

# A2



## Economic Impacts of Tourism

# Economic Impacts of Tourism on Washtenaw County in 2006

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# Visitors

- 4.02 million visitors
  - Split 50/50 between day and overnight visitors
- 2.9 million travel party days/nights
  - Average party size 2.5
  - 40% VFR
  - 28% day trips
  - 28% hotel
  - 2% campground, 2% seasonal homes
  - 813,000 room nights in hotels in Washtenaw County

# Spending

- **\$431 million** total visitor spending
  - \$109 per travel party for day visitors (VFR)
  - \$255 per party for overnight visitors in hotels
    - Spending by category:

23% restaurants	18% lodging
22% gas/transportation	9% groceries
7% recreation	21% shopping

# Spending

- Tourist spending accounts for:
  - 95% of all hotel sales in Washtenaw County
  - 17% of restaurant sales
  - 24% of amusements
  - 5% retail trade
- Overnight visitors staying in hotels, account for **48%** of visitor spending

# Spending

- United Association
  - 10,000 hotel room nights
  - **\$4.1 million** direct economic impact
- 2008 AAU Junior Olympics
  - 16,000 hotel room nights
  - **\$3.9 million** estimated economic impact
- NJATC National Training Institute
  - **\$4.2** estimated economic impact

# Economic Impacts

- Direct effects in tourism-related businesses
  - **5,900 jobs**
  - \$133 million for wages/salaries/payroll benefits
  - \$1.4 million in local room tax
  - \$29 million in state sales tax
    - Tourism jobs by primary tourism sectors:

Restaurants 2,270	lodging 1,430
Amusements 830	retail trade 1,150

# CVB Interactive Marketing

- Front page marketing tool
  - Events marketing
    - Art Fairs
    - Summer Festival
    - Countywide Events
- Calendar of events
  - Travel Michigan
  - *Ann Arbor News*
  - *Detroit Free Press – Great Stuff!*
- One marketing voice for arts, quality of living

# CVB Interactive Marketing

- Web site statistics 2006
  - Hits 17.5 million
  - Visitor Sessions 700,000
- Web site statistics 2007 (to date thru May)
  - Overall annarbor.org 8.3 million hits
  - 316,000 visitor sessions
    - Calendar of events page 11,900 visitor sessions
    - Art Fair page 4,200 visitor sessions

# Partnerships and Collaborations

- MEDC FAM with UMS Royal Shakespeare
  - Blend of economic development/culture resulting in direct business
- Ann Arbor SPARK
  - Collaborative marketing
- Workforce Development Board RSA
  - Hospitality training for SE Michigan
- CVB Resource
  - Visitor Guide, rankings used by all organizations