



**House
Legislative
Analysis
Section**

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INTERNATIONAL TOURISM

House Bill 5089
Sponsor: Rep. Greg Kaza
**Committee: Tourism and
Recreation**

Complete to 2-12-96

A SUMMARY OF HOUSE BILL 5089 INTRODUCED 9-20-95

Under the Michigan Tourism Policy Act, certain functions related to the development and promotion of the state's tourism industry are assigned to the Travel Bureau, including the administration of programs to market the state as a travel destination. House Bill 5089 would amend the act to require the Travel Bureau to consider foreign currency exchange rate differentials before undertaking any international marketing efforts. Under the bill, the bureau would be required to take into consideration currency exchange rates, along with other relevant factors, when evaluating the potential for attracting visitors from a given country to the state. The currencies to be considered would include, but not be limited to, the Japanese yen, the German deutschmark, the Canadian dollar, the U.K. pound sterling, and the Mexican peso.

MCL 2.102a

House Bill 5089 (2-12-96)

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