CHANGING THE CONVERSATION

DAVE LORENZ
VICE PRESIDENT
TRAVEL MICHIGAN
Brand Perception
Travel Michigan:
Pure Michigan Brand Footprint

• Pure Michigan Means . . .
  
  • Abundant Natural Beauty
  Michigan is a state blessed with the riches of unspoiled nature: The world’s longest freshwater coastline, lakes that feel like oceans, shimmering beaches, forests bursting with autumn color, miles and miles of cherry orchards, glorious sunrises and sunsets, daytime skies of the deepest blue, nighttime skies scattered with stars.

  • Authentic Destinations
  Michigan is alive with the kind of places that reveal special meaning: Motown’s Hitsville USA building, our lighthouses, our beachtowns, Mackinac Island, Greenfield Village and so much more. These places remind us of the deep values that define our essential human nature . . . and can only be found in Michigan.

  • Unique Experiences
  Michigan offers guests a near infinite array of moments that live forever in memory (like seeing sunrise over Mackinac bridge, feeling the full power of the Diego Rivera murals, giving yourself up to the awe of our northern coastline). People are drawn to Michigan because it moves them in ways that everyday life cannot.

• Pure Michigan Is . . .
  
  • Majestic
  • Mythic
  • Magical
Two Peninsulas. One PURE MICHIGAN.
UNITE THE STATE
VIRTUAL EXPERIENCES

Virtually Travel Pure Michigan

No matter where you are, you can still explore everything that Michigan has to offer. Check back often for new experiences!

Now is not the time to travel, but the perfect time to plan your vacation—and there are plenty of virtual travel opportunities to enjoy in the meantime. Explore Michigan’s destinations in real time with our growing collection of live webcams, or immerse yourself in 360° videos of unique attractions. From virtual museum tours and interactive field trips to a variety of video content and live-streamed events, the opportunities continue to grow.

Don’t forget to explore Michigan’s featured destinations and hidden gems. After you explore Michigan from the comfort of your home, check out our top tips for planning your Pure Michigan vacation.

Connect with us on Instagram, YouTube, Facebook and Twitter with #VirtualPureMichigan.
WHAT’S NEXT?
Re-engaging the Traveler

All are welcome and safe travel

• Now that travel is allowed, it is imperative to communicate a message of welcome and safety to travelers.
  o Travelers are expecting a level of assurance from destinations prior to making the travel decision
  o There is pent-up demand for travel, but it is running into a wall of fear

• Pivot the “Two Peninsulas. One Pure Michigan.” campaign
  o Michigan is equipped with outdoor experiences from beaches, lakes and trails for social distancing. To support smaller, less-known destinations.
  o Community Engagement Workgroup
    – Level of planning necessary to meet safety controls and expectations of the traveler
    – Stay safe public health message
### KEEPING WORKERS, RESIDENTS AND TRAVELERS SAFE

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**Positive case protocols**

**PPE**

**Facility closure**

**Sanitation**

**Administrative controls**

**Access control**

**Distancing**

**Hygiene**
Administrative controls

Requirements – “must”

- **Keep** our website and social media updated with our health and safety guidelines for our locations and our customers.
- **Take** the One Pure Michigan pledge on Michigan.org to communicate our commitment to providing a safe and healthy environment for travelers and employees.

Best practices – “should consider”

- **Recommend cashless** transactions when possible.
- **Communicate** the One Pure Michigan pledge by creating window clings and signage, using hashtags on social media, incorporating the logo on websites, etc.
ONE PURE MICHIGAN PLEDGE

• A clear, concise and well-communicated message that will build public confidence.

• The mutual One 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.
IN-STATE AND REGIONAL APPROACH
Radio spots for listeners stuck in traffic – one for each day of the week
Targeted video placements during the work day

99% video completion rate
**How can communities stand out?**

- Use “Pure Michigan”
  - Website (www.michigan.org)
  - Public relations/radio program, etc.
  - Social media

- Use your local Destination Management Organization
  - CVB’s and Chamber’s should be your best local resourse
  - Get to now your local media-be proactive & engage
  - Social media-be proactive & engage others
TWO PENINSULAS.
ONE PURE MICHIGAN.

DISCOVER YOUR TRIP
LONG LIVE SUMMER – WITH PURE MICHIGAN ICE CREAM
IN CHICAGO, INDIANAPOLIS AND CLEVELAND

Where to score free ice cream Thursday, the official start of summer

Celebrate the first day of summer with 3 new, Pure Michigan ice cream flavors

Free ice cream downtown courtesy of Pure Michigan
The 20 Best Small Towns to Visit in 2018

From Oregon Trail stops to Mister Rogers’ original neighborhood, these towns are worth seeing this year.


Soo Locks at night (Mikael B. Classen)
Cocktail-Hop Across Detroit | The Wanderlist 2019

Motor City has made our list of the best places to go on holiday in 2019
SOCIAL BEST PRACTICES & LEARNINGS

• Short, “snackable” videos tend to be the highest engaging content
  • Top performing videos:
    • Blue Ice on the Straights of Mackinac
    • #FallFilterFriday
    • Vernors’ Michigan Lighthouse cans

• Article content about uniquely Michigan topics drive the most engagement and
  highest clicks to michigan.org.
  • Examples:
    • Amazing Hidden Gems in Michigan Worth the Trek
    • Fantastic Fall Scenic Drives
    • Where to Find Petoskey Stones in Michigan
Using Jason Hall’s mantra that food and culture connect communities, the Pure Michigan team filmed Jason as he uncovered the DNA of each city beyond the well-known attractions.
2020 TRAVEL TRENDS

Here are the most wheelchair-friendly beaches in the U.S.

Multi-Generational Travel: How to Plan a Trip That Works for Your Whole Family

Multi-generational travel has its perks—like plenty of sitters and cousins for your kids to play with—but will it drive you nuts? Travel experts help you land on a vacation that suits everyone.
2020 TRAVEL TRENDS

The Atlantic

EDUCATION
Why School Still Starts After Labor Day in Michigan
The calendar is designed to bolster the economy—but some worry it hurts kids.
THANK YOU
CHANGING THE CONVERSATION

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