

A) PURPOSE

The purpose of this RFQ is to obtain quotations from research firms to study the economic impact of the tourism industry in Michigan. This analysis should be able to provide key economic impact metrics, such as employment, business sales, GDP, and personal income, for the tourism industry in Michigan, as well as tax impacts. Economic impacts should also be summarized for Michigan's counties and Prosperity Regions. Additional details are discussed in the "Scope of Work" section.

B) BACKGROUND STATEMENT AND OBJECTIVES

The MEDC, on behalf of the Michigan Strategic Fund (MSF), serves as the state's marketing arm and lead advocate for business growth, jobs and opportunity with a focus on growing Michigan's economy. Leisure travel initiatives under the Pure Michigan brand are headed by Travel Michigan, which is a business unit within the MEDC and serves as the state's tourism promotion office. Travel Michigan is the lead on all marketing, public relations, social media, event planning and industry outreach efforts related to leisure travel and tourism within the organization, and the state.

Travel Michigan, through this RFQ, seeks critical research to inform its strategy both internally and with tourism and hospitality industry partners across the state. This research will provide a comprehensive overview of the economic and tax impacts of the tourism industry on the state, including subregional details.

Previous Research Studies

Travel Michigan is interested in understanding the impact of the visitor economy in Michigan: the number of visitors coming to the state, their spending, and how those trips and spending influenced the Michigan economy more broadly, in terms of employment, personal income, and state and local taxes. Travel Michigan has most recently contracted with Tourism Economics to conduct this annual economic impact study, with the 2024 report finding that the tourism industry supported over \$54 billion in total economic impact and over 351,000 jobs in the broader Michigan economy.

This RFQ is being issued for a similar report on the 2025 annual impacts of tourism in Michigan. To help accomplish this objective, the MEDC will make available key data from other vendors such as Longwoods International, as potential inputs to the successful bidder's analysis.

C) SCOPE OF WORK

The successful bidder will conduct an economic impact analysis on Michigan's tourism economy that culminates in a comprehensive yet concise report detailing key economic impact metrics at the state, county, and Prosperity Region level.

The report should cover both visitor volume- and spending-related metrics, including a breakdown of type of visit (e.g., international vs. domestic), and spending broken down by category (e.g., lodging, food and beverage, recreation and entertainment, shopping, transportation).

In addition to visitor volume and spending findings, the report should detail the scope of impact of the tourism industry on the broader Michigan economy, including contextualized findings intended to convey the significance of this sector. Economic impact findings should include the tourism industry's direct, indirect, and induced impacts on the following:

- Increased business sales
- GDP
- Personal income
- Employment
- Federal, state and local taxes