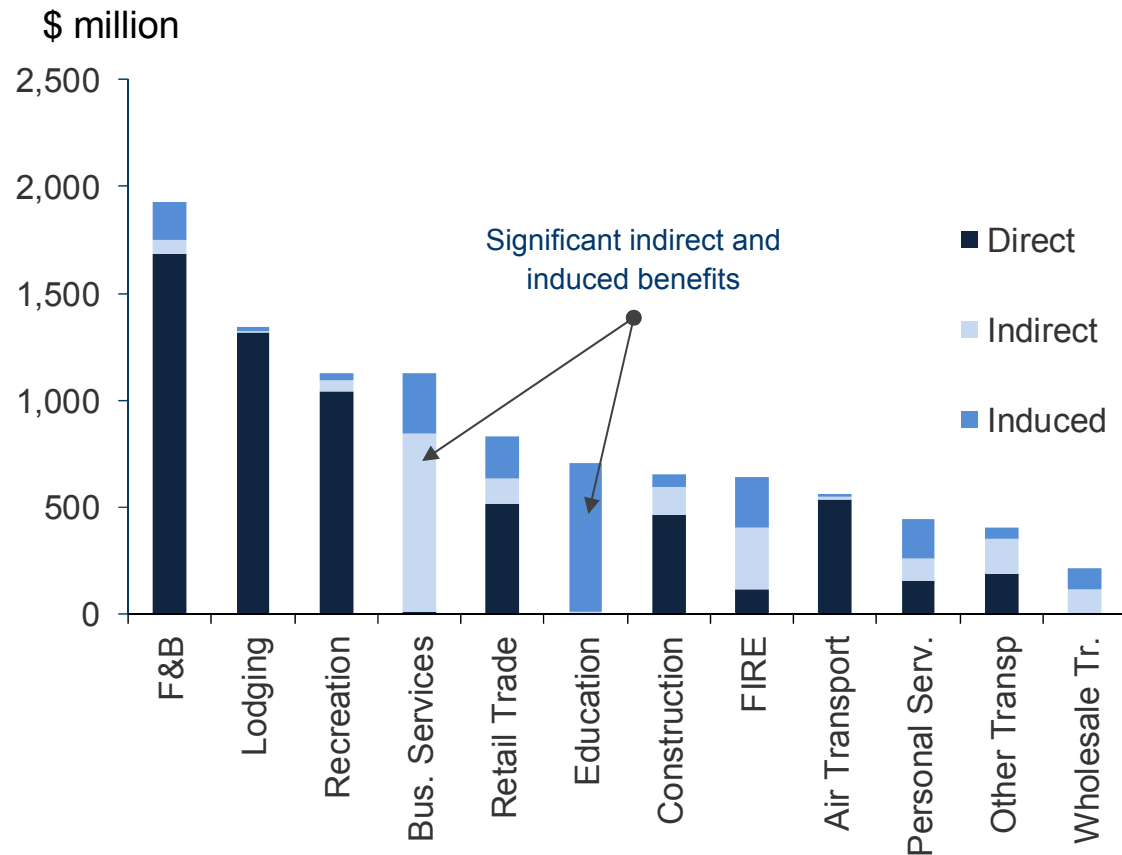
# Travel personal income

Travel Labor Income (Compensation)				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	25.7	14.1	39.8
Construction and Utilities	461.8	129.6	58.4	649.9
Manufacturing	20.0	89.2	41.7	151.0
Wholesale Trade	-	110.6	98.8	209.4
Air Transport	536.0	9.5	13.1	558.6
Other Transport	187.7	164.1	54.0	405.8
Retail Trade	517.4	115.9	194.3	827.6
Gasoline Stations	150.7	8.1	10.8	169.7
Communications	-	90.1	60.7	150.9
Finance, Insurance and Real Estate	113.1	288.6	238.5	640.2
Business Services	11.1	833.3	278.1	1,122.5
Education and Health Care	-	9.3	693.4	702.7
Recreation and Entertainment	1,041.2	52.5	33.8	1,127.5
Lodging	1,316.9	7.9	17.1	1,342.0
Food & Beverage	1,684.7	66.5	177.1	1,928.3
Personal Services	151.4	107.2	185.1	443.7
Government	24.0	86.9	24.3	135.2
<b>TOTAL</b>	<b>6,216.0</b>	<b>2,195.2</b>	<b>2,193.4</b>	<b>10,604.6</b>

# Travel personal income

- Significant employment in F&B and recreation drives high labor income in those industries.
- Above average wages support labor income in supplier industries.
- The average labor income of workers directly supported by traveler spending was \$27,725 in 2014.

**Travel Labor Income by Industry**



# Travel tax generation

Traveler-Generated Tax Revenues (US\$ Million, Year)			
	Direct	Indirect/ Induced	Total
<b>Federal</b>	<b>1,416.2</b>	<b>1,049.8</b>	<b>2,466.0</b>
Personal Income	435.8	313.9	749.6
Corporate	105.9	185.7	291.6
Indirect business	178.2	73.5	251.7
Social Security	696.3	476.7	1,173.0
<b>State and Local</b>	<b>1,694.0</b>	<b>750.3</b>	<b>2,444.3</b>
Sales	726.4	299.7	1,026.1
Bed Tax	19.9	-	19.9
Personal Income	108.9	77.2	186.1
Corporate	10.4	18.3	28.7
Social Security	5.0	3.4	8.4
Excise and Fees	119.6	61.4	180.9
Property	703.9	290.4	994.2
<b>TOTAL</b>	<b>3,110.2</b>	<b>1,800.1</b>	<b>4,910.3</b>

- Taxes of \$4.9 billion were directly and indirectly generated by tourism in Michigan.
- State and local taxes alone tallied \$2.4 billion in 2014.
- Each household in Michigan would need to be taxed an additional \$640 per year to replace the traveler taxes received by state and local governments.

# The importance of tourism in Michigan in context



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# How important is tourism?

- Michigan's 113.4 million visitors would be like everyone from Illinois, Indiana, Ohio and Wisconsin visiting Michigan **three** times a year.



# How important is tourism?

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- Were the Michigan tourism industry a single business, it would rank #132 on the Fortune 500 list, slightly smaller than Capital One and larger than Time Warner Cable, Union Pacific and Kraft.



# How important is tourism?

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- The 214,333 direct tourism jobs are nearly five times more than the number of students at Michigan.
- Total tourism supported employment would be enough to fill Ford Field FIVE times over – half of all home football games (including pre-season).





# How important is tourism?

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- The 326,685 total tourism jobs would be enough to employ everyone in both Grand Rapids and Warren city – the 2<sup>nd</sup> and 3<sup>rd</sup> largest cities in Michigan.



# How important is tourism?

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- The \$726 million in sales tax collections DIRECTLY from visitor activity would be enough to fully fund the State Police (\$649 million) with enough money left over to fund the Department of Insurance and Financial Services (\$65 million).



# How important is tourism?

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- The \$2.4 billion in state and local revenues from visitor activity represents \$640 per household in Michigan – or enough money for 160 trips across “Mighty Mac”



# Methodology and Background



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# Definitions and terms

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- A visitor includes all overnight and day travelers - traveling outside of their usual environment, defined as beyond 50 miles
- The analysis measures the economic impact of travelers to the State of Michigan, including:
  - Day trips and overnight travelers
  - Domestic, Canadian and overseas travelers
  - Leisure and business travel

# Quantifying the travel and tourism economy

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- Most economic sectors such as financial services, insurance, or construction are easily defined within a country's national accounts statistics.
- Travel is not so easily measured because it is not a single industry. It is a demand-side activity which affects multiple sectors to various degrees.
- Travel spans nearly a dozen sectors including lodging, retail, real estate, air passenger transport, food & beverage, car rental, taxi services, travel agents, and recreation (including museums, theme parks, sports events and others).

# Methods and data sources

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- Domestic traveler expenditure estimates are provided by DK Shifflet's representative survey of US travelers. These are broken out by sectors (lodging, transport at destination, food & beverage, retail, and recreation), by purpose (business and leisure), and by length of stay (day and overnight).
- Tourism Economics (TE) then adds and cross-checks several categories of spending:
  - Overseas traveler spending (source: OTTI, TE)
  - Canada traveler spending (source: Statistics Canada, TE)
  - Spending on air travel which accrues to Michigan airports and locally-based airlines
  - Gasoline purchases by travelers (source: TE calculation)
  - Recreational second home expenditures (source: US Census)
  - Smith Travel Research (lodging performance)
  - Local level lodging tax data
  - Sales tax by industry (Michigan Department of Revenue)
  - Industry-by-industry employment and personal income (Bureau of Economic Analysis and Bureau of Labor Statistics)

# Methods and data sources

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- An IMPLAN model was utilized for the State of Michigan. This traces the flow of traveler-related expenditures through the local economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of travel.
- Tourism Economics then cross-checks these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.
- The source of the employment and wage data is the Regional Economic Information System (REIS), Bureau of Economic Analysis, U.S. Department of Commerce. This is more comprehensive than Bureau of Labor Statistics (ES202/QCEW) data. The main definitional difference is that sole-proprietors, which do not require unemployment insurance, are not counted in the ES202 data.



# Description of spending categories

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Spend Category	Description
Lodging	Includes traveler spending in accommodation sector. This includes food and other services provided by hotels and similar establishments.
Recreation	Includes traveler spending within the arts, entertainment and recreation supersector.
Air transport	Includes the local economic activity generated by travelers within the air transport (airline) and support services (on airport) sectors.
Other transport	Includes all forms of local transport services such as taxis, limos, trains, rental cars, and buses.
Shopping	Includes traveler spending within all retail sectors within the Michigan economy.
Service stations	Traveler spending on gasoline. Only the margin counts as local economic impact.
Second homes	Spending associated with the operation of seasonal second homes for recreational use as defined by the Census Department. This is based on an “imputed rent” calculation over an estimated peak season.
Food and beverage	Includes all traveler spending at restaurants and bars.

# Cross section of our clients

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## Corporations

Hotel companies  
Aviation manufacturing  
Internet marketing  
Internet distribution  
Financial institutions  
Theme Parks  
Travel trade

## Associations

Caribbean Tourism Org.  
European Travel Commission  
Pacific Asia Travel Assoc.  
US Travel Association  
DMAI  
IAAPA  
WTTC  
UN World Tourism Org.

## Destinations

Tourism Australia  
Bahamas Ministry of Tourism  
Brand USA  
Visit California  
Canadian Tourism Commission  
Dubai Tourism  
Georgia Tourism  
Saudi Arabia (SCT)  
Discover Los Angeles  
NYC & Company  
Ontario Ministry of Tourism  
Visit Orlando  
Philadelphia Tourism Marketing  
San Diego CVB  
Tourism Ireland  
Visit Britain  
Visit Denmark  
Visit Florida  
Visit Switzerland



# About Tourism Economics

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- Tourism Economics, headquartered in Philadelphia, is an Oxford Economics company dedicated to providing high value, robust, and relevant analyses of the tourism sector that reflects the dynamics of local and global economies. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, project feasibility analysis, tourism forecasting models, tourism policy analysis, and economic impact studies.
- Our staff have worked with over 200 destinations to quantify the economic value of tourism, forecast demand, guide strategy, or evaluate tourism policies.
- Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics is founded on a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of 80 highly-experienced professional economists; a dedicated data analysis team; global modeling tools; close links with Oxford University, and a range of partner institutions in Europe, the US and in the United Nations Project Link.
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