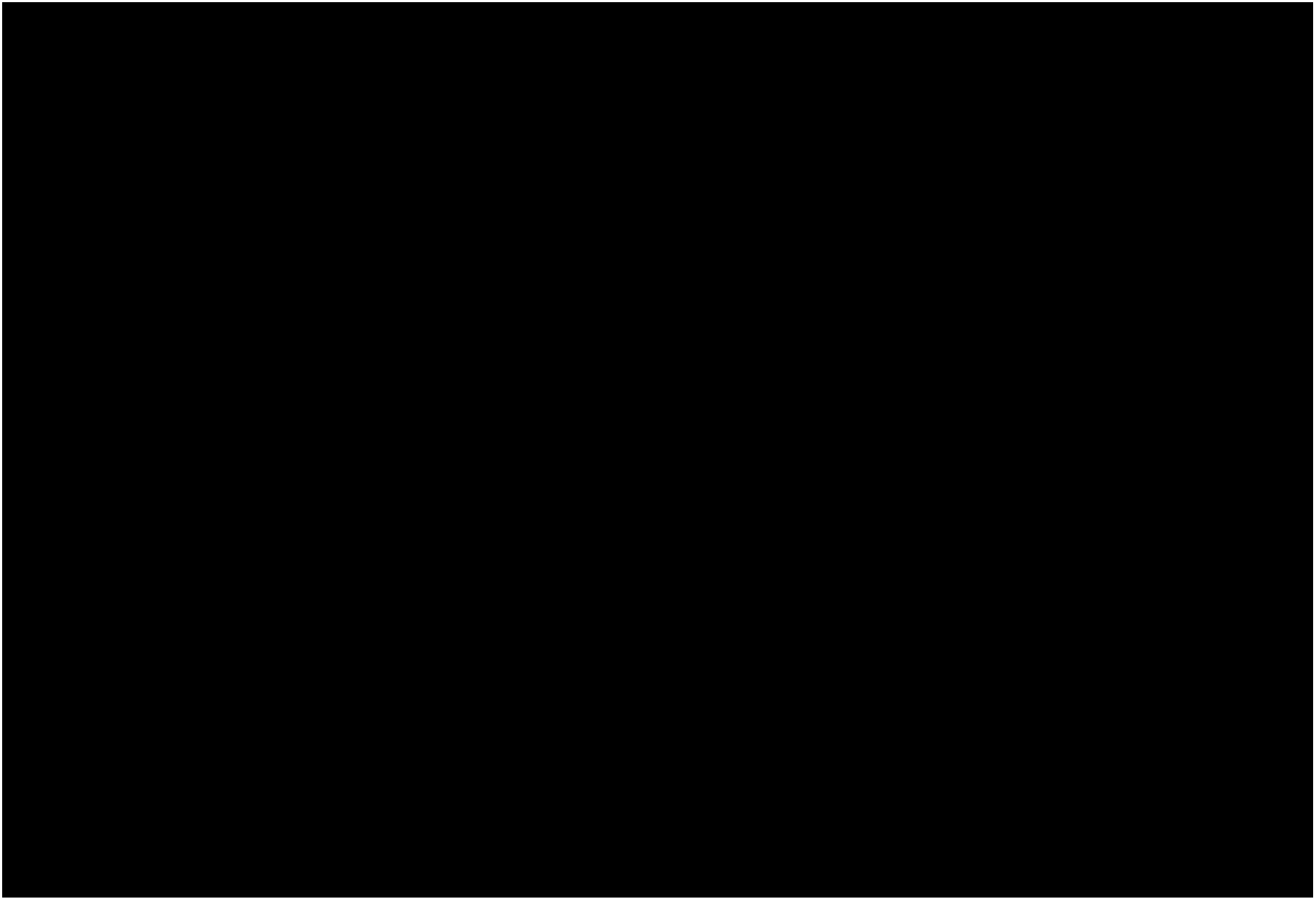


PURE *M* ICHIGAN®

# COVID & THE “PIVOT TO RECOVERY”



15  
ANNIVERSARY



# 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...

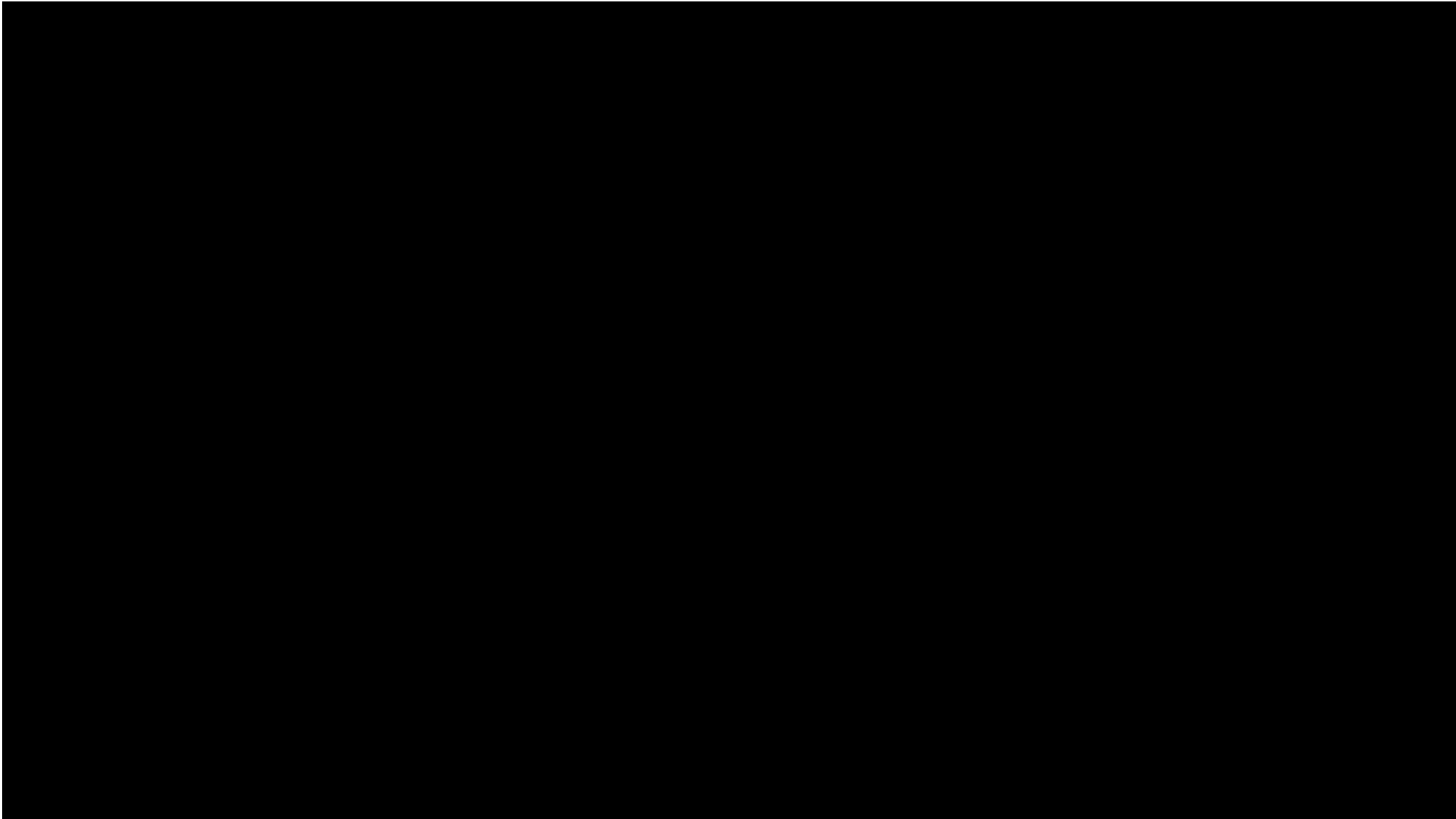
Daily News

# 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](https://MRLAEF.org/Relief-Fund)

under the radar  
**UTR MICHIGAN**



PURE MICHIGAN





## PURE MICHIGAN PLEDGE GUIDELINES

[LEARN MORE](#) →

## TAKE THE PLEDGE

[PLEDGE NOW](#) →



## PURE MICHIGAN PLEDGE TOOLKIT

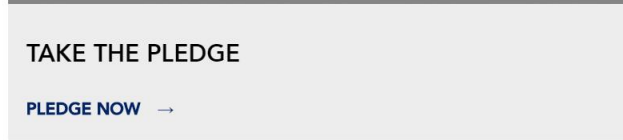
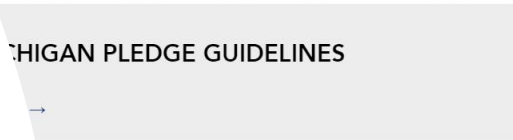
[VIEW TOOLKIT](#) →



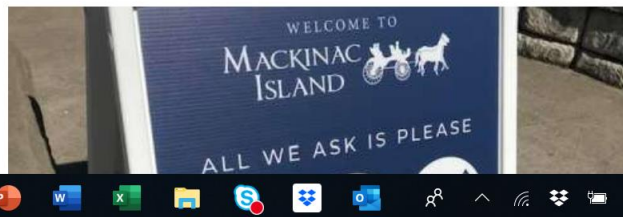
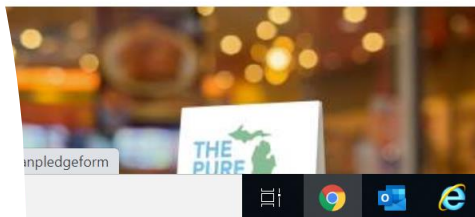
## PLACES THAT HAVE PLEDGED

[LEARN MORE](#) →

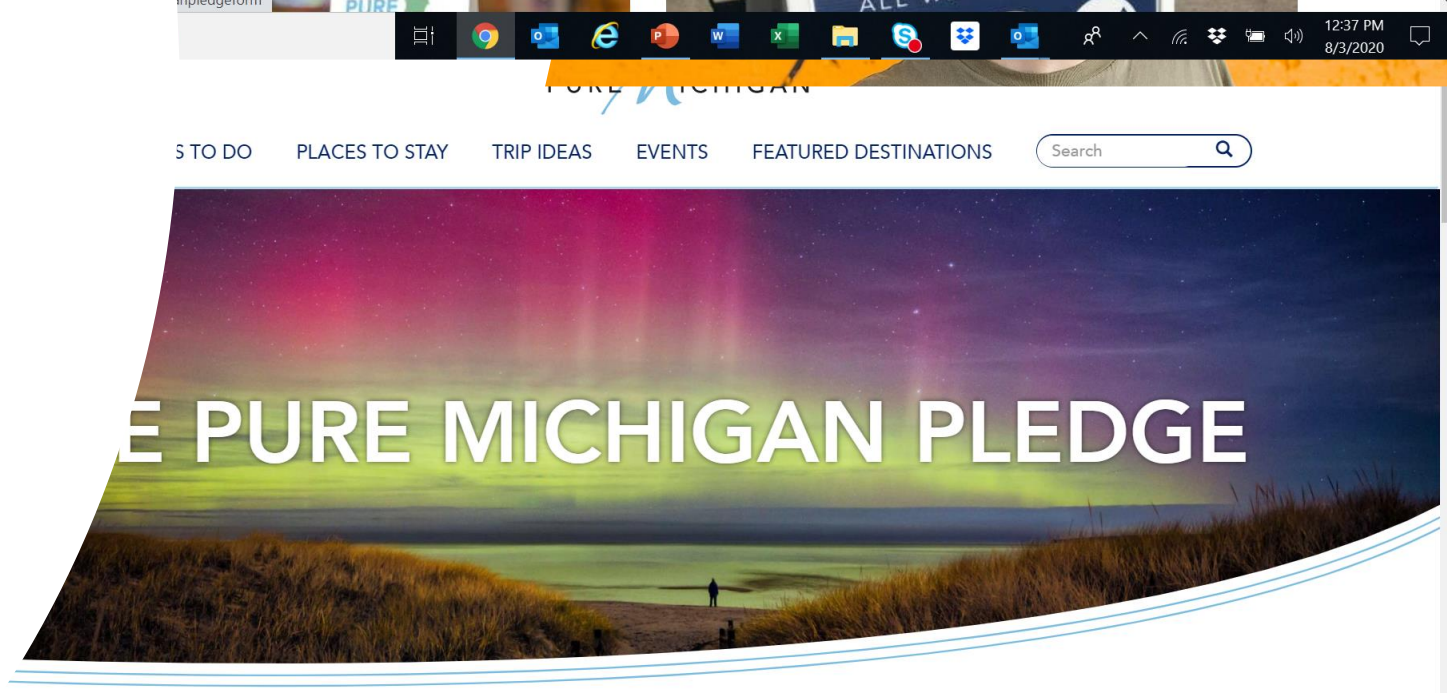
# PURE MICHIGAN PLEDGE



- 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.



# 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 scene of a man and a woman walking away from the camera on 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 wide-brimmed hat. They are holding hands. The background features a vast, calm body of water under a dramatic sunset sky with streaks of orange, yellow, and purple. The overall mood is peaceful and scenic.

# SPRING/SUMMER CAMPAIGN 2021

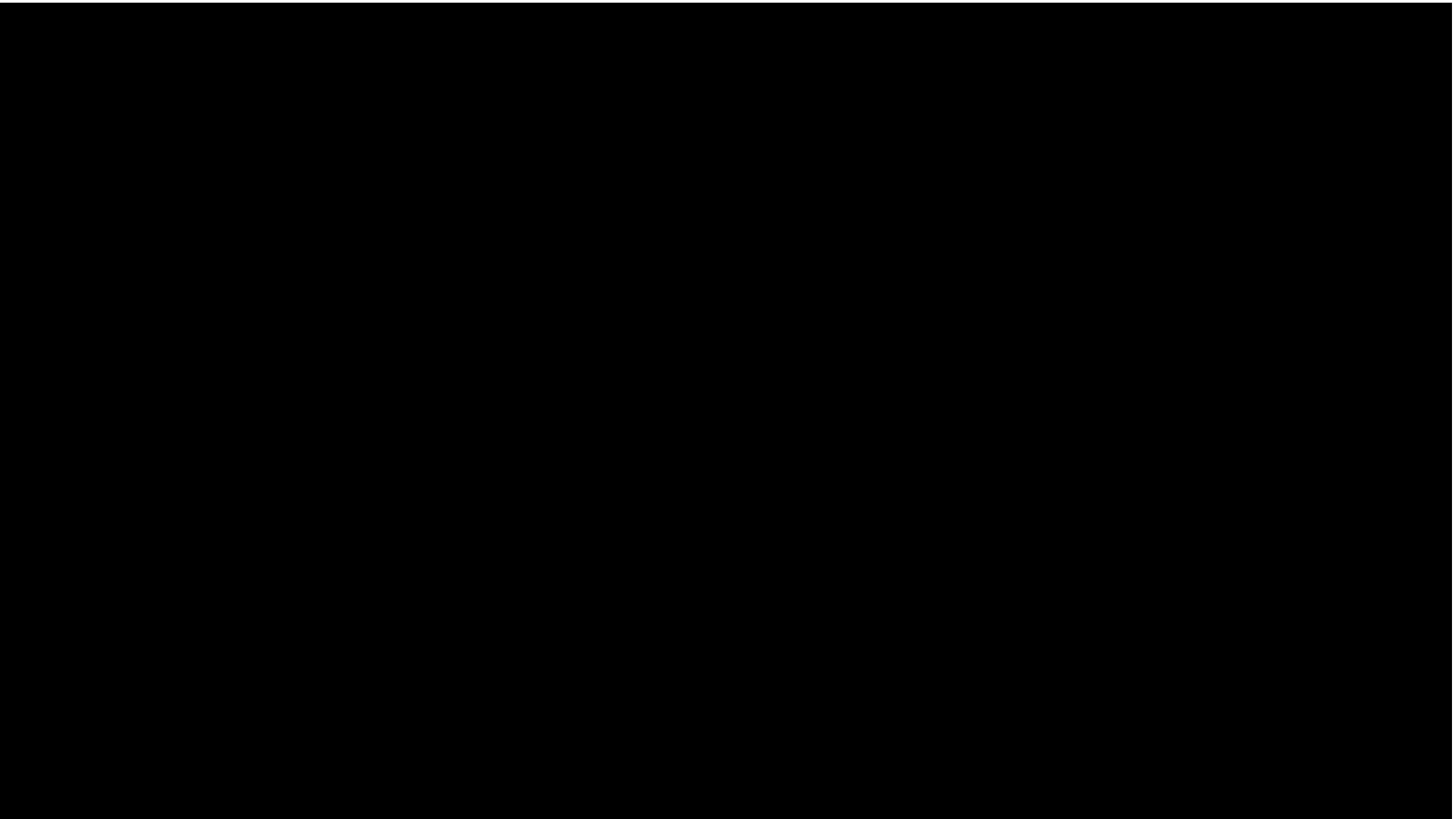
PURE *M*ICHIGAN<sup>®</sup>

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)



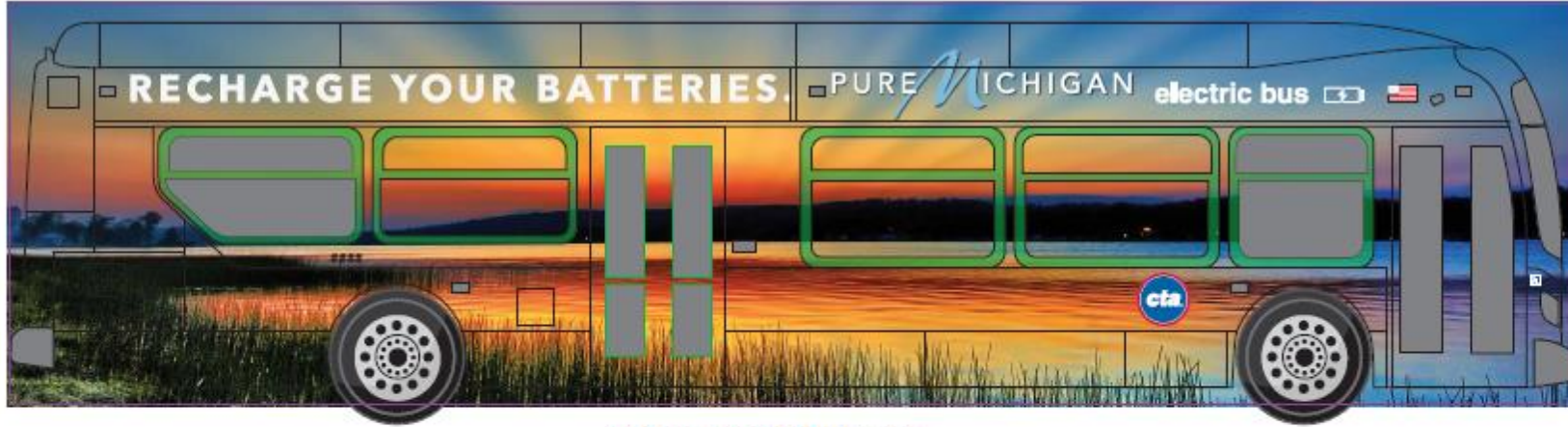
# Pure Michigan/Outdoor



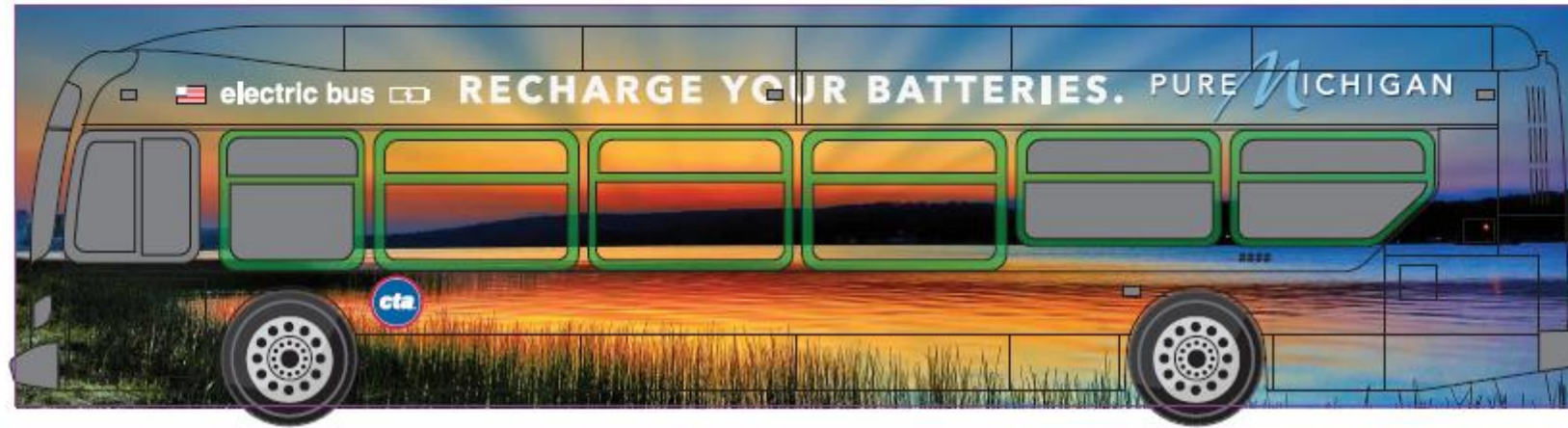
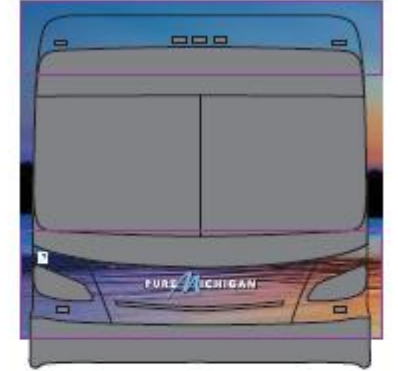
## OOH / MINNEAPOLIS MOTION VIDEO BOARDS



# 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.



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**Get back to Pure Michigan.**  
Let's catch up.

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The best summers are made with the simplest ingredients.




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**Get back to Pure Michigan.**  
Let's catch up.

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**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<sup>®</sup> 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

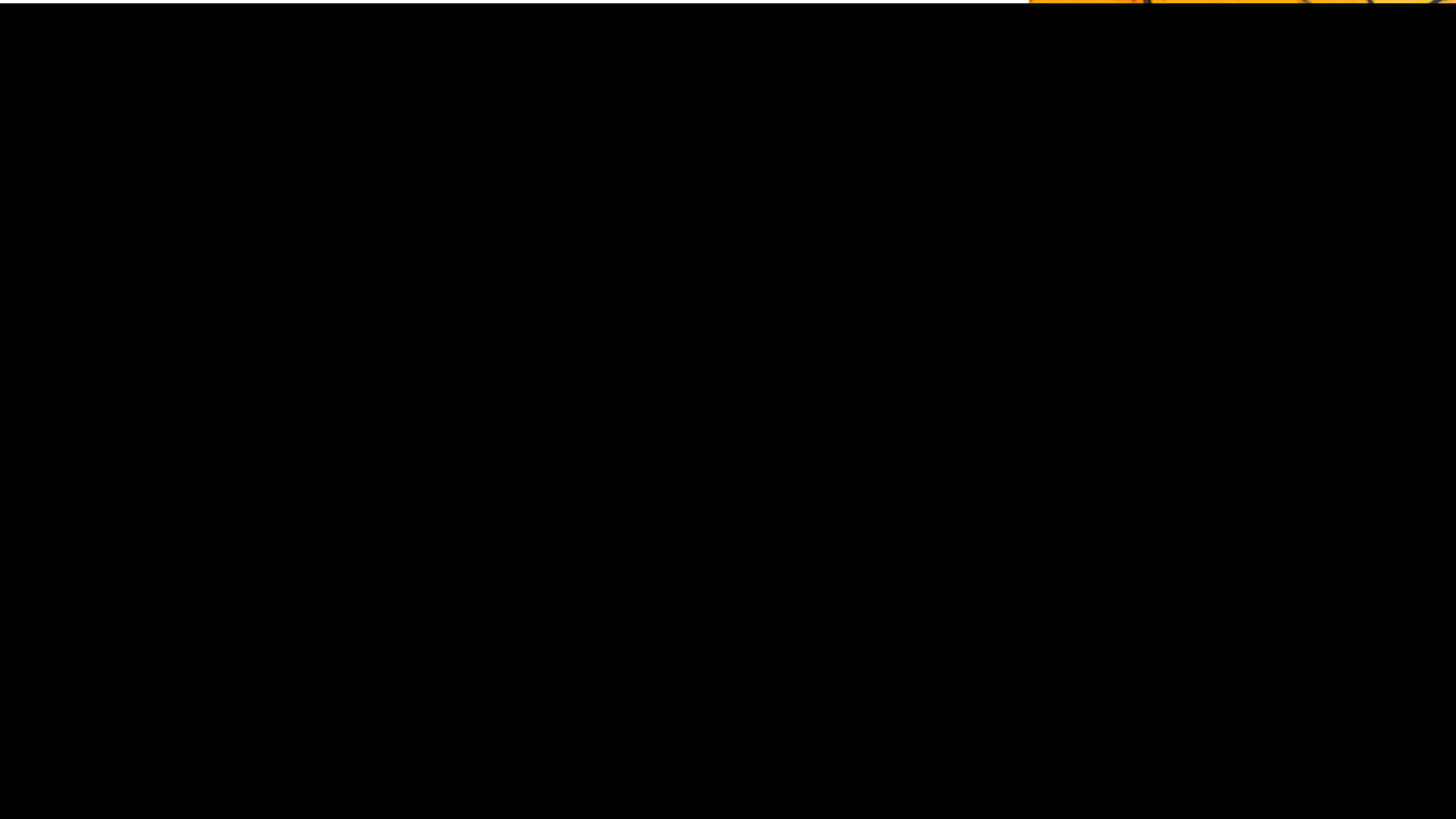
- Continue to improve appreciation of other people and cultures (DEI)
- Continue to focus on pet travel
- Be prepared to welcome back international travelers and Great Lakes cruises
- Big cities and business travel will be slow to recover, but leisure travel will help
- Improve perception as “arts-friendly” 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](http://www.Michigan.org))
  - Public Relations/radio program/enewsletters
  - Travel Ideas magazine
  - Social Media









  
**TRAVEL SAFELY**