



2012 TRAVEL MICHIGAN MARKETING OPPORTUNITIES

Pure Michigan Out-of-State Marketing Partnership Program

The Out-of-State Partnership program extends the limited marketing reach of the Michigan travel industry and MEDC/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 MEDC/Travel Michigan and potential partner(s), a specific strategic promotional campaign is jointly created utilizing television, radio, digital and print advertising, web site and online promotion, public relations and social media efforts. This is a dollar for dollar matching fund program.

Requirements:

- Minimum \$30,000 for feeder markets per season
- Minimum \$75,000 for each awareness markets per season

Proposals must be submitted no later than December 1, 2011 for 2012 season. May 30, 2012 is the deadline for a 2013 season partnership. MEDC/Travel Michigan's partnership guidelines are available at <http://www.michigan.org/mtr/marketing/>

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

Pure Michigan In-state Marketing Partnership Program

The Pure Michigan Instate Marketing Partnership program is intended to keep Michigan residents in-state, extend stays and further promote destinations by leveraging MEDC/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 television, radio, digital and print advertising, web site and online promotion, public relations and social media efforts. Creative elements will be created by MEDC/Travel Michigan utilizing the Pure Michigan brand. The media buys are available with a minimum opt-in of 2-weeks with radio at a minimum of 50 Gross Rating Points (GRPs) per week.

The radio GRP level will be dependent on the number of partners that participate in each market. Our radio goal is 300 GRPs per week for all brand and partner radio advertising combined. Due to the high level of radio participation over the last few years we need to guard against over-saturation in that medium. Thus we will spread out GRP weight across the marketing period to accommodate all partners within the radio 300 GRPs per week goal. This strategy allows the partners greater flexibility to choose periods within the window of weeks that are most appropriate to their marketing goals.

Partners can buy the Detroit market separately, the in-state Michigan markets individually or as a group, or combine the two for one statewide program. This is a dollar for dollar match program.

Requirements:

- Minimum investment is \$20,000 per season for in-state Michigan markets (Grand Rapids, Lansing, Flint, Saginaw/Bay City, Battle Creek/Kalamazoo and Traverse City)
- Minimum investment is \$25,000 per season for the Detroit market

Proposals must be submitted no later than December 1, 2011 for 2012 season. May 30, 2012 is the deadline for a 2013 season partnership. MEDC/Travel Michigan's partnership guidelines are available at <http://www.michigan.org/mtr/marketing/>

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yarsevichk@michigan.org

Pay-per-Click Partnership Program

The Travel Michigan Pay-per-Click (PPC) Partnership program's goal is to promote and increase web traffic to partners' Web sites and michigan.org. We match partners' dollar for dollar enabling each partner to effectively double their PPC advertising budget. 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's objective is to achieve the most traffic to michigan.org and then send them to partners' web sites at the lowest cost per click. Specific details on the pages are determined by the key words/phrases purchased and the goals of the partner. Travel Michigan will match the partner dollar for dollar.

Requirements:

- Minimum partnership investment is \$6,100 for a 4 month period
- Requests for participation must be submitted 3 months in advance of the start of a Pay-per-Click partnership

PPC Program guidelines are available at <http://ref.michigan.org/mtr/ppc>.

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

National Cable Partnership Program

Extend the marketing reach of the Michigan travel industry and Pure Michigan by leveraging marketing dollars to promote Michigan and travel industry partners. Increase Michigan and the partner's brand awareness through a brand message delivered about the partner(s) and Pure Michigan through National Cable TV advertising.

Requirements:

- \$500,000 partnership commitment
 - \$1 million total partnership with MEDC/Travel Michigan \$500,000 match
 - Estimated:
 - 10-12 cable TV networks
 - 4 weeks – 220 spots/55 per week

MEDC/Travel Michigan's partnership guidelines are available at <http://www.michigan.org/mtr/marketing/>.

Proposals must be submitted no later than December 1, 2011 for 2012 season. May 30, 2012 is the deadline for a 2013 season partnership.

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

Michigan Travel Ideas 2013

For twenty years, Travel Michigan has produced Michigan Travel Ideas®--the four-color, four-season official state travel guide in conjunction with a private-sector publisher. This publication features enticing 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 2013—Advertising Opportunities
April 2012—ad rates and details for the 2013 travel guide announced

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

eNewsletter Campaign

The enewsletter program highlights 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 bi-monthly to an opt-in subscriber audience of more than 420,000. 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 Online Featured Deals Program

Each month, the Michigan travel industry has the opportunity to promote online travel discounts, last-minute specials and unique offerings in a monthly Pure Michigan broadcast email. The **Michigan Featured Deals Program** is designed to take advantage of the growing number of consumers who search michigan.org for specific information on deals and discounts.

Michigan travel industry partners have the opportunity to place a featured deal within the monthly email. The monthly Featured Deals email is sent out on the first Thursday of the month to a subscriber base of over 230,000 and is 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, (734) 878-8824
dserino@gammet.com

Fall Color Updates eMail Campaign

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 Wednesday 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: Robin Peebles, (517) 373-7462
peebles@michigan.org

Social Media Campaigns

Travel Michigan participates in various social media platforms including Facebook, Twitter, Flickr and Pure Michigan Connect, Michigan's official travel and tourism blog. Travel Michigan uses these platforms to develop an interactive conversation with our audience. By participating in the "conversation" with timely, genuine and compelling content we have become a relevant influence in the Michigan travel "conversation," building social authority.

The social media program, through Facebook posts, Twitter tweets and guest blog posts highlights special offers, events, feature interests, new attractions and activities. The program provides additional exposure and reach to thousands of Pure Michigan social media participants. Organizations wishing to submit content for consideration must provide details to Travel Michigan at least two weeks prior to the publish/post date.

Facebook/Twitter – Please confirm content is already included on michigan.org. Send email request to puremichiganweber@gmail.com. Include a short description, web link and contact information.

Guest Blog – We publish consumer-based travel experiences highlighting Michigan vacation activities, events and trips. For additional information and submission details, visit <http://www.puremichiganblog.org/be-a-guest-blogger/>.

Contact: Chad Wiebesick, (517) 335-1083
wiebesickc@michigan.org

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.

- **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: Michelle Begnoche, (517) 241-0251
begnochem@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: Michelle Begnoche, (517) 241-0251
begnochem@michigan.org

- **Media Familiarization (Fam) Trips** – Individual media fams are scheduled on a per request basis from writers on assignment.

Contact: Michelle Begnoche, (517) 241-0251
begnochem@michigan.org

Dave Lorenz, (517) 335-0007
lorenz@d@michigan.org

michigan.org Travel Web Site

- **Free Listing** 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 <http://www.michigan.org/travel-professionals/> then "[Add Your Property](#)". For existing properties in our michigan.org database, you will need a "passcode" which our staff (listed below) can supply. Also, can assist with events or deals and discounts/packages.

Contact: Marilyn Schneider, (517) 241-2605
schneiderm1@michigan.org

Bonnie Fink, (517) 335-6909
finkb2@michigan.org


- **Videos** – The newest feature available on michigan.org is adding videos to your property listing. Videos are to be three to 10 min. max in length. On your property profile page, you will see this new box that explains this easy process:

Do you have a video you think should be featured on michigan.org? All you need to do is:

1) [Post it To YouTube](#), and 2) [suggest it](#) for use on michigan.org Web site.

Enter your YouTube video URL with clicking on "Suggest it" above and then click on Retrieve Video Detail to continue the submittal process. This will come back with YouTube video details that includes title, description, thumbnail and video. If ok, click "Submit this YouTube Video."

Travel Michigan retains the total discretion to accept or reject any video submission. If accepted, Travel Michigan also retains the right to determine placement on our Web site, as well as the length of time that the video will appear and the text that describes the video. For full details, see our [Legal/Privacy policies](#).

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Contact: Carol Royse, (517) 373-3848
roysec@michigan.org

- **Foodie Tours** – Foodie Tours were created using a U.S. Department of Agriculture Specialty Crop Block Grant awarded to the Michigan Department of Agriculture to develop markets for specialty crops by capitalizing on the growing consumer trend of seeking regional wine and food travel experience. The tours also help to facilitate partnerships among key specialty crop producer groups and members of the hospitality and tourism industry. This program is a joint effort between Travel Michigan and the Michigan Department of Agriculture. Foodie tours must include Michigan products throughout the tour. Restaurants should be quality places that encourage and use local foods. Places listed must have a Web site. Up to 11 places maximum offering a variety of experiences for the visitor.

Contact: Carol Royse, (517) 373-3848
roysec@michigan.org

To use the Pure Michigan logo go to [Logo Request](#).

Welcome Center Opportunities

Travel Michigan no longer oversees the day-to-day operations of Michigan's 14 Welcome Centers. That role has transitioned back to the Michigan Dept. of Transportation (MDOT). However, Travel Michigan will still work with MDOT and the Welcome Centers on tourism promotion and Pure Michigan brand awareness. With over 7.5 million annual visitors to the Welcome Centers, they remain a major venue for promoting the destinations and attractions of Pure Michigan. Here are some of the promotional opportunities that are available to you.

- **FREE Literature Distribution** – Michigan tourism-related businesses may distribute (upon receiving approval) travel-related brochures at all 14 Welcome Centers around the state or at specific Welcome Centers. For the literature distribution criteria, go to: [Literature Policy Guidelines](#) or:

Contact: Kim Foreman of MDOT, (517) 322-1657
foremank@michigan.gov

- **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 [Event Sponsorship Criteria/Form](#) or directly contact the [Manager of any Welcome Center](#).
- **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 the [Manager of any Welcome Center](#)** to discuss promotional displays/giveaways.
- **Explore Channel Video Ads at Welcome Centers** – The Explore Channel was launched in 2007 at all 14 Welcome Centers. Quality plasma screens and speakers have been broadcasting call-to-action ads for Industry destinations and attractions for over 7.5 million center visitors to view. There are a variety of ways to be one of the selected advertisers on the channel. For more complete details, contact Digital 10 Networks, the channel contract operator, at:

Contact: Digital 10 Network, (248) 488-5570
info@digital10network.com