

An aerial photograph of a lake with a rocky shoreline. The water is a deep green color, and the rocks are light-colored and jagged. Two red kayakers are visible in the lower left, paddling towards the shore. The text 'PURE MICHIGAN' is overlaid at the top, with a stylized blue 'M' and a registered trademark symbol.

PURE *M* ICHIGAN®

THE PIVOT TO RECOVERY





PURE MICHIGAN- CHANGING PERCEPTIONS

- Travel Michigan is more than just a travel/tourism promotion agency
- The brand tells the story of what this place really is
- Pure Michigan...helps to improve the state's perception as:
 - a great place to live (ask realtors of the impact of our campaign)
 - a great place to work (they better appreciate the state after a leisure visit)
 - a great place to play (which drives our consumer-focused economy)



PURE MICHIGAN-THE IMPACT

- MANY of the businesses that are supported by travelers would not be able to make it with resident activity alone. They need travelers to exist
- The direct impact of tourism is significant. In 2019:
 - Travel spending= \$26.3B
 - State and Local tax revenue from this spending= \$2.9B
 - Jobs supported by spending= Over 230,000.
- “Up North/nature” imagery is often used as a lure to draw travelers, but tourism helps every community.
 - Detroit is our #1 and most dependent city for leisure and business travel





Shifting, advancing, automating. Make business moves.

INDUSTRY 4.0 SERVICES >



Home > Daily News > COVID-19 Update: One in Seven Michigan Small Businesses May Not Survive, New...

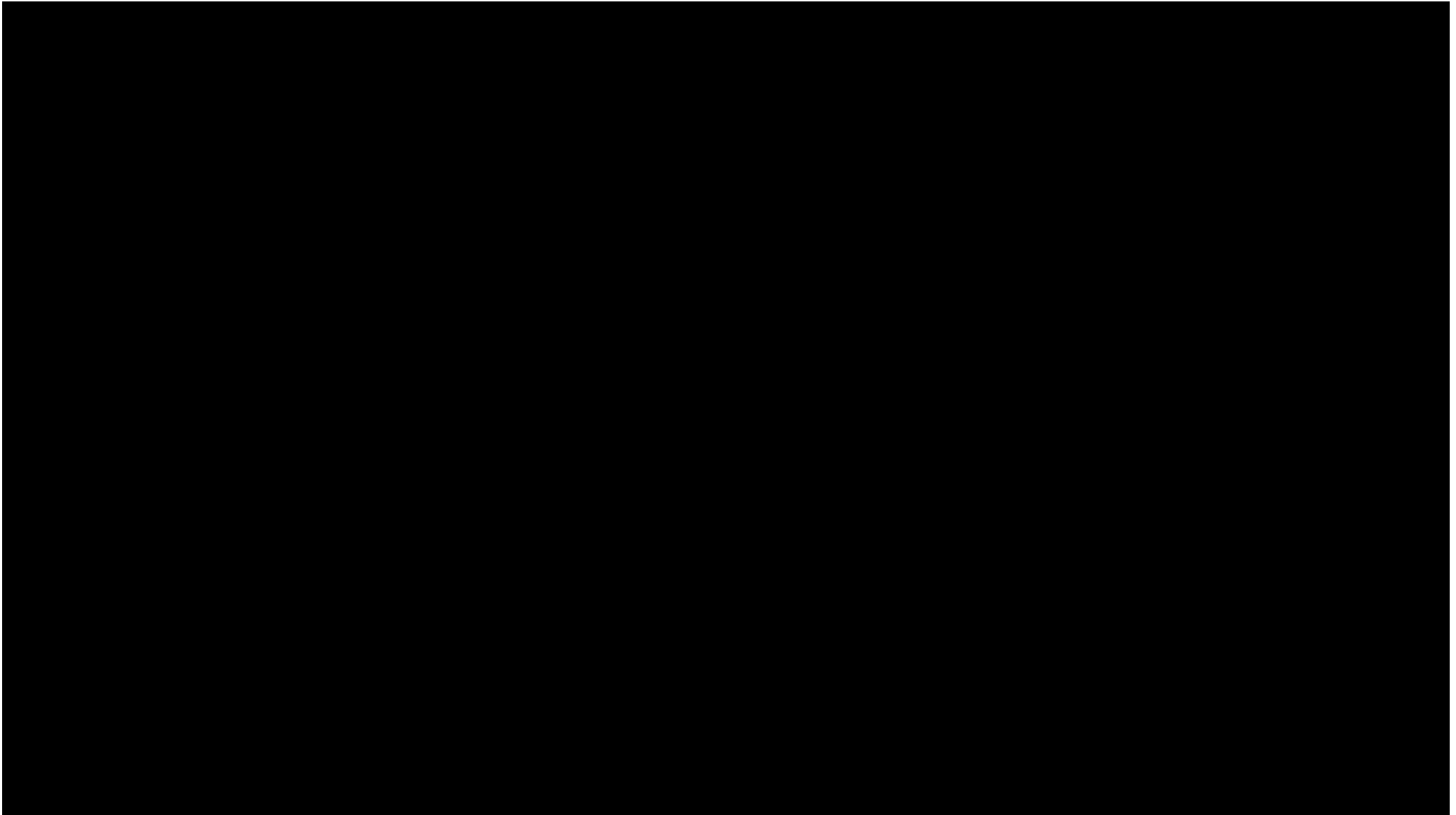
Daily News

COVID-19 Update: One in Seven Michigan Small Businesses May Not Survive, New Medical Guidelines, and More

Here is a roundup of the latest news concerning the COVID-19 pandemic in addition to announcements from local, state, and federal governments, as well as international channels. To share a business or nonprofit story, please send us a message.

By **Tim Keenan** and **R.J. King** - May 5, 2020





John Gonzalez
MLive.com

Tom Daldin
'Under the Radar' Michigan



COME TOGETHER

A relief effort for TOURISM WORKERS

DONATE AT: MRLAEF.org/Relief-Fund

under the radar
UTR MICHIGAN

PURE MICHIGAN®



LEARN MORE →



VIEW TOOLKIT →

PLEDGE NOW →



LEARN MORE →

PURE MICHIGAN PLEDGE

- A clear, concise and well-communicated message that will build public confidence.
- The mutual Pure Michigan Pledge is to be proudly displayed and expressed all over the State for the rest of the year (and possibly beyond). This will be a constant visual and audible reminder that we will lessen the likelihood of a resurgence and protect ourselves and our loved ones by practicing safe, sensible behaviors as we engage in social life in Michigan.



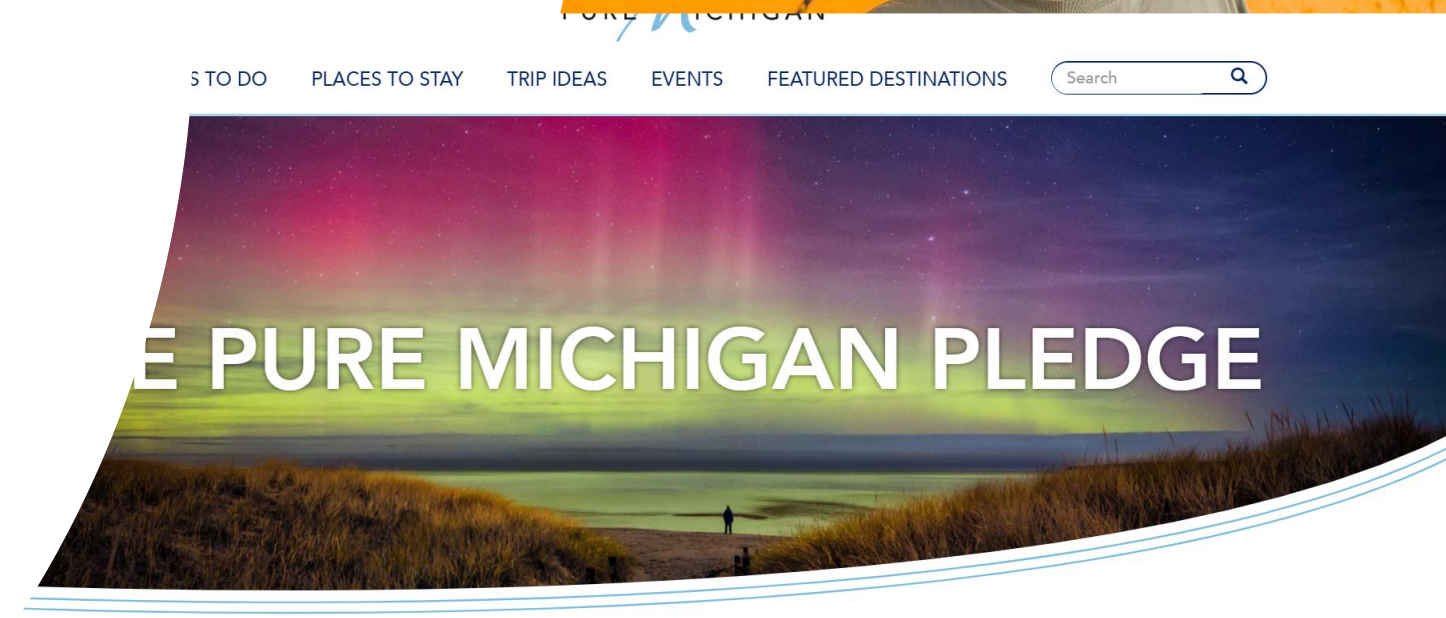
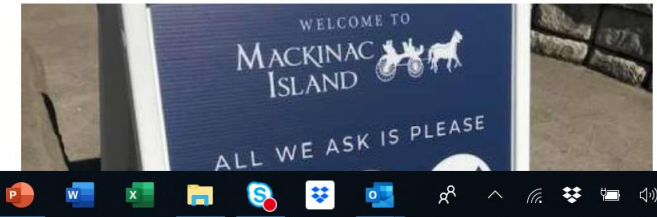
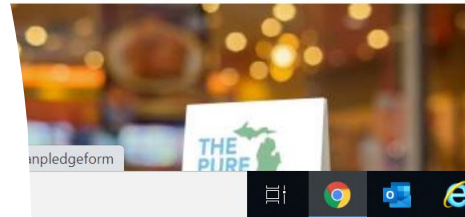
THE
PURE
MICHIGAN
PLEDGE

PURE MICHIGAN

MICHIGAN PLEDGE GUIDELINES

TAKE THE PLEDGE

PLEDGE NOW →



STAYS TO DO

PLACES TO STAY

TRIP IDEAS

EVENTS

FEATURED DESTINATIONS

Search



TWO PENINSULAS. ONE PURE MICHIGAN.

DISCOVER YOUR TRIP





Two Peninsulas. One PURE *M*ICHIGAN.

DISCOVER FLINT |
TRAVEL SAFELY IN
PURE MICHIGAN

Explore more of Flint:

Capitol Theater →

Flint Institute of Arts →

Hilton Garden Inn →

Hoffman Deco Deli & Café →

Flint Farmers Market →



NEW CHALLENGES

- Lack of domestic & foreign seasonal workers
- Expectations of “getting back to normal”
- Inflating costs of products and services
- Hybrid office, conference + conventions
- Competition from destination marketers with increased budgets from the Cares Act



**A STRONG
PURE MICHIGAN
EFFORT WILL BE
NEEDED NOW
MORE THAN EVER.**

NEED TO DOUBLE DOWN

- Marketing the state through a coordinated approach
- Product Development/Stewardship
- Advocacy: a coordinated approach at all levels

Understand the value of this **\$26.3B industry** which delivers **\$2.9B** in local/state tax revenue and more than **230,000 jobs**.



A romantic couple is walking away from the viewer along a sandy dune path. The man is wearing a pink tank top and blue shorts, carrying a yellow beach bag. The woman is wearing a blue and white striped dress and a straw hat. They are holding hands. The path is bordered by wooden posts and leads towards a calm lake under a dramatic sunset sky with streaks of orange and purple.

SPRING/SUMMER CAMPAIGN 2021

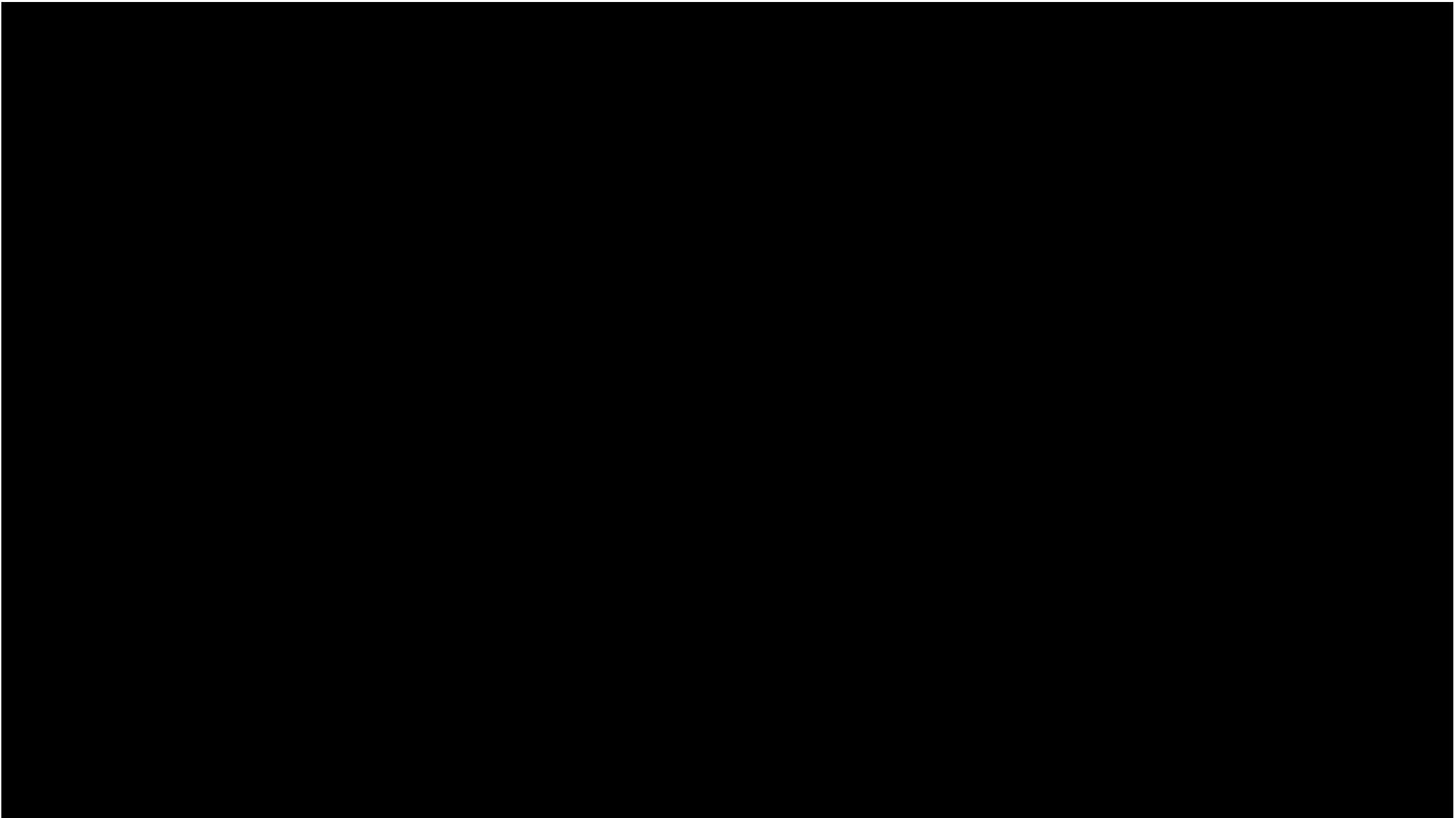
PURE *M*ICHIGAN[®]

McCANN
DETROIT

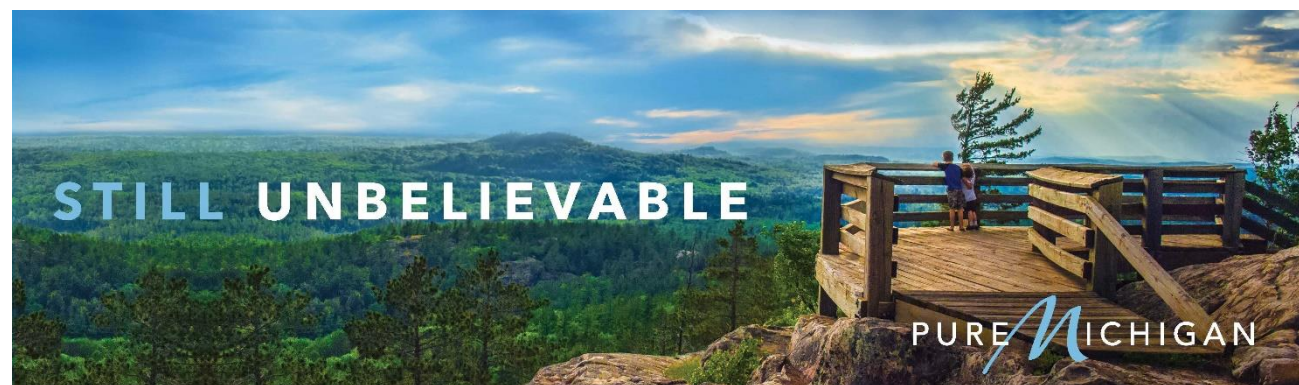
2021 SUMMER CAMPAIGN

- Launched in March + ran into early July
- \$9M budget
- In-state and regional
- TV, Radio, Outdoor, Digital, Social
- Expedia & Kayak partnership
- Pandora Roadtrip playlist
- Media Relations
- Brand promotion/Kingsford





OOH / STANDARD SIZES (DIGITAL + VINYL)



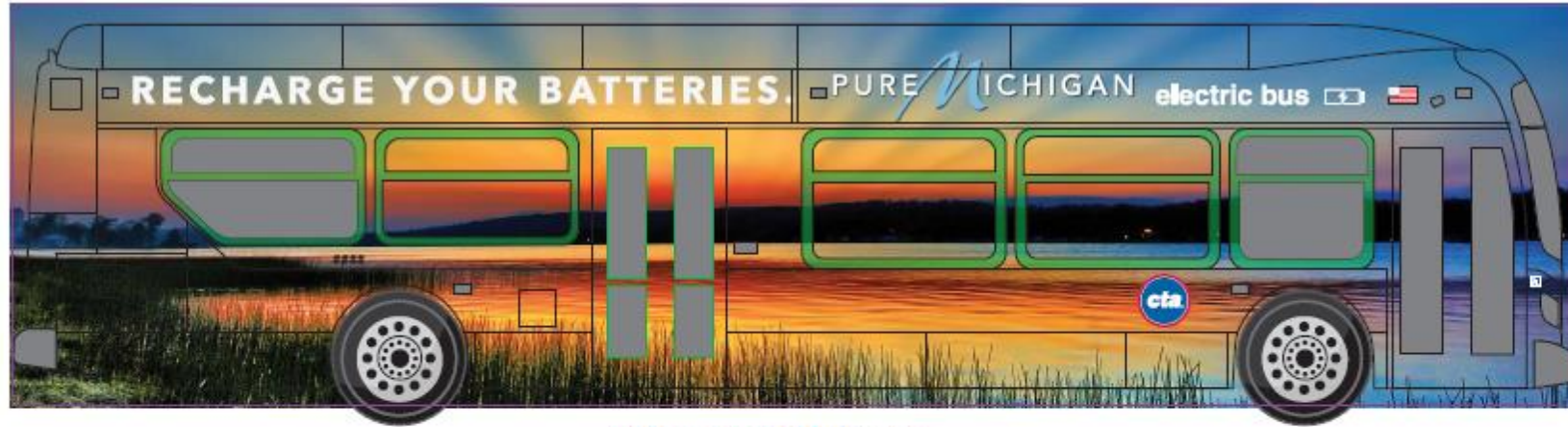
Pure Michigan/Outdoor



OOH / MINNEAPOLIS MOTION VIDEO BOARDS



CHICAGO ELECTRIC BUS WRAP



ONLY 50% OF WINDOWS CAN BE COVERED



PAID SOCIAL-FACEBOOK/INSTAGRAM



**Pure Michigan** ✓
5d · 🌐

Let's catch up this summer in Pure Michigan.



MICHIGAN.ORG
Get back to Pure Michigan.
Let's catch up.

Learn More

**Pure Michigan** ✓
Sponsored · 🌐

Let's catch up in a place where time isn't measured in minutes, but in moments.



MICHIGAN.ORG
Get back to Pure Michigan.
Let's catch up.

Learn More


**Pure Michigan** ✓
Sponsored · 🌐

The best summers are made with the simplest ingredients.




MICHIGAN.ORG
Get back to Pure Michigan.
Let's catch up.

Learn More

**Pure Michigan** ✓
5d · 🌐

Return to a state of calm this summer.



MICHIGAN.ORG
Get back to Pure Michigan.
Let's catch up.

Learn More

PURE *M*ICHIGAN[®] RADIO



Catch Up



Summer's Here



Soundtrack of
Summer

POST COVID, WE CAN'T LOSE FOCUS



ACCESSIBILITY

- Strive to be the most accessible state
- Baby Boomer population is aging
- Need services to make the travel experience more enjoyable



BACK TO SCHOOL

- School conversation could change
- New opportunity for virtual education/work while traveling for leisure
- Create new dialogue with education community as a partner



CONTINUE FORWARD

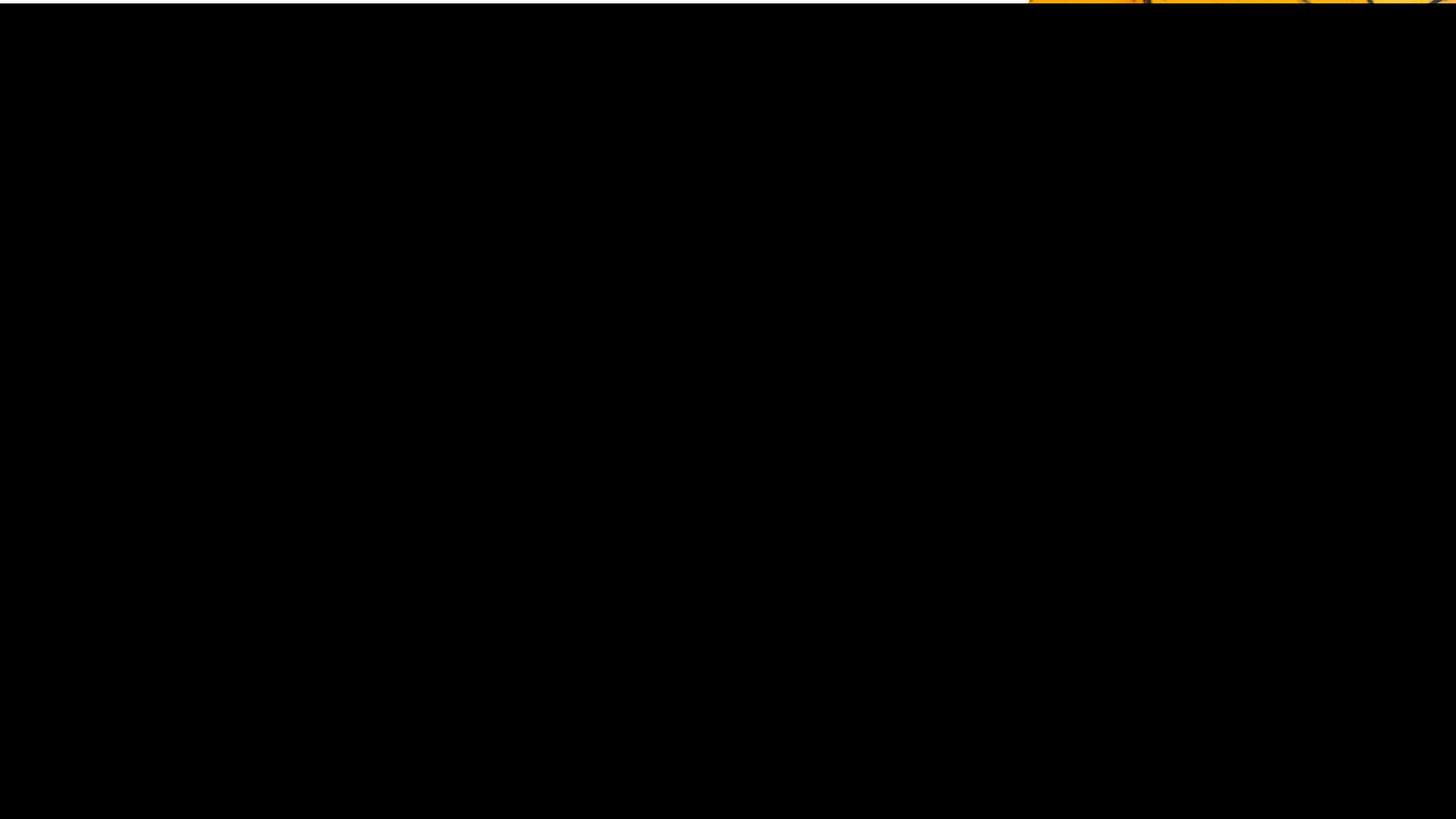
- Continue to improve appreciation of other people and cultures (DEI)
- Continue to focus on pet travel
- Be prepared to welcome back international travelers and Great Lakes cruises
- Big cities and business travel will be slow to recover, but leisure travel will help
- Improve perception as “arts-friendly” state
- Develop a sensible sharing economy strategy



MARKETING THE DESTINATION

- Local Municipalities & destination marketing organizations need to work closely together to “manage the experience” and the destination
 - CVB’S & Chambers should be your best resource
 - Get to know local media-be proactive & engage
 - Social Media-you are an influencer/engage others
- Use “Pure Michigan”
 - Website (www.Michigan.org)
 - Public Relations/radio program/enewsletters
 - Travel Ideas magazine
 - Social Media








TRAVEL SAFELY

PURE *M* ICHIGAN®

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