PURE MICHIGAN

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Travel Michigan

- *Mission*: Increase leisure visitor spending in Michigan, thereby increasing business revenue, employment and tax revenue

- *Primary tactics*: advertising, public relations, promotions, michigan.org, eNewsletters, official state travel guide and social media.

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The Brand Launched in 2006

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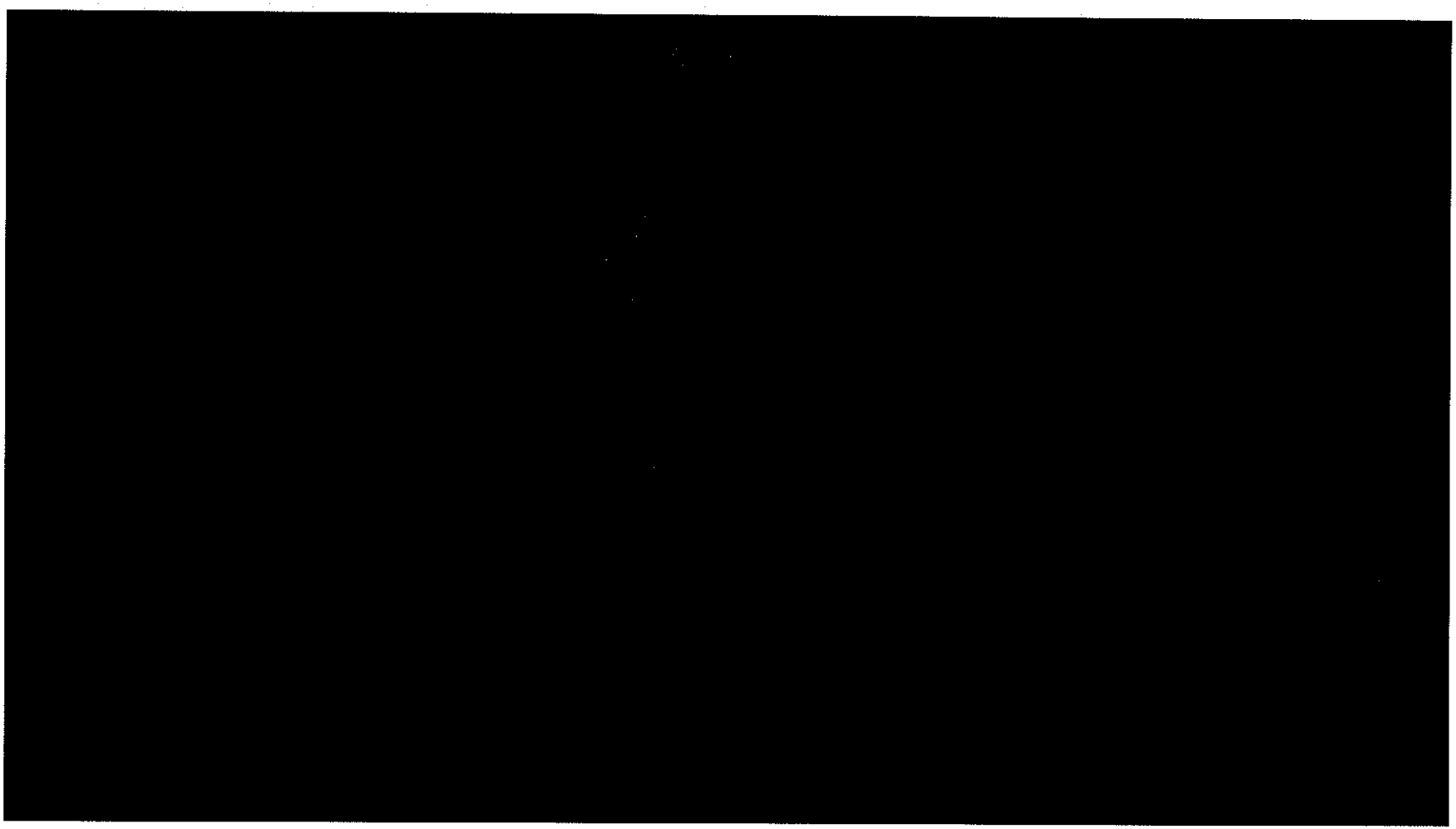
Open Road



PURE ICHIGAN®

Michigan Craft Beer and Breweries – Radio Commercial

PURE ICHIGAN®

Grow up big.
It's something our parents always told us,
To grow up big and strong.

But sometimes it's good to feel small.

To be humbled by the majesty of nature,
and remind ourselves that there are
bigger things in life than us.

A feeling that connects us all.
A feeling that's Pure Michigan.

PURE MICHIGAN®
Your trip begins at michigan.org

PURE MICHIGAN®

Chicago & Toronto Bus Wraps in 2015

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Pure Michigan Brand Recognized as an Industry Leader

Forbes

- All-time Ten Best Tourism Promotion Campaigns
- 17 Mercury Awards, including Best State Tourism Campaign
- 12 Adrian Awards including Best in Show for Public Relations

PROVIDENCE Journal | Providence Journal eEdition

Strong tourism brand put Michigan on the map

By KATE BRAMSON JOURNAL STAFF WRITER

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Pure Michigan 2015 Budget

$29 million budget:

- $1.5 million regional winter buy Dec/Jan
- $12 million national TV spring/summer buy (Includes 2 million from partners)
- $7.8 million for regional spring/summer buy
- $1.7 million for regional fall buy
- $2.1 million in Canada
- All other marketing (PR, publications, social media, web site, etc.)

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2015 National Cable Buy

- $12 million on network channels for NBC and ABC as well as national cable channels
  - Includes major partnerships with Ann Arbor, Grand Rapids, Great Lakes Bay Region, Traverse City
- Approximately 5000 airings of Pure Michigan TV commercials nationally March 16 - June 17

abc family · HGTV · Travel channel · Lifetime NETWORKS · food network

nick@nite · OUTDOOR CHANNEL · diy network · The Weather Channel · A&E

TODAY · GOOD MORNING AMERICA abc

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International Marketing

- Canada – Ontario plus all-Canada cable
  - April 6 - June 28, 2015
  - $2.1 million budget (with Brand USA)
  - TV, pre-roll video, radio, digital & outdoor
  - First significant effort in Toronto
- Expanded promotions in UK and Germany
  - Rep firm Cellet and TravelMarketing Romberg
  - Partnership with Great Lakes USA
- Entered China market
  - Rep firm AVIAREPs

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2013 - 2014 Fiscal Year

Pure Michigan Budget vs. Other States

1. Hawaii -- $82 million
2. Florida – $69.5 million
3. California – $60.3 million
4. New York – $60 million
5. Illinois – $51.47 million
6. Texas – $42.5 million
7. Michigan – $31.4 million
8. Arizona – $24.7 million
9. Virginia – $20.8 million
10. Tennessee - $19.2 million

Source: U.S. Travel Association

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2014 Michigan Hotel Data (A Record Year)

- Occupancy: 58.9%
  - Up 2.3% over 2013
- Average Daily Rate (ADR): $91.72
  - Up 5.1% over 2013

Source: Smith Travel Research

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2013 Final Data

- Total Visitor Spending: $18.7 billion
  - Leisure Travel Spending: $13.8 billion – a record
- Return on Investment for the Advertising Campaign: $6.66
  - 4 million out-of-state trips generated
  - $1.2 billion spent in Michigan
  - $86.5 million in tax revenue generated
  - $4.42 cumulative ROI

Sources: D.K. Shifflet & Associates, Longwoods International

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2015 Advertising Partners

- $5.7 million from 51 private-sector partners
- New partners for 2015 are Cheboygan, Escanaba, Keweenaw Peninsula, Mackinaw City, Petoskey, South Haven, Ypsilanti, Porcupine Mountains, Manistique, Jackson and Harbor Springs
- National partners for 2015 are Ann Arbor, Grand Rapids, Great Lakes Bay Region and Traverse City
- Program started in 2002 with 2 partners and $235,000 in private sector investment

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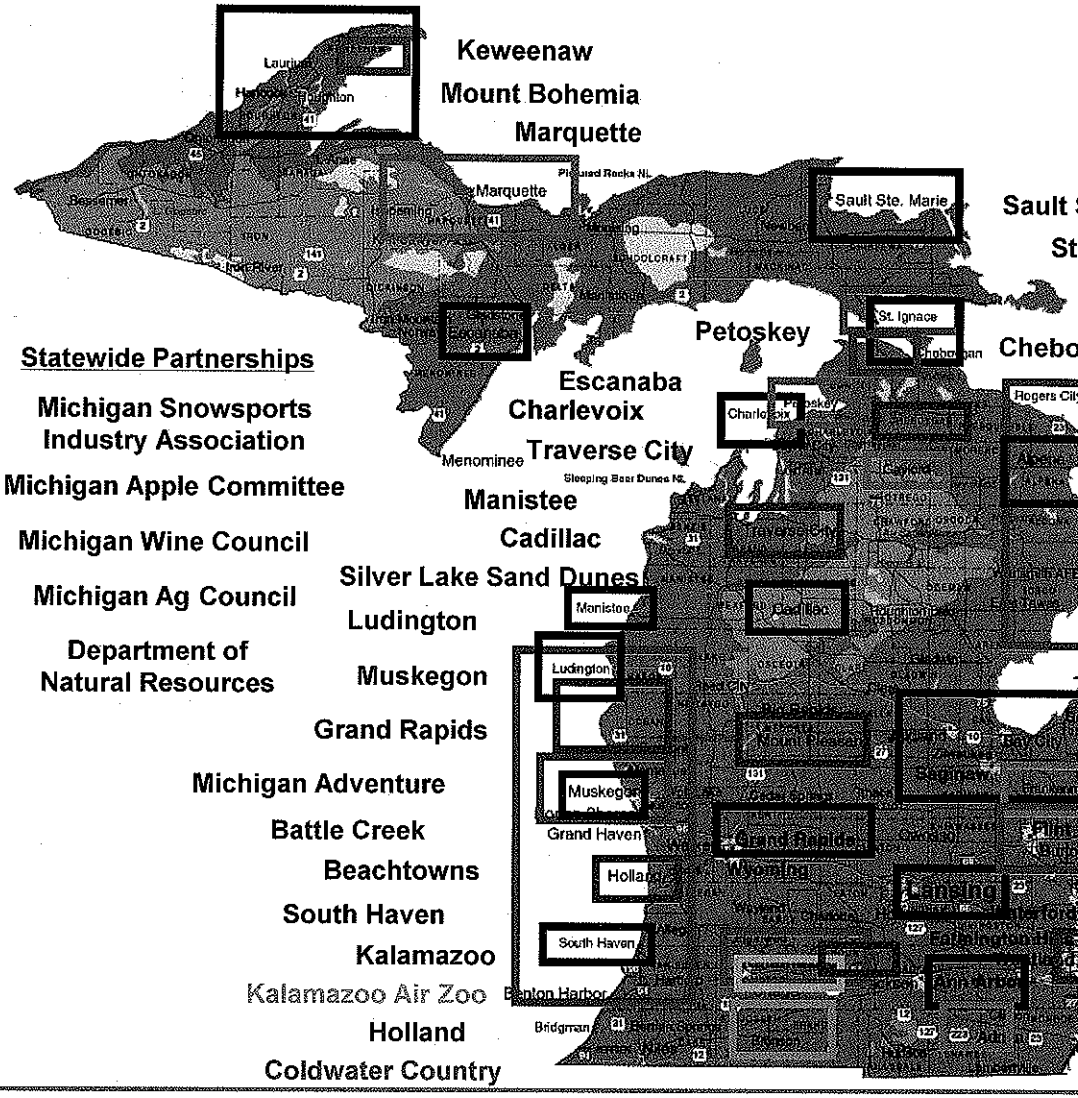
Partner Program Participants



Statewide Partnerships

Michigan Snowsports Industry Association

Michigan Apple Committee

Michigan Wine Council

Michigan Ag Council

Department of Natural Resources

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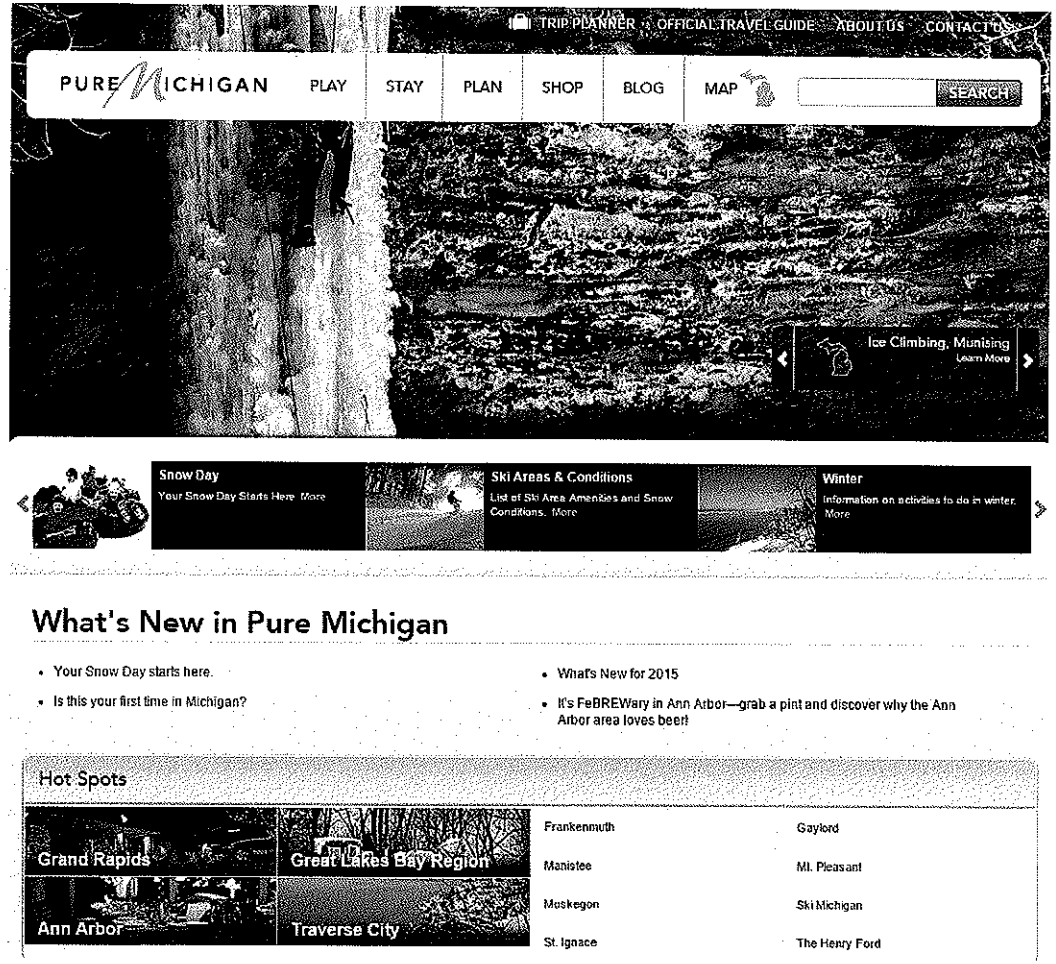
michigan.org

Stay tuned...



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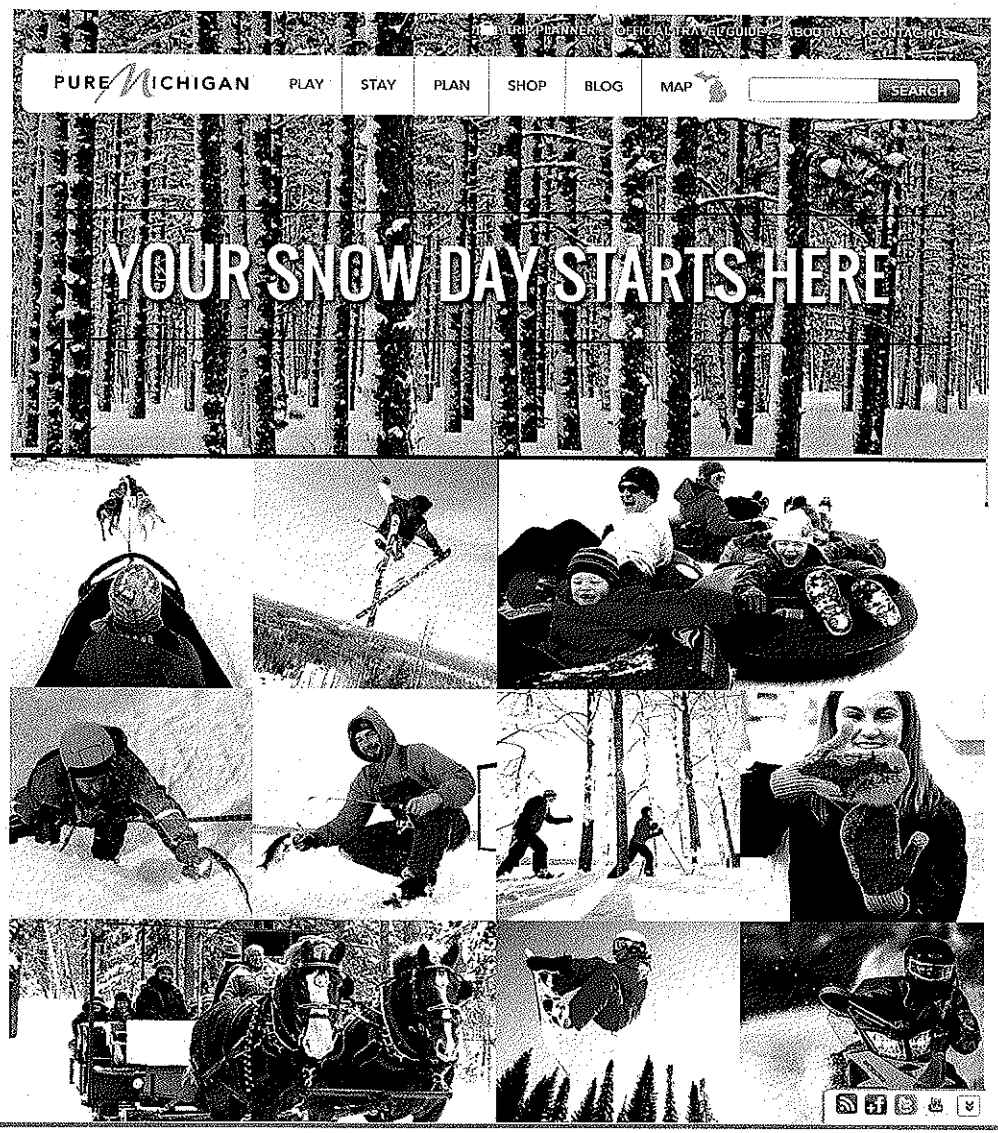
#puremichigansnowday (Current Campaign)



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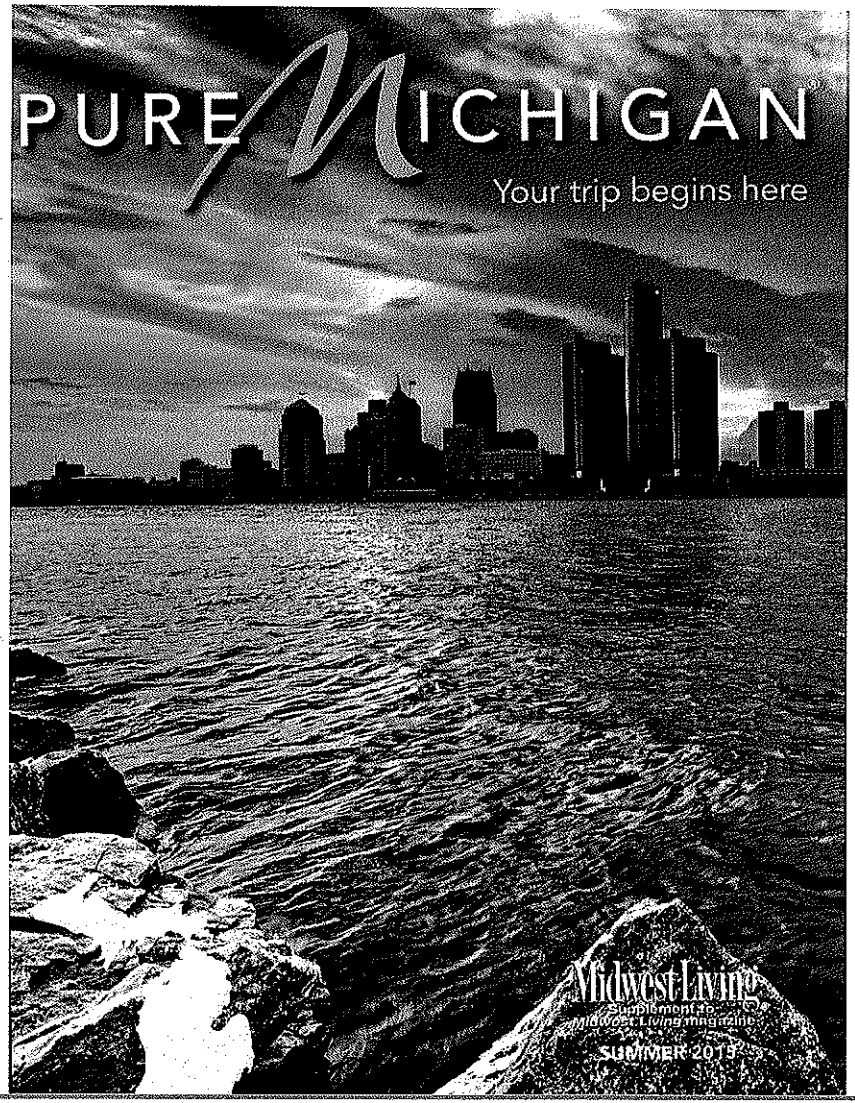
Official State Travel Guide – Summer 2015



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Monthly eNewsletter – 500.000+ subscribers

Having trouble viewing this email? View it as a Web page.

IN THIS ISSUE

- Start Your Snow Day Here
- The North American International Auto Show—A Red Carpet Event
- Beat the Winter Blahs in Grand Rapids
- Enjoy the Journey in Winter or Anytime
- From Our Fans–The Ultimate Pure Michigan Snow Day
- Ten Snowboarding Facts to Know Before You Hit the Slopes

UPCOMING EVENTS

- **North American International Auto Show**
  January 17 – 25
  Detroit
- **Tip Up Town USA**
  January 23 – 25
  Houghton Lake
- **Parrots of the Caribbean | Concert**
  January 24
  Coldwater
- **A Statehood Day**

Start Your Snow Day Here
There's no better two-word combo to a kid than snow day? Well this winter, why not recapture that magic with your entire family? Take time out for familiar winter sports like sliding down a luge track, cross country skiing, snowshoeing-- or simply playing in the snow. And if you're looking for a new winter sport, be sure to check out fat tire biking for an unforgettable Michigan winter experience.
Read More

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Social Media

- The world's #1 Instagram travel brand hashtag - #puremichigan.
- #1 use of social media among all tourism offices according to Travel+Leisure.
- Ranked among world's Top 10 destinations for social media efforts according to SkiftIQ.
- #2 highest number of Twitter followers (second only to New York).
- On our way to 1 million Facebook fans.

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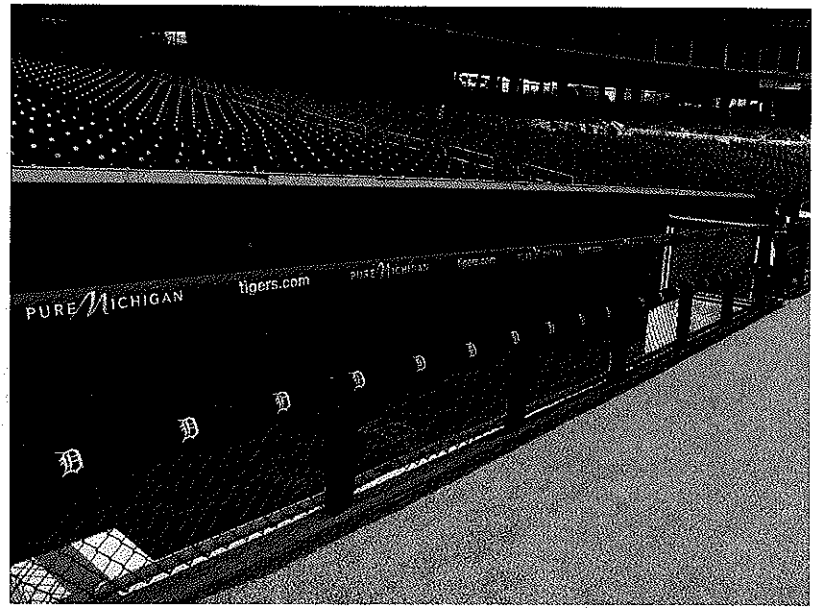
Hunting & Fishing

- Custom landing page on OutdoorHub.com
  - 80,371 page views in 2014 – 62% coming from outside of Michigan
  - After Michigan, Ohio had most page views
- Targeted emails reached 1.3 million anglers and 500,000 hunters in IL, IN, OH, WI and MI.
- Social and PR efforts included hunting & fishing press trips, 11 posts on Pure Michigan blog, 19 posts on Facebook page and 91 tweets.
  - Total reach for social media efforts around hunting and fishing was 1,269,937

2015 Major Sponsorships

PURE MICHIGAN 400
at MICHIGAN INTERNATIONAL SPEEDWAY

BASSMASTER ELITE SERIES



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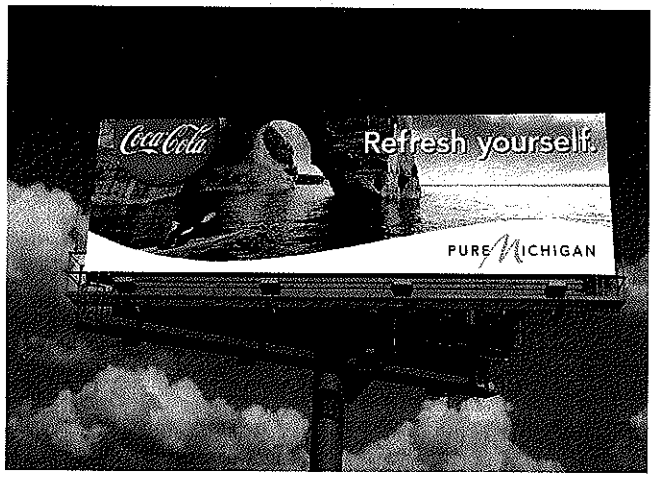
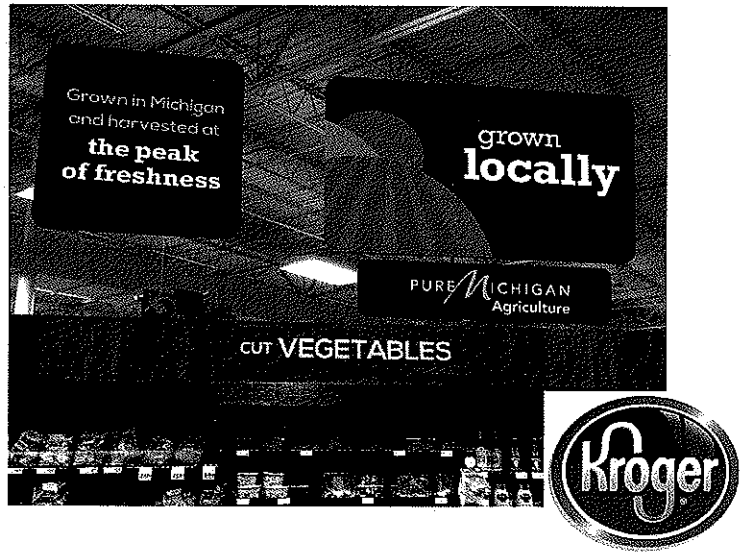
Brand Partnerships





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State Partnerships

- MDOT
- MDNR
- MDARD
- Secretary of State

PURE MICHIGAN® Agriculture

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Top 4 Objectives Moving Forward…

1. Re-launch michigan.org
2. Expand further into domestic markets (e.g. New York City) and international markets (e.g. China)
3. Further develop and enhance partnerships – e.g. MDOT to corporate
4. Pure Michigan brand integration at all Michigan airports

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