



## 2010 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 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, digital and print advertising, web site and email promotion, public relations and social media efforts. This is a dollar for dollar matching fund program. The minimum investment is \$30,000 for each feeder market per season and \$75,000 per season for each awareness markets. Proposals must be submitted no later than November 30, 2009. Travel Michigan's partnership guidelines are available at <http://www.michigan.org/mtr/marketing/>

Contact: Melinda Remer, (517) 373-1531  
[remerm@michigan.org](mailto:remerm@michigan.org)  
or  
Ken Yarsevich, (517) 335-4383  
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### **Pure Michigan Instate 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 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 and other companion media created by 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 out state Michigan markets individually or as a group, or combine the two for one statewide program. This is a dollar for dollar match program. The minimum investments is \$20,000 per season for the out state markets and \$25,000 per season for the Detroit market.

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### **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. Minimum partnership investment is \$6,100 for a 4 month period. Additional benefits and services are available to partners who participate on a year-round basis. Requests for participation must be submitted 3 months in advance of the start of a Pay-per-Click partnership. Program guidelines are available at <http://ref.michigan.org/mtr/ppc>

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

### **Michigan Travel Ideas 2011—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 2011***

**April 2010**—ad rates for the 2011 travel guide announced  
**September 17, 2009**—ad closing

Contact: Robin Peebles, (517) 373-7462  
[peeblesr@michigan.org](mailto: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 monthly to an opt-in subscriber audience of more than 170,800. 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](mailto: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 Thursday of the month to a subscriber base of more than 80,000, 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](mailto: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  
[peeblesr@michigan.org](mailto:peeblesr@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.

- **Thumbs UP!** – A monthly email 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](mailto:jschilp@mediamattersdetroit.com), or  
Kirsten Borgstrom, (517) 335-1871  
[borgstromk@michigan.org](mailto: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](mailto: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](mailto:borgstromk@michigan.org)

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[borgstromk@michigan.org](mailto: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](mailto:borgstromk@michigan.org)

- **Promotions** – Travel Michigan is always looking for partnership opportunities, traditional non-traditional alliances that drive awareness of and inquiries to michigan.org.

Contact: David Lorenz, (517) 335-0007  
[lorenzdz@michigan.org](mailto:lorenzdz@michigan.org)

### **michigan.org Travel Web Site – FREE Listings, Internet Links and videos**

**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 Michigan.org/travel professionals, **[“Add Your Property”, “Submit Your Events and “Submit Your Deals”](#)**. For existing properties in our michigan.org database, you will need a “pass code” which our staff (listed below) can supply. To learn the simple registration steps, go to our brief **[online overview](#)**.

The newest feature available on michigan.org is adding videos to your property listing. Videos are to be 3 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](#).**



For more information regarding your property and our database listing of events or deals and discounts/packages, contact **[Trudy Atwood](#)** at (517) 373-0302, **[Marilyn Schneider](#)** at (517) 241-2605 or **[Bonnie Fink](#)** at (517) 335-6909. Submit video clip URLs to **[Carol Royse](#)**, or call her at (517) 373-3848.

- To use the Pure Michigan logo or images from the online Travel Michigan Image Gallery.

Contact: Kirsten Borgstrom (517) 335-1871  
[borgstromk@michigan.org](mailto:borgstromk@michigan.org)

## Welcome Center Opportunities

Travel Michigan oversees the daily operation of the state's 14 Welcome Centers, 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 14 Welcome Centers around the state or at specific Welcome Centers. For the literature distribution criteria, go to: [Literature Policy Guidelines](#) or,

Contact: Amanda Munson, (517) 373-0671  
[munsona@michigan.org](mailto:munsona@michigan.org) or  
Kathy Lowell, (517) 373-3934  
[lowellk1@michigan.org](mailto: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](mailto: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](mailto:marabater@michigan.org)

**Explore Channel Video Ads at Welcome Centers** - The new Explore Channel is up and operational at all 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](mailto:marabater@michigan.org)