



PURE MICHIGAN™
Your trip begins at michigan.org



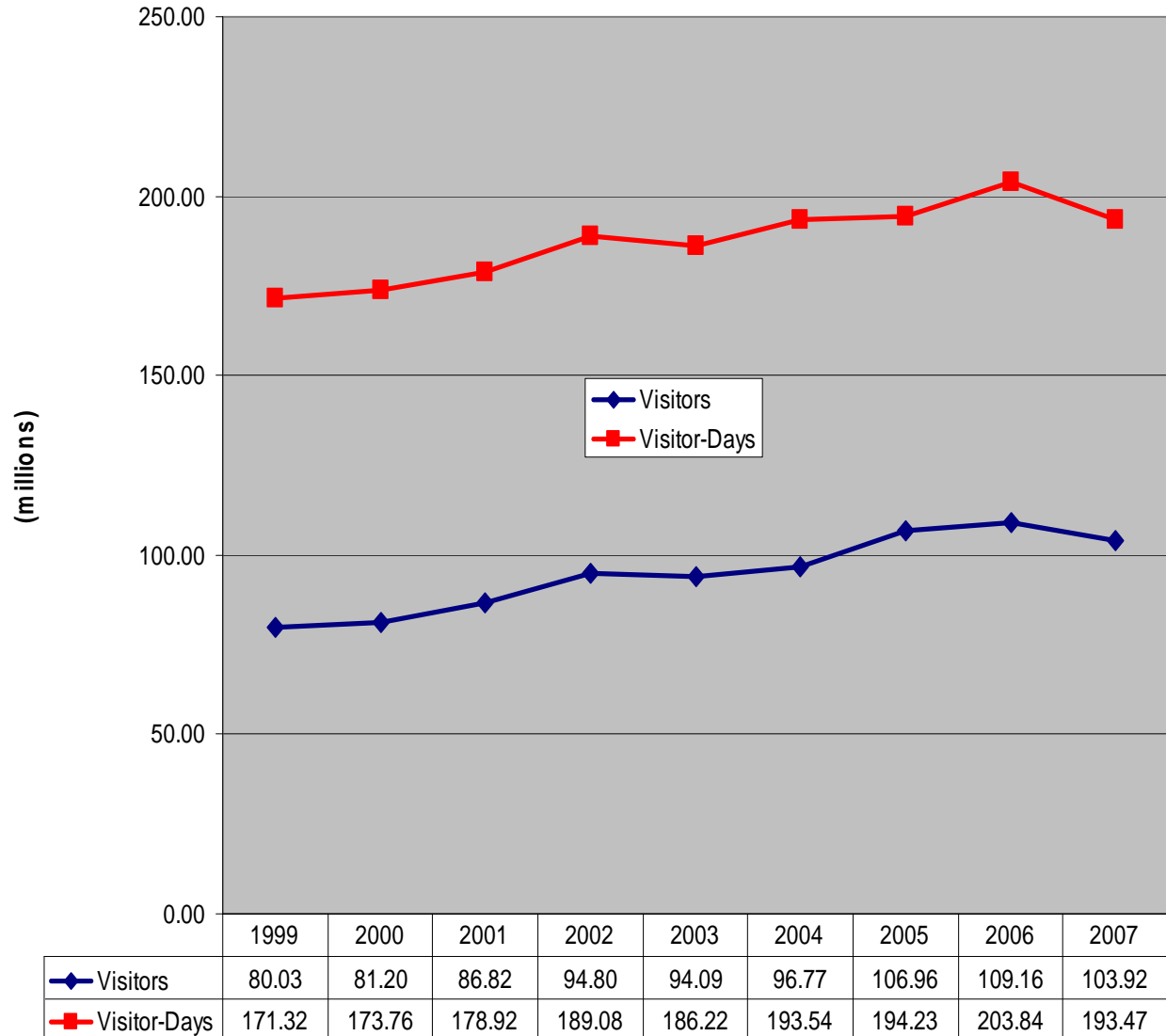
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Michigan Visitor Trends 1999 to 2007



2007 Visitor Spending



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- \$18.1 Billion, down 3.6% from 2006
- Resident travel
 - \$9 Billion
 - Down 10.2% from \$10 Billion in 2006
- Non-Resident travel
 - \$9 Billion
 - Up 4% from \$8.8 Billion in 2006

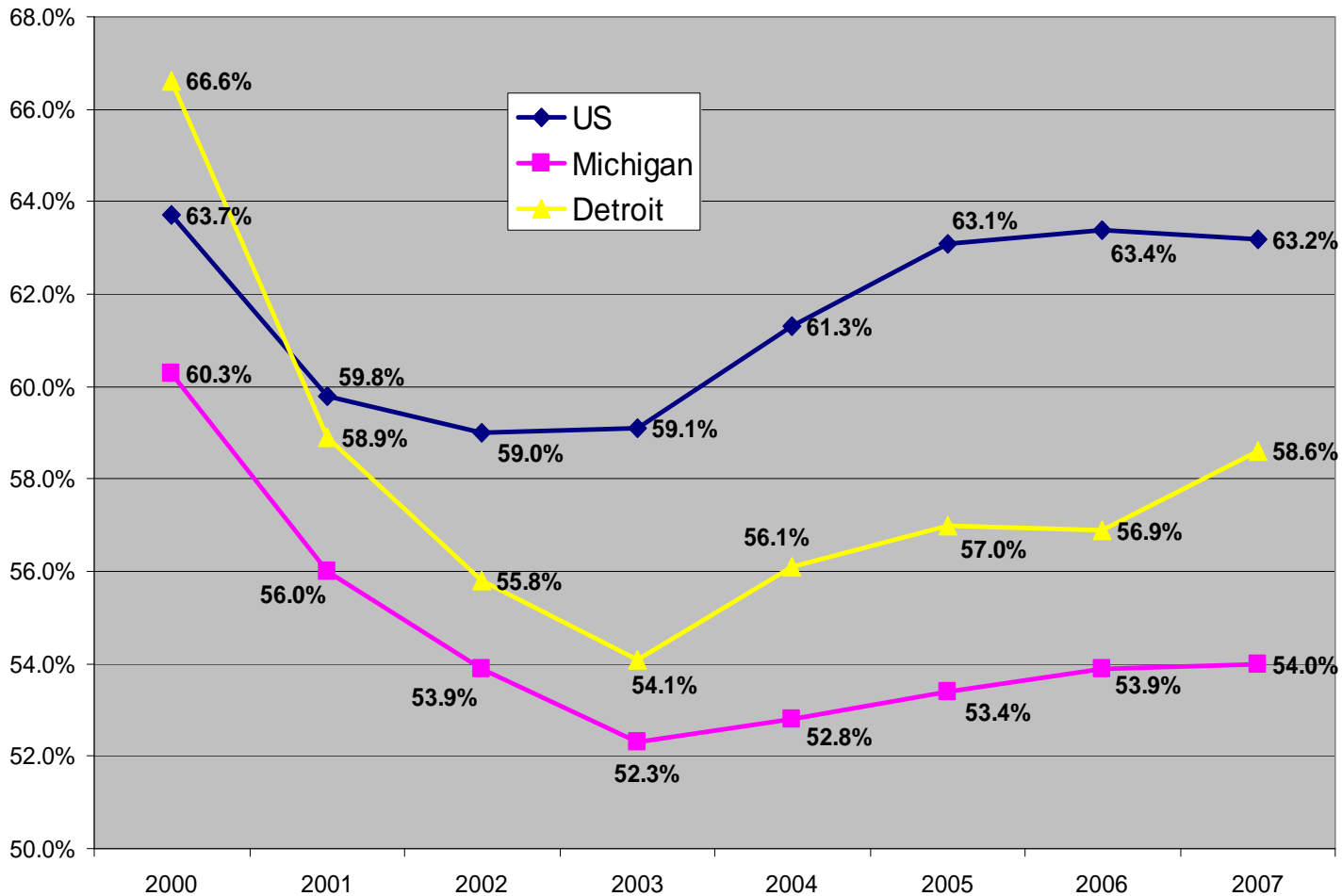
Source: D.K. Shifflet and Associates



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Hotel Occupancy - US/Michigan/Detroit 2000 to 2007



Source: Smith Travel Research



2007 Hotel Data



Occupancy Rate - 54%, up .3%
National average – 63.2%

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Average Daily Rate - \$81.14, up 2.4%
National average - \$103.64



Rev Per Avail Room - \$43.84, up 2.6%
National average - \$65.50





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2007 Travel Michigan Results

- First year of Pure Michigan in all markets
- Spent \$9.1 million in advertising
- Spent \$7.2 million out of state (79%)
- Spent \$1.9 million in state (21%)



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2007 Travel Michigan Results

- Primary out-of-state markets
 - Milwaukee
 - Cincinnati
 - Ontario, Canada
 - Chicago
 - Indianapolis
 - Cleveland



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Trips to Michigan Generated by Advertising in 2007

- Cincy, Milwaukee, Ontario
 - New markets in 2006, second year
 - Similar budgets 2006/2007
 - 212,000 incremental trips in 2007
 - Up 8% from the 197,000 in 2006

Source: Longwoods International



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Trips to Michigan Generated by Advertising in 2007

- Chicago, Indy, Cleveland
 - Traditional Travel Michigan markets
 - First year of Pure Michigan in these markets in 2007
 - Similar budgets 2006/2007
 - 1,043,000 incremental trips in 2007
 - Up 109% from the 500,000 in 2006

Source: Longwoods International



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Trips to Michigan Generated by Advertising in 2007

- Primary out-of-state markets
 - 1,255,000 incremental trips
 - Up 80% from the 697,000 in 2006
 - Most trips generated in past four years

Source: Longwoods International



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Advertising Return on Investment

- 2004 – 2007 results
 - \$19.97 million in out-of-state advertising
 - Generated 3.8 million trips to Michigan
 - Those visitors spent \$805 million
 - That spending produced \$56.4 million in incremental state taxes
 - Each ad dollar created \$40.29 in spending at Michigan businesses
 - Each ad dollar put \$2.82 in state treasury

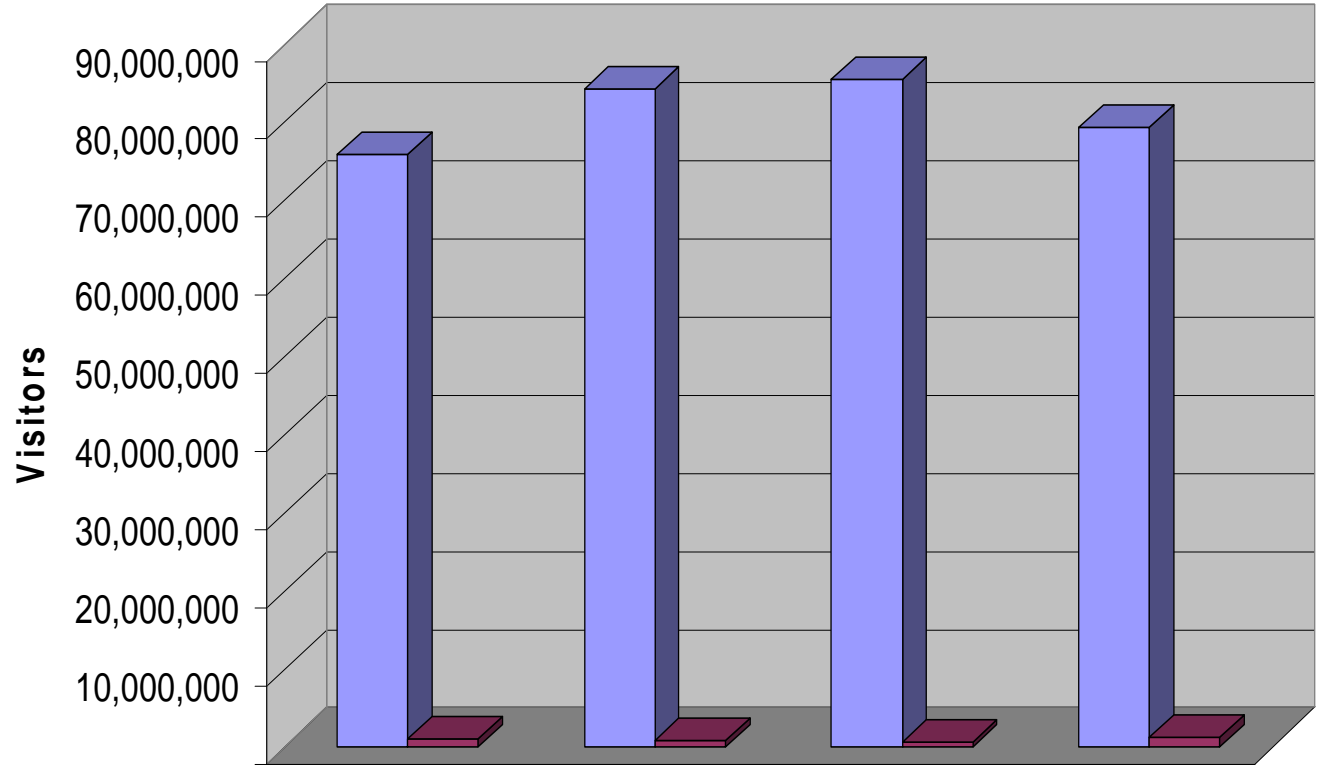
Source: Longwoods International



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All Michigan Visitors vs. New Visitors Generated Through Advertising



	2004	2005	2006	2007
All Leisure Visitors	75,802,700	84,275,000	85,526,000	79,360,000
New Visitors from Ads	990,000	889,000	697,500	1,255,330



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More 2007 Travel Michigan Results

- 2007 Mercury Awards
 - Best State Tourism Advertising Campaign
 - Best State Tourism TV CommercialsTravel Industry Association of America
- michigan.org most popular state tourism website in 2007
 - 12.8 million sessions, up 23% over 2006
 - 34,951 sessions per day
 - 5.8 million click-throughs, up 15% over 2006
 - 15,792 clicks per day



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Increased Funding 2008/2009

- Restore 2008 ad buy in out-of-state markets to 2007 levels
- Restore 2008 ad buy in in-state markets to 2007 levels
- Add three new primary markets – Columbus, Dayton and St. Louis (2008)
- National golf promotion (2008)
- Maximize media opportunities around the PGA Championship (2008)
- Launch Michigan's first winter advertising campaign (2008-2009)
- Launch Michigan's first-ever national cable television advertising buy (2009)



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Increased Funding 2008/2009

- Produce new TV commercials for the national buy, including new urban/cultural and golf spots
- Develop a new marketing program aimed at the 25 to 35 year old demographic
- Produce niche campaigns for markets such as hunting and fishing
- Increase *Michigan Travel Ideas* circulation from 850,000 in 2008 to one million in 2009
- Open Detroit Welcome Center (2008)
- Group/package travel via Circle Michigan
- Corporate meetings market via Meetings Michigan
- International travel via Great Lakes of North America

2008 Partnerships



- Advertising partnerships
 - 15 partners to date
 - \$977,500 in partner contributions

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- Pay per click partnerships
 - 11 partners to date
 - \$124,000 in partner contributions

