

THE STORY BEHIND EVERY STAY

How We're Funded

Accommodations Tax

Hotels collect tax from visitor stays and remit to Washtenaw County based on Public Act 263. Zero dollars collected from local businesses or residents!



County Contracts with Destination Ann Arbor

Attract visitors to Washtenaw County through advertising, marketing, meetings, and sporting event attractions.



Community Impact

Visitor spending supports restaurants, attractions, venue rentals, and more!



6.1M VISITORS
IN WASHTENAW COUNTY IN 2023

\$878.9M
VISITOR SPENDING

12,783 **4TH LARGEST**
TOTAL JOBS INDUSTRY IN WASHTENAW COUNTY

What We Do

- Market and promote our area's attractions, events, hotels, restaurants, and experiences.
- Bring conferences, meetings, and large events to Washtenaw County.
- Collaborate with hospitality businesses to increase overnight stays and visitor spending.

How are we different from a Chamber of Commerce?

A Chamber of Commerce supports the local business community broadly, while a Destination Marketing Organization specifically markets the area to attract visitors who will spend money in the destination.

DESTINATION
**ANN
ARBOR**