

# NET IMPACT OF THE PLDS LAW ON OVERNIGHT TOURISM SPENDING IN MICHIGAN (2007)

## 2007



**ROOM** ↑\$0.7MM  
(\$4.5 to \$5.2 million)



**TRANSPORTATION** ↑\$0.5MM  
(\$4.6 to \$5.1 million)



**FOOD** ↑\$0.3MM  
(\$4.6 to \$4.9 million)



**SHOPPING** ↑\$0.9MM  
(\$2.7 to \$3.6 million)



**ENTERTAINMENT** ↑\$0.5MM  
(\$2.6 to \$3.1 million)



**MISCELLANEOUS** ↑\$0.2MM  
(\$1.2 to \$1.4 million)

**TOTAL IMPACT** ↑\$3.2MM  
(\$20.1 to \$23.3 million)

# IMPACT OF THE PLDS LAW ON HOTELS IN MICHIGAN BY REGION (2007)

## 2007

**Room Sales**  
3,823 to 4,696 room-nights

**↑873**

**Room Revenues**  
\$0.49 to \$0.65 million

**\$0.65 million**

**Room Sales**  
8,630 to 12,592 room-nights

**↑3,962**

**Room Revenues**  
\$1.16 to \$1.53 million

**\$1.53 million**

**Room Sales**  
5,558 to 8,476 room-nights

**↑2,918**

**Room Revenues**  
\$0.43 to \$0.89 million

**\$0.89 million**

**Room Sales**  
18,665 to 22,137 room-nights

**↑3,472**

**Room Revenues**  
\$2.15 to \$2.42 million

**\$2.42 million**

Upper Peninsula   Northern Lower Peninsula   Southwestern Lower Peninsula   Southeastern Lower Peninsula

Source: AEG analysis using base data from Smith Travel Research and AEG professional judgement