Michiganders Support Increasing Pure Michigan Funding

\$ \$ \$ \$ \$

55.5%

of Michiganders believe the legislature should increase funding for the Pure Michigan campaign in line with the Michigan Hospitality & Tourism Alliance's request.









Over half of
Michiganders are more
likely to support an
increase in Pure
Michigan funding when
they know that other
states in the Midwest
Region are outspending
us on tourism
marketing.





999

are more likely to support increasing Pure Michigan funding knowing the substantial ROI in Pure Michigan marketing.

This is a statewide poll that was conducted by Marketing Resource Group LLC from April 8-11, 2024 from a sample of 614 registered voters in Michigan with a margin of error of 4.0%