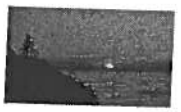

PURE MICHIGAN™
Your trip begins at michigan.org

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

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Travel Michigan

- A business unit of the Michigan Economic Development Corporation (MEDC)
- The state of Michigan's official tourism promotion agency
- Mission: Increase leisure visitor spending in Michigan, thereby increasing business revenues, employment and tax collections
- Primary tactics: advertising, public relations, promotions, michigan.org, enewsletters, *Michigan Travel Ideas*, social media

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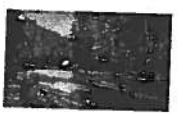

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2011 David Ogilvy Award for Excellence in Advertising Research

- Presented by Advertising Research Foundation
- "Celebrate the extraordinary and/or creative use of research in the advertising development process"

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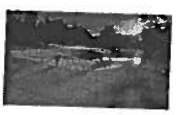

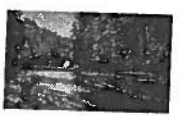

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Pure Michigan Accolades

- Best State Tourism Advertising Campaign, 2007
- Best State Tourism Television Advertising, 2007, 2010
- Best State Tourism Radio Advertising, 2008, 2009, 2010, 2011
- Best State Tourism Niche Advertising, 2009
- Best State Tourism Welcome Centers, 2010
- Best State Tourism Partnership Program, 2010

"Mercury Awards" presented by the United States Travel Association

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The Brand Goal

Virginia is for Lovers

I ♥ NY.

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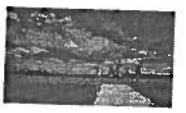
Pure Michigan Budget/Markets

- 2005 - $5.7 million – Chicago, Indy, Cleveland
- 2006/07 - $13.2 million – add Milwaukee, Cincinnati, & Ontario, Canada
- 2008 - $17.5 million – add Columbus, Dayton & St. Louis, national golf promotion
- 2009 - $28 million – add winter, hunting, fishing, & **first-ever national cable TV buy**
- 2010 - $17 million – national spring/summer, but cut regional for winter, spring/summer and fall
- 2011 - $25.4 million – national spring/summer, regional winter, spring/summer and fall



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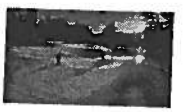

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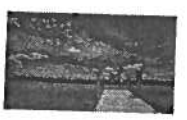
Pure Michigan 2012 Budget

This $25 million funds:

- $1.7 million regional winter buy Dec/Jan
- $11.5 million national cable spring/summer buy ($1.5 million from partners)
- $3.7 million for regional spring/summer buy
- $1.7 million for regional fall buy
- All other marketing (PR, publications, social media, web site, production, etc.)



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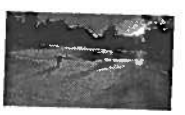

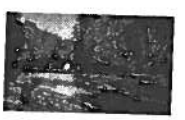

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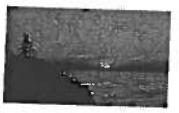
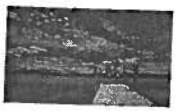
2011 National Cable Buy

- $11.5 million national cable TV buy, biggest ever
- 5000 airings of Pure Michigan TV commercials nationally through June
- A&E, ABC Family, Animal Planet, Bravo, CMT, CNN, Cooking Channel, E!, Food Network, Fox, Golf Channel, HGTV, Lifetime, Lifetime Movie, MSNBC, Nick at Nite, OWN, Oxygen, Style, TLC, Travel Channel, USA, WE, Weather Channel





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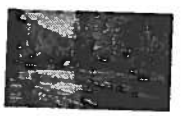

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Pure Michigan Budget vs. Other States (2011)

- Rank 7th largest state tourism budget
- Average state tourism budget - $13.8 million
- State tourism budgets down 20% since 2008

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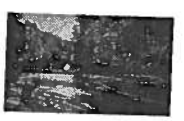

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Final 2010 Tourism Data

- Visitor spending: $17.2 billion, up $2.1 billion biggest one-year increase ever!
  - Business travel up 15.3% -- $4.5 billion
  - Resident leisure travel up 6.1% -- $6.3 billion
  - Non-resident leisure travel up 21.1% -- $6.4 billion
  - First time non-resident exceeded resident leisure
- 152,600 tourism jobs, up 10,000 from 2009
- $964 million in state taxes paid by visitors, up $114 million from 2009.

Source: D.K. Shifflett

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2011 Michigan Tourism Data

- MI hotel occupancy @ 55.3%, up 6.9%
  (U.S. hotel occupancy @ 60.1%, up 4.4%)
- MI RevPAR @ $44.52, up 10%
  (U.S. RevPAR @ $61.06, up 8.2%)

Source: Smith Travel Research

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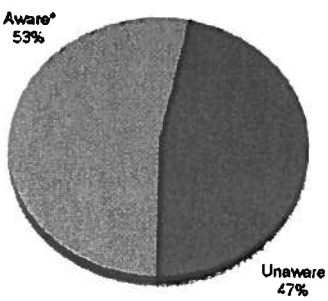
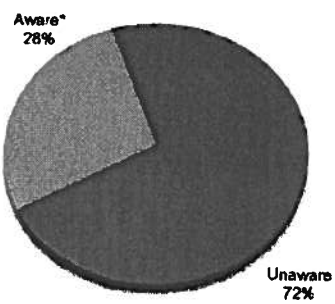
Awareness of 2010 Pure Michigan Campaign

Regional Market

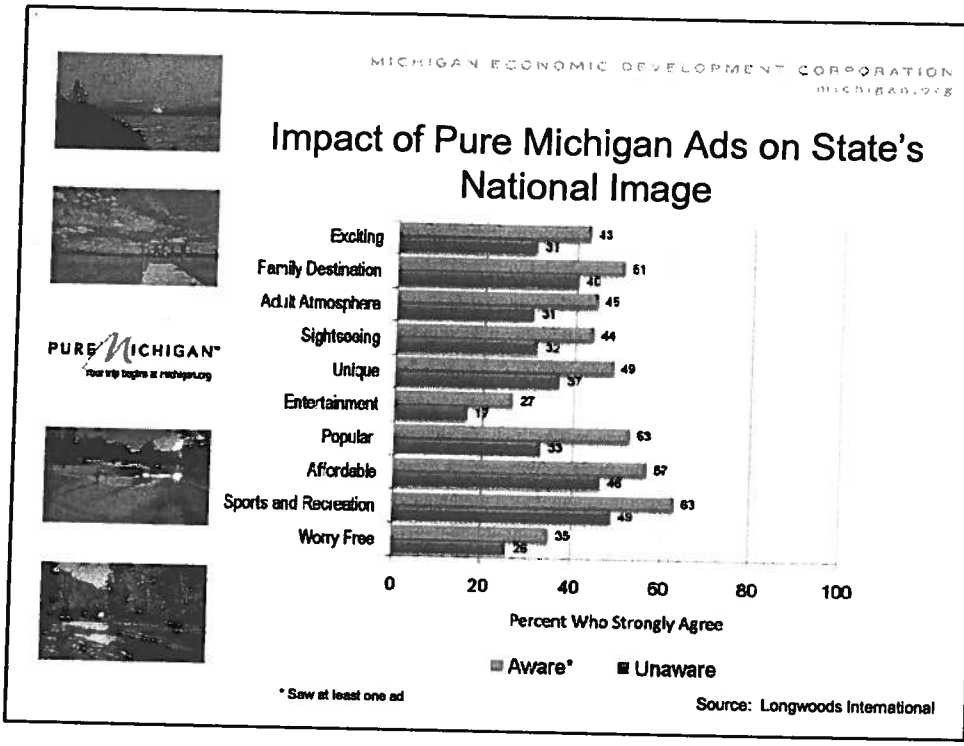


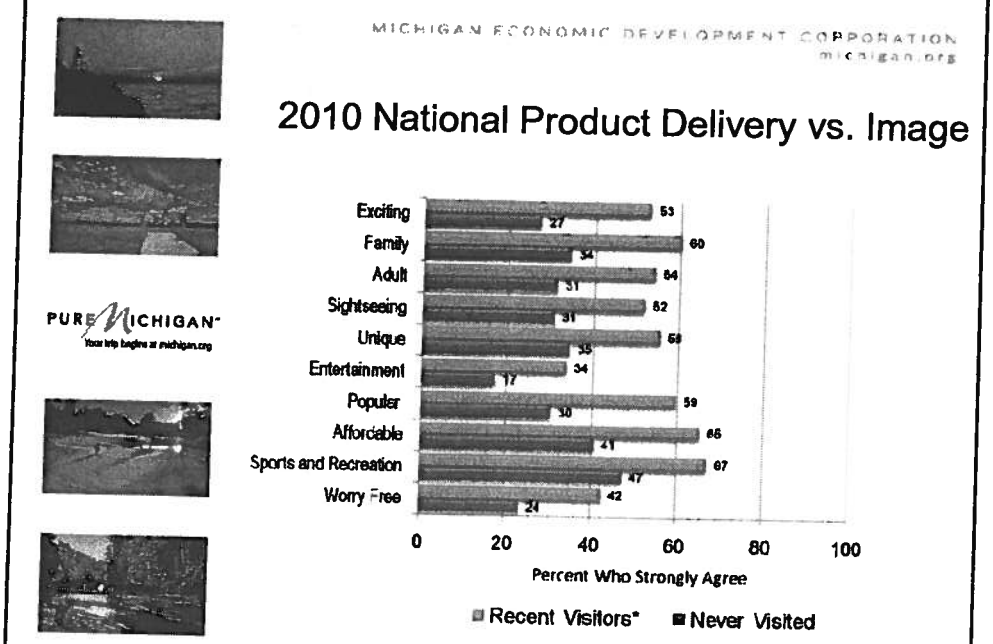
National Market

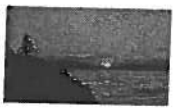


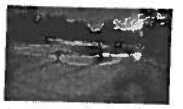
*Saw at least one ad

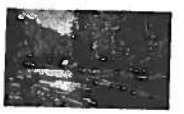
Source: Longwoods International


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org
Impact of Pure Michigan Ads on State's National Image
PURE MICHIGAN
Exciting 43 31
Family Destination 61 40
Adult Atmosphere 45 31
Sightseeing 44 32
Unique 49 37
Entertainment 27 17
Popular 63 33
Affordable 67 48
Sports and Recreation 63 49
Worry Free 35 26
0 20 40 60 80 100
Percent Who Strongly Agree
Aware* Unaware
* Saw at least one ad
Source: Longwoods International


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org
2010 National Product Delivery vs. Image
PURE MICHIGAN
Exciting 53 27
Family 60 34
Adult 54 31
Sightseeing 52 31
Unique 58 35
Entertainment 34 17
Popular 59 30
Affordable 66 41
Sports and Recreation 67 47
Worry Free 42 24
0 20 40 60 80 100
Percent Who Strongly Agree
Recent Visitors* Never Visited
* Visited in past two years
Source: Longwoods International







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Pure Michigan ROI 2006-2010

- $42 million in out-of-state spring/summer advertising
- Motivated 7.2 million trips to Michigan
- Those visitors spent $2 billion at Michigan businesses
- Those visitors paid $138 million in Michigan sales tax
- The state made $3.29 for each dollar spent on Pure Michigan spring/summer advertising

Source: Longwoods International

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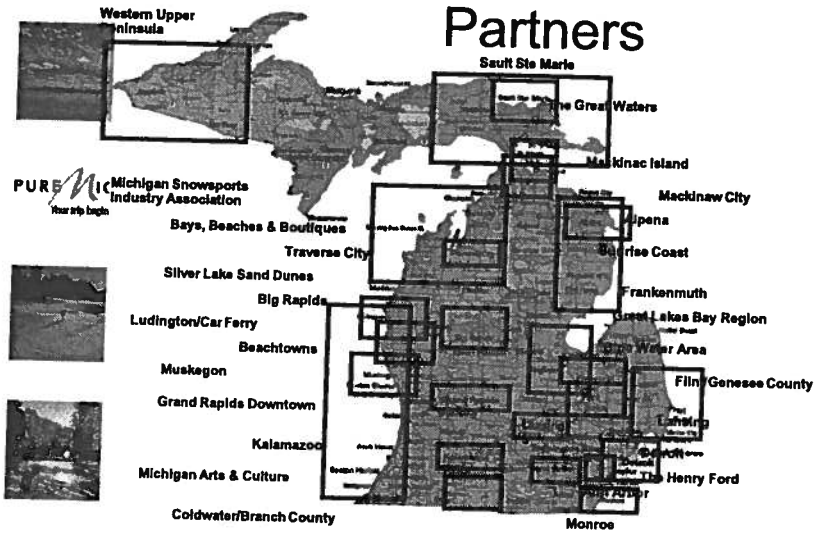
Travel Michigan 2011 Partners



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2011 Advertising Partners

- Regional Advertising Partners
  - Alpena, Ann Arbor, Arts Council, Beachtowns, Blue Water (Port Huron), Coldwater, Detroit, Eastern UP, Flint, Frankenmuth, Great Lakes Bay, Grand Rapids, Kalamazoo, Lansing, Ludington, Mackinac City, Mecosta County, Monroe, Muskegon, Sault Ste Marie, Silver Lake, Sunrise Coast, Traverse City, Western UP
  - $1.5 million partner dollars invested
- National Advertising Partners
  - Mackinac Island, The Henry Ford, Traverse City
  - $1.5 million partner dollars invested
- $3 million from private sector, up from $1.4 million

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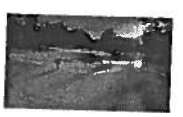

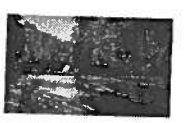

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Mackinac Island Partner Ad

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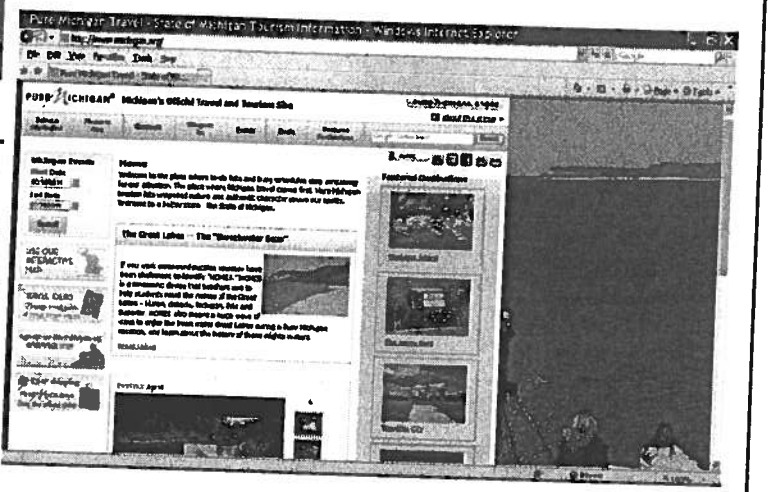

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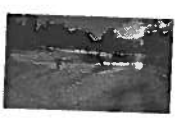

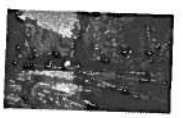

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michigan.org

michigan.org

- Most popular state tourism web site in U.S. in 2011, fifth year in a row
  - michigan.org 8,646,540 web visits
  - Arkansas 5,971,427
  - Virginia 5,408,223
  - Florida 5,313,552
  - Hawaii 4,764,513
  - Colorado 4,480,770
  - Texas 4,391,059
  - North Carolina 3,957,667
  - Utah 3,360,181

Source: Experian Hitwise

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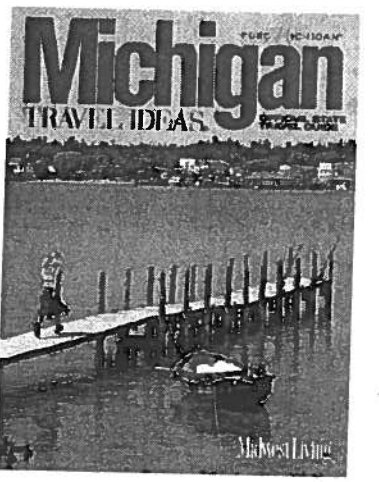
Michigan Travel Ideas

1,000,000 printed

650,000 polybagged with March/April *Midwest Living*



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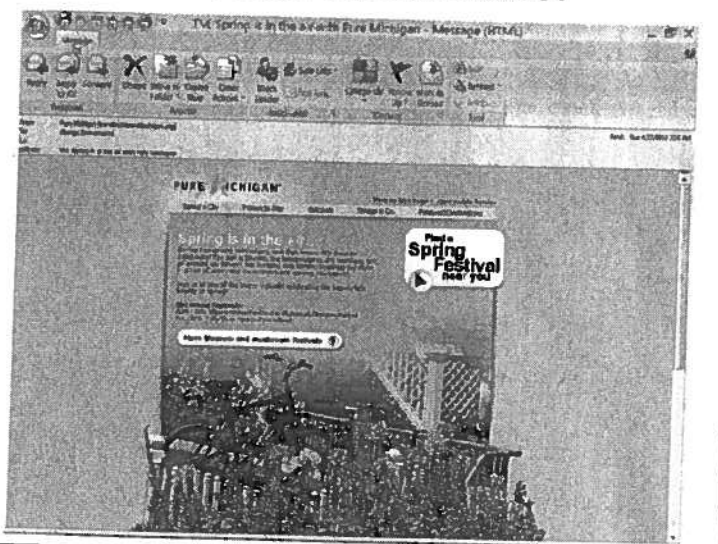
Consumer enewsletter



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Pure Michigan blog
PURE MICHIGAN
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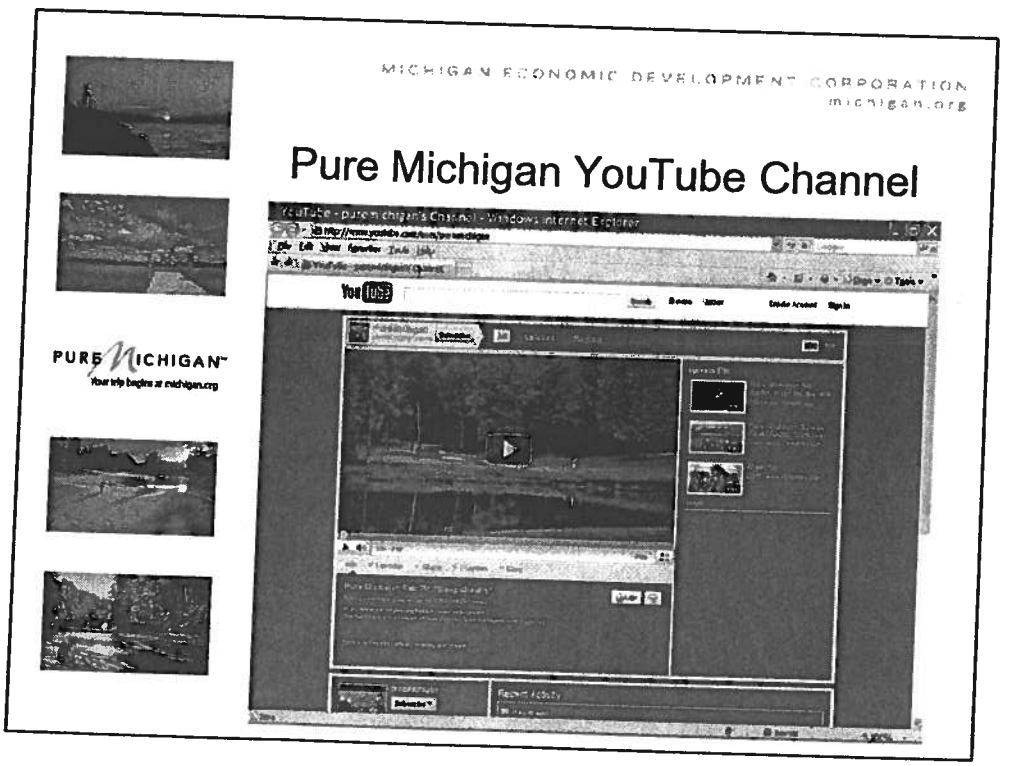
PURE MICHIGAN CONNECT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michigan.org
Pure Michigan YouTube Channel
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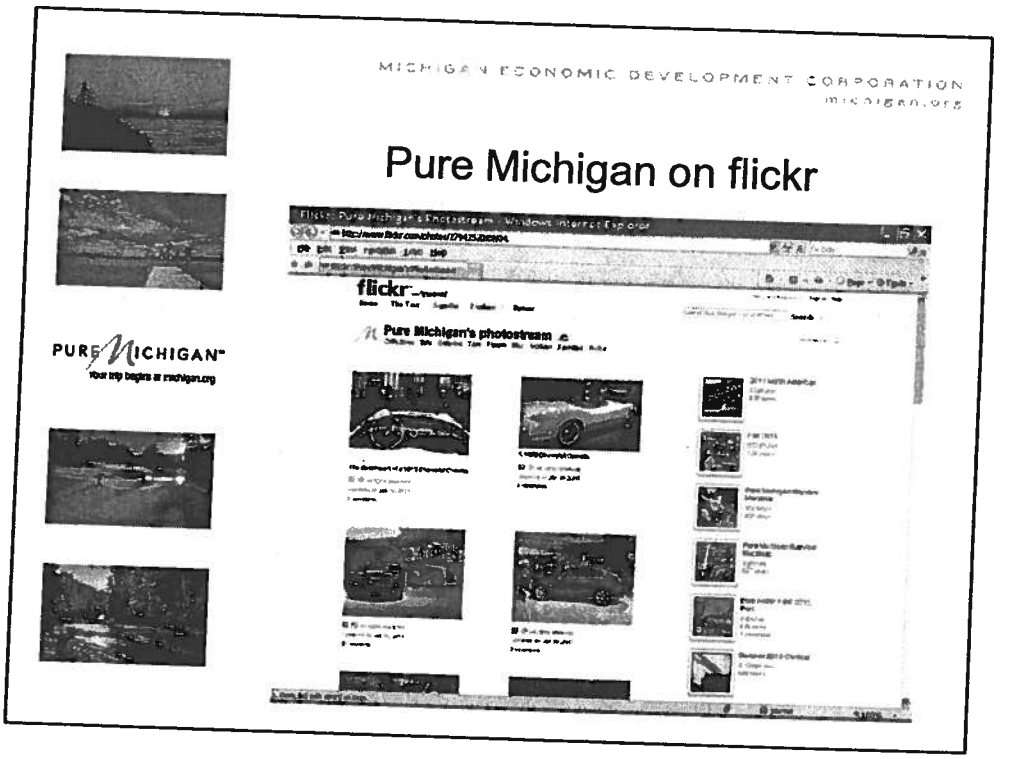
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michigan.org
Pure Michigan on flickr
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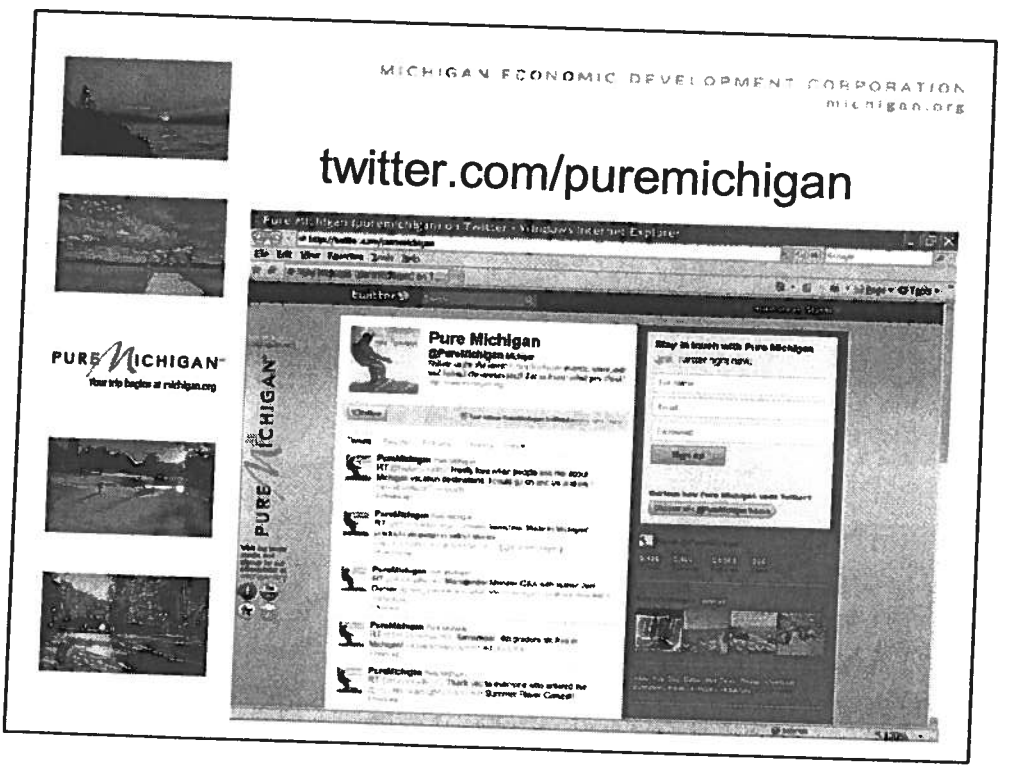
flickr
Pure Michigan's photostream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Pure Michigan

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michigan.org
facebook.com/puremichigan.org
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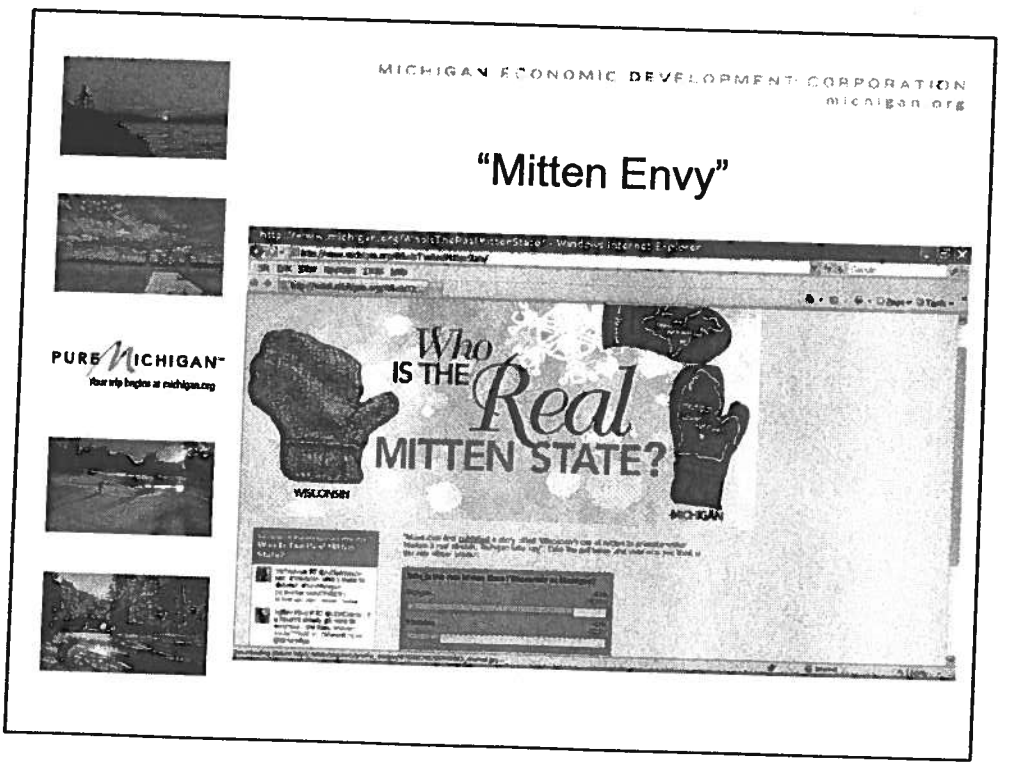
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michigan.org
"Mitten Envy"
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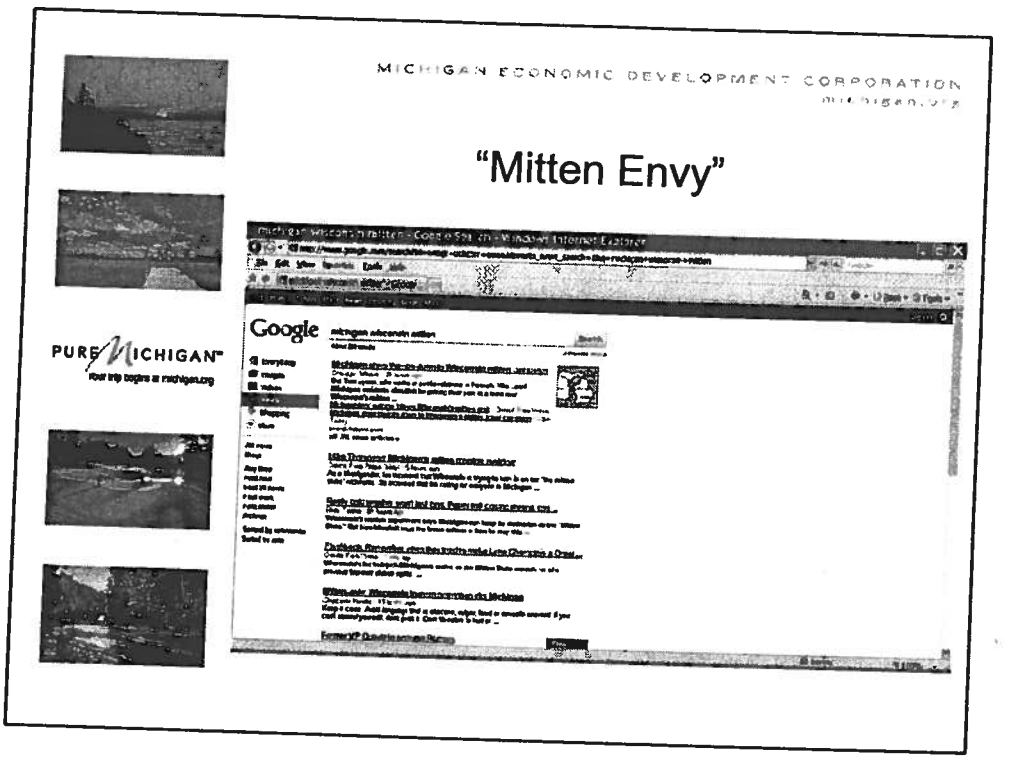
Who IS THE Real MITTEN STATE?
WISCONSIN
MICHIGAN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"Mitten Envy"
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Google

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Pure Michigan Merchandise
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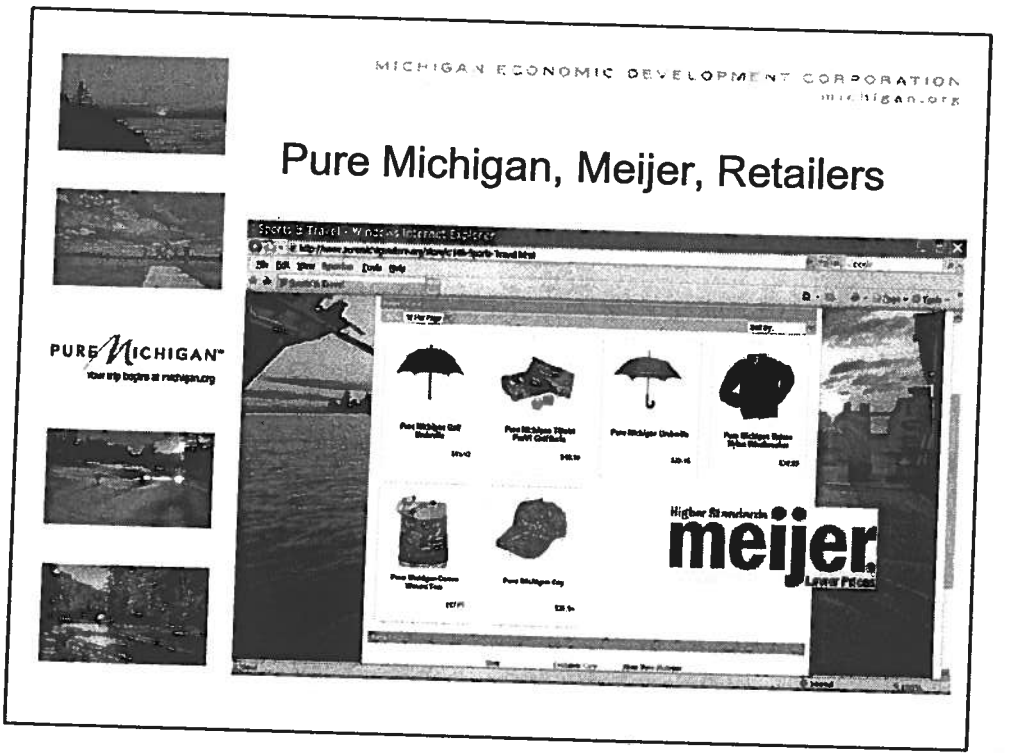
20% OFF
shop now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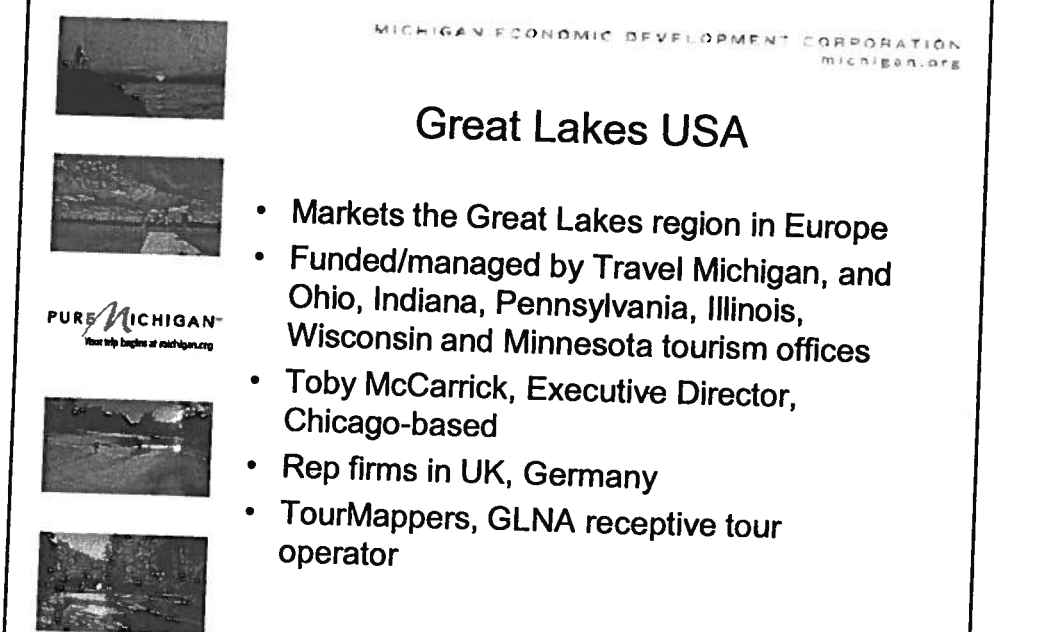
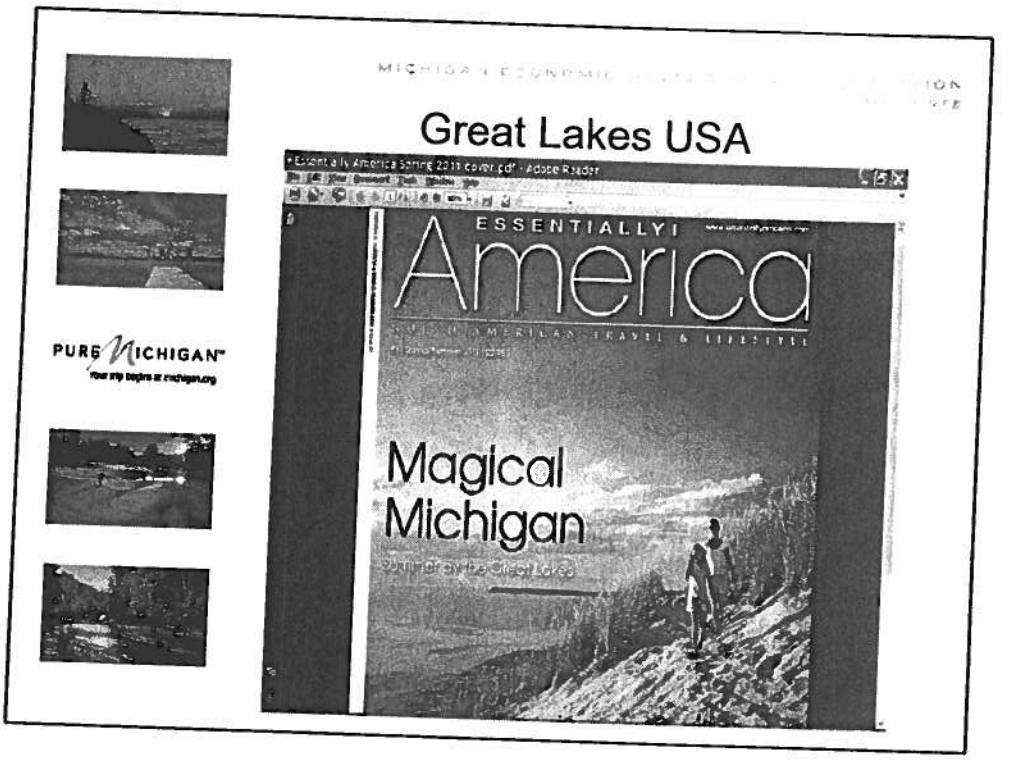
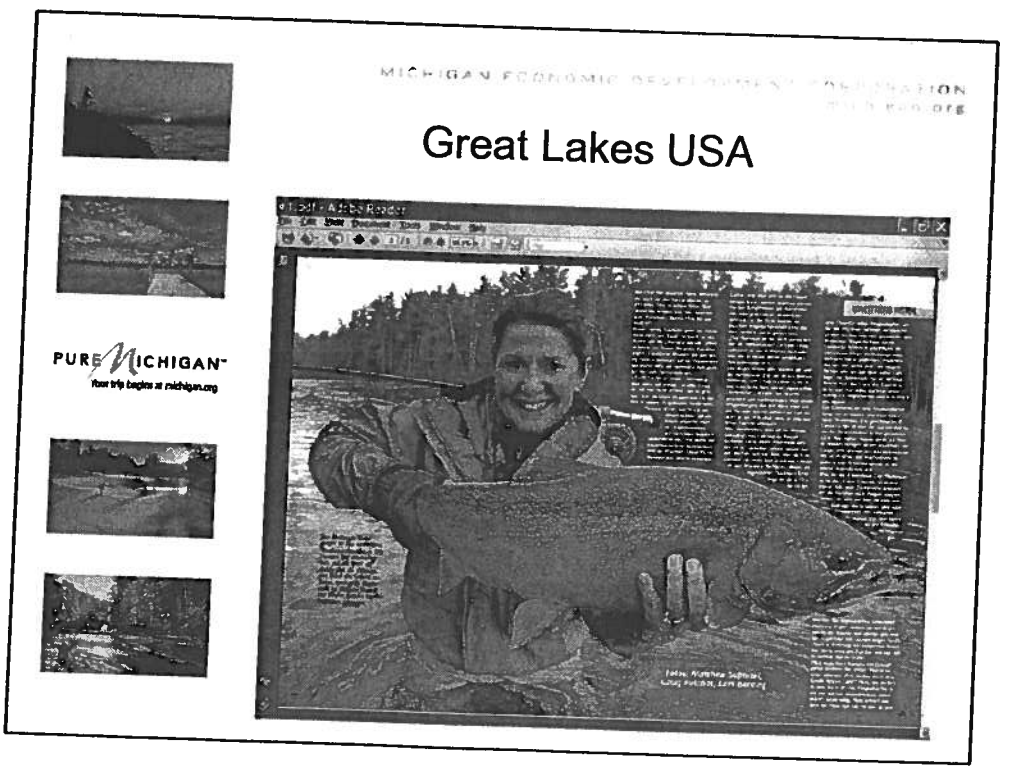
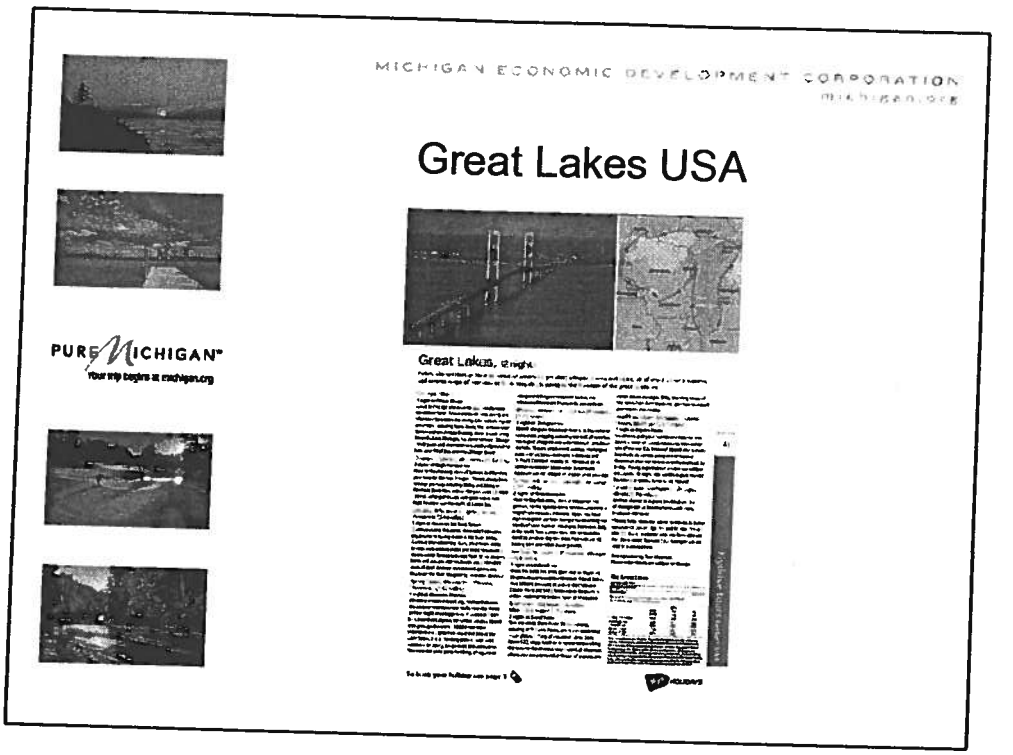
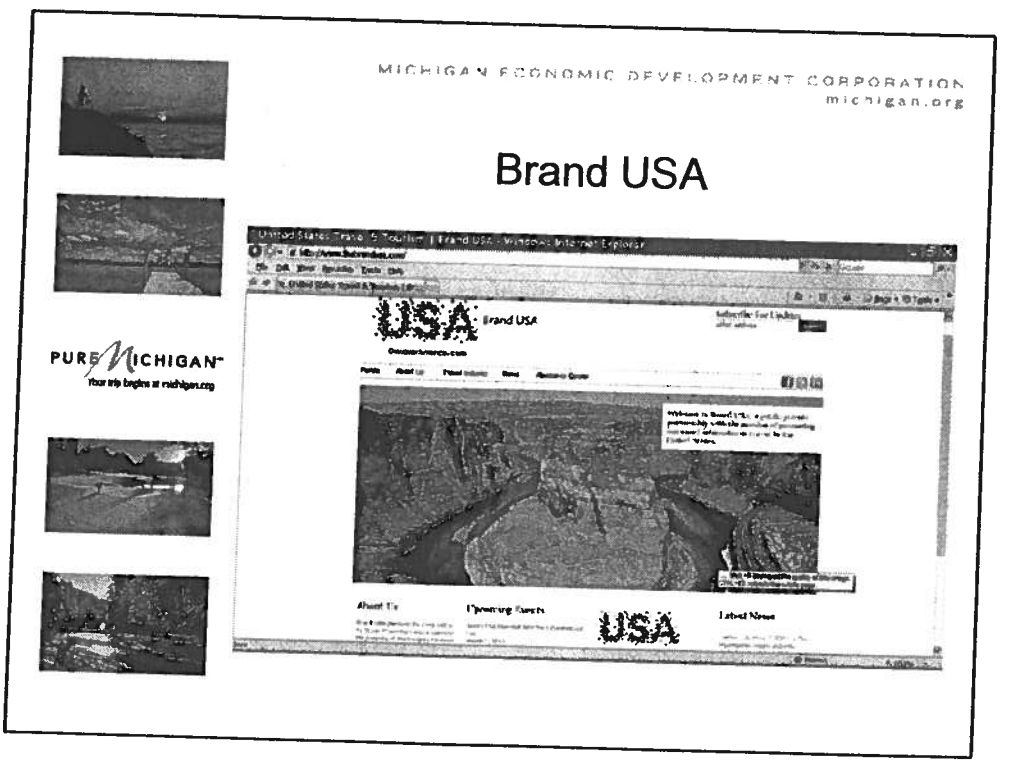
michigan.org
Pure Michigan, Meijer, Retailers
PURE MICHIGAN
meijer


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org
Great Lakes USA
PURE MICHIGAN
• Markets the Great Lakes region in Europe
• Funded/managed by Travel Michigan, and Ohio, Indiana, Pennsylvania, Illinois, Wisconsin and Minnesota tourism offices
• Toby McCarrick, Executive Director, Chicago-based
• Rep firms in UK, Germany
• TourMappers, GLNA receptive tour operator


Great Lakes USA
PURE MICHIGAN
ESSENTIALLY America
Magical Michigan


Great Lakes USA
PURE MICHIGAN


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org
Great Lakes USA
PURE MICHIGAN
Your trip begins at michigan.org
Great Lakes, 12 nights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Brand USA
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Brand USA
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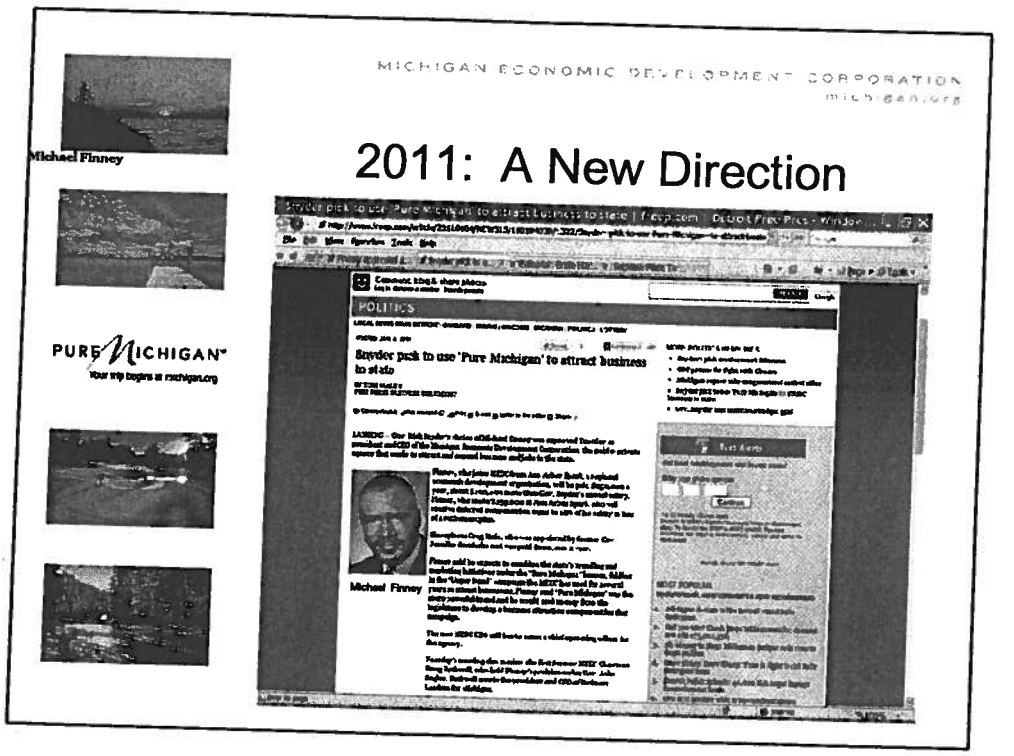
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2011: A New Direction
Michael Finney
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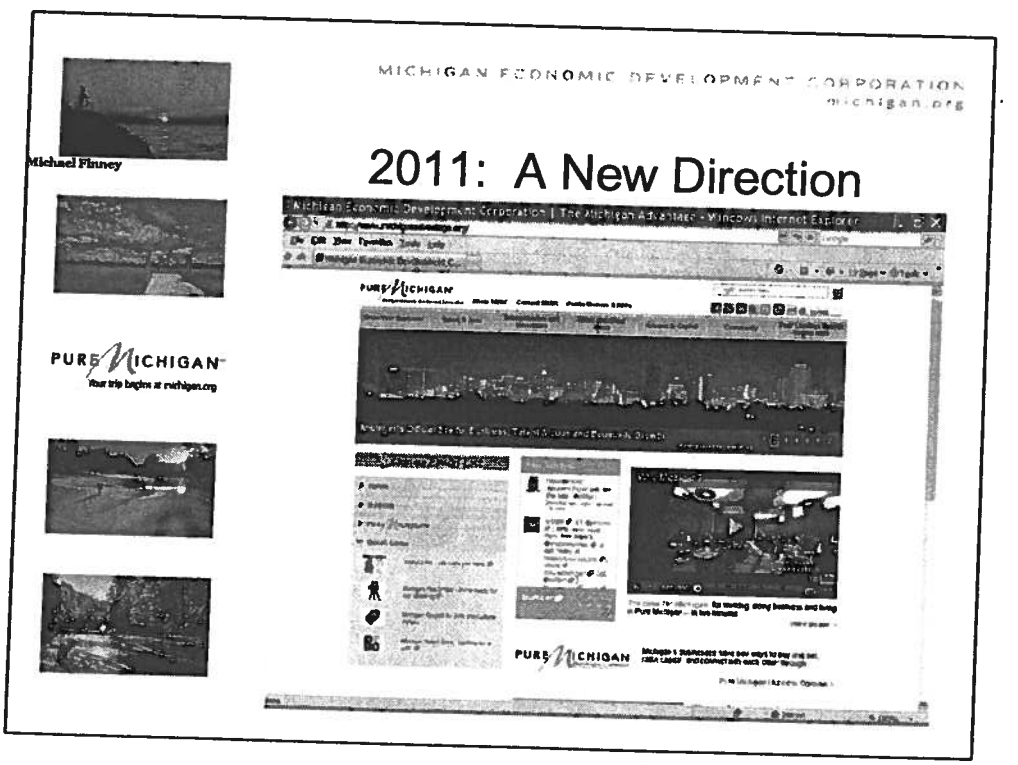
POLITICS
Snyder pick to use 'Pure Michigan' to attract business to state
Michael Finney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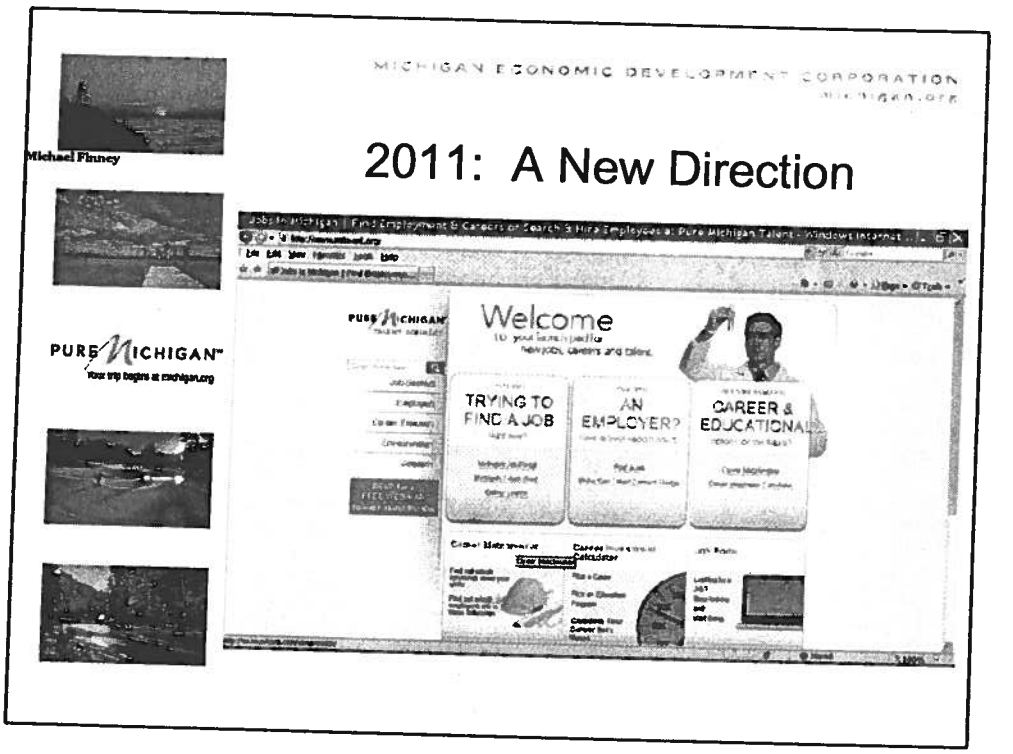
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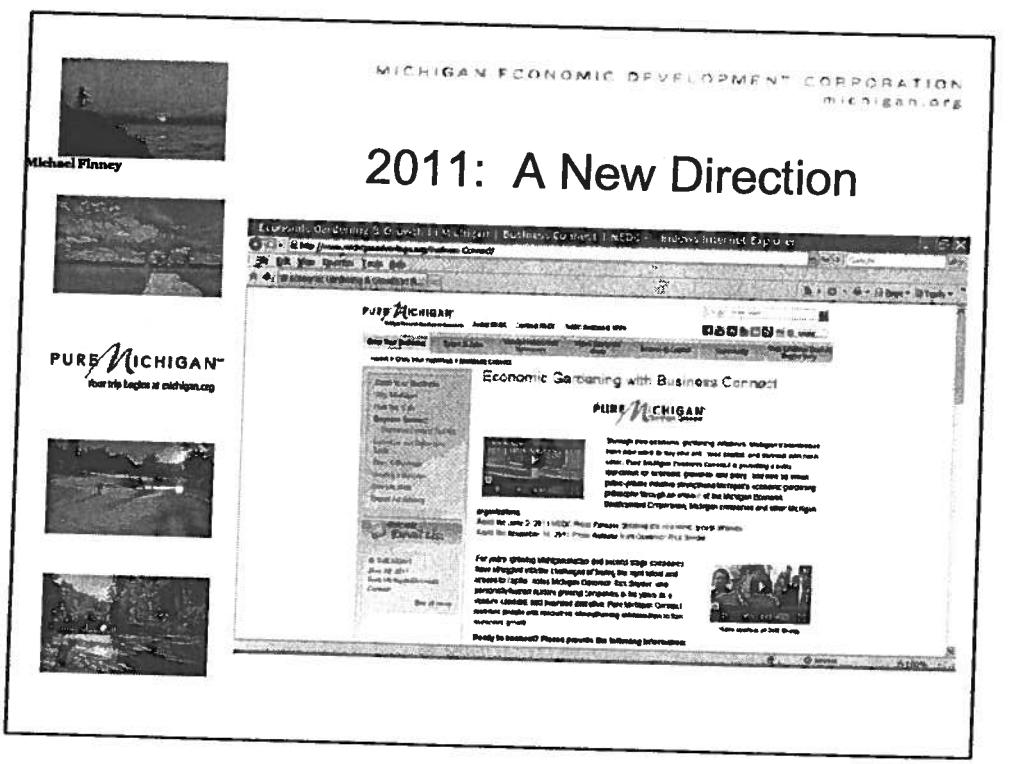
TRYING TO FIND A JOB
AN EMPLOYER?
CAREER & EDUCATIONAL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Economic Gardening with Business Connect

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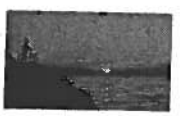
Pure Michigan Brand

PRESS

Editorial: Ernie Harwell was the voice of Michigan

"Though tinged with a gentle southern lilt, Ernie Harwell's resonant voice was the essence of Michigan — **pure Michigan,** you might say."

Published: Thursday, May 06, 2010



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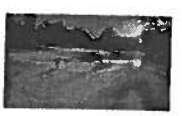

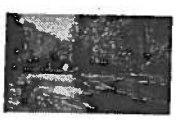

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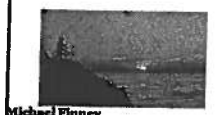
Pure Michigan Brand

"The parts are going to be made in Michigan," he says. "It's going to be assembled in Michigan by Michigan labor, and then it's going to be shipped by Michigan people to a Michigan location, and be assembled and create jobs in that spot, too. It is, in any sense of the word, 'Pure Michigan.'"

Martin Lagina of Heritage Sustainable Energy, on his Traverse City-based wind turbine company.

Interlochen Public Radio, December 8, 2010



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Most Recent Brand Promotion

PURE MICHIGAN 400
at MICHIGAN INTERNATIONAL SPEEDWAY®

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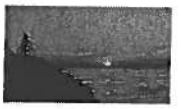

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MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Pure Michigan 400

- Sprint Cup NASCAR race August 21, 2011
- Pure Michigan title sponsorship
- Michigan International Speedway, ESPN
- 75 million NASCAR fans nationally
- Benefits: Title, advertising, public relations, social media, promotions, merchandise, on-site
- $9 million in promotion value (title, spots, PR, etc.)
- Renewed for 2012-14

PURE MICHIGAN 400

PURE MICHIGAN

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

The Vision of Pure Michigan

That Michigan be recognized as one of America's top vacation destinations

Achieving this vision will mean:

- Millions of new visitors to the state
- Billions of dollars spent at Michigan businesses
- Tens of thousands of new jobs statewide
- Tens of millions in new state tax collections