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michigan.org

PURE MICHIGAN

Travel Michigan

- A business unit of the Michigan Economic Development Corporation (MEDC)

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- 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*, welcome centers

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2009: A Year for Action

- Largest Tourism Promotion Budget in Michigan's history - $30 million
- Winter advertising for the first time in 15 years last winter
- First-ever national advertising campaign

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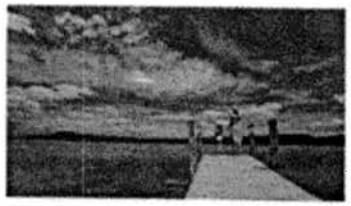
Promotion Budget/Markets

- 2005 - $5.7 million – Chicago, Indy, Cleveland
- 2006 - $13.2 million – add Milwaukee, Cincinnati, & Ontario, Canada
- 2007 - $13.2 million
- 2008 - $17.5 million – add Columbus, Dayton & St. Louis, national golf promotion
- 2009 - $30 million – add winter, niches like hunting/fishing, and Michigan's first-ever national cable buy ($10 million)



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In 2006, we created a new brand for Michigan

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Pure Michigan Accolades

- Best State Tourism Advertising Campaign, 2007
- Best State Tourism Television Advertising, 2007
- Best State Tourism Radio Advertising, 2008
- Best State Tourism Niche Advertising, 2009
- Best State Tourism Radio Advertising, 2009

Presented by the United States Travel Association

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Pure Michigan Accolades

"We don't like to mince words. So here goes: "Pure Michigan" is a pure delight. We're talking, of course, about the exquisite ongoing ad campaign developed by McCann Erickson/Detroit to promote tourism in Michigan.

Every time we watched a commercial during the peak summer travel season last year (and now again in 2009), we felt the urge to jump right out of the seat in our living room and make a beeline for Michigan.

It didn't matter where. Just anywhere, as long as it was Michigan."

Lewis Lazare, Advertising Critic, The Chicago Sun-Times

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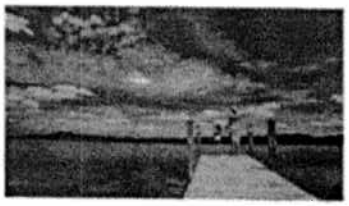
Forbes: All-time Ten Best Tourism Promotion Campaigns

1. Las Vegas ("what happens here, stays here")
2. Incredible India
3. New Zealand
4. Australia (Paul Hogan, 1980s)
5. Jamaica
6. **Pure Michigan**
7. Alaska (B4UDIE billboards, 2005)
8. Canada
9. Oregon
10. Virginia (is for Lovers)



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Advertising Return on Investment

2004 – 2008 Results

- $26.34 million in out-of-state advertising
- Generated 4.97 million trips to Michigan
- Those visitors spent $1.1 billion.
- That spending produced $75.3 million in incremental state taxes
- Each ad dollar created $40.81 in spending at Michigan businesses
- Each ad dollar put $2.86 in state treasury

Source: Longwoods International

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Pure Michigan Goes National in 2009

- $10 million national cable TV buy
- March 30 through June on 15 networks
- Travel Channel, Golf Channel, A&E, Bravo, CNBC, CNN, DIY, E!, Fine Living, Food Network, Fox, HGTV, MSNBC, Style and TLC Networks
- More than 7,900 spots aired, reaching 60 million Americans

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Print Ad

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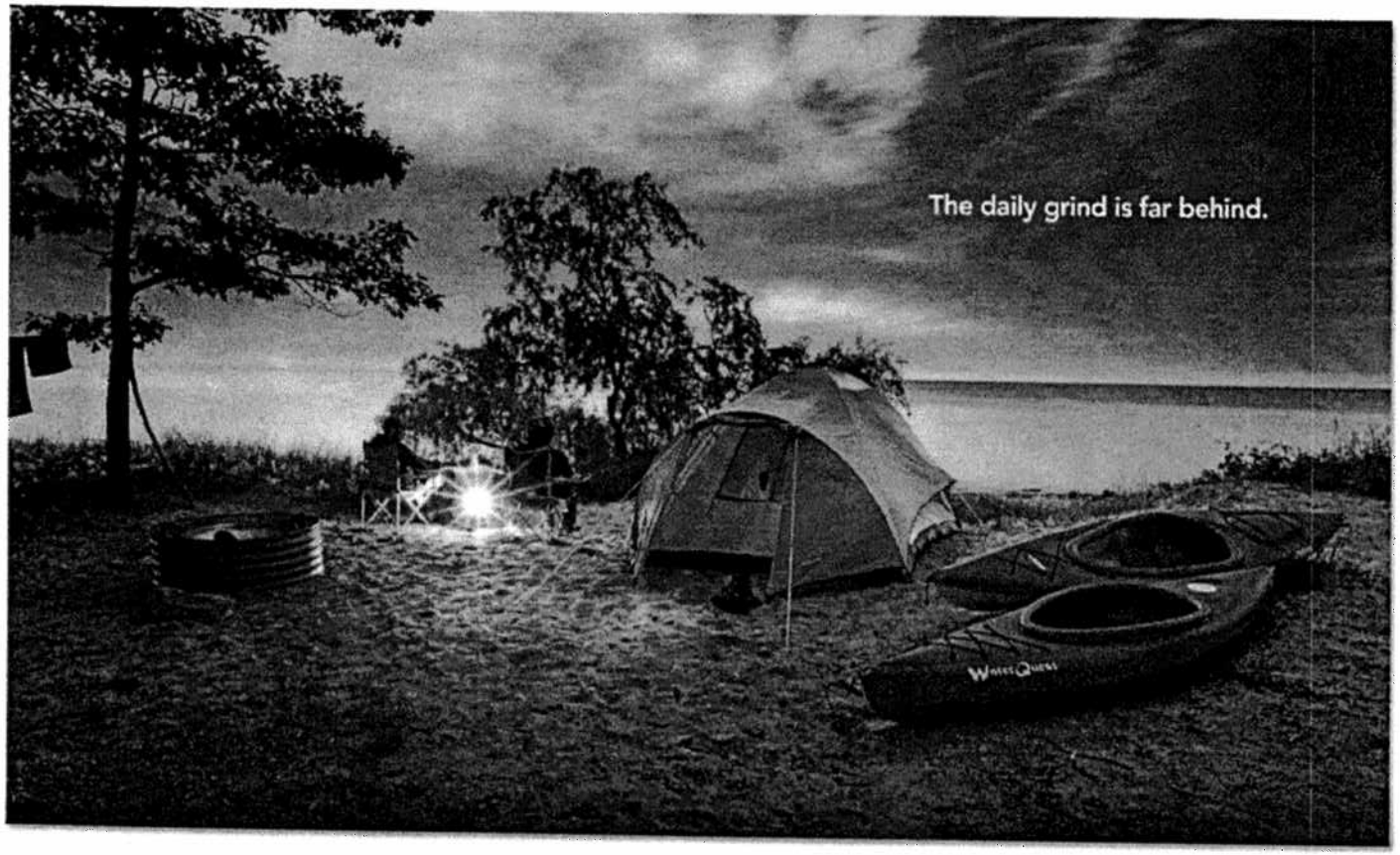

11,000 inland lakes • Over 19 million acres of forest • 1,300 miles of scenic trails • More freshwater coastline than any other state

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Bus Wrap

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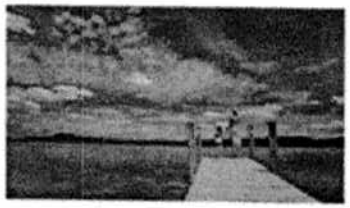

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Times Square Boards

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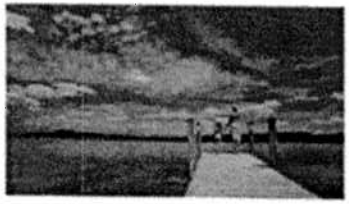
2009 Regional Advertising

- $11 million regional advertising budget
- 84% out-of-state advertising, 16% in-state
- Winter
  - $1.7 million budget
- Warm Weather (Spring/Summer)
  - $7.3 million budget
- Fall
  - $2 million budget



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2009 Pure Michigan Partnerships

- Record number of partners and private-sector dollars
- Advertising partnerships
  - 23 partners, 51 entities
  - $1.7 million in partner contributions
- Pay per click partnerships
  - 11 partners to date
  - $124,000 in partner contributions

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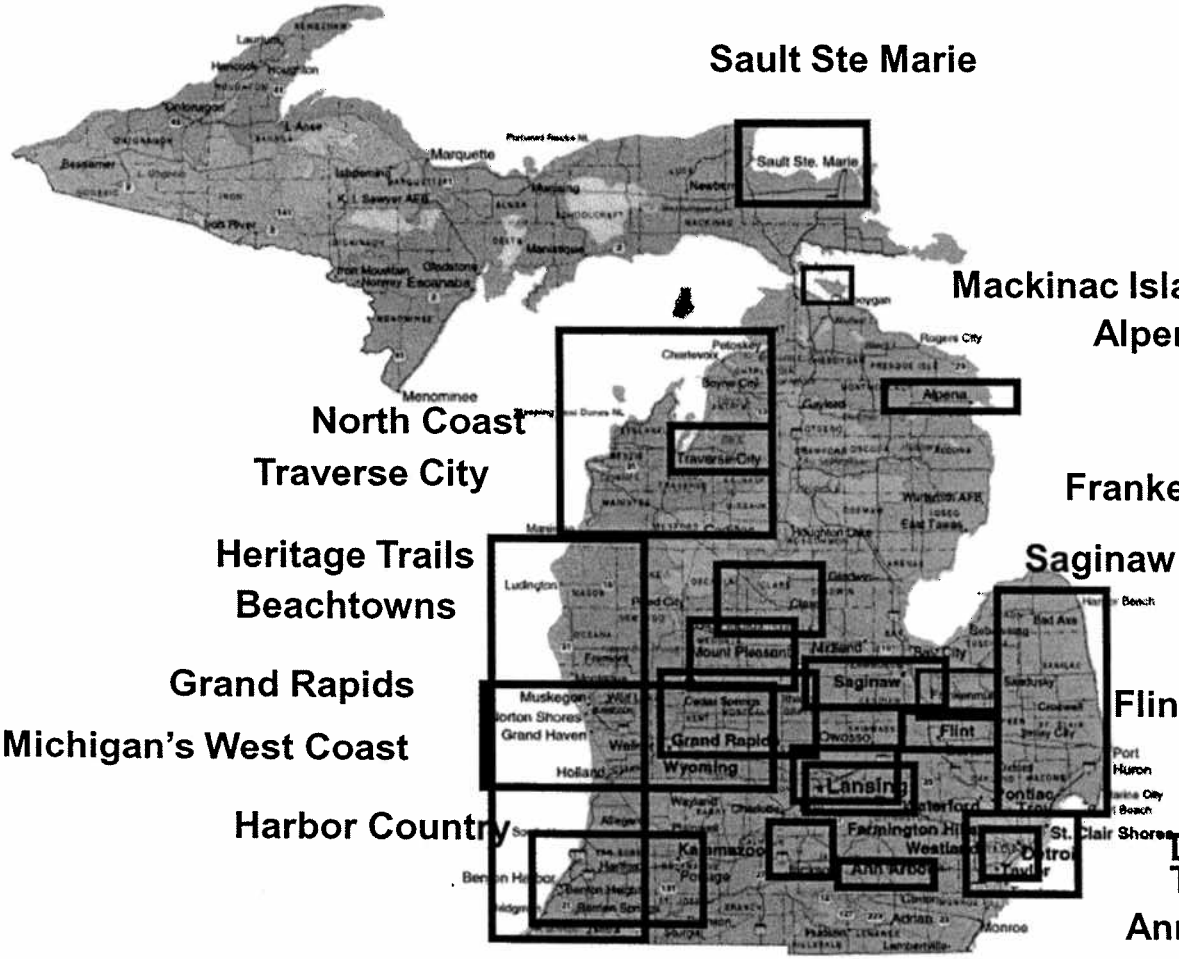
2009 Warm Weather Partners



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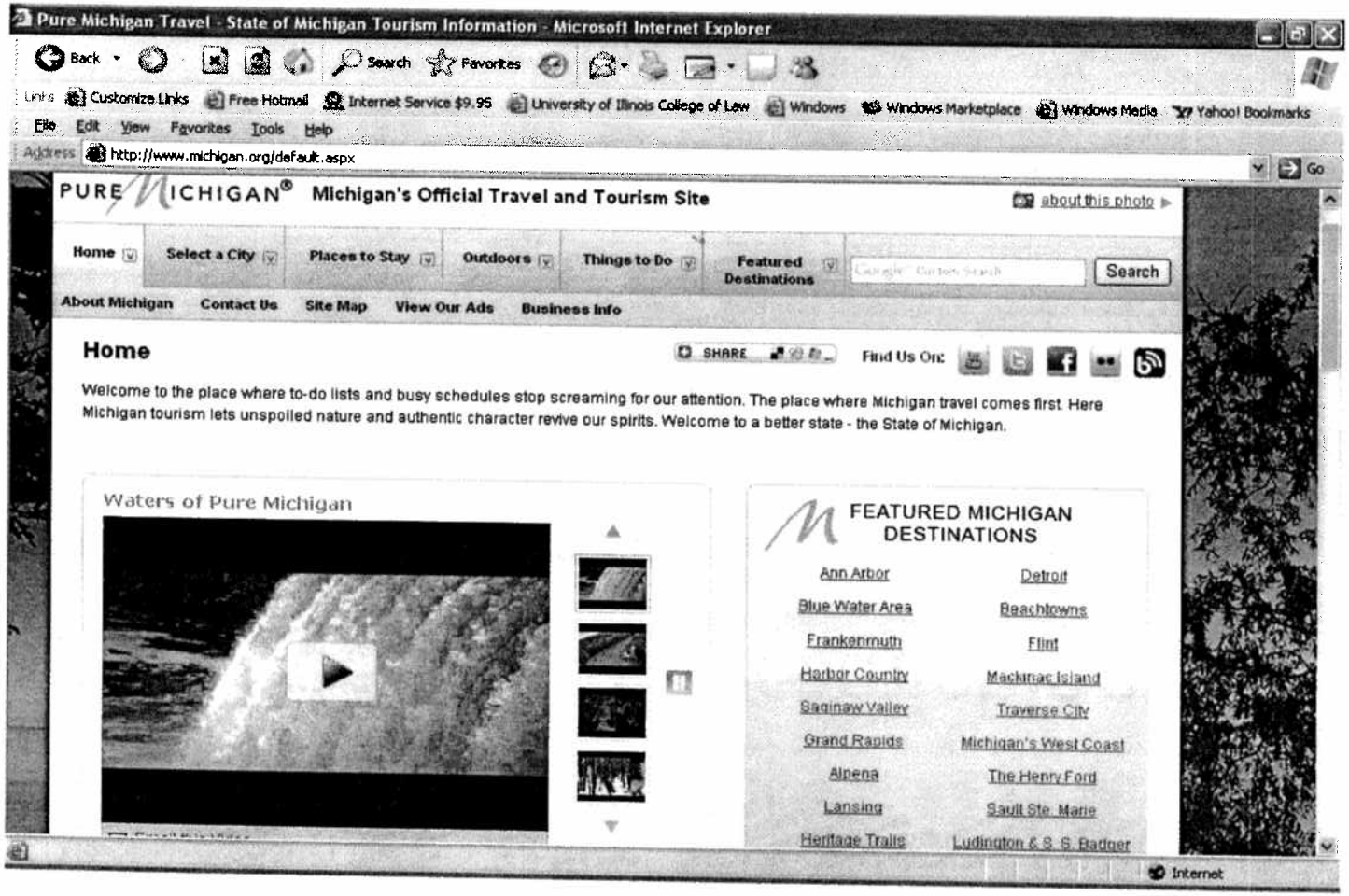
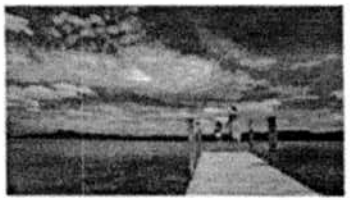


facebook.com/puremichigan



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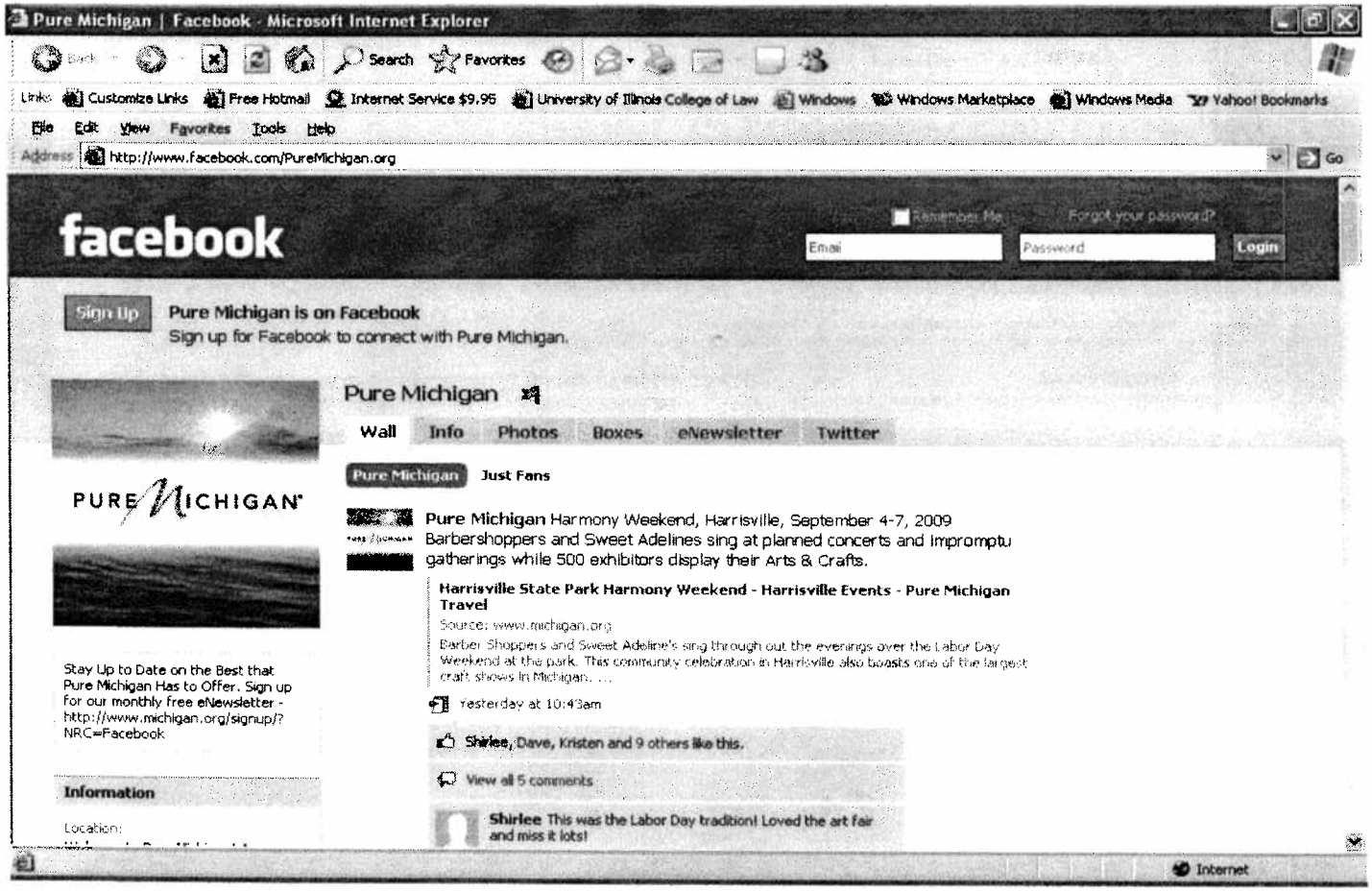

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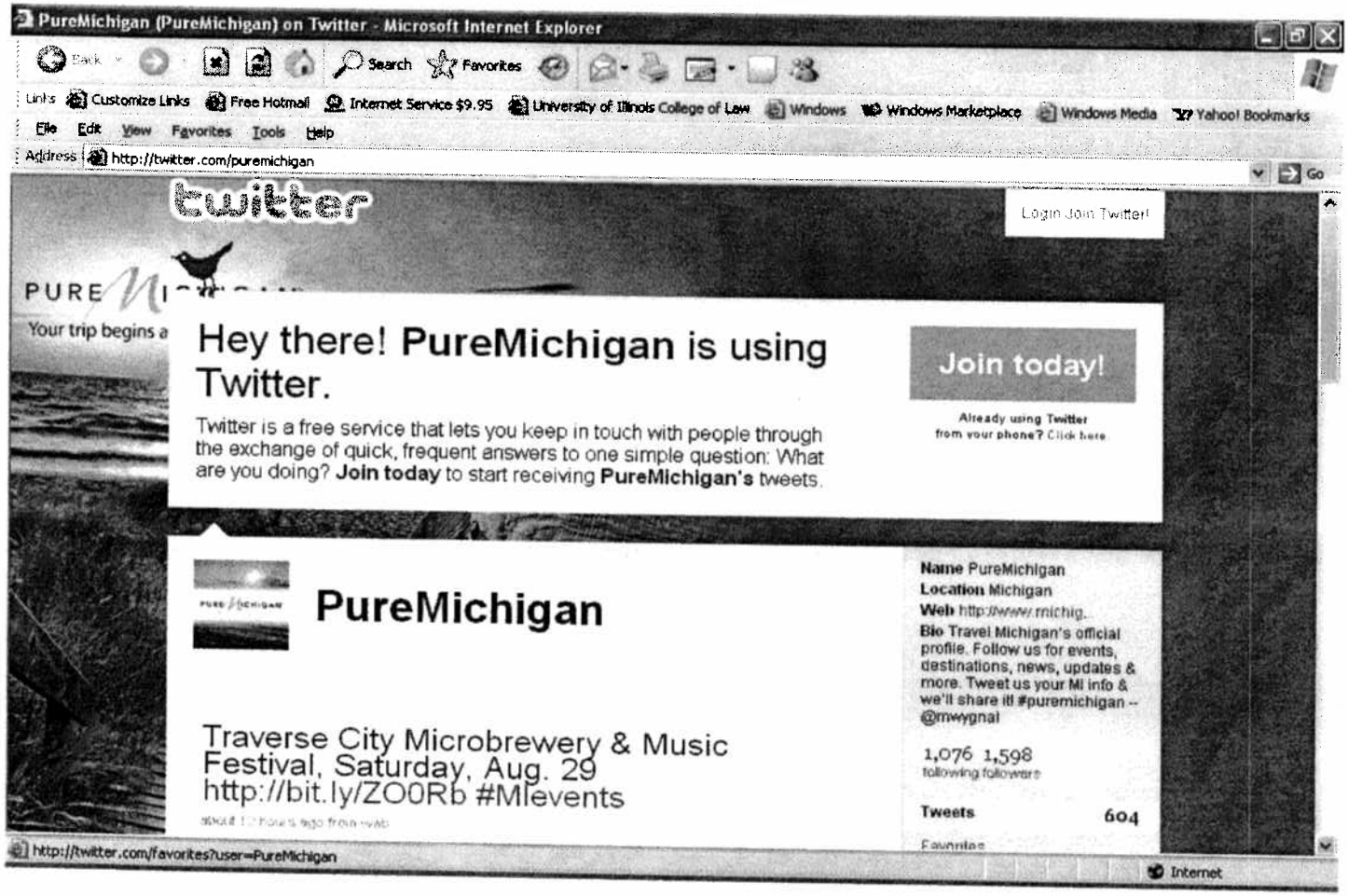
twitter.com/puremichigan



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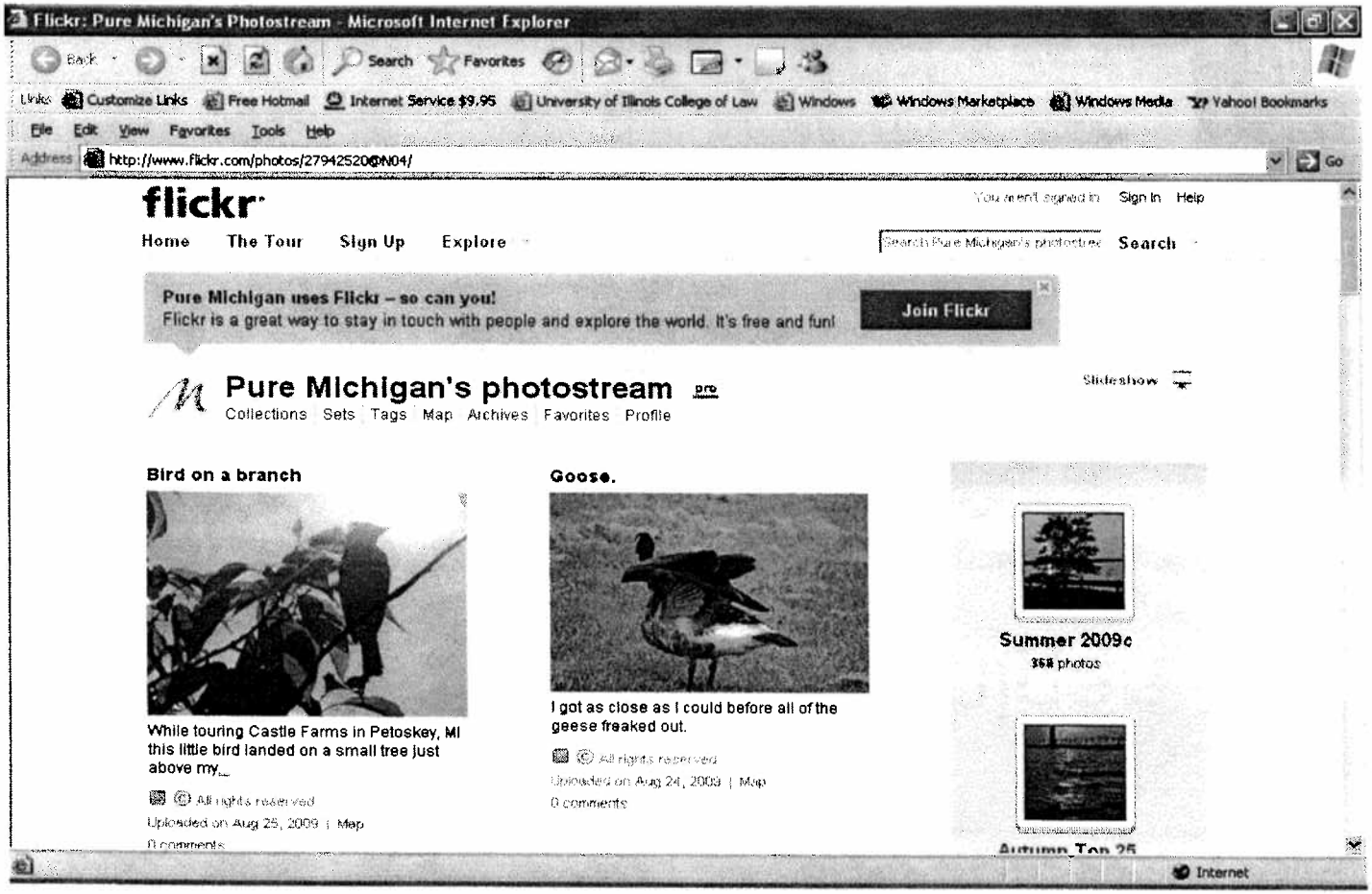

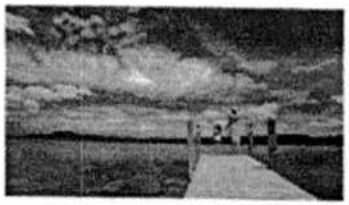

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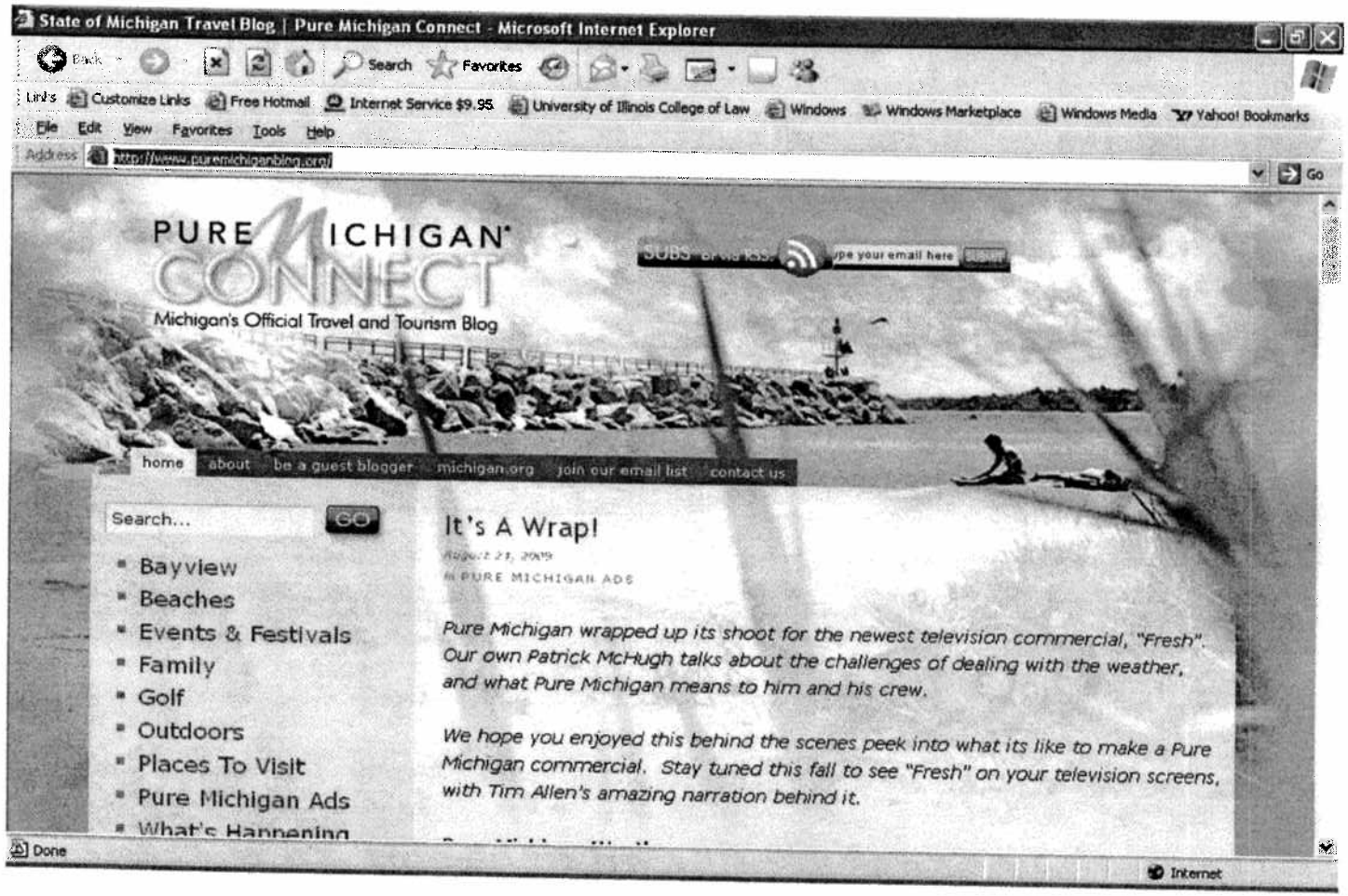

travelmichigannews.org

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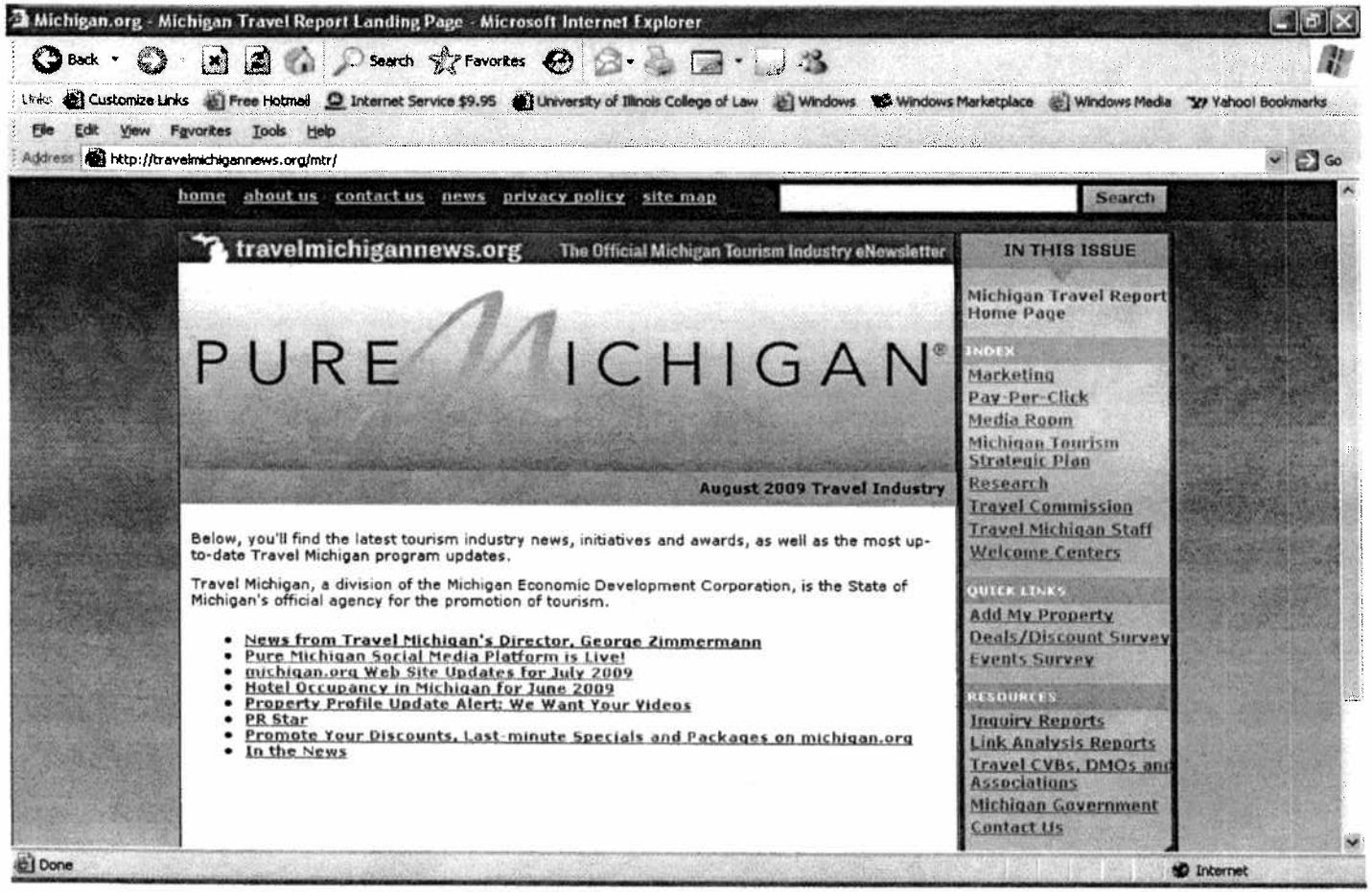
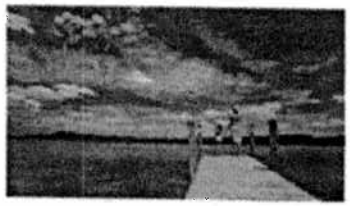


Pure Michigan's Tipping Point



We have the tourism product

We have the advertising campaign

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We have the return-on-investment data

We don't have the funding source to maintain a $30 million annual promotion budget - YET!

Canceled winter advertising this winter

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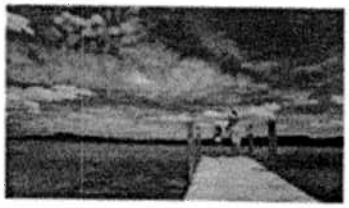
Marketing Promotion Fund

- Current 2010 appropriation $5.4 million
- Proposal for Permanent Funding:
  - Dedicate gains in current tourism-related sales and use taxes
  - Temporary car rental surcharge @ airports
  - Would produce $40 million per year
  - $30 million for Pure Michigan
  - $10 million for Upper Hand

The Vision of Pure Michigan



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

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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

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