



Many Michigan associations represent whole industries that are important to the travel and tourism sector in our state. The impact of those industries is deeply rooted in Michigan! Below are just a few highlights of that impact:



# TICOM

Tourism Industry Coalition of Michigan

## Parks, Camping and Warm-Weather Recreation

- Michigan has 600 campgrounds and 97 State Parks
- Over 329,000 recreation vehicles are registered with Michigan's Secretary of State.
- There were 13,700 new recreation vehicles sold in 2013, up 9% from 2012.
- Nearly 150,000 campsites are licensed by Michigan's Department of Environmental Quality.
- Approximately 90,000 attendees visit the 11 consumer recreation vehicle shows each year.
- Michigan has more golf courses per capita than any other state – nearly 900 in all.
- Michigan ranks third in the nation for the number of public golf courses.
- Michigan's State Parks were named the #1 State Park system in the country by the National Recreation and Park Association

## Winter Recreation

- Winter travel accounts for nearly one third of the \$18-billion-a-year Michigan travel industry.
- Anywhere you live in Michigan, you are within a two-hour drive of a ski area. Colorado and Utah can't say that!
- Michigan has over 200,000 registered snowmobiles.
- Michigan boasts 6,500 miles of marked and groomed snowmobile trails, and another 10,000 miles of accessible two-track and forest roads.
- Over \$500 million in economic impact and 3,455 full-time jobs are generated by snowmobiling.

## Lakes and Waterways

- Michigan has more than 11,000 inland lakes and 36,350 miles of rivers and streams.
- In Michigan you are no more than 6 miles from a lake or stream.
- Stand anywhere in Michigan and you are within 85 miles of a Great Lake.
- There are 1,300 public access sites and 1,064 marinas in Michigan.
- Lake Superior is the second largest lake in the world
- Michigan offers 3,308 miles of Great Lakes coastline!

## Boating, Fishing and Hunting

- The economic impact of sport fishing in Michigan is \$3.7 billion; boating adds another \$3.9 billion annually.
- Charter fishing generated an average of \$19.8 million annually in the last decade. Michigan has over 80 public harbors of refuge on the Great lakes, no more than 30 miles apart.
- Michigan ranks third in the nation with licensed hunters.

## Cultural and Agricultural Tourism

- There are 100 producers of Michigan wine contributing over \$300 million to Michigan's economy.
- Sales of Michigan wine has grown over 10% per year for the past 10 years.
- Michigan ranks #5 in the country in the number of craft breweries, at about 100 (and growing).
- Nearly 100 million pounds of blueberries are picked annually in Michigan making it the largest producing state. 90% are grown within 50 miles of South Haven, the blueberry capital of the world.
- There are approximately 2,000 arts and culture organizations in Michigan.
- In 2013, The Henry Ford hosted over 1.65 million visitors, spending over \$168 million in the Detroit area, and providing a direct impact on the statewide economy of more than \$147 million, including over \$10.9 million in state sales tax revenue.
- "The Henry Ford's Innovation Nation" television show, broadcast nationally each Saturday morning on CBS and reaching a national audience of over 1 million viewers for each episode premiered September 27, 2014.

## And Everything Else!

- Every county in Michigan is represented by a Convention & Visitors Bureau, Regional Tourist Association or Official Tourism Organization.
- Tourism impacts all counties in Michigan!
- Tourism jobs cannot be outsourced!



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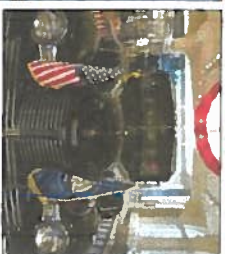
[mitourismcoalition.org](http://mitourismcoalition.org)



# TICOM

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The mission of TICOM is to 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.



[mitourismcoalition.org](http://mitourismcoalition.org)



### Executive Committee

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**Dennis Eade, Vice President**  
**Julie Pringston, Secretary**  
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