



PURE MICHIGAN™  
Your trip begins at michigan.org



# PURE MICHIGAN



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## 2012 Michigan Hotel Data

Occupancy: 56.8%, up 3% over 2011

Average Daily Rate (ADR): \$83.44, up 3.9%

Revenue Per Available Room (RevPAR): \$47.42, up 7.1%

All three measures are at highest levels since 2004

Source: Smith Travel Research



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## 2011 Final Data

- Total Visitor Spending: \$17.7 billion, up \$500 million
- State Taxes Paid: \$995 million
- Business Travel: \$4.6 billion, up .4%
- Resident Leisure Travel: \$6.3 billion, up .8%
- Out-of-state Leisure Travel: \$6.8 billion, up 7.5%
- Jobs Supported: 200,000

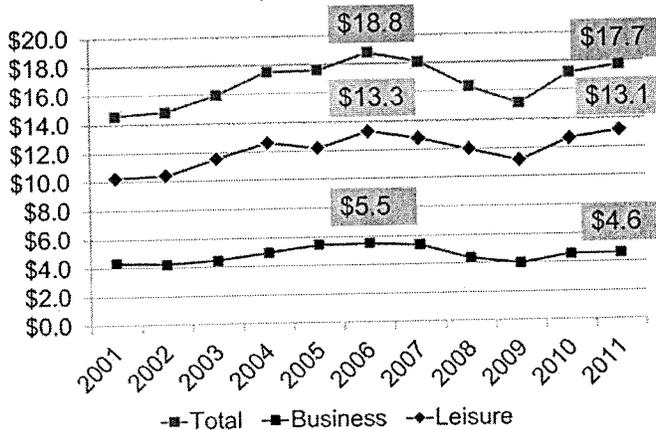
Source: D.K. Shifflet & Associates



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## Visitor Spending History (in billions)



Source: D.K. Shifflet & Associates



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## Pure Michigan Results History

Year	Trips	Spend
2006	698,000	\$188m
2007	1.26m	\$287m
2008	1.14m	\$270m
2009	2.11m	\$624m
2010	2.04m	\$606m
2011	3.20m	\$997m

Source: Longwoods International



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## Pure Michigan Results 2012

- \$13.7 million in out-of-state spring/summer advertising
- Motivated 3.8 million trips to Michigan
  - 2.3 million from the region (IL, IN, OH, WI, MO, Ontario)
  - 1.5 million from outside the region
- Those visitors spent \$1.1 billion at Michigan businesses
- Those visitors paid \$79 million in Michigan sales tax
- The state made \$5.76 for each dollar spent on Pure Michigan spring/summer advertising in 2012

Source: Longwoods International



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## Pure Michigan Results 2006 - 2012

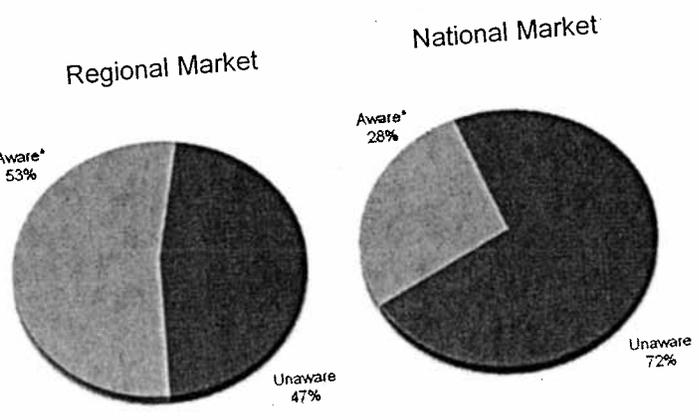
- Generated 14.2 million out-of-state trips to Michigan
- Those visitors spent \$4.1 billion at Michigan businesses
- And they paid \$287 million in Michigan taxes on those trips, primarily sales tax

Source: Longwoods International



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## Awareness of 2010 Pure Michigan Campaign



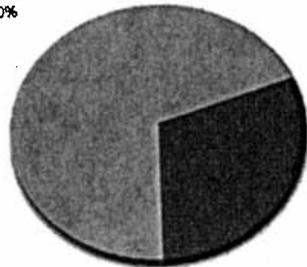
\*Saw at least one ad

Source: Longwoods International

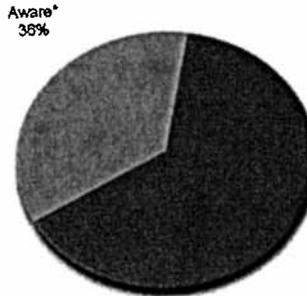
## Awareness of 2011 Pure Michigan Campaign



Regional Market



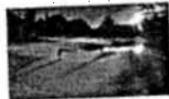
National Market



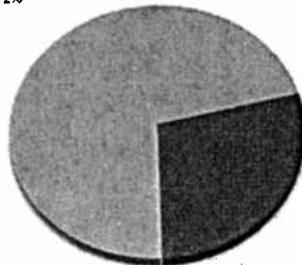
\*Saw at least one ad

Source: Longwoods International

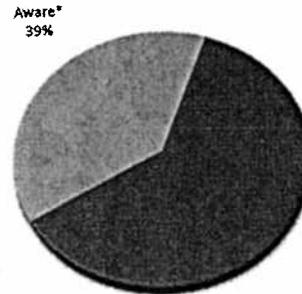
## Awareness of 2012 Pure Michigan Campaign



Regional Market



National Market



\*Saw at least one ad

Source: Longwoods International



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## Chicago Business Journal March 28, 2013

Mar 28, 2013, 1:39pm CDT

### "Pure Michigan" ad campaign ready to mesmerize Chicago once again



Loretta Lazare  
Reporter-  
Chicago Business Journal  
Email | Twitter

There's no stopping the "Pure Michigan" steamroller.

What is easily one of the nation's most beautifully-crafted and successful tourism ad campaigns has just begun another national push primarily via cable television. And on May 6, "Pure Michigan's" new regional summer advertising campaign



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## Nashville (TN) Business Journal February 13, 2013

Feb 13, 2013, 2:09pm CST | UPDATED: Feb 22, 2013, 9:55am CST

### Michigan: Tennessee's tourism marketing inspiration



Jamie McGee  
Staff Writer-  
Nashville Business Journal  
Email | Twitter | Google+

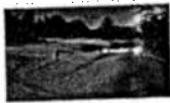
For the "gold standard" of tourism marketing, look to Michigan, says Susan Whitaker, commissioner of the Tennessee Department of Tourist Development.

The "Pure Michigan" campaign has been funneling millions of additional out-of-state visitors to Michigan destinations, spreading awareness of the state through TV, radio,





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## Five Mercury Awards in 2012

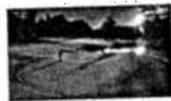
- Best TV Ads
- Best Radio Ads
- Best PR
- Best Social Media
- Best Partnership Program



There were 12 categories, no other state won more than one



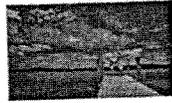
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## Pure Michigan 2013 Budget

This \$25 million funds:

- \$1.7 million regional winter buy Dec/Jan
- \$13 million national cable spring/summer buy (\$3 million from partners)
- \$4.3 million for regional spring/summer buy
- \$2.2 million for regional fall buy
- All other marketing (PR, publications, social media, web site, etc.)



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## 2013 National Cable Buy

- \$13 million national cable TV buy, biggest ever (including \$500,000 each from Grand Rapids, Mackinac Island, The Henry Ford, Traverse City, and \$1 million from Ann Arbor)
- 5000 airings of Pure Michigan TV commercials nationally March 18 through June



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## 2013 National Cable Buy

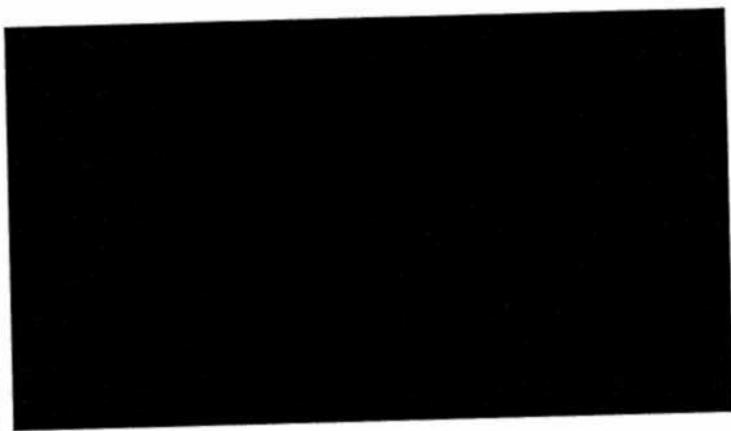


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## New TV "Gone Fishing"



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## 2013 Print Ad



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Human life  
I look out toward it this lake for years  
The water that flows down into whirling lines to try and find it  
Remember the brown night the water that is dark  
Clear lines, aren't they? But the perfect is not  
And even though we usually feel and want, it is to be  
Because it was being together that makes it special  
I looking the face of things at night, perhaps  
And looking away (sometimes even more than you Pure Michigan)

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## 2013 Billboards

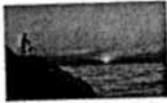


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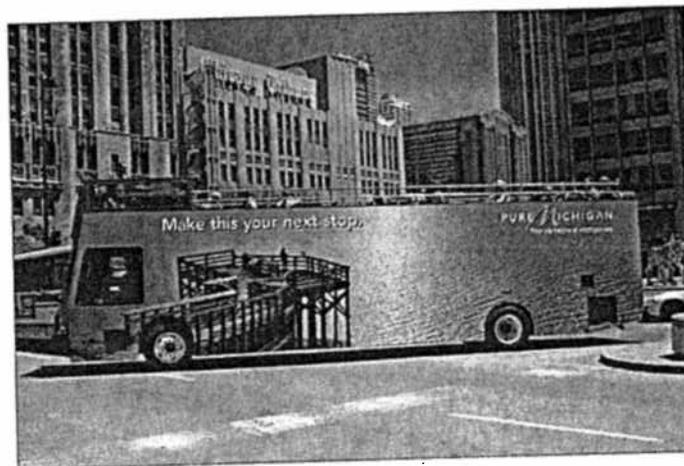


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## 2013 Chicago Bus Wrap



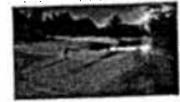
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## Hunting/Fishing on Outdoorhub.com



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**OUTDOORHUB** PURE MICHIGAN

**Golden Domes, Fish, and Fun on the Detroit River**  
Dove Hill >

**Where do Doves Hide when the sun is at its annual twilight-obscuring omnipresence, or twinkling fish watch.**  
Here >

**Children Ponder for Crappie on Michigan's Maize and Blue**  
Michigan's Maize and Blue >

**Magnificent May Fishing: Triabawassee River Walleye**  
Slate Creek >

**Four-wheel Out of the past, but the best Saturday is just on the Triabawassee River with my buddy Greg Jackson. The spirit is to be free.**  
Here >

**Downstream Thales for Michigan King Salmon All Day**  
Clayton >

**Michigan's Rogue River Surges Up Skutumpah**  
Skutumpah >

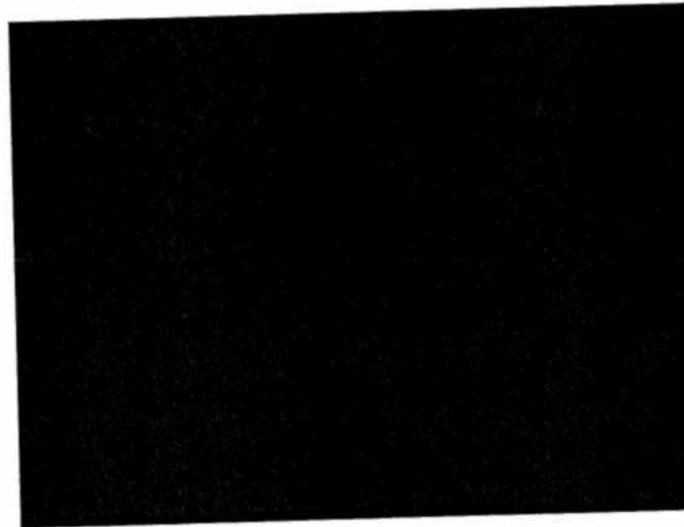
**April to the October month... it's that in one and it's a testament of the life.**  
Here >

Videos

## Kevin VanDam Fishing Promo



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## 2013 Advertising Partners

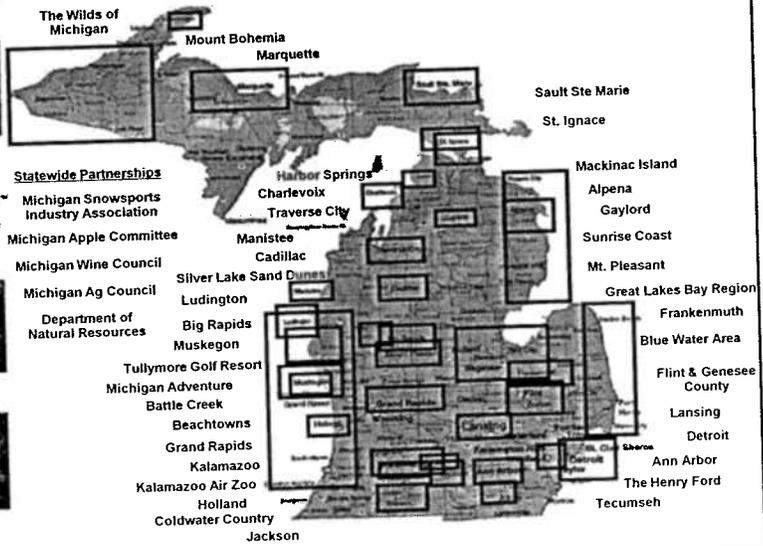
\$5.5 million from 42 partners  
Up from \$3.9 million in 2012,  
\$3.1 million in 2011

Five national partners: Ann Arbor,  
Grand Rapids, Mackinac Island,  
The Henry Ford, Traverse City  
Up from 4 in 2012, 3 in 2011

Program started in 2002, with 2 partners,  
\$235,000 in private-sector investment



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### Pure Michigan Budget vs. Other States (2012)

1. Hawaii -- \$75 million
2. California -- \$61 million
3. Illinois -- \$55 million
4. Florida -- \$38 million
5. Texas -- \$36 million
6. Michigan -- \$25 million

Avg. state tourism budget \$14.5 million

Source: U.S. Travel Association



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### Top Ten U.S. Advertisers 2012

- |                       |               |
|-----------------------|---------------|
| 1. P&G                | \$2.8 billion |
| 2. Comcast            | \$1.7 billion |
| 3. GM                 | \$1.6 billion |
| 4. AT&T               | \$1.6 billion |
| 5. L'Oreal            | \$1.5 billion |
| 6. Verizon            | \$1.4 billion |
| 7. News Corp          | \$1.3 billion |
| 8. Toyota             | \$1.2 billion |
| 9. Berkshire Hathaway | \$1.2 billion |
| 10. Chrysler          | \$1.1 billion |

Source: Kantar Media



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## FY' 14 Budget Proposal

Governor Snyder proposes increasing Pure Michigan promotion budget from \$25 million to \$29 million to boost international marketing.



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## International Marketing

International travel is booming worldwide  
Up 4% in 2012 to 1.035 billion trips,  
U.S. inbound travel up 6.2% in 2012

Overseas visitors spend \$4300 per trip, stay  
17 nights on U.S. trips

Need to invest to capture market share

Sources: World Tourism Organization, U.S. Dept. of Commerce, U.S. Travel Association



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### Top Ten International Markets to U.S. 2012 (through Oct. 2012)

1. Canada	19.5 million, up 6%
2. Mexico	11.5 million, up 6%
3. U.K.	3.2 million, down 2%
4. Japan	3.1 million, up 14%
5. Germany	1.6 million, up 3%
6. Brazil	1.4 million, up 17%
7. China	1.3 million, up 37%
8. France	1.3 million, down 3%
9. South Korea	1 million, up 8%
10. Australia	900,000, up 8%

Source: U.S. Dept. of Commerce



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### Canadian Visitation to Michigan

	MI Rank	Visitors (millions)	Spending (millions)
2011	4	1.54	\$441
2010	5	1.40	\$336
2009	4	1.29	\$295
2008	4	1.42	\$301
2007	4	1.41	\$305
2006	4	1.32	\$273
2005	4	1.24	\$208
2004	4	1.14	\$166

Source: U.S. Dept. of Commerce



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## International Marketing

### Current Program

- Advertising in Southern Ontario
  - \$600,000 annual budget
  - London, Kitchener, Hamilton, but not Toronto
- Promotion in the UK and Germany
  - \$200,000 annual budget
  - In partnership with Great Lakes USA (OH, IL, MN, WI)



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## International Marketing

### FY '14 with \$4 million funding increase

- Expand Ontario advertising to include Toronto
- Expand promotion in the UK and Germany
  - Continue partnership with Great Lakes USA
- Enter new markets in Asia, i.e. Japan, South Korea and China
  - Partner with Brand USA

## Chicago vs. Toronto



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- Population  
3.5 million                      3.8 million
- Distance to Michigan border  
70 miles                      180 miles
- Household income above \$100k  
26%                      33%

## Chicago vs. Toronto



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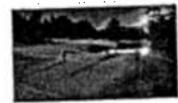




## Brand USA



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## Brand USA



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- 2013 Markets
  - Canada, UK, Germany, Japan, China, Brazil, India, Mexico, Australia
- Advertising, PR, discoveramerica.com, reps in market, promotions, trade activity
- Adding 30% to our Canadian media buys
- Advertising in their World Guide
- Exploring other opportunities



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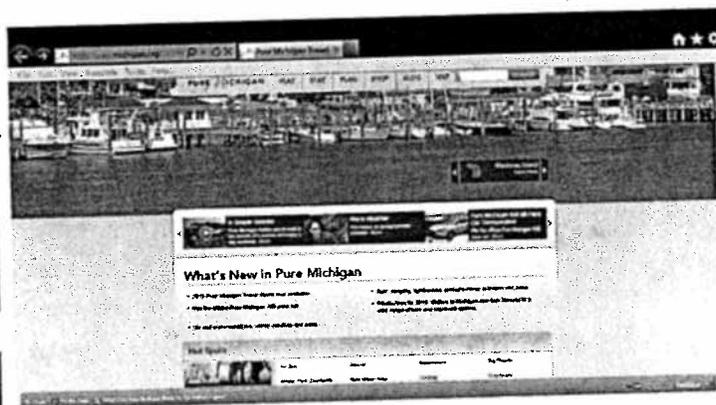
## International Marketing Opportunities

- ITB, Berlin, March
- Great Lakes USA UK sales mission, April
- Brand USA International Pow Wow, Las Vegas, June
- 2014 Pow Wow in Chicago
- Great Lakes USA German sales mission, October
- World Travel Market, London, November

## New michigan.org



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## michigan.org

Most popular state tourism web site in U.S.  
in 2012, sixth year in a row

1. michigan.org	7.1% market share
2. Florida	6.19%
3. Virginia	5.96%
4. Arkansas	5.58%
5. Hawaii	4.37%
6. North Carolina	3.96%
7. Texas	3.74%
8. Minnesota	3.12%
9. Utah	2.81%
10. Oklahoma	2.74%



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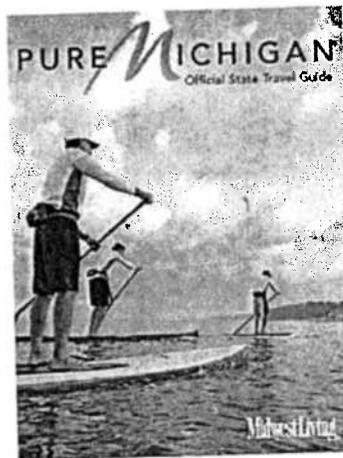


## Michigan Travel Ideas

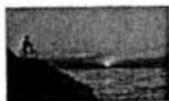
1,000,000 printed

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

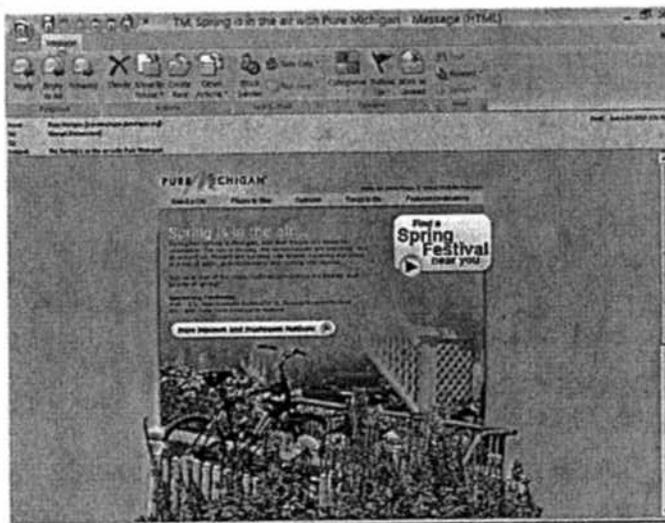
New Fall, Winter  
Guides



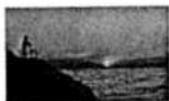
## Consumer newsletter



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## Pure Michigan & Social Media



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## Pure Michigan 400



Michael Finney

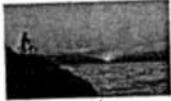


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## 2013 MI Pace Car Sweepstakes



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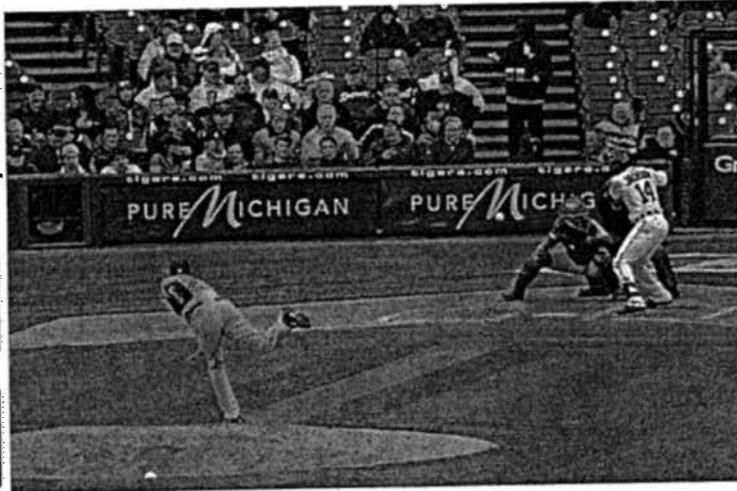


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## Pure Michigan & Detroit Tigers



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## Pure Michigan & Detroit Tigers

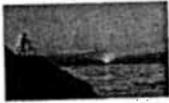


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## Pure Michigan & Detroit Grand Prix



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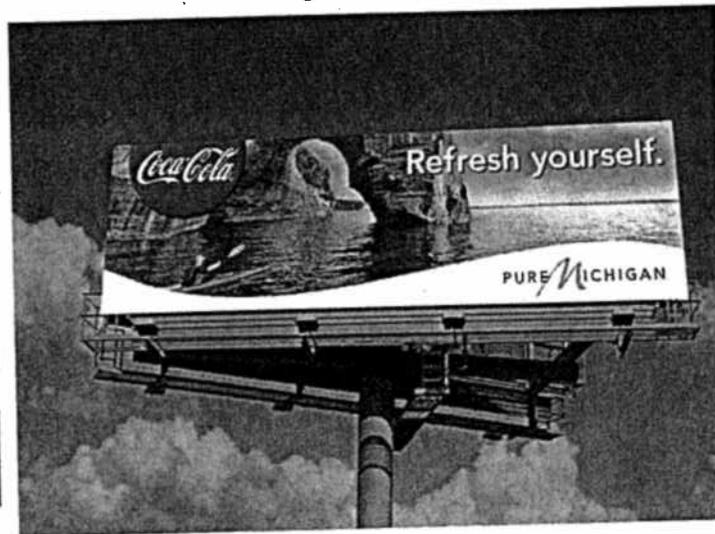


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## Pure Michigan & Coca Cola



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## Pure Michigan & Coca Cola

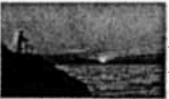


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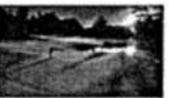


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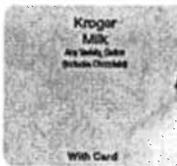
## Pure Michigan & Kroger



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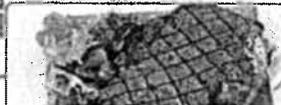


**PURE MICHIGAN<sup>®</sup> MILK.** Enjoy a cold glass of fresh Kroger brand milk, with 100% Michigan milk.



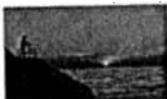
Nourishing and refreshing, ice-cold milk always hits the spot.

**PURE MICHIGAN**  
MILK



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## Pure Michigan & Kroger



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## Pure Michigan & Hudsonville



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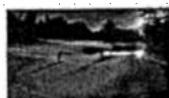
If your flavor is picked, you will win:

1. A two night stay at the Grand Hotel
2. Ice Cream for a year
3. Pure MI Merch

Pure Michigan  
Hudsonville Ice Cream  
Newsletter



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## New Standard License Plate



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## The Vision of Pure Michigan

“Michigan is one of America’s favorite four-season travel experiences”\*

\*Michigan Tourism Strategic Plan, 2012-2017

Achieving this vision will mean:

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

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Michigan Economic Development  
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