



SENATE BILL No. 939

December 1, 1993, Introduced by Senators Pridnia, McManus, Koivisto, Hoffman, Dingell, Carl, Cisky, Emmons and Geake and referred to the Committee on Transportation and Tourism

A bill to amend section 1 of Act No 106 of the Public Acts of 1945, entitled as amended

"Michigan tourism policy act,"

as amended by Act No 109 of the Public Acts of 1993, being section 2 101 of the Michigan Compiled Laws

THE PEOPLE OF THE STATE OF MICHIGAN ENACT

1 Section 1 Section 1 of Act No 106 of the Public Acts of
2 1945, as amended by Act No 109 of the Public Acts of 1993, being
3 section 2 101 of the Michigan Compiled Laws, is amended to read
4 as follows

5 Sec 1 (1) This act shall be known and may be cited as
6 the "Michigan tourism policy act" The legislature finds all of
7 the following

1 (a) Tourism is a major source of employment, income, and tax
2 revenues in this state, and the expansion of the tourism industry
3 is vital to the growth of the state's economy

4 (b) The tourism industry is important to the state, not only
5 because of the numbers of people it serves and the vast human,
6 financial, and physical resources it employs, but because of the
7 benefits tourism and related activities confer on individuals and
8 on society as a whole

9 (c) Investment of state resources is needed to provide a
10 more effective means of marketing travel to, and within, the
11 state, and to optimize the considerable investment of time,
12 energy, capital, and resources being made by the tourism
13 industry

14 (d) Coordination of existing state government involvement in
15 tourism promotion at the state level and with local government
16 and the private sector will maximize the economic and employment
17 benefits of the tourism industry

18 (2) Through this act the legislature intends to encourage
19 all of the following

20 (a) A commitment to the fostering of the economic activity
21 inherent in tourism promotion

22 (b) Development of a means to promote and market the state
23 as a destination for tourists on a worldwide basis

24 (c) Tourism growth to assist this state in remaining compet-
25 itive in the world tourism marketplace

26 (d) Maximization of the contribution of the tourism-related
27 industries, INCLUDING SNOWMOBILES AND OTHER SEASONAL RECREATION

1 PURSUITS, to the state's economic prosperity and expansion of
2 employment opportunities

3 (e) Recognition of historic and scenic environments, and the
4 development of cultural and heritage tourism programs and inter-
5 national marketing strategies, to enhance the state's appeal as a
6 destination for domestic and international tourism

7 (f) Provision of timely, up-to-date travel and tourism
8 information on urban and rural locations in various regions of
9 the state to enable state residents to take maximum advantage of
10 travel opportunities within the state, INCLUDING THE SNOWMOBILE
11 TRAIL SYSTEM AND OTHER SEASONAL RECREATION PURSUITS

12 (g) Health, education, and intercultural appreciation of the
13 geography, history, arts, and ethnicity of the state

14 (h) The welcome entry of individuals traveling to the state
15 to enhance international understanding and goodwill, consistent
16 with immigration laws, laws protecting the public health, laws
17 governing the importation of goods into the United States, and
18 other applicable laws and regulations

19 (i) The collection, analysis and timely dissemination of
20 data which accurately measures the economic impact of tourism on
21 the state in order to facilitate planning in the public and pri-
22 vate sectors

23 (j) The establishment of a program to market the travel
24 vacation opportunities available in this state to residents and
25 nonresidents by using any medium or means that the travel bureau,
26 in consultation with the travel commission, determines
27 appropriate

1 (k) Public interest in protection of the natural resources
2 and the cultural heritage of the state