

Michigan House Tourism &
Outdoor Recreation Committee
Travel Michigan Update

May 4, 2016

PURE *M*ICHIGAN®

Pure Michigan

- We've come a long way in 10-years
- Brand Promise is still the same
 - Abundant Natural Beauty
 - Unique Experiences
 - Authentic Destinations
 - Friendly Culture of hospitality

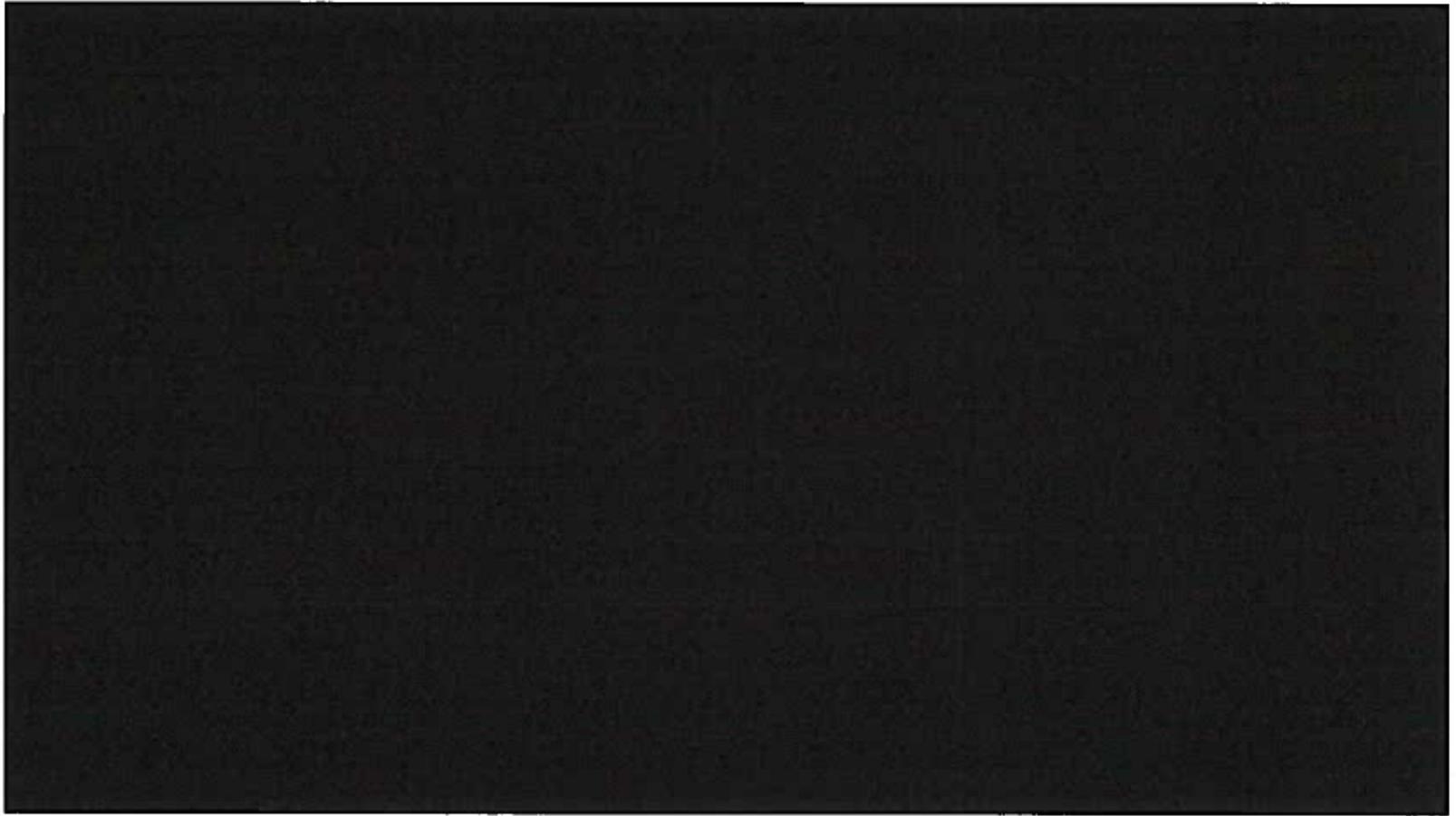
Pure Michigan Results 2006

- \$6.2M out of state advertising investment
 - Motivated 700,000 Trips
 - \$188M Visitor Spending
 - \$13.1M State Taxes
 - ROI **\$2.11**

Source: Longwoods International

PURE *M*ICHIGAN®

Pure Michigan Simple Sunrise



Pure Michigan Results 2015

- \$12.7M out of state advertising investment
 - Motivated 4.6M Trips
 - 2.5M from the region (IL, IN, OH, WI, MO, Ontario)
 - 2.1M from outside the region
 - \$1.4B Visitor Spending
 - \$98M State Taxes
 - ROI **\$7.67**

Source: Longwoods International

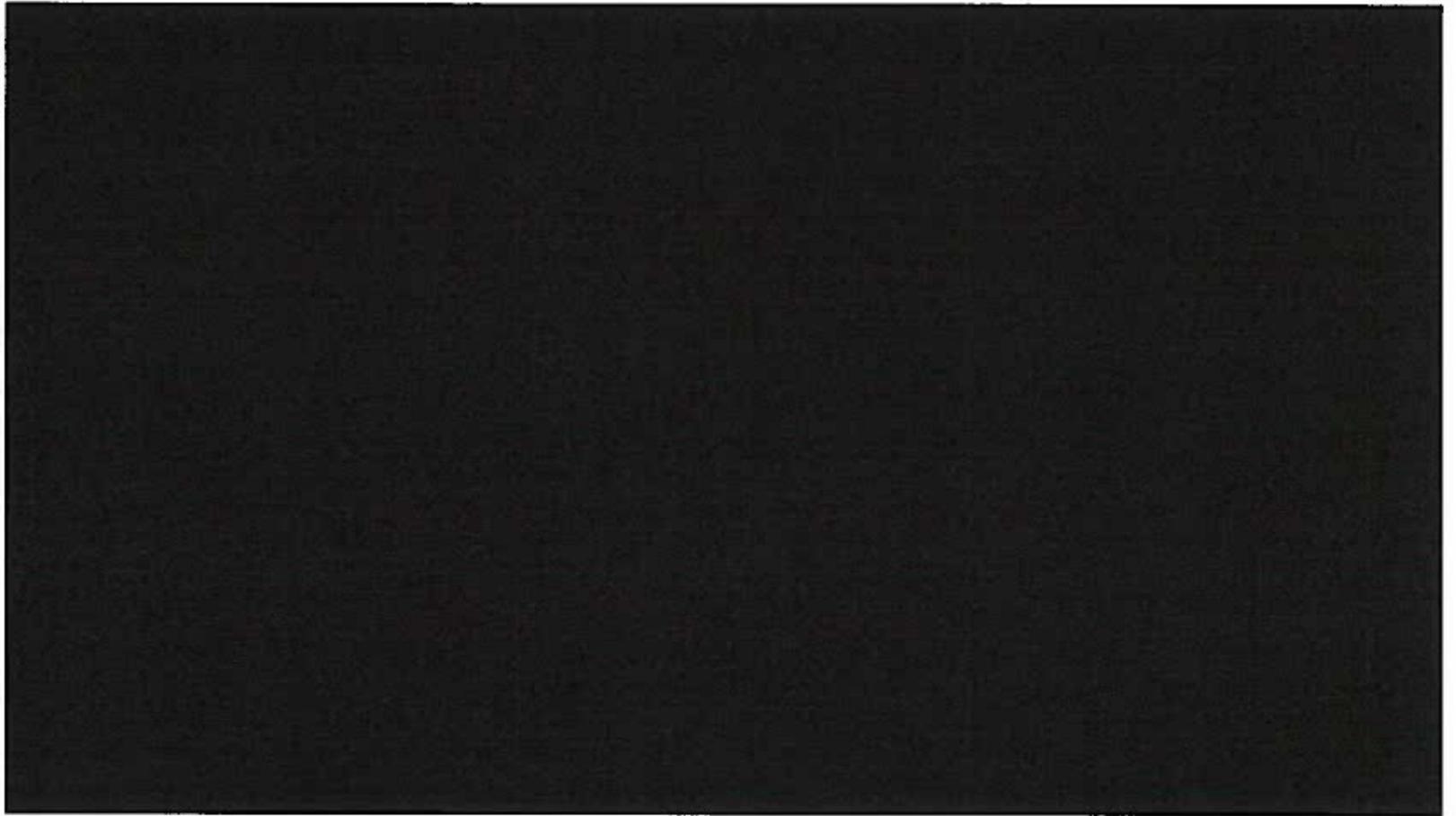
PURE *M*ICHIGAN®

Pure Michigan Results 2006 – 2015

- Generated 27M out of state Trips
- \$8B Visitor Spending
- \$558M State Taxes
- Cumulative ROI **\$5.15**

Source: Longwoods International

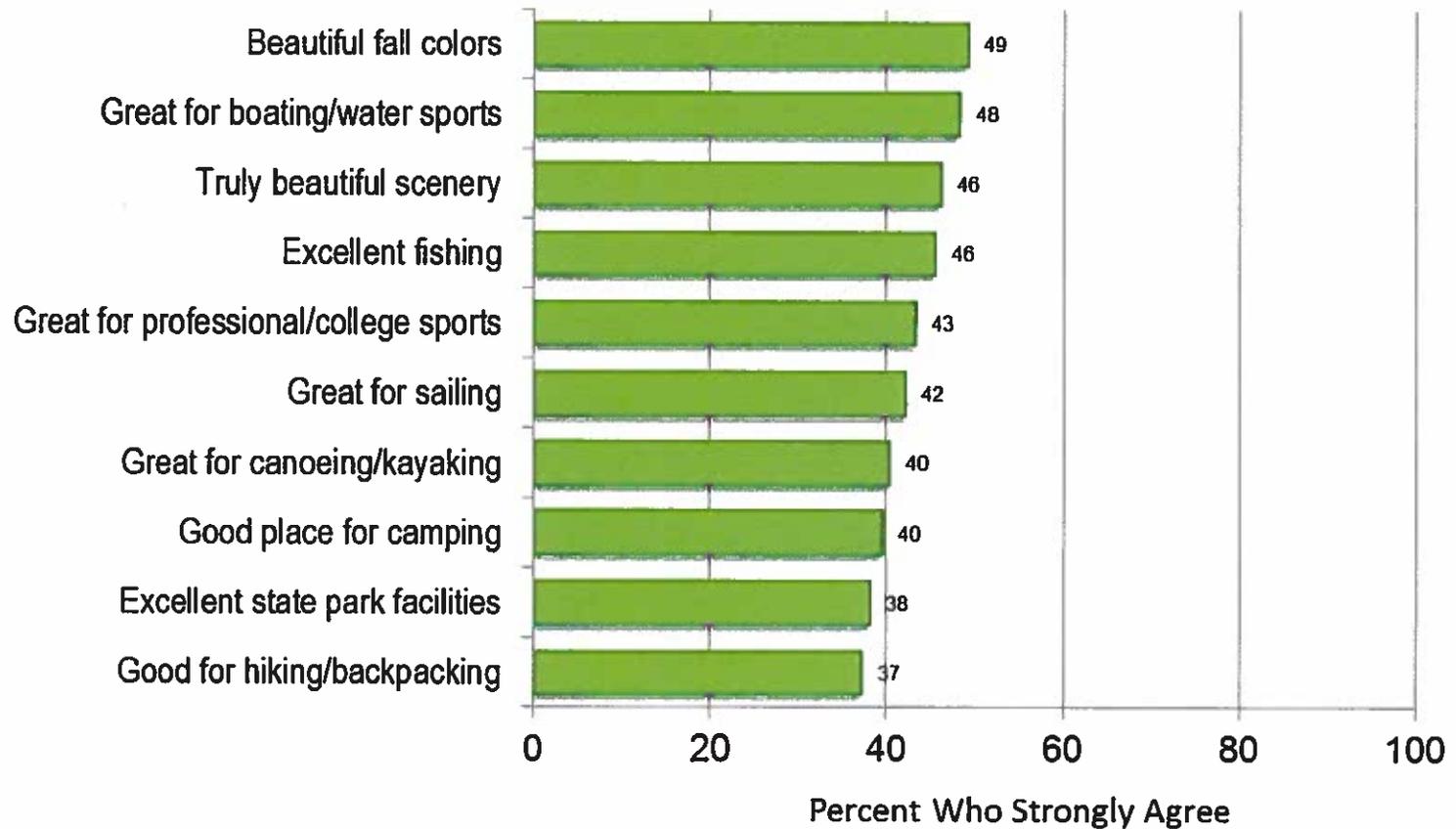
Pure Michigan Along The Way



PURE *M*ICHIGAN®

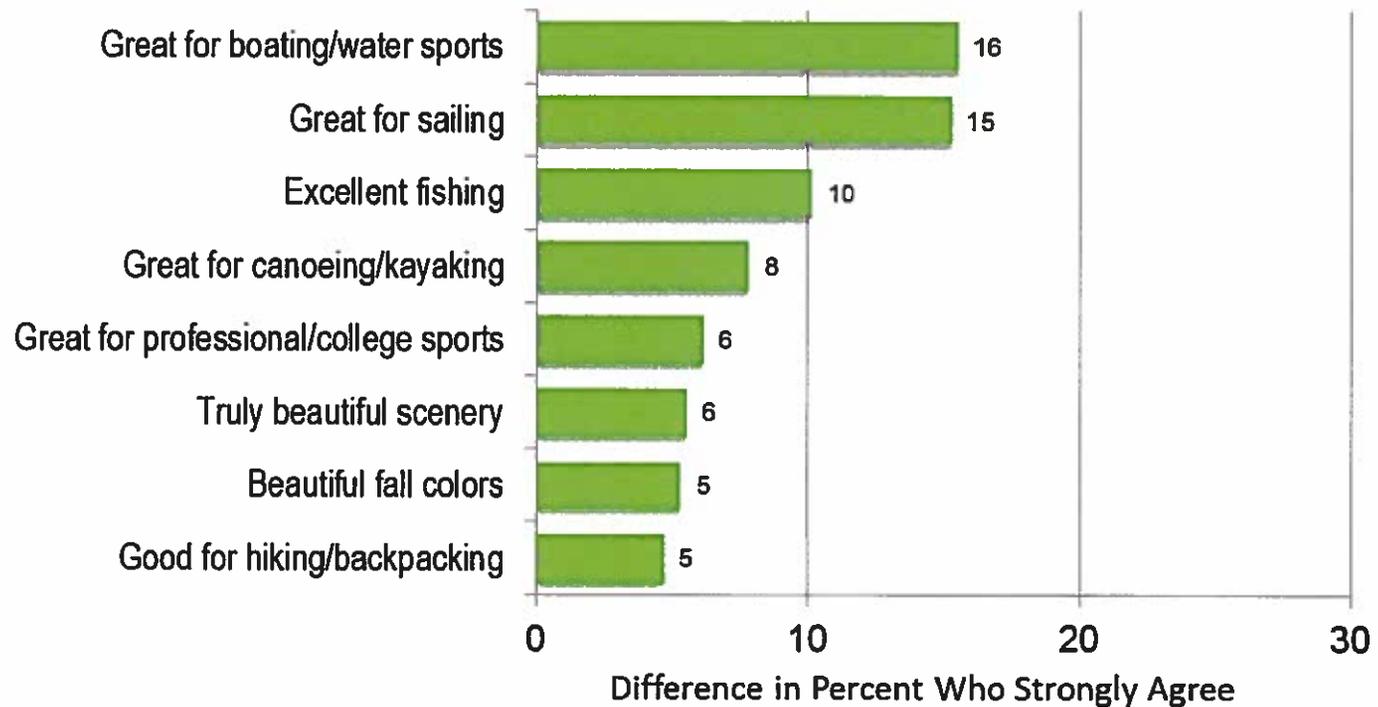
Michigan's Top Image Strengths in the National Market

Base: National Market

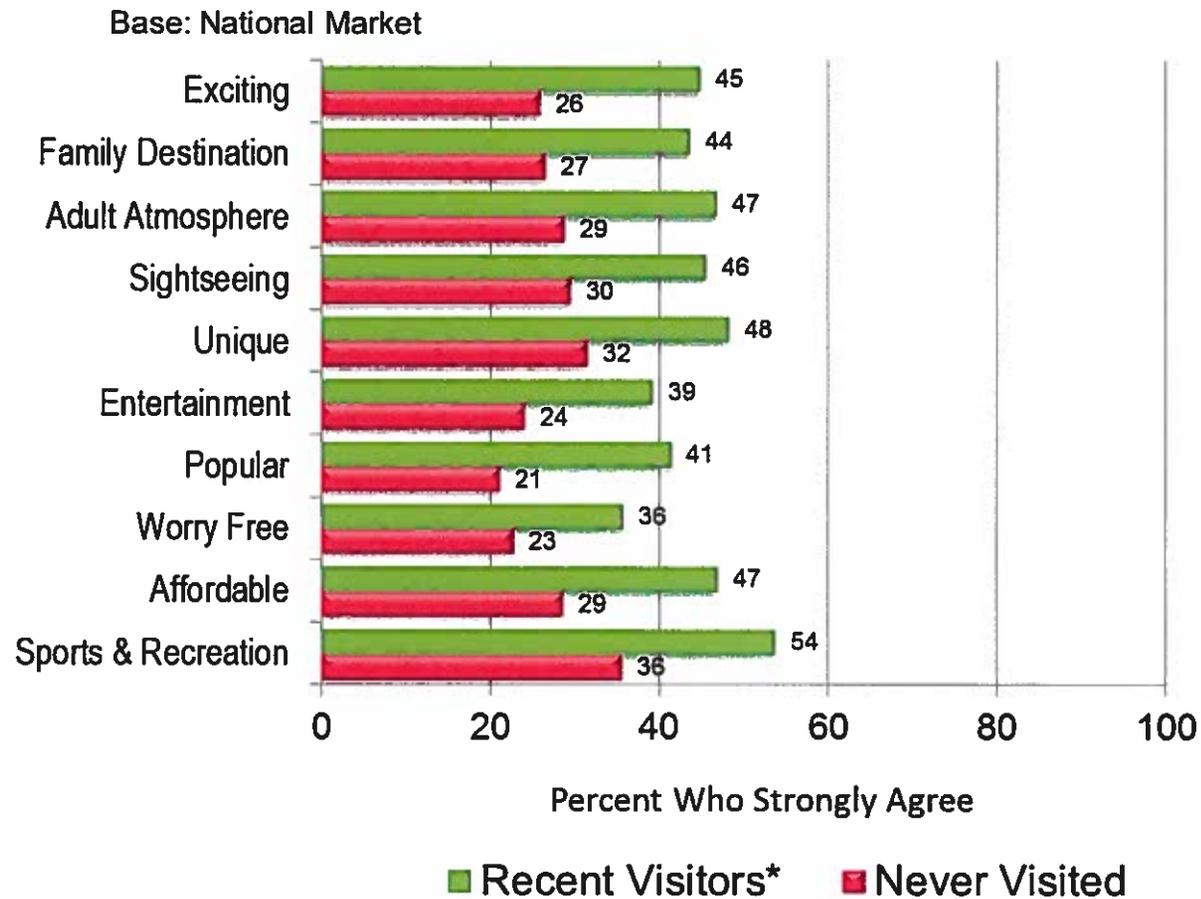


Michigan's Image Strengths vs. the Competition in the National Market

Base: National Market



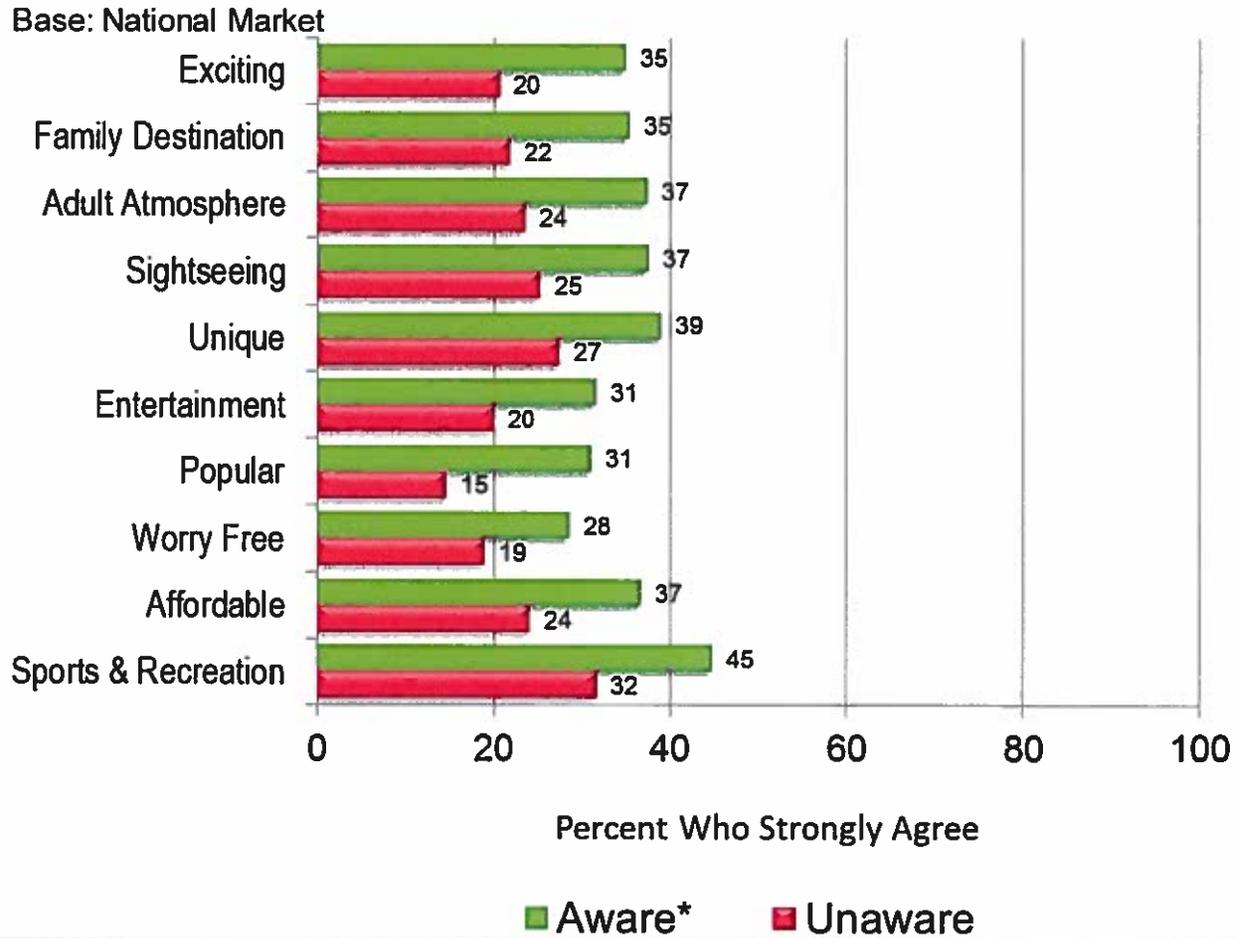
Michigan's Product Delivery vs. Image



* Visited in past two years

PURE MICHIGAN®

Impact of Advertising on Michigan's Image in the National Market

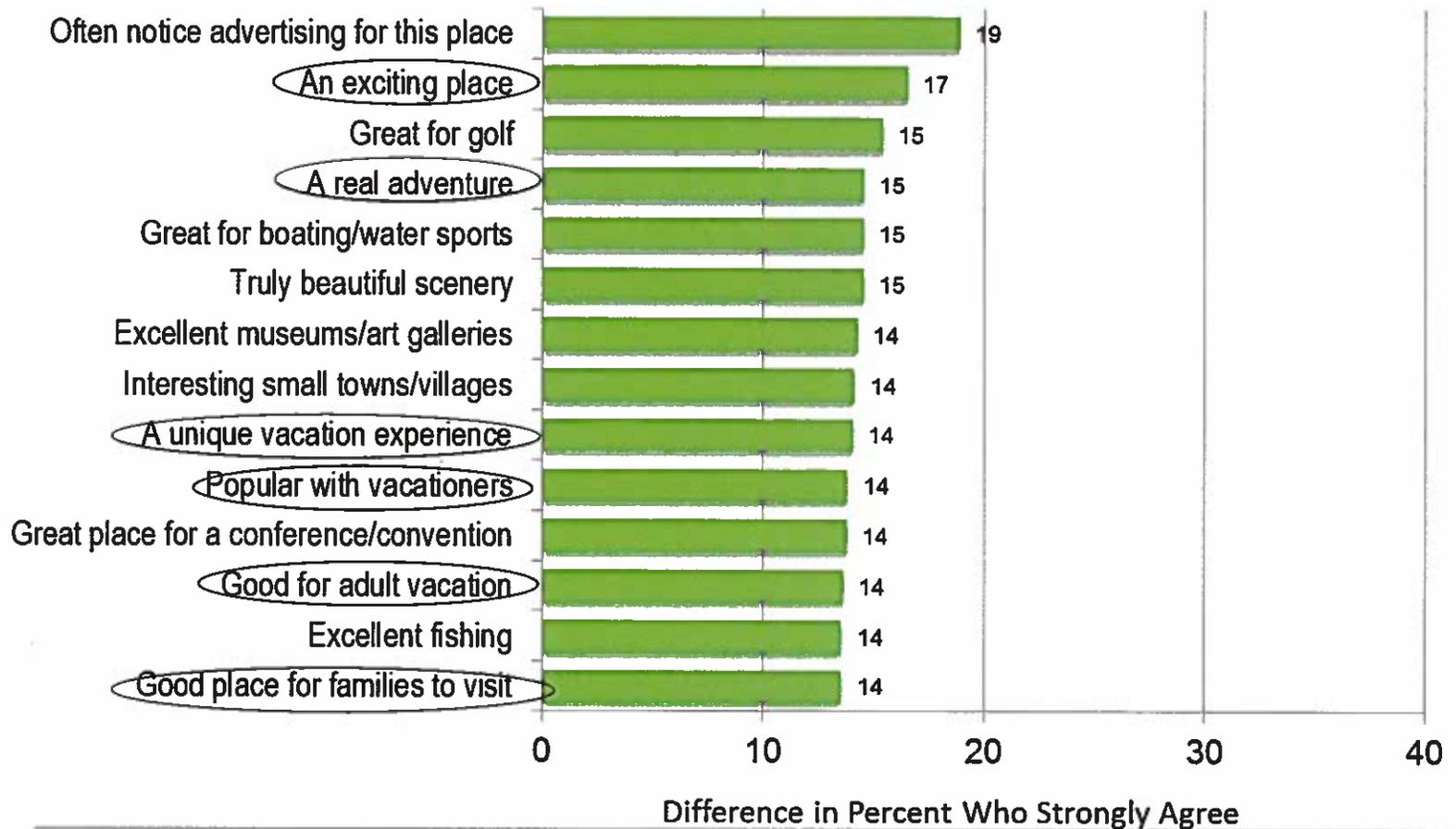


* Saw at least one ad

PURE MICHIGAN®

Attributes On Which Advertising Had The Most Impact in the National Market

Base: National Market



Note: Circled attributes are some of the most important image hot buttons for travelers

PURE MICHIGAN®

Pure Michigan in 2016

2016 Pure Michigan Plan

- **Total Budget: \$33,000,000**
 - Advertising: \$17,613,464
 - Includes partnership dollars: \$6,000,000
 - Travel Guide: \$800,000
 - Website development-\$390,000
 - PR/Social Media: \$1,000,000
 - Social Media Training: \$125,000
 - Meetings Michigan, Sports Michigan, Circle Michigan: \$300,000
 - Brand USA: \$1,735,000
 - Representation in Germany, UK, China: \$925,000
 - Large Special Event Fund: \$1,000,000
 - Trade Shows/Sponsorships: \$1,307,500 (PM-400, Detroit Tigers, Major League Fishing Tournament Promotion)
 - All other efforts, including administrative costs, Detroit Comeback, UP campaign, Airport branding, etc.

Passion Marketing

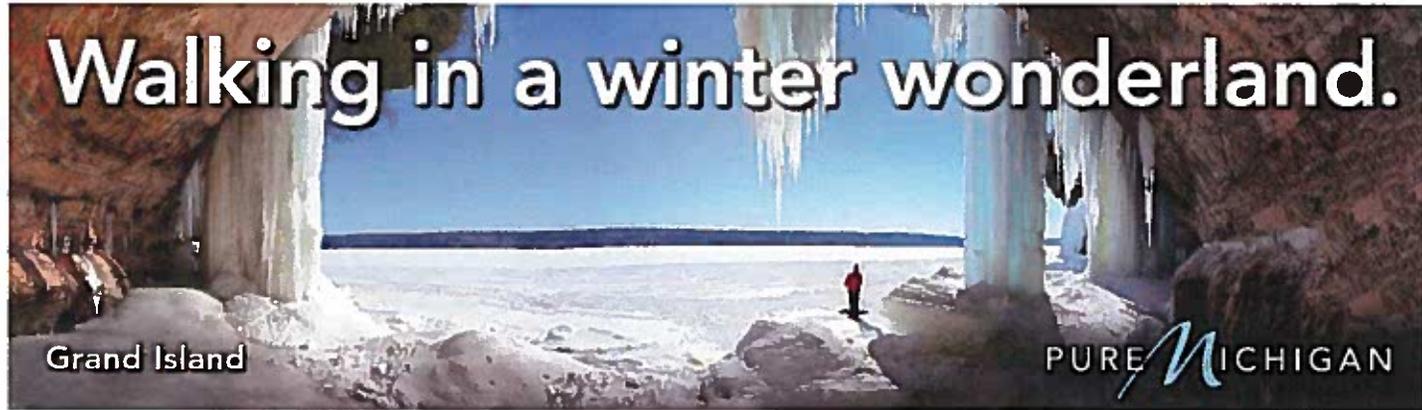
Passion Platform	Passion Platform Handle	Core Activities
Winter	Snow Day	Winter Sports
Summer	Lake Effect	Beach/Water Sports
Outdoors		Fishing/Hunting
Golf	Games on the Grass	Golf
Urban	Comeback City	Urban Culture
Craft Beer	Flights of Discovery	Craft Beer
Fall	Take the Scenic Route	Fall Touring
Outdoors		Fishing/Hunting

Snow Days



PURE MICHIGAN®

Snow Days



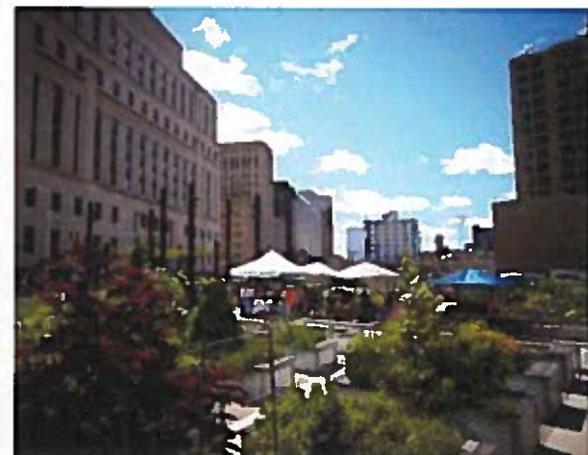
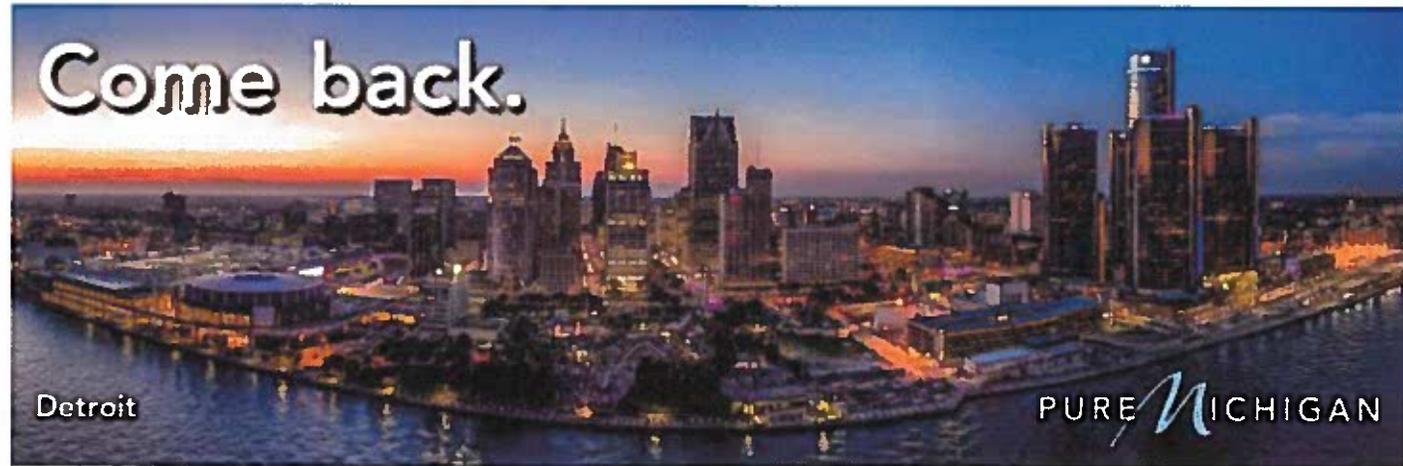
TAKING A
SNOW DAY

#PureMichiganSnowDay

PURE MICHIGAN®

Detroit

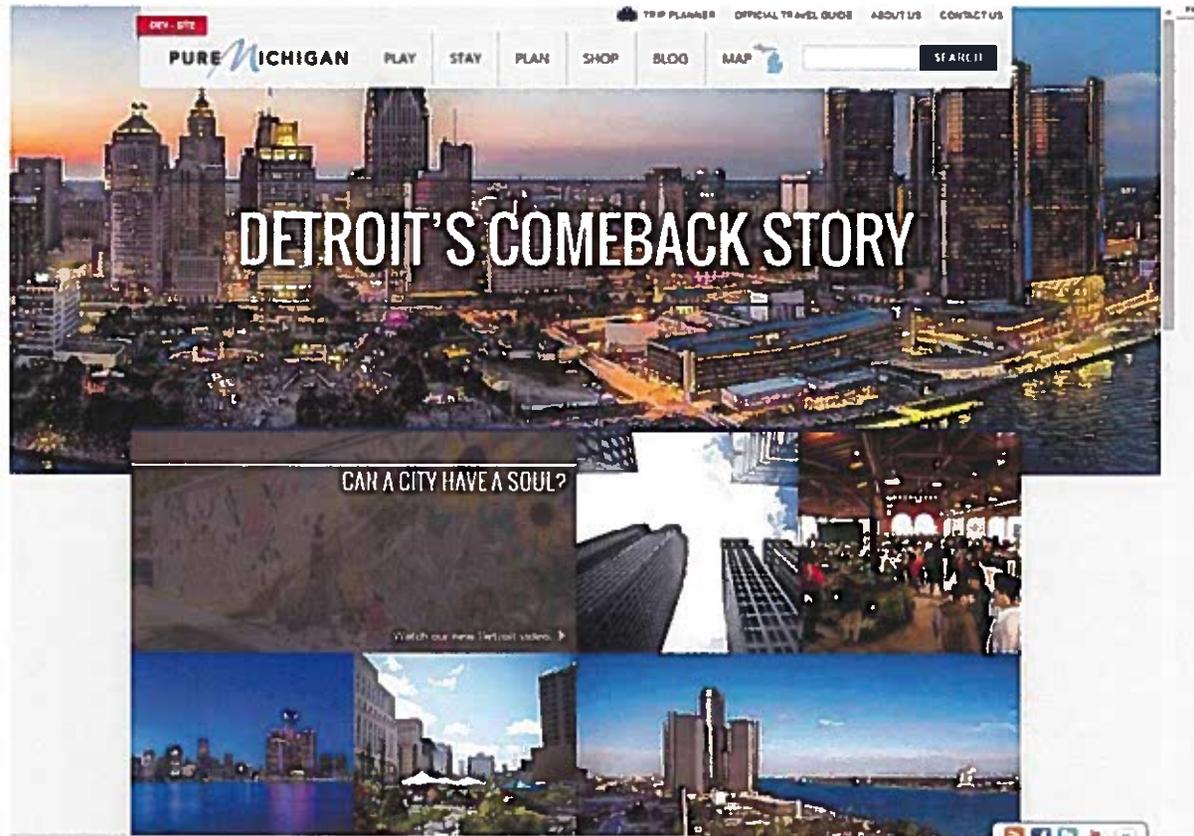
America's Great Comeback City



PURE MICHIGAN®

Detroit

America's Great Comeback City



PURE MICHIGAN®

Detroit Launch

On **Sunday, April 10th**, the plan was to...debut the new :60 ad, in stadium, during a pre-game ceremony featuring guests representing the city's strength, hope, pride (and future)

We planned to...extend the message into primetime on ESPN's Sunday Night Baseball during the national broadcast of the Tigers vs Yankees game

We planned to...reach over 1-million people nationwide, coverage of the ceremony and ad placement launched the Detroit Comeback City campaign

ESPN



PURE *M*ICHIGAN®

Detroit Launch

- On **Sunday, April 10th**, debut the new :60 ad, in stadium, during a pre-game ceremony featuring guests representing the city's strength, hope, pride (and future)

Game Rained

- We extended the message into primetime on ESPN's Sunday Night Baseball during the national broadcast of the Tigers vs Yankees game

Snowed

- Reaching over 1-million people nationwide, coverage of the ceremony and ad placement launched the Detroit Comeback City campaign

Weathered....OUT

ESPN



PURE *M*ICHIGAN®

Detroit

America's Great Comeback City

PURE *M*ICHIGAN®
McCANN ERICKSON



“Soul”

roughcut 12
01.06.16

**RUNNING
WITH
SCISSORS**

PURE *M*ICHIGAN®

Partner with the Leader in Video



With over 4.9 billion videos viewed each day, YouTube is one of the largest video platforms in the world.

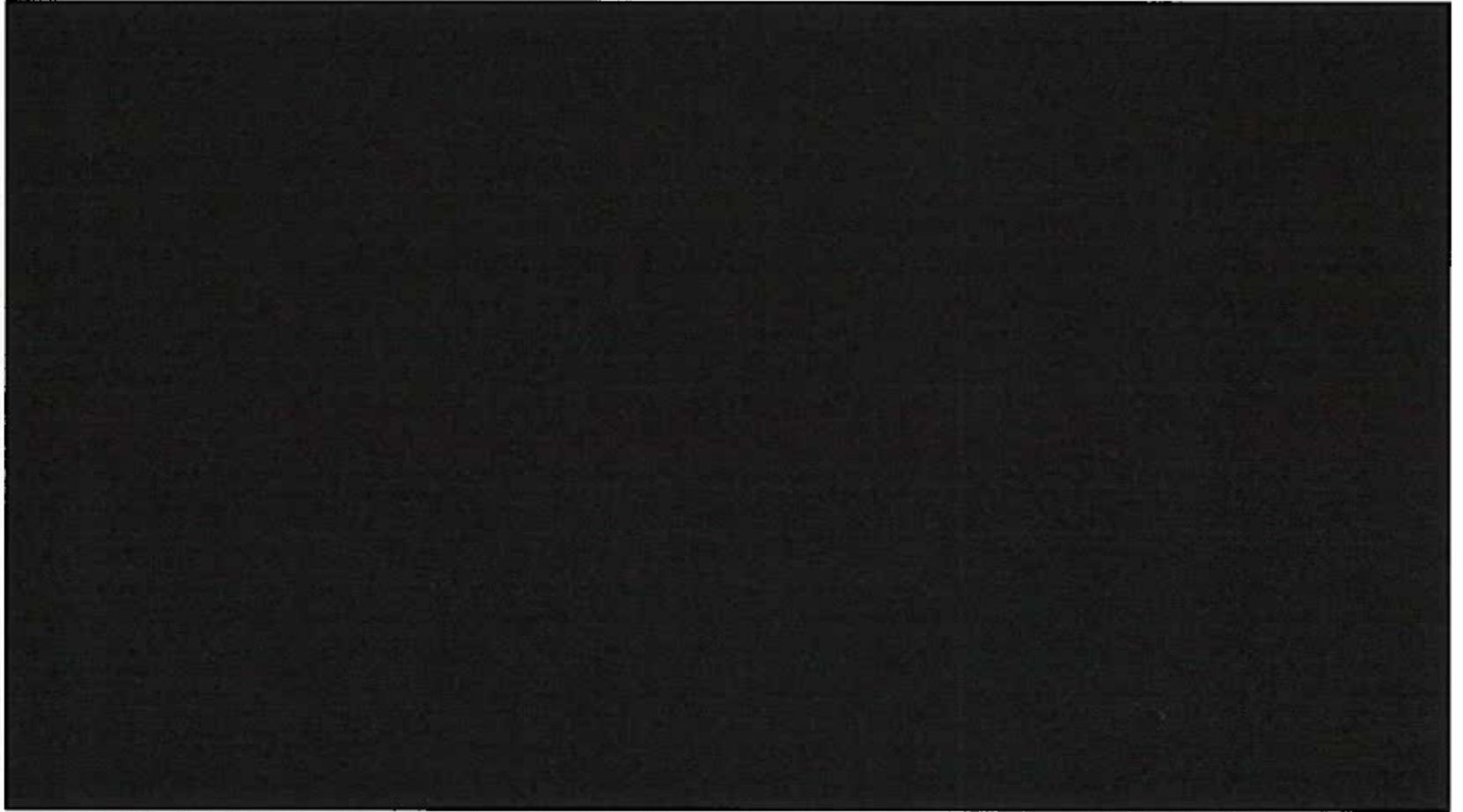
- YouTube's First Position placement allowed for the Detroit Comeback City spot to be the first in-stream, non-skippable ad of a users YouTube session
 - Pure Michigan had 20% share of voice (1 in 5 people) on YouTube nationwide on Monday, 4/11, the day following the planned launch of the spot at the Tiger's game and on ESPN
- Estimated Impressions: 7.9 Million
- Actual-8,066,351 with 37,000 clicks



UP Warm Weather Campaign

- Goal: Encourage travelers to “cross the bridge”
- Regional campaign for 2016
- Possible extension to national scope-If sufficient funding is available and partners agree

UP Regional 2016 Ad



PURE *M*ICHIGAN®

Detroit Metro Airport Branding



PURE MICHIGAN®

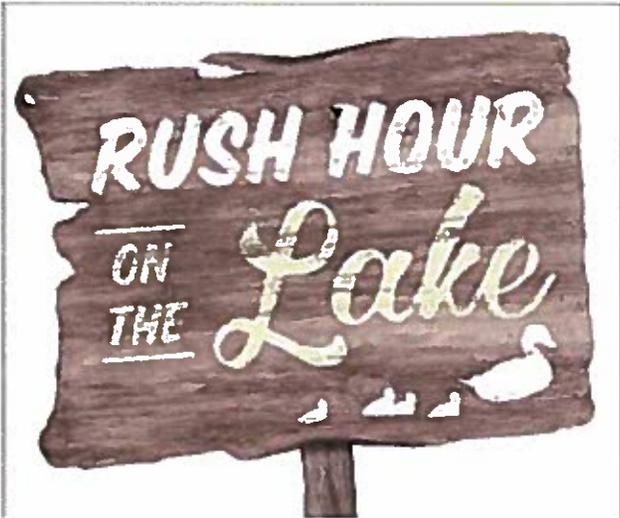
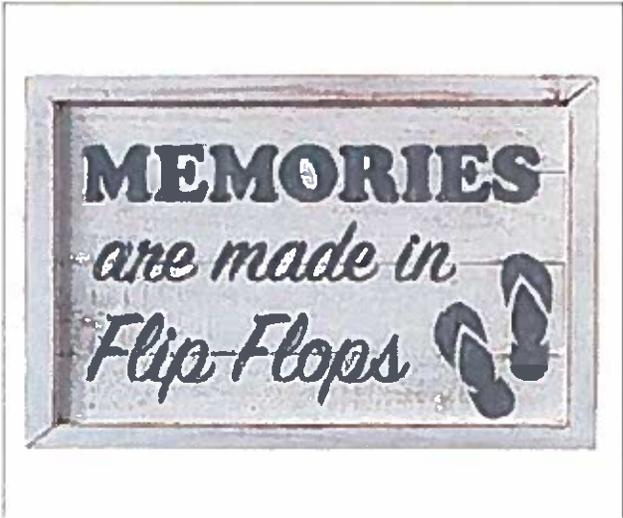
U.S. Customs and
Immigration Service
U.S. Customs and
Immigration Service
U.S. Customs and
Immigration Service

PURE MICHIGAN

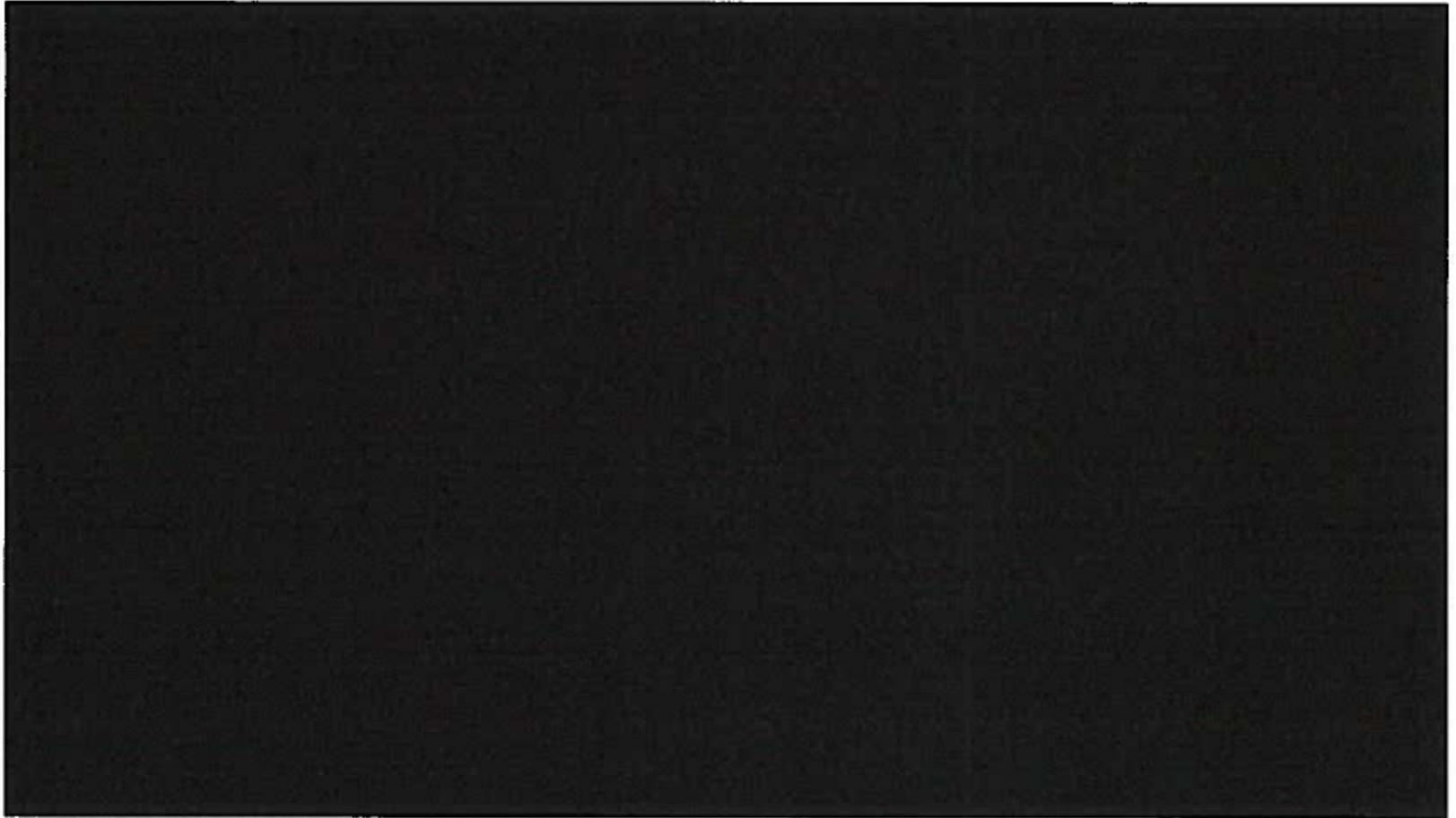


Lake of the Clouds

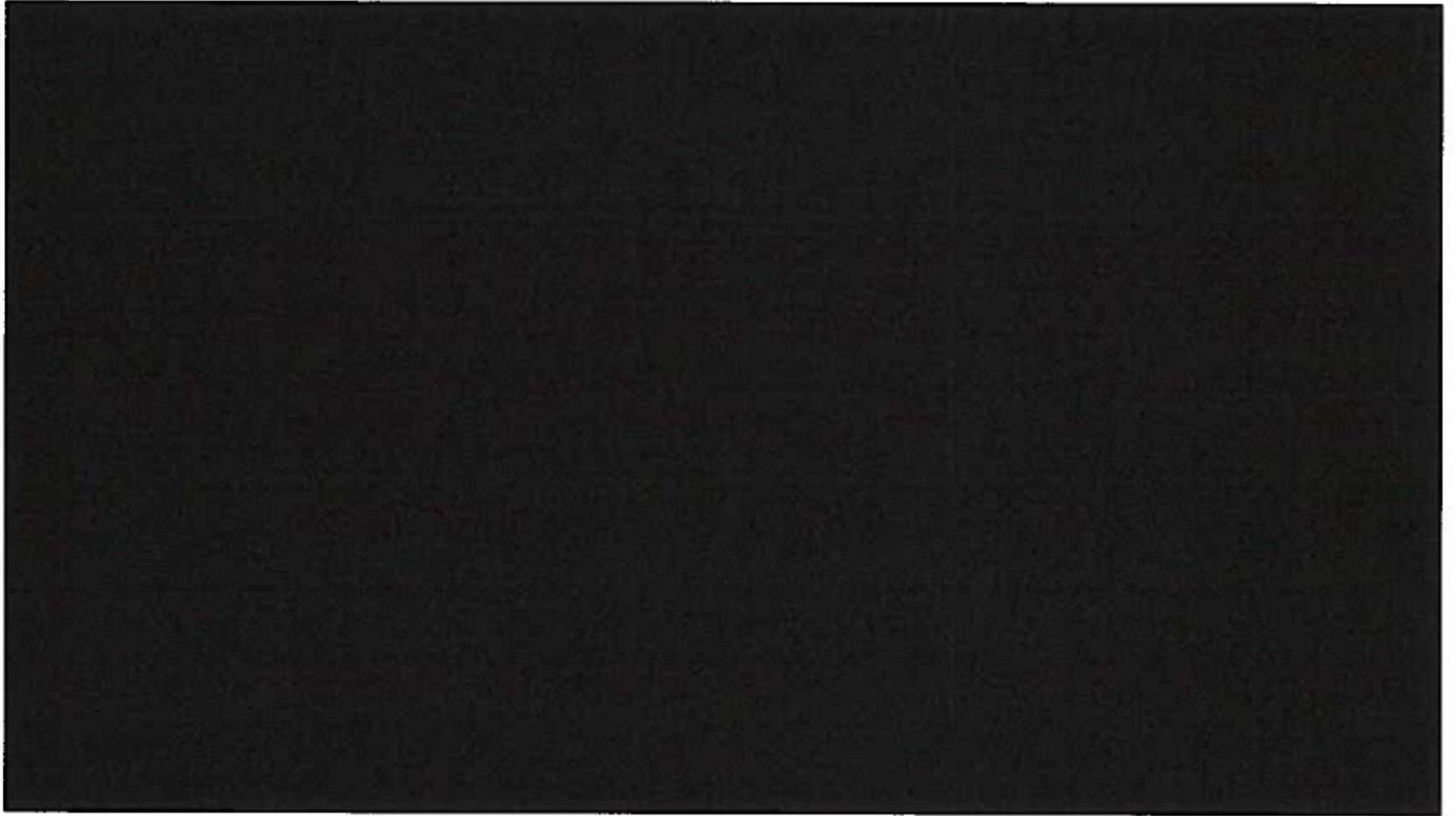
Lake Effect



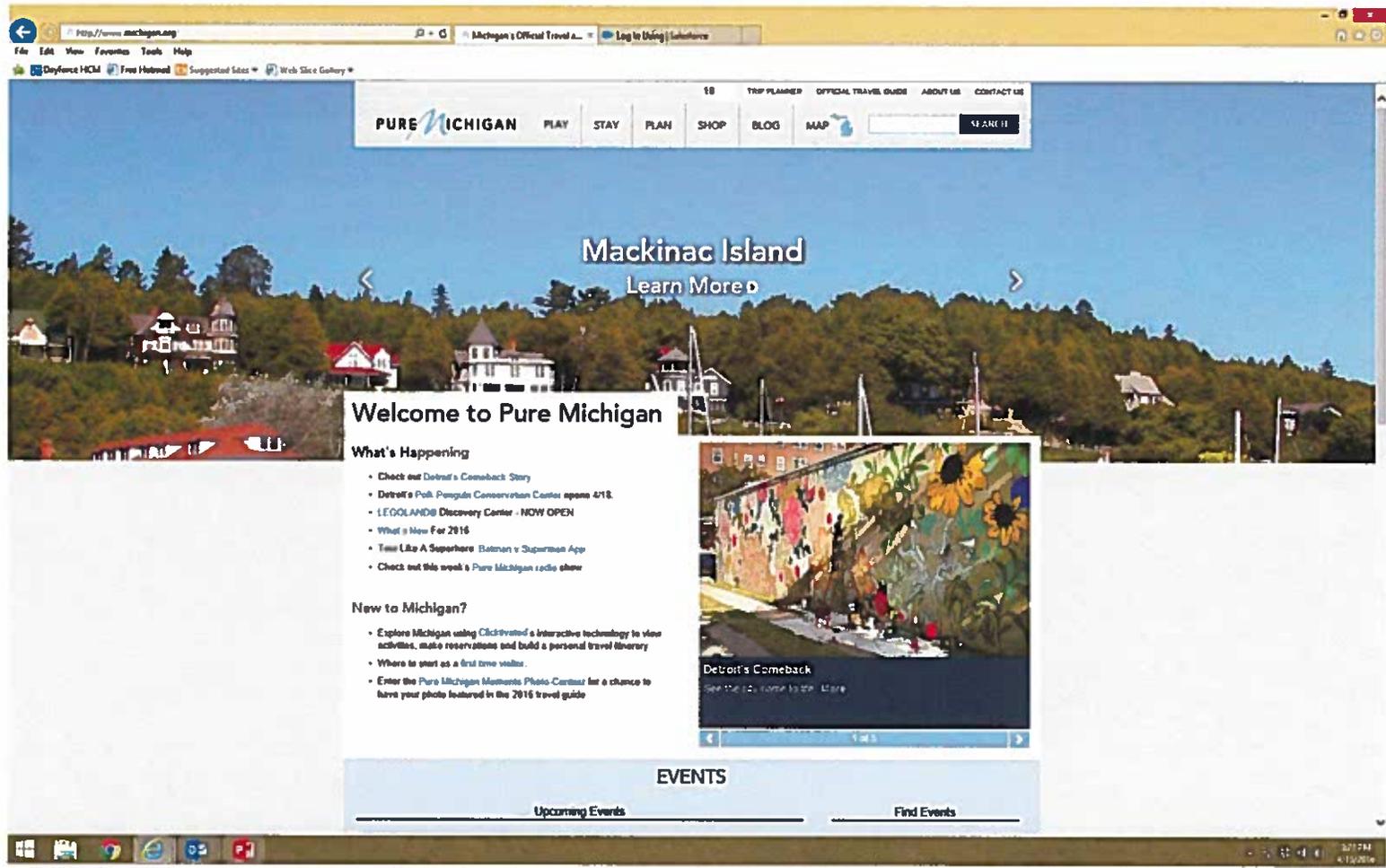
Pure Michigan Small Batches



Pure Michigan TV Fertile Ground



Michigan.org/refresh



PURE MICHIGAN®

Michigan.org

I found everything, but it just seemed I had a lot of useless info to sift through first

Regional maps on site. Not familiar with geography

make accommodation info easier to digest/access

I needed something that showed area to area or city to city and how close they were (with the goal of planning to do things in two locations if they were close enough to each other, given limited time.)

refine/narrow the search...returning 100s and 1000s of locations is of no help.

Maps OF hiking trails!!!!



MICHIGAN.ORG WEBSITE REBUILD

Approach for the New Website

miles
marketing destinations

 **TWO SIX DIGITAL**

A person is snowboarding down a snowy slope in a winter forest. The scene is captured from a low angle, showing the snowboarder in silhouette against a bright, cloudy sky. The trees are bare and their branches are silhouetted against the sky. The snow is bright and textured. The overall mood is serene and active.

Our vision for the new Michigan.org is a site that is built with the **technology**, the **tools** and, most importantly, the **core marketing capabilities** to take Michigan.org from a national to an **international leader**.

3 PILLARS

Collaboration

MI Guides, Locals,
Visitors
+ Travel Michigan

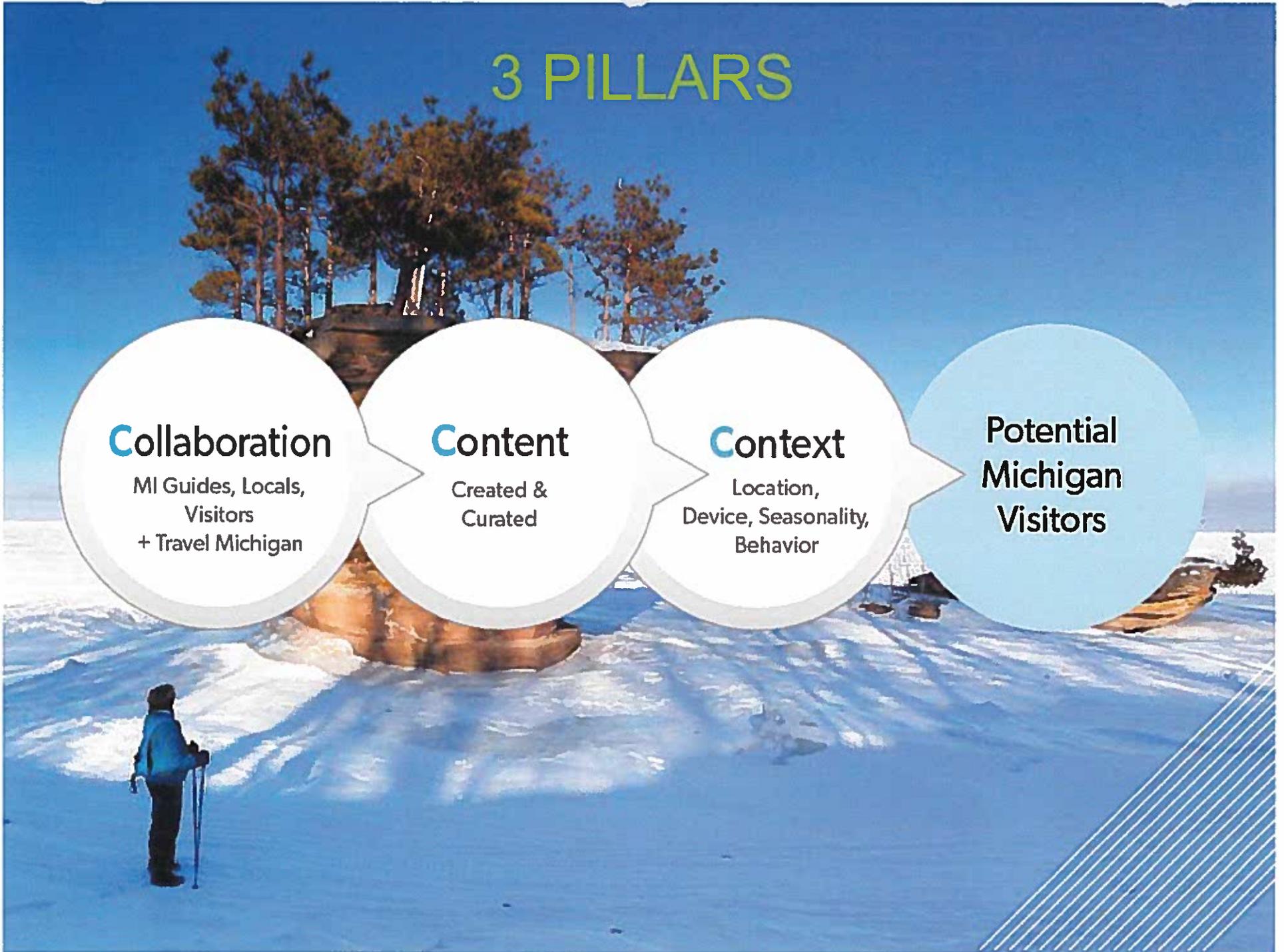
Content

Created &
Curated

Context

Location,
Device, Seasonality,
Behavior

Potential
Michigan
Visitors



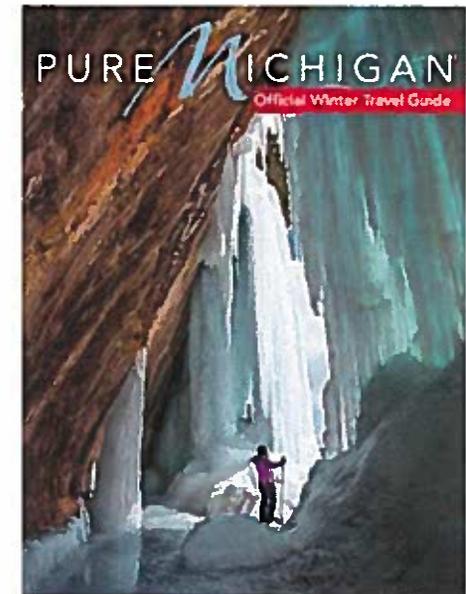
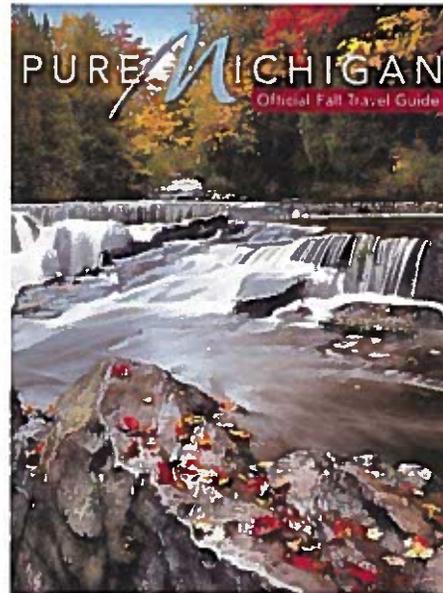
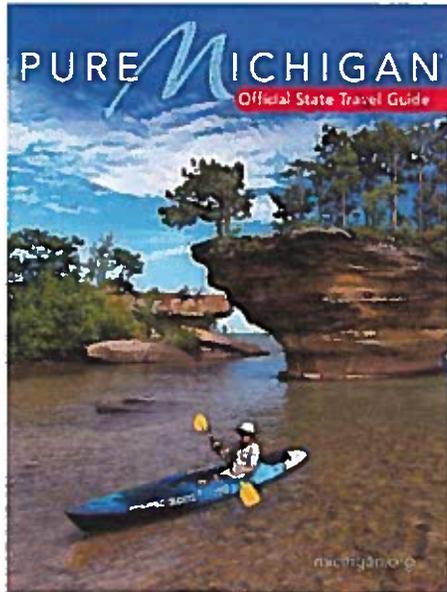
A scenic view of a rocky coastline. In the foreground, a large, dark, craggy rock formation juts out into the water. The background shows a lighter-colored, layered rock cliff face with some green vegetation on top. The water is a deep blue-grey color. The image is presented as a slide with three circular punch holes at the top.

The creative design must be true to the **Pure Michigan brand** and be engaging, inviting and visually appealing with simple navigation and organization



The new **Michigan.org** will be built to deliver a rich content experience on any device.

Pure Michigan Seasonal Guides



Pure Michigan-Moving Forward

- Travel Passion orientation
- Native American Culture
- Michigan History as a travel motivator
- New media consumption, such as Pre-roll advertising (YouTube, Hulu, GeoRama, Clicktivated videos)
- Community Exchange program

Moving Forward

- Strategic
- Collaborative
- Responsible
- Proactive
- Imaginative
- Bold

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
- Hundreds of millions of dollars spent at Michigan businesses
- Tens of thousands of new jobs statewide
- Dramatic increases in state tax collections

Michigan House Tourism &
Outdoor Recreation Committee
Travel Michigan Update

May 4, 2016

PURE *M*ICHIGAN®

