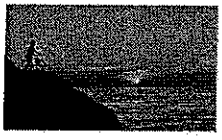
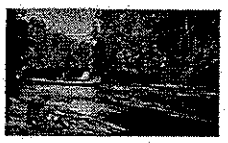


PURE MICHIGAN™
Your trip begins at michigan.org



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

PURE MICHIGAN

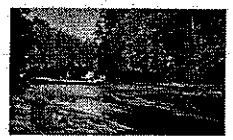
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Travel Michigan

PURE MICHIGAN™
Your trip begins at michigan.org

- 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

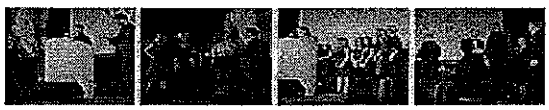
PURE MICHIGAN™
Your trip begins at michigan.org

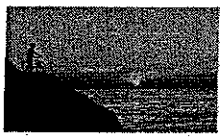


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

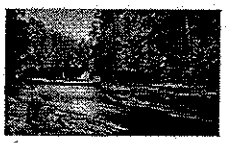
2011 David Ogilvy Award for Excellence in Advertising Research

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





PURE MICHIGAN™
Your trip begins at michigan.org



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

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

PURE MICHIGAN™
Your trip begins at michigan.org

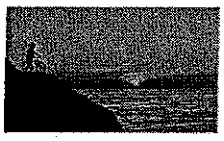
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

The Brand Goal

Virginia is for Lovers

I ♥ NY.

PURE MICHIGAN



PURE MICHIGAN™
Your trip begins at michigan.org

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

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

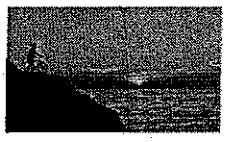
PURE MICHIGAN™
Your trip begins at michigan.org

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

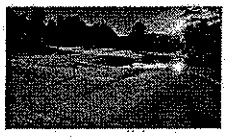
Pure Michigan 2012 Budget

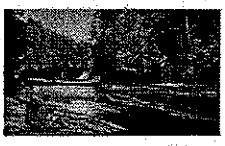
This $25 million funds:

- $1.7 million regional winter buy Dec/Jan
- $12 million national cable spring/summer buy ($2 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.)



PURE MICHIGAN™
Your trip begins at michigan.org





2012 National Cable Buy

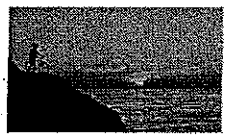
- $12 million national cable TV buy, biggest ever
- 5000 airings of Pure Michigan TV commercials nationally through June
- A&E, ABC Family, Animal Planet, Bravo, CMT, CNN, Cooking Channel, E!, Food Network, Fox, Golf Channel, HGTV, Lifetime, Lifetime Movie, MSNBC, Nick at Nite, OWN, Oxygen, Style, TLC, Travel Channel, USA, WE, Weather Channel

PURE MICHIGAN™
Your trip begins at michigan.org

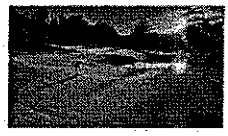
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

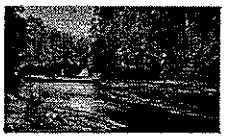
Pure Michigan Budget vs. Other States (2011)

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



PURE MICHIGAN™
Your trip begins at michigan.org





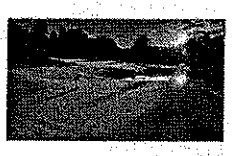
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

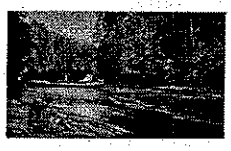
Final 2010 Tourism Data

- 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

PURE MICHIGAN™
Your trip begins at michigan.org





MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

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%)

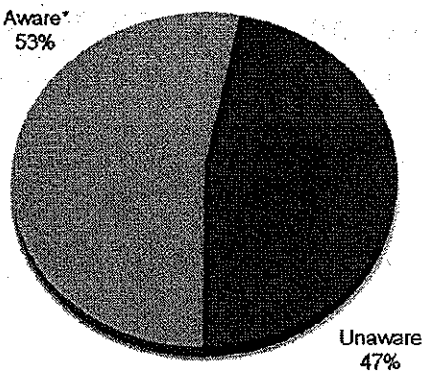
Source: Smith Travel Research

PURE MICHIGAN™
Your trip begins at michigan.org

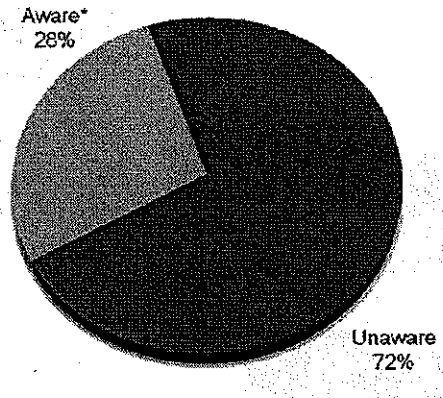
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Awareness of 2010 Pure Michigan Campaign

Regional Market



National Market



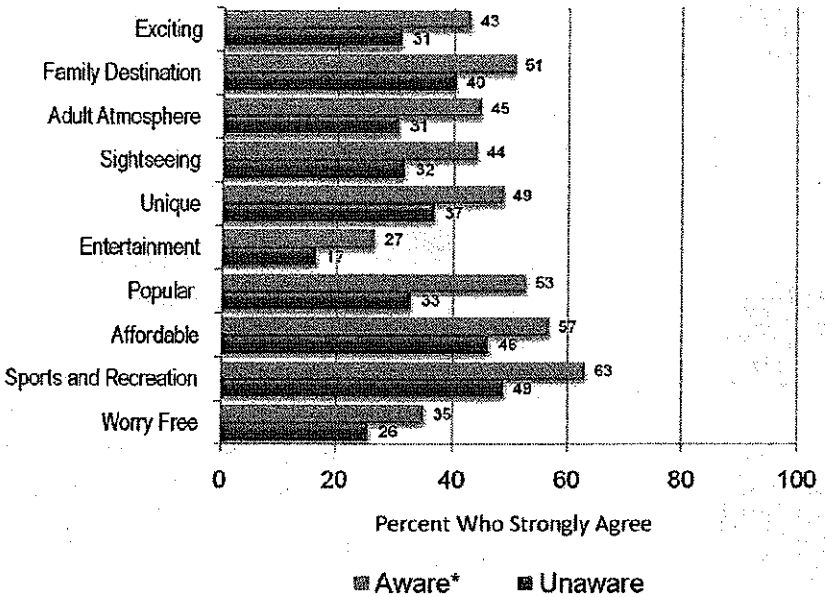
*Saw at least one ad

Source: Longwoods International

PURE MICHIGAN™
Your trip begins at michigan.org

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

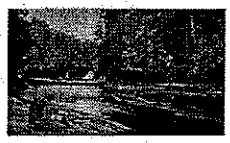
Impact of Pure Michigan Ads on State's National Image



* Saw at least one ad

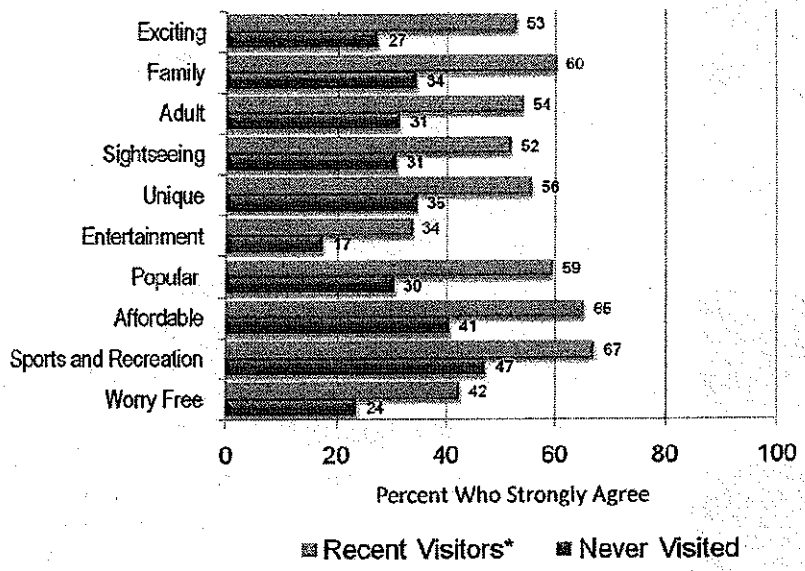
Source: Longwoods International

PURE MICHIGAN™
Your trip begins at michigan.org



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

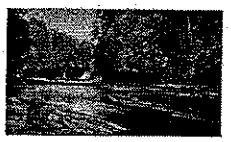
2010 National Product Delivery vs. Image



* Visited in past two years

Source: Longwoods International

PURE MICHIGAN™
Your trip begins at michigan.org

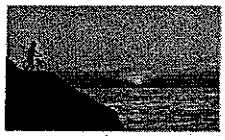


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

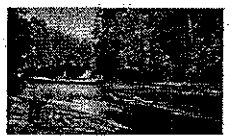
Pure Michigan ROI 2006-2010

- $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



PURE MICHIGAN™
Your trip begins at michigan.org

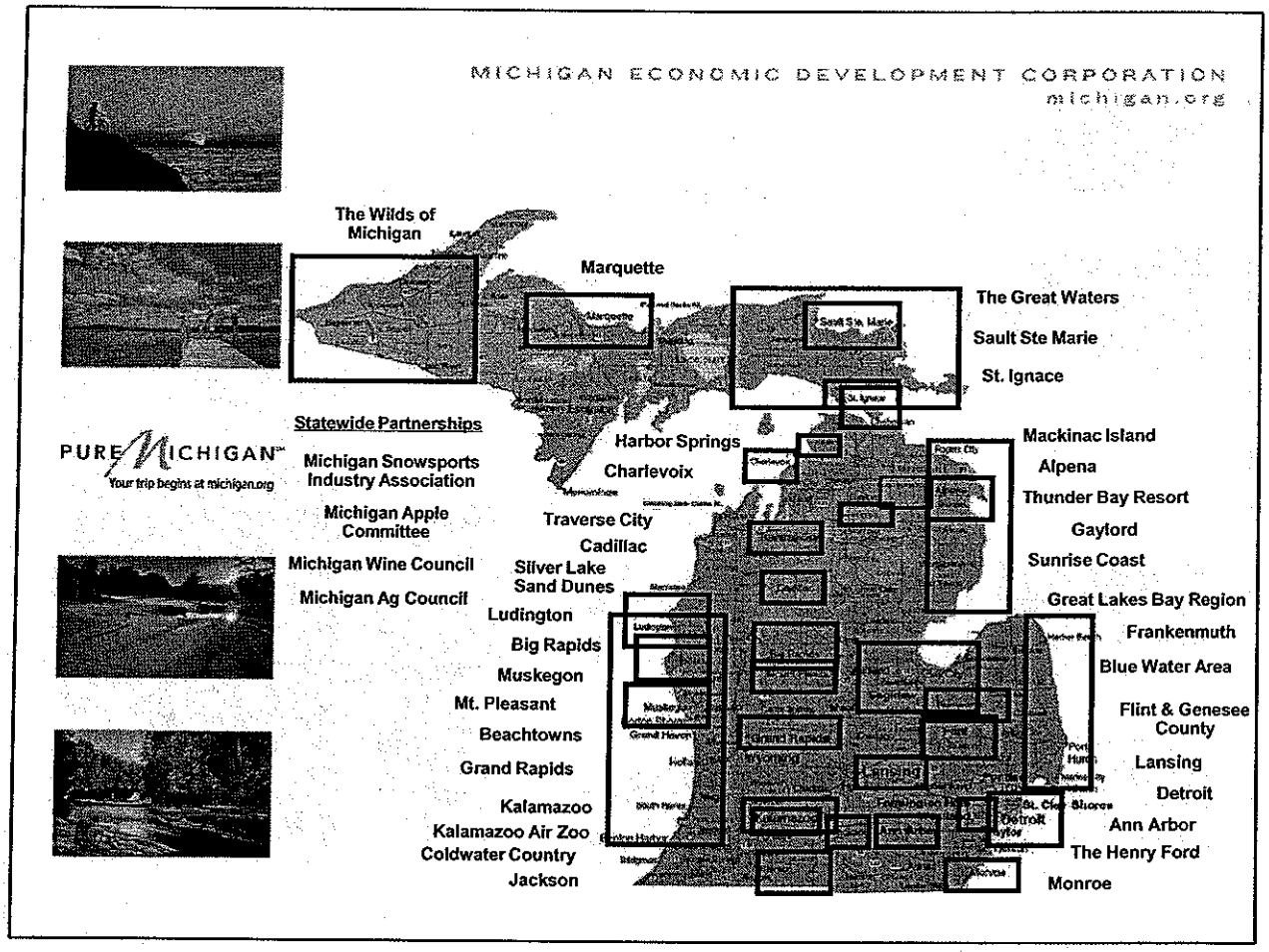


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

2012 Advertising Partners

Apple Committee, Alpena, Ann Arbor, Arts Council, Beachtowns, Blue Water (Port Huron), Cadillac, Charlevoix, Coldwater, Detroit, Eastern UP, Flint, Frankenmuth, Gaylord, Great Lakes Bay Region, Grand Rapids, Harbor Springs, The Henry Ford, Holland, Jackson, Kalamazoo, Kzoo Air Zoo, Lansing, Ludington, Mackinac City, Mackinac Island, Marquette, Mecosta County, Michigan Adventure, Michigan Ag Council, Michigan Snow Sports, Monroe, Muskegon, Sault Ste Marie, Silver Lake, St. Ignace, Sunrise Coast, Thunder Bay, Tulleymore, Traverse City, Western UP, Wine Council

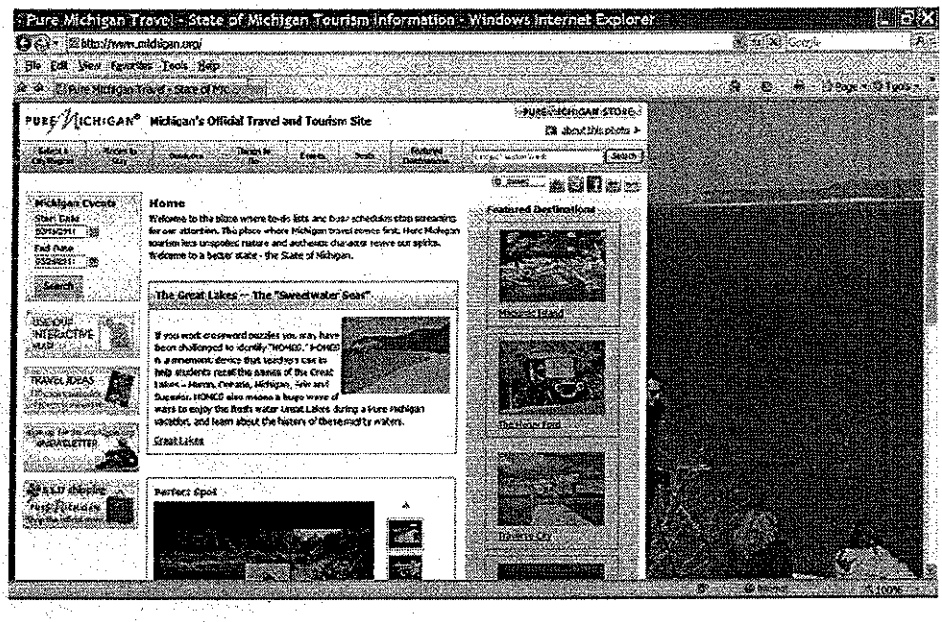
$3.7 million from 40 private-sector partners, up from $3.1 million from 31 partners in 2011


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org
The Wilds of Michigan
Marquette
The Great Waters
Sault Ste Marie
St. Ignace
Statewide Partnerships
PURE MICHIGAN™
Your trip begins at michigan.org
Michigan Snowsports Industry Association
Michigan Apple Committee
Michigan Wine Council
Michigan Ag Council
Harbor Springs
Charlevoix
Traverse City
Cadillac
Silver Lake Sand Dunes
Ludington
Big Rapids
Muskegon
Mt. Pleasant
Beachtowns
Grand Rapids
Kalamazoo
Kalamazoo Air Zoo
Coldwater Country
Jackson
Mackinac Island
Alpena
Thunder Bay Resort
Gaylord
Sunrise Coast
Great Lakes Bay Region
Frankenmuth
Blue Water Area
Flint & Genesee County
Lansing
Detroit
Ann Arbor
The Henry Ford
Monroe

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

michigan.org

PURE MICHIGAN™
Your trip begins at michigan.org



PURE MICHIGAN™
Your trip begins at 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

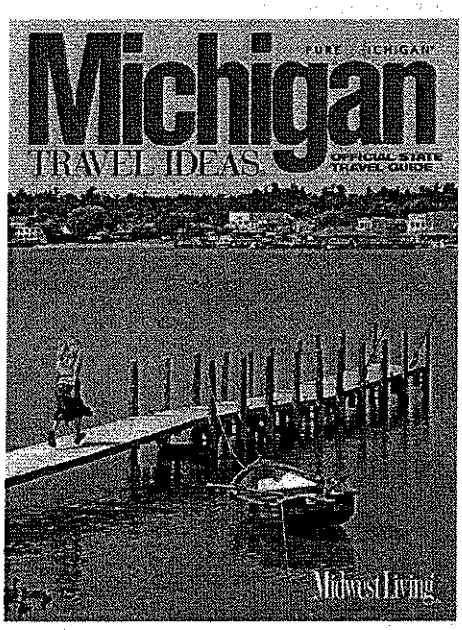
PURE MICHIGAN™
Your trip begins at michigan.org

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

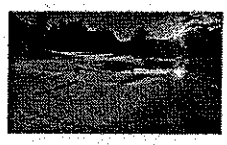
Michigan Travel Ideas

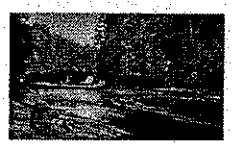
1,000,000 printed

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



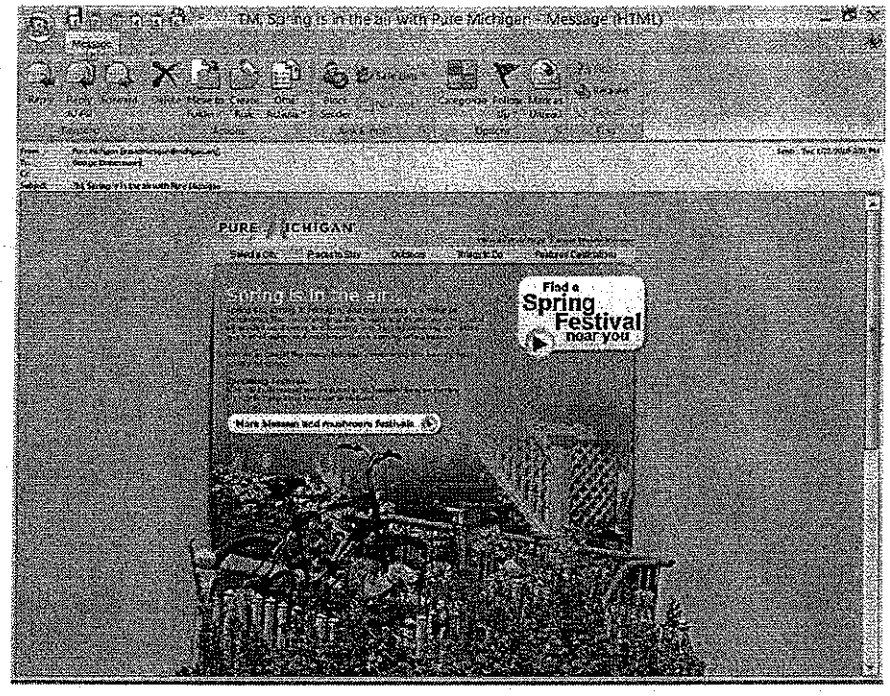
PURE MICHIGAN™
Your trip begins at michigan.org

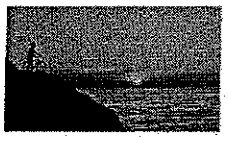




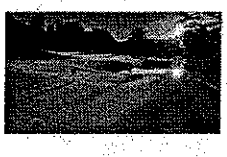
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Consumer enewsletter



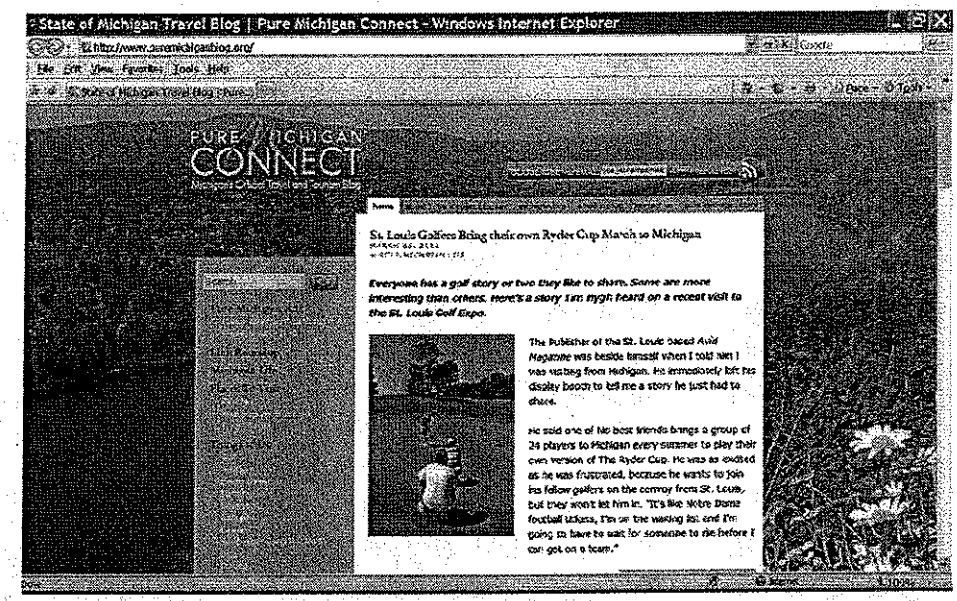


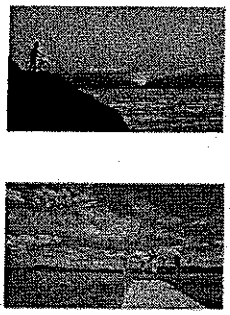
PURE MICHIGAN™
Your trip begins at michigan.org



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Pure Michigan blog





MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

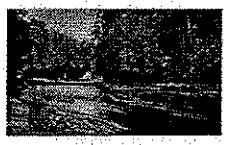
Pure Michigan YouTube Channel

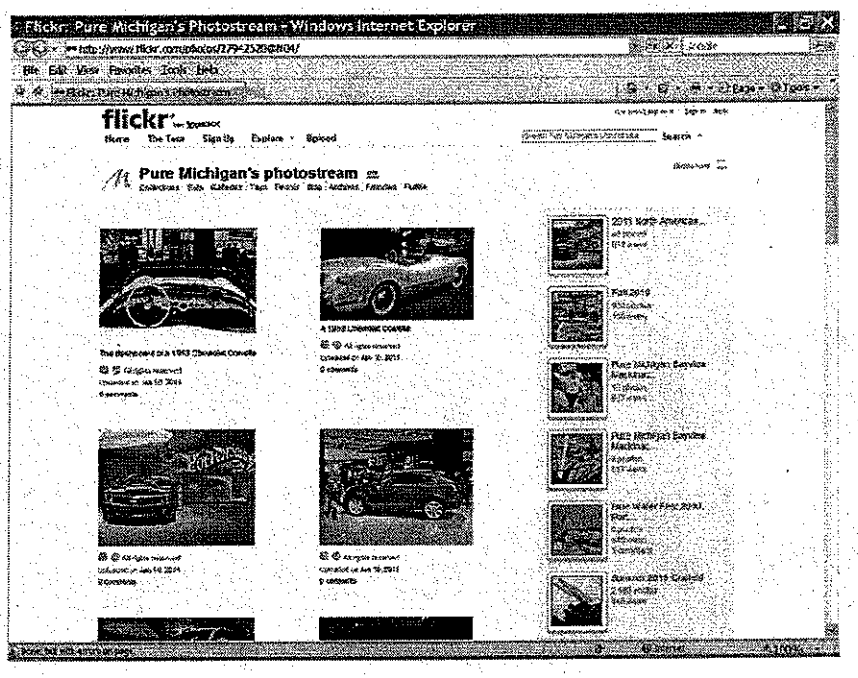
PURE MICHIGAN™
Your trip begins at michigan.org

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Pure Michigan on flickr

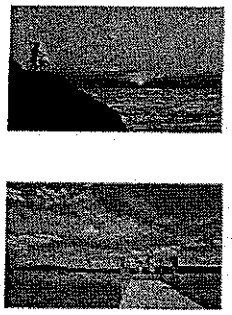
PURE MICHIGAN™
Your trip begins at michigan.org



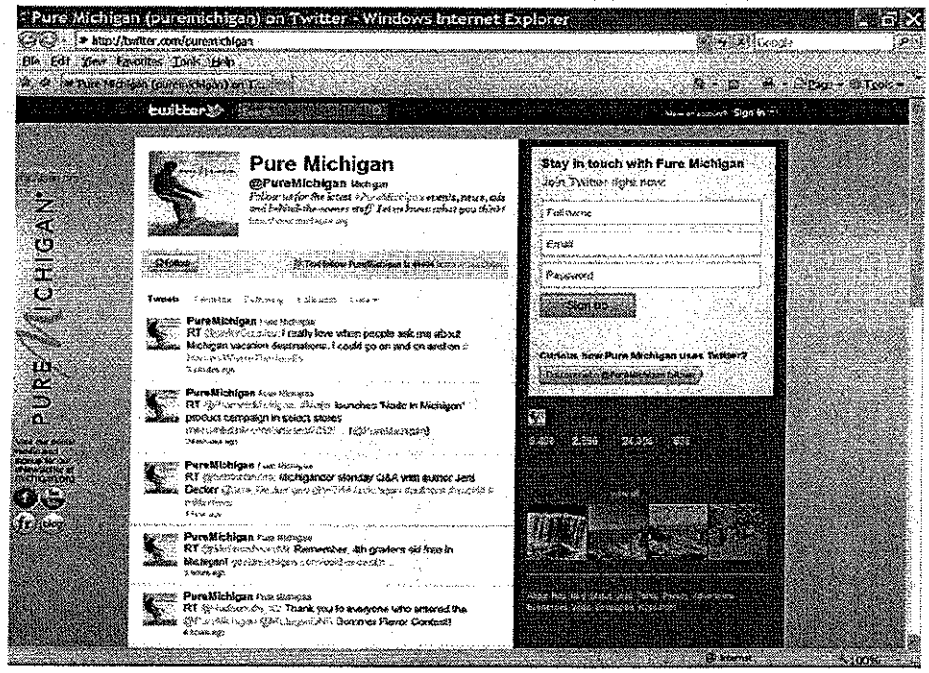


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

twitter.com/puremichigan

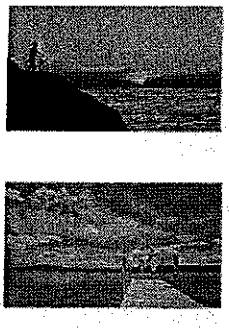


PURE MICHIGAN™
Your trip begins at michigan.org

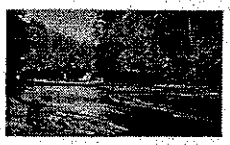


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

facebook.com/puremichigan.org



PURE MICHIGAN™
Your trip begins at michigan.org



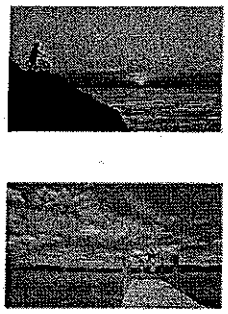
PURE MICHIGAN™
Your trip begins at michigan.org

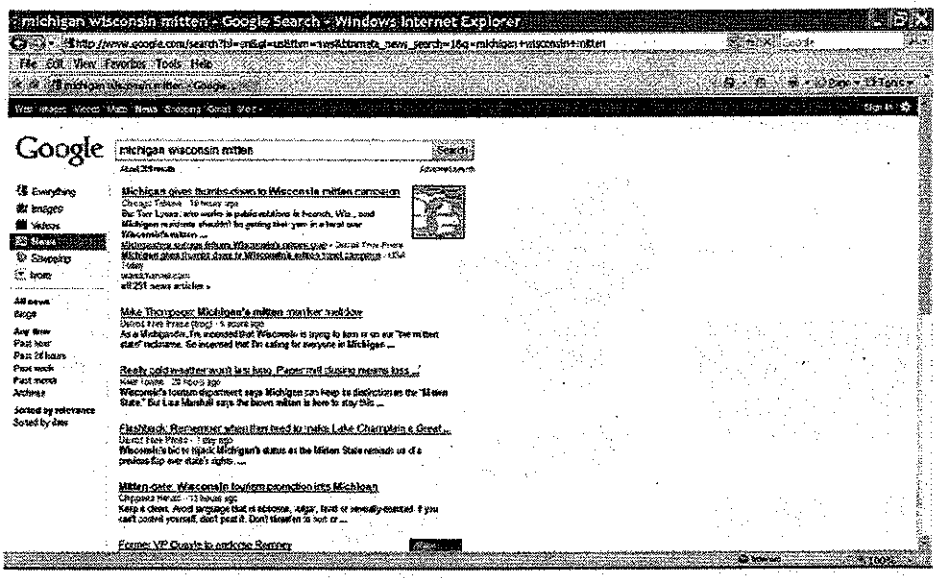
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

"Mitten Envy"

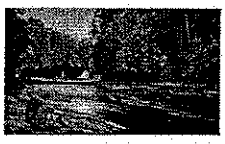
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

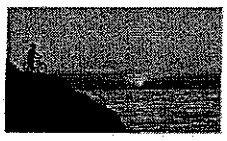
"Mitten Envy"



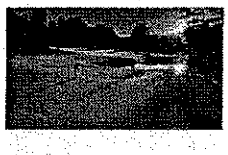


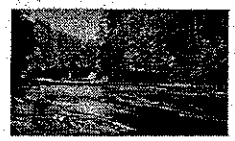
PURE MICHIGAN™
Your trip begins at michigan.org





PURE MICHIGAN™
Your trip begins at michigan.org





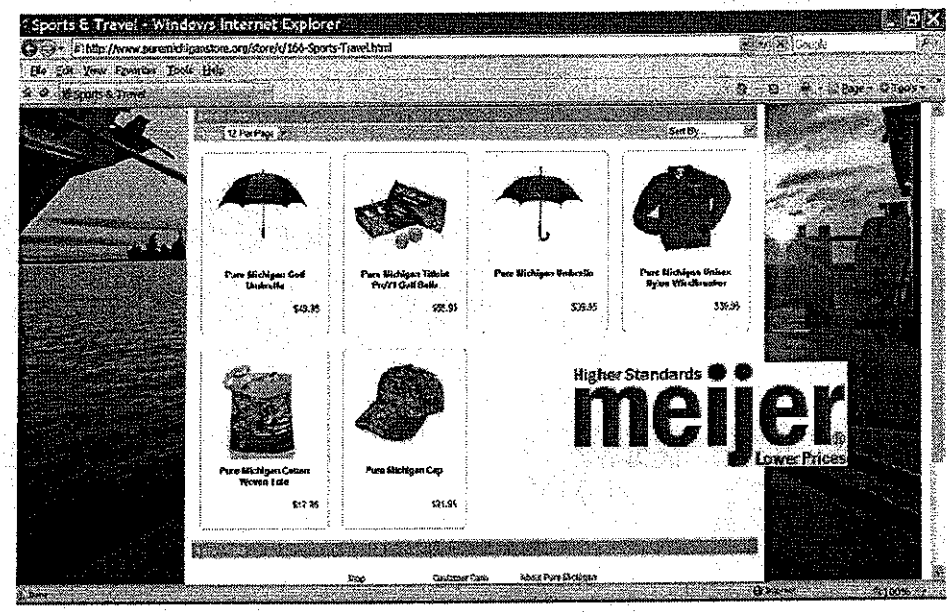
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

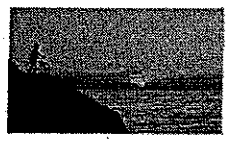
Pure Michigan Merchandise

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

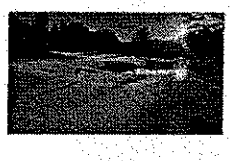
Pure Michigan, Meijer, Retailers

PURE MICHIGAN™
Your trip begins at michigan.org





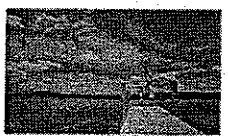
PURE MICHIGAN™
Your trip begins at michigan.org



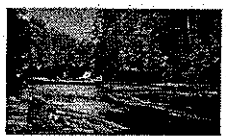
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Great Lakes USA

- 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

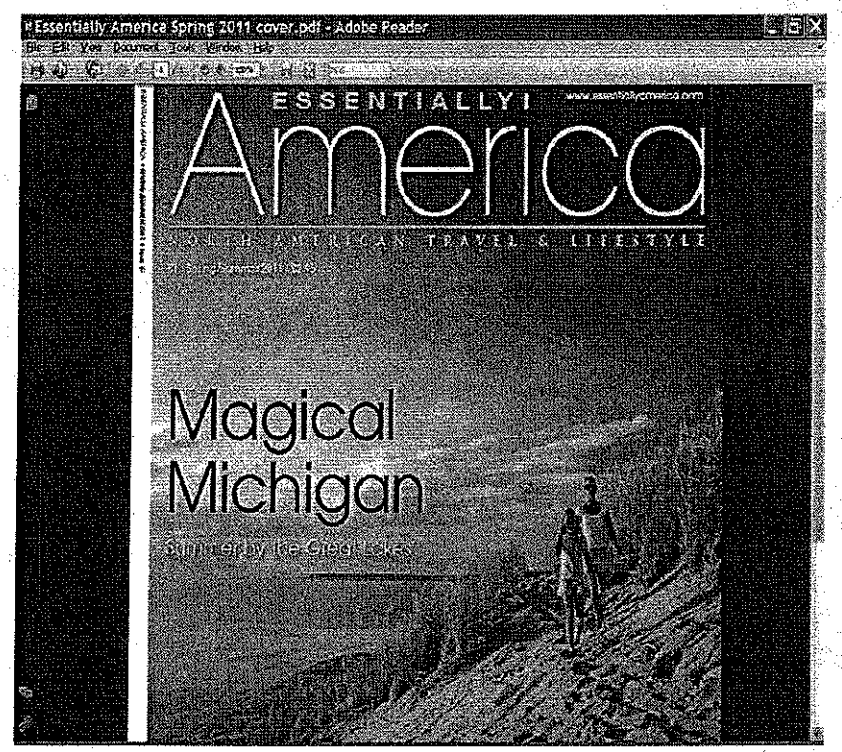


PURE MICHIGAN™
Your trip begins at michigan.org



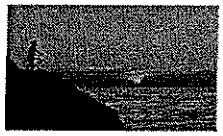
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Great Lakes USA

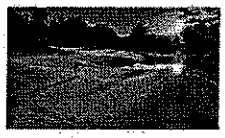


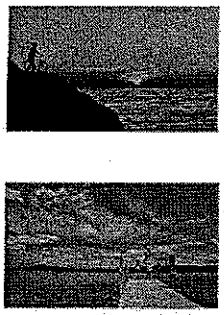
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Great Lakes USA

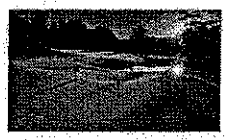


PURE MICHIGAN™
Your trip begins at michigan.org



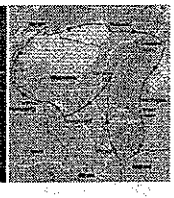


PURE MICHIGAN™
Your trip begins at michigan.org

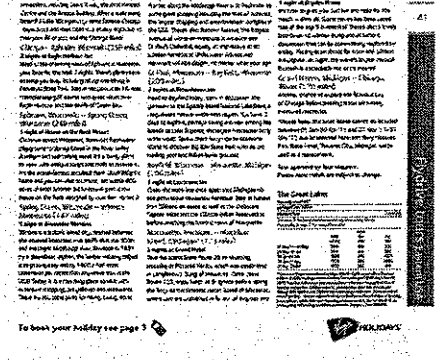


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Great Lakes USA

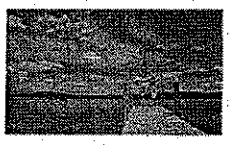


Great Lakes, 12 nights



To book your holiday see page 3

HOLIDAYS



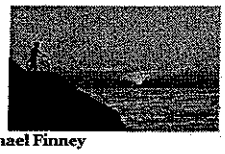
PURE MICHIGAN™
Your trip begins at michigan.org

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Brand USA

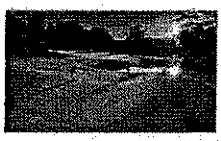
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

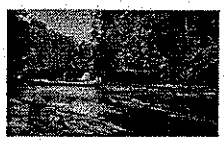
2011: A New Direction

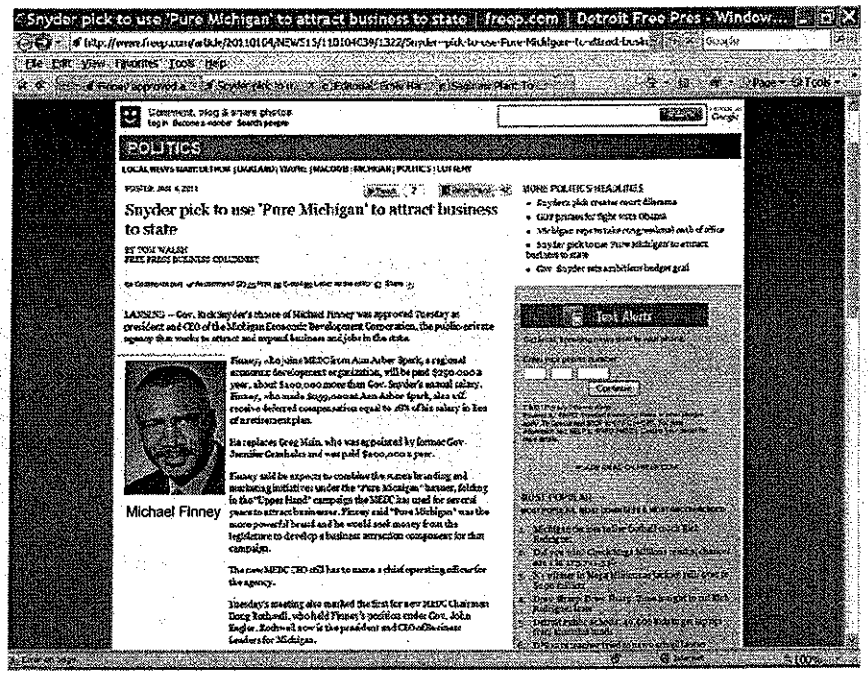


Michael Finney

PURE MICHIGAN™
Your trip begins at michigan.org







Snyder pick to use 'Pure Michigan' to attract business to state | freep.com | Detroit Free Pres - Window...

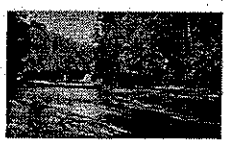
POLITICS

Snyder pick to use 'Pure Michigan' to attract business to state

Michael Finney

Michael Finney

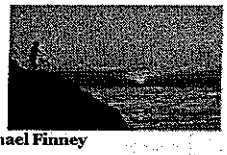
PURE MICHIGAN™
Your trip begins at michigan.org



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

2011: A New Direction

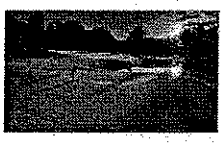
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

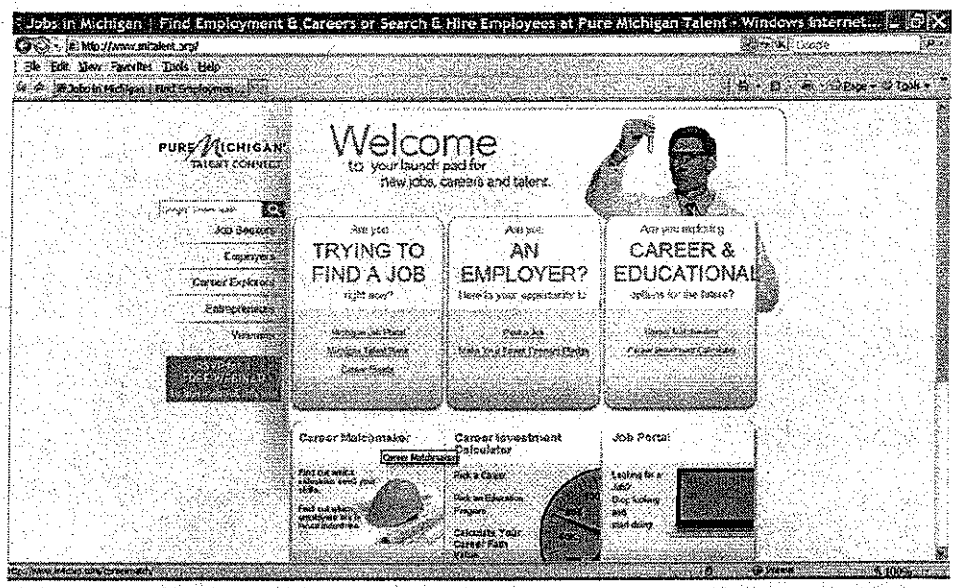


Michael Finney

2011: A New Direction

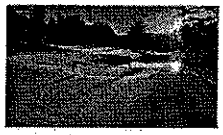
PURE MICHIGAN™
Your trip begins at michigan.org

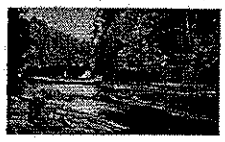




Michael Finney

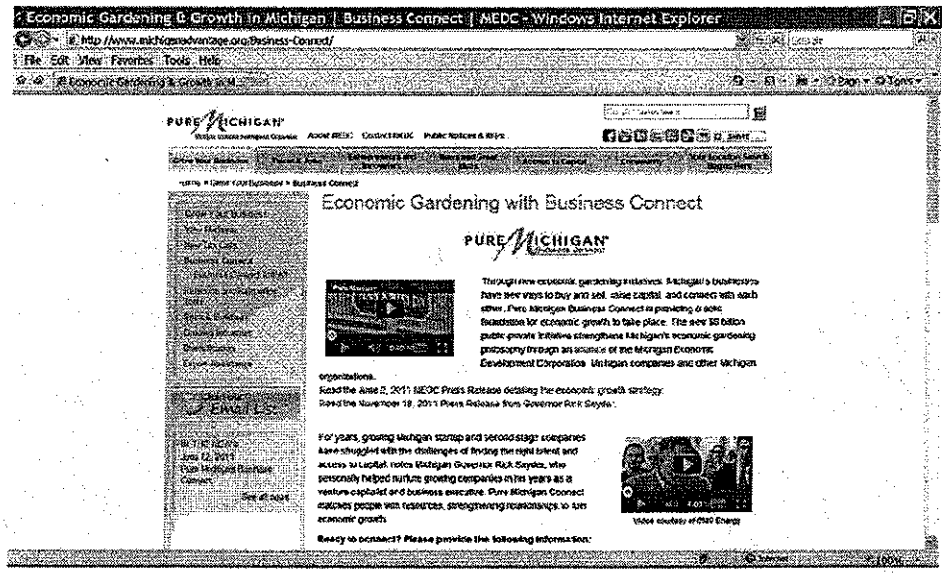
PURE MICHIGAN™
Your trip begins at michigan.org



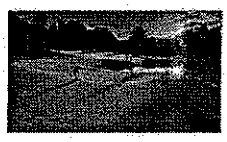


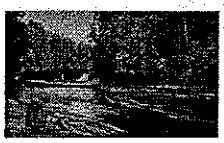
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

2011: A New Direction



PURE MICHIGAN™
Your trip begins at michigan.org





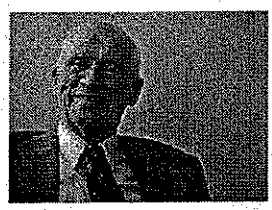
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Pure Michigan Brand

THE GRAND RAPIDS PRESS

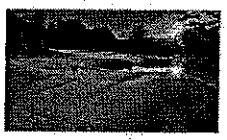
Editorial: Ernie Harwell was the voice of Michigan

"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

PURE MICHIGAN™
Your trip begins at michigan.org



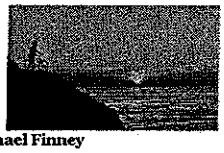
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

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.'"

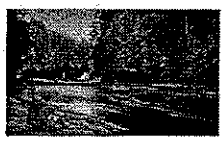
Martin Lagina of Heritage Sustainable Energy, on his Traverse City-based wind turbine company.

Interlochen Public Radio, December 8, 2010



Michael Finney

PURE MICHIGAN™
Your trip begins at michigan.org

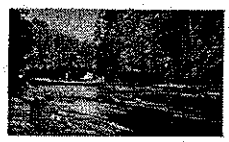


MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Most Recent Brand Promotion

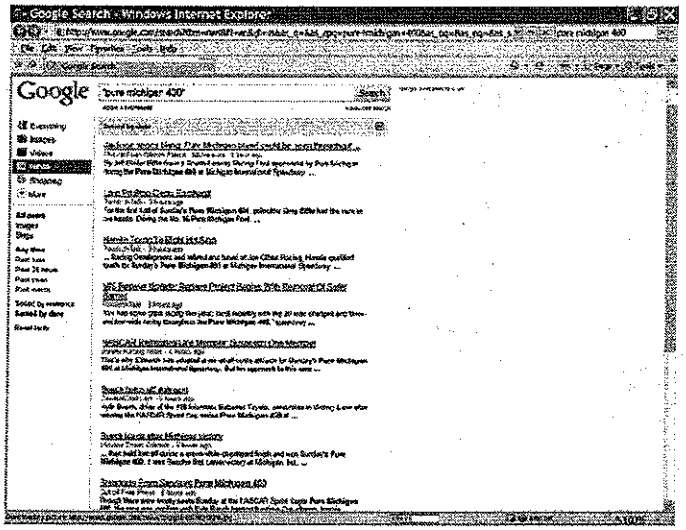
PURE MICHIGAN 400
AT MICHIGAN INTERNATIONAL SPEEDWAY®

PURE MICHIGAN™
Your trip begins at michigan.org



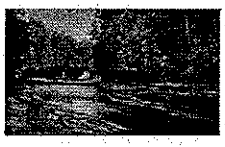
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

Pure Michigan 400



PURE MICHIGAN 400
at MICHIGAN INTERNATIONAL SPEEDWAY

PURE MICHIGAN™
Your trip begins at michigan.org



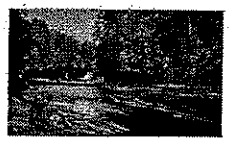
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

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
at MICHIGAN INTERNATIONAL SPEEDWAY

PURE MICHIGAN™
Your trip begins at michigan.org



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

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