



2009 TRAVEL MICHIGAN MARKETING OPPORTUNITIES

Pure Michigan Marketing Partnership Program

The Partnership program is intended to extend the limited marketing reach of the Michigan travel industry and Travel Michigan by leveraging marketing dollars to promote Michigan. The program's key awareness target markets are Chicago, Cleveland, Indianapolis, Cincinnati, Milwaukee, Dayton, Columbus, St. Louis and Southern Ontario. Feeder markets are Toledo, Green Bay/Appleton, South Bend and Fort Wayne. Based on a financial commitment from Travel Michigan and potential partner(s), a specific strategic promotional campaign is jointly created utilizing television, radio, and print advertising, web site and email promotion, and public relations efforts. This is a dollar for dollar matching fund program. The minimum investment is \$30,000 for each feeder markets and \$75,000 for each awareness markets. Proposals must be submitted no later than December 19, 2008. Travel Michigan's partnership guidelines are available at <http://www.michigan.org/mtr/marketing/>

Contact: Melinda Remer, (517) 373-1531
remerm@michigan.org, or
Ken Yarsevich, (517) 335-4383
yarsevichk@michigan.org

Pay-per-Click Partnership Program

The Travel Michigan Pay-per-Click Partnership Program is intended to promote and increase web traffic to partners' web sites and michigan.org. Pay-per-click advertising allows travel entities to bid on search terms so they show up in top positions on top search engines, i.e., Google, Yahoo, etc. It is a quick route and provides extended reach and visibility online while allowing an entity to control when and where they want to appear in search engine listings and at what price. The program goal is to achieve the most traffic at the lowest cost per click. Travel Michigan will match the program dollar for dollar. Partnership participation will be \$6,100 for a 4 month period. The objective of the program is to attract visitors to michigan.org and then send them to partner web sites. Specific details on the pages are determined by the key words/phrases purchased and the goals of the partner. Requests for participation must be submitted 3 months in advance of the start of a Pay-per-Click partnership. Program guidelines

are available on <http://www.michigan.org/mtr/marketing/>

Contact: Ken Yarsevich, (517) 335-4383
yarsevichk@michigan.org

Pure Michigan Instate Radio Partnership Program

The Pure Michigan Instate Marketing Partnership program is intended to keep Michigan residents instate, extend stays and further promote destinations by leveraging Travel Michigan and industry marketing dollars. The program's key markets are Detroit, Grand Rapids, Lansing, Flint, Saginaw/Bay City, Battle Creek/Kalamazoo and Traverse City.

The program will consist of 60 second radio spots created by Travel Michigan utilizing the Pure Michigan brand. The radio buys are available with a minimum opt-in of 2-weeks at 100 Gross Rating Points (GRPs) per week. Partners can buy the Detroit market separately, the out state Michigan markets as a group, or combine the two for one statewide program. This is a dollar for dollar match program.

Contact: Melinda Remer, (517) 373-1531
remerm@michigan.org, or
Ken Yarsevich, (517) 335-4383
yarsevichk@michigan.org

Michigan Travel Ideas—Advertising Opportunities

For several years, Travel Michigan has produced *Michigan Travel Ideas*®--a four-color, four-season official state travel guide in conjunction with a private-sector publisher. This publication features enticing feature articles and offers advertising opportunities for Michigan travel-related businesses. *Michigan Travel Ideas* is pro-actively distributed to Travel Michigan's key awareness and feeder markets. Take advantage of this opportunity to get your message before more than 1,000,000 readers.

Michigan Travel Ideas 2010

April 2009—ad rates for the 2010 travel guide announced

September 18, 2009—ad closing

Contact: Robin Peebles, (517) 373-7462
peeblesr@michigan.org

Monthly eNewsletter Program

The e-newsletter program is intended to highlight destinations, special offers, events, feature interests, new attractions, and activities. It is intended to increase web traffic to michigan.org as well as to industry web sites. The newsletter is distributed monthly to an opt-in subscriber audience of more than 108,000. Organizations wishing to submit content for consideration must provide details to Travel Michigan at least 30 days prior to the month in which the event takes place.

Contact: Robin Peebles, (517) 373-7462
peeblesr@michigan.org

Monthly eSpecials Program

Each month, the Michigan travel industry has the opportunity to promote online travel discounts, last-minute specials and unique offerings in a monthly Travel Michigan broadcast email. The Michigan eSpecials Program is designed to take advantage of the growing number of consumers who search michigan.org for specific information on “Deals and eSpecials”. To address this consumer group, Travel Michigan has developed a permission-based email marketing campaign.

Michigan travel industry partners have the opportunity to place an eSpecial within the monthly email. Each email will contain up to twelve eSpecials. The monthly eSpecials are sent the first Wednesday of the month to a subscriber base of more than 70,000, and are posted for the entire month on michigan.org. Rates and registration can be obtained through Gammet Interactive. Discount rates are available for multi-buys.

Contact: Dave Serino, Gammet Interactive (866) 878-8824
dserino@gammet.com

Public Relations

The Travel Michigan PR team works to garner earned media coverage using various tactics, including those listed below. The PR team targets media on a regular basis with timely story and interview ideas. Many times the team is looking to the industry to provide information, participate in on-air interviews, and provide sample products or similar items. Quick response time is paramount to the success of media placements. Your prompt attention is encouraged and appreciated.

- **Thumbs UP!** – A monthly e-mail tip sheet designed to give travel and feature writers story leads on Michigan travel destinations is sent to hundreds of journalists throughout the Midwest. Thumbs UP! includes updates on new properties, amenities and unique features throughout the state. The Travel Michigan PR team is always looking for ideas and news to include in this monthly communication with the media. Did famous authors pen their books in your city? Do you offer soft adventure weekends or themed getaways? Has your resort added an over the top spa? Does your B&B teach culinary classes? Think out of the box and email your ideas and news.

Contact: Jennifer Schilp, (248) 225-6744
jschilp@mediamattersdetroit.com, or
Kirsten Borgstrom, (517) 335-1871
borgstromk@michigan.org

- **In-market Media Visits** – Travel Michigan pitches key awareness and feeder markets (Chicago, Cincinnati, Cleveland, Columbus, Fort Wayne, Green Bay / Appleton, Indianapolis, Milwaukee, South Bend, Southern Ontario, Toledo) on an ongoing basis with ideas for on-air interviews, in-studio radio interviews and desk side visits. Share your ideas with the Travel Michigan PR team.

Contact: Kirsten Borgstrom, (517) 335-1871
borgstromk@michigan.org

- **Travel Michigan on WJR** – Travel Michigan produces a weekly travel radio show Sunday evenings on WJR AM-760. Ideas for interviews--unique destinations, attractions and the people behind the story--are appreciated.
Contact: Kirsten Borgstrom, (517) 335-1871
borgstromk@michigan.org
- **Fall Color Updates** - Throughout the fall season (September/October), the Michigan tourism industry has the opportunity to promote added-value packages and events in the Travel Michigan Fall Color Update. Sent out every Thursday during the fall color season, this update is designed to keep consumers posted on key fall color destinations, describe scenic driving tours, link to great fall packages and provide information on fall activities around the state.
Contact: Kirsten Borgstrom, (517) 335-1871
borgstromk@michigan.org
- **Media Familiarization (Fam) Trips** – Individual media fams are scheduled on a per request basis from writers on assignment.
Contact: Kirsten Borgstrom, (517) 335-1871
borgstromk@michigan.org
- **Feature Press Releases** – A monthly press release designed to give travel and feature writers Michigan story ideas based on seasonal happenings. This feature release is sent to hundreds of journalists throughout the Midwest and posted on michigan.org.
Contact: Joyce Cusmano, (313) 885-8228
jjcusmano@aol.com, or
Kirsten Borgstrom, (517) 335-1871
borgstromk@michigan.org
- **Promotions** – Travel Michigan is always looking for partnership opportunities, traditional or non-traditional alliances that drive awareness of and inquiry to michigan.org.
Contact: David Lorenz, (517) 335-0007
lorenzd@michigan.org

michigan.org Travel Web Site – FREE Listings & Internet Links

Free listings for all Michigan-based travel industry businesses on the Travel Michigan Web site (michigan.org), with direct hyperlinks, are available. Submit your Michigan-based travel industry property information by clicking on the [“Add Your Property”](#) or add your Events at [“Submit Your Events”](#), link on michigan.org. You now also have the opportunity to link from your property listing on michigan.org to any promotional **videos** you are presenting on your Web site.

- To provide property or events for posting on [michigan.org](#) Web site
Contact: Trudy Atwood, (800) 676-1743 or (517) 373-0302
atwoodt@michigan.org
- To provide deals and lodging packages for posting on [michigan.org](#) Web site,
Contact: Marilyn Schneider, (517) 241-2605
schneiderm1@michigan.org or,

- To use the Pure Michigan logo or images from the online Travel Michigan Image Gallery.
Contact: Kirsten Borgstrom (517) 335-1871
borgstromk@michigan.org

Welcome Center Opportunities

Travel Michigan, oversees the daily operation of the state's 14 Welcome Centers, plus the new Detroit Welcome Center at the foot of the Ambassador Bridge. Over 9 million travelers annually pass through these centers.

- **FREE Literature Distribution** – Michigan tourism-related businesses may distribute (upon receiving approval) travel-related brochures at all thirteen Welcome Centers around the state or at specific Welcome Centers. For the literature distribution criteria, go to: [Literature Policy Guidelines](#) or,
Contact: Kathy Lowell, (517) 373-3934
lowellk1@michigan.org
- **Promotional Event Sponsorship** Michigan tourism-related businesses may sponsor a promotional event at a Welcome Center. For the event sponsorship criteria and the online request form, go to: <http://www.michigan.org/travel/industry/welcomeevents/index.asp> or,
Contact: Ron Marabate, (517) 241-7200
marabater@michigan.org
- **Promotional Displays/Giveaways** – Michigan tourism-related businesses may sponsor special promotional displays and giveaways at a Welcome Center. Welcome Centers utilize Industry giveaway prizes to obtain important email addresses from visitors.
Contact: Ron Marabate, (517) 241-7200
marabater@michigan.org
- **Explore Channel Video Ads at Welcome Centers** - The new Explore Channel is up and operational at all 14 state Welcome Centers. Quality plasma screens and speakers have been installed to promote Industry destinations and attractions to the close to 9 million travelers that stop into our Welcome Centers. There are a variety of ways to be one of the selected advertisers on the channel.
For specific information:
Contact: Mark Hiller, Digital 10 Network,
(888) 521-2746 or (248) 396-8077
For general program information
Contact: Ron Marabate, (517) 241-7200
marabater@michigan.org