



PURE MICHIGAN<sup>®</sup>  
FRESH OUTLOOK

APRIL 2024

PURE *M*ICHIGAN<sup>®</sup>

KEEP IT  
**FRESH**

IN PURE MICHIGAN YOU CAN  
FIND A **FRESH OUTLOOK** ON LIFE  
AND **KEEP IT.**

# ECONOMIC IMPACT OF TOURISM

# ECONOMIC IMPACT OF TOURISM IN MICHIGAN, 2022

TOTAL VISITORS	<b>125 MILLION</b>
DIRECT VISITOR SPENDING	<b>\$27.3 BILLION</b>
TOTAL ECONOMIC IMPACT	<b>\$48.5 BILLION</b>

Source: "Economic Impact of Tourism in Michigan, 2022," Tourism Economics, December 2023

# ECONOMIC IMPACT OF TOURISM IN MICHIGAN, 2022

JOB SUPPORTED	<b>324,200</b>
LABOR INCOME	<b>\$14.2 BILLION</b>
STATE AND LOCAL TAX REVENUES	<b>\$3.2 BILLION</b>

Source: "Economic Impact of Tourism in Michigan, 2022," Tourism Economics, December 2023

# 2023 PERFORMANCE AND INSIGHTS

# 2023 PERFORMANCE

	TOTAL AD-INFLUENCED TRIPS	AD-INFLUENCED SPENDING	STATE TAXES GENERATED	MEDIA SPENDING
2019	1,915,851	\$2,312,038,031	\$141,959,135	\$16,158,931
2021	543,641	\$627,031,147	\$38,938,634	\$7,804,626
2022	2,071,840	\$3,141,570,251	\$195,091,513	\$17,479,420
2023	1,532,371	\$2,515,281,554	\$156,198,985	\$16,960,606

Source: "2023 End of Year ROI and Fall Research," SMARInsights, March 2024

PURE *M*ICHIGAN<sup>®</sup>  
2023 ROI



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2023 INSIGHTS

**\$1,641**

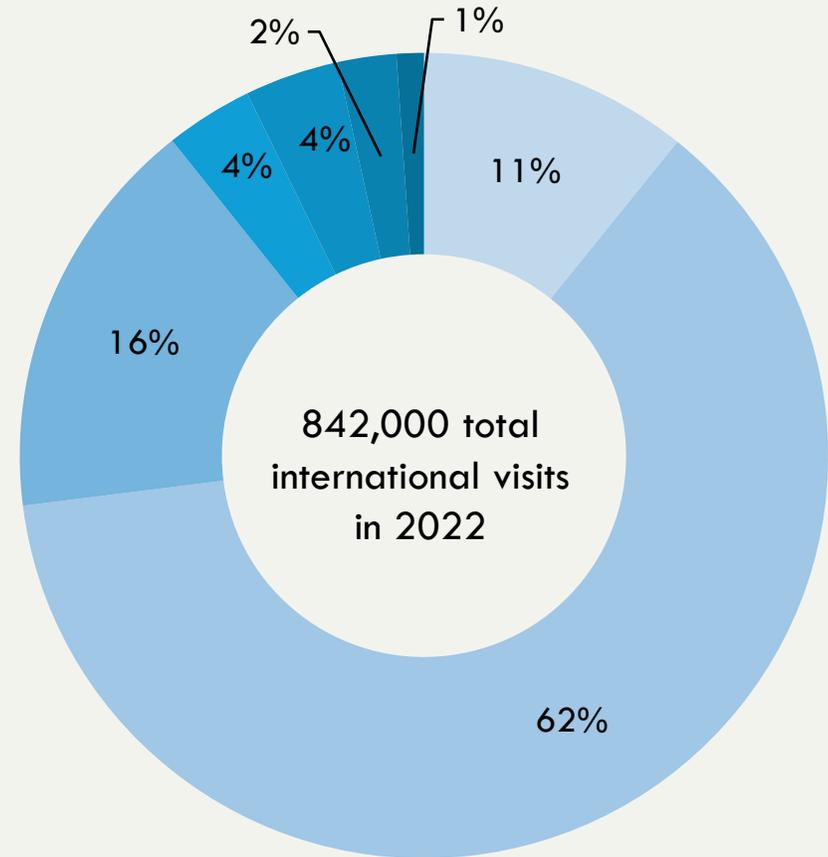
AD-AWARE TRAVELERS'  
AVERAGE SPENDING

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# INTERNATIONAL VISITS TO MICHIGAN BY REGION OF ORIGIN, 2022

Percent of total

- Asia
- Canada
- Europe
- Latin America
- Mexico
- Middle East & Africa
- Oceania



Source: Tourism Economics

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# INTERNATIONAL VISITS TO MICHIGAN FROM ALL MARKETS



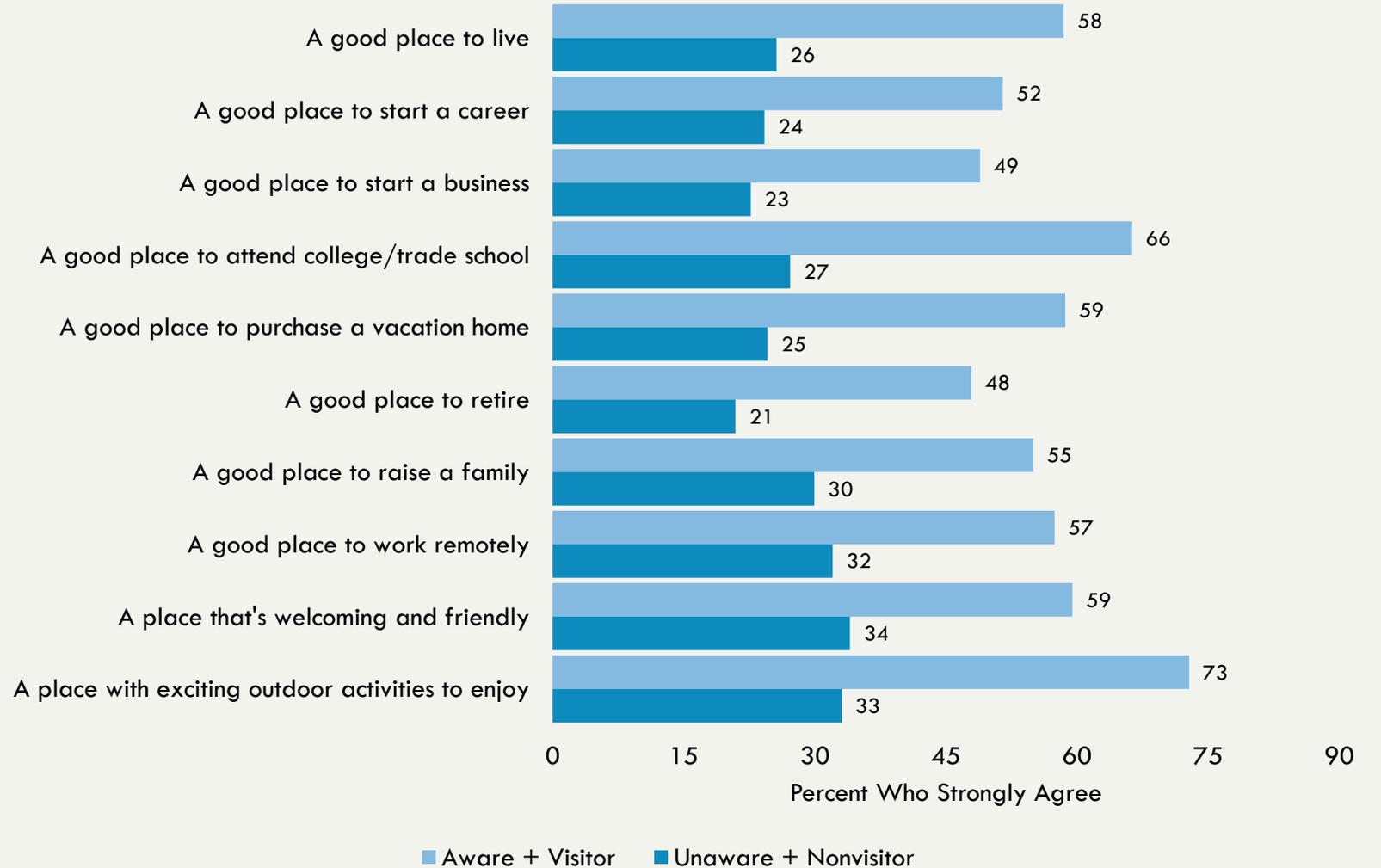
Source: Tourism Economics

# LONGWOODS HALO EFFECT SURVEY

APRIL 2024

# IMPACT OF AD AWARENESS AND VISITATION ON ECONOMIC DEVELOPMENT

Base: Travelers Within Michigan's Out-of-State Advertising Markets



Source: Halo Effect Survey, Longwoods, February 2024



# HALO EFFECT SURVEY LONGWOODS

## KEY TAKEAWAYS

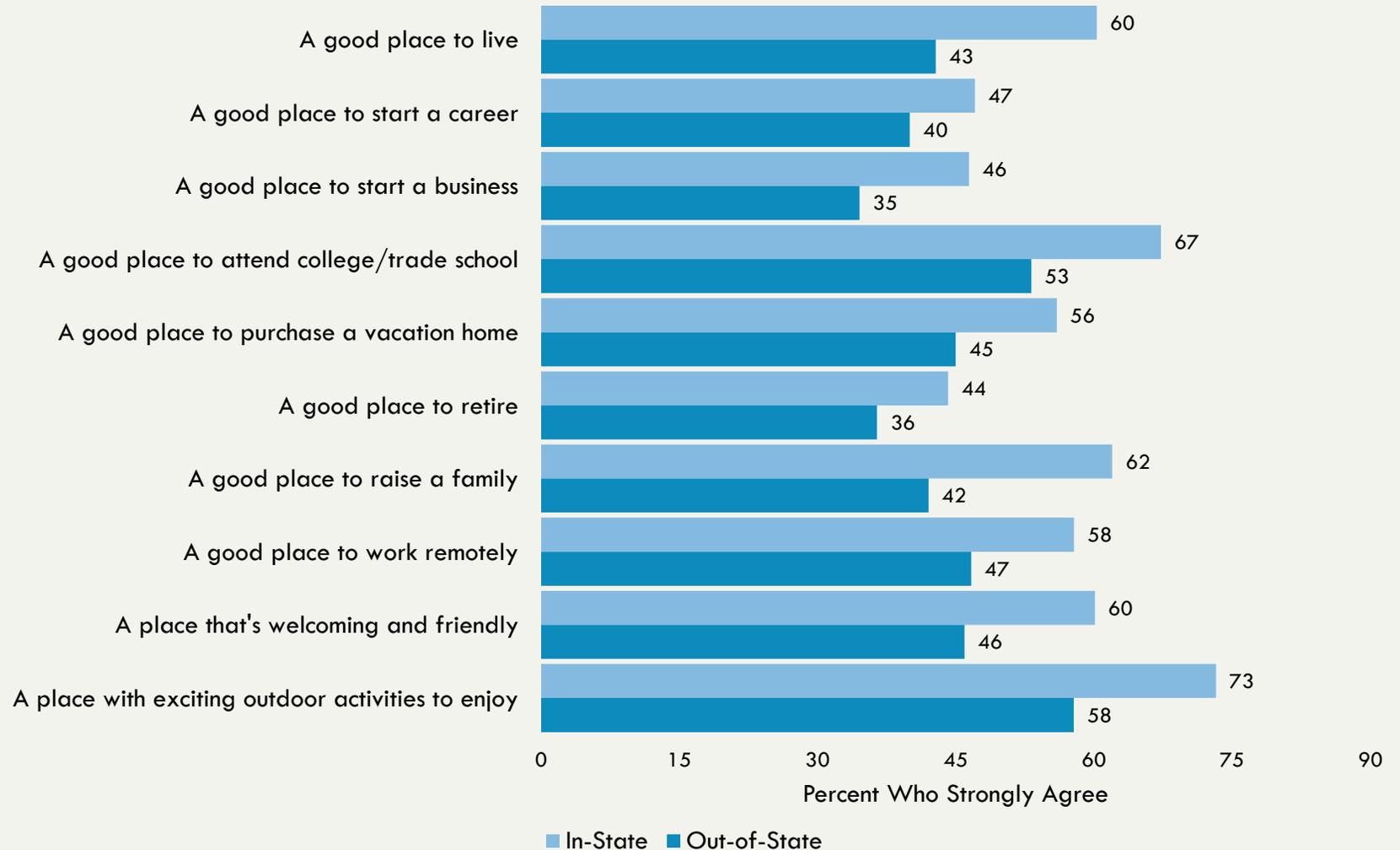
The Pure Michigan campaign significantly lifted Michigan's reputation as a place to live, work and study in the state's primary out-of-state markets.

People visiting Michigan who are aware of the brand campaign are even more likely to highly rate Michigan as a place to invest their time, careers and futures.

Source: Halo Effect Survey, Longwoods, February 2024

# IN-STATE VS. OUT-OF-STATE ECONOMIC DEVELOPMENT

Base: Travelers Within Michigan's Advertising Markets



Source: Halo Effect Survey, Longwoods, February 2024

# HALO EFFECT SURVEY LONGWOODS

## KEY TAKEAWAYS

Across all variables included in the study, Michigan travelers rated the state higher than nonresident travelers.

Michigan residents love the economic opportunities and quality of life the state provides.

Source: Halo Effect Survey, Longwoods, February 2024

# 2024 CAMPAIGN APPROACH

APRIL 2024

# STRATEGIC IMPERATIVES

Promote the  
**DIVERSE PERSPECTIVES**  
in Michigan and how they  
fuel personal growth.



**FRESH  
VOICES**

Attract **NEW PEOPLE**  
to **THE STATE** through  
**BOLDER BRAND PARTNERSHIPS**  
and innovative content distribution.

**BOLDER BRAND  
PARTNERSHIPS**



Michigan

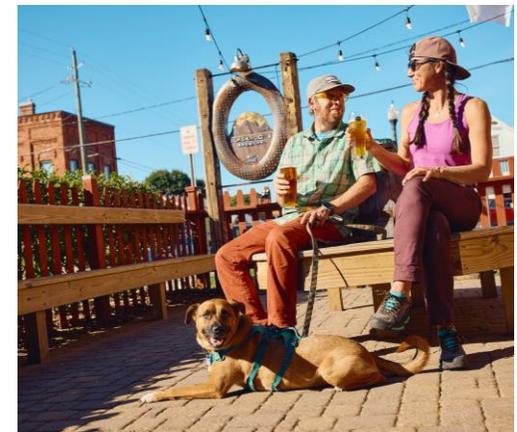
Harness the **POWER** of  
**PURE MICHIGAN** to inspire more  
collaboration across  
**ALL STATE AUDIENCES.**

PURE MICHIGAN® × Detroit

FROM HERE,  
EVERYTHING IS POSSIBLE



# AUDIENCE APPROACH





## THE GROWING IMPORTANCE OF **MULTICULTURAL** AUDIENCES IN THE TRAVEL INDUSTRY

Thirty percent of the \$1.29 trillion spent on U.S. leisure travel in 2022 was spent by a multicultural population.

# CAMPAIGN CREATIVE

PURE *M*ICHIGAN®

PERSONAL

PASSIONATE

PLAYFUL

MAGICAL

MYTHICAL

MAJESTIC

KEEP IT  
**FRESH**

Open your point of view

Share and protect what we love

Try new things

Discover amazing inside and out

Idealize what's real

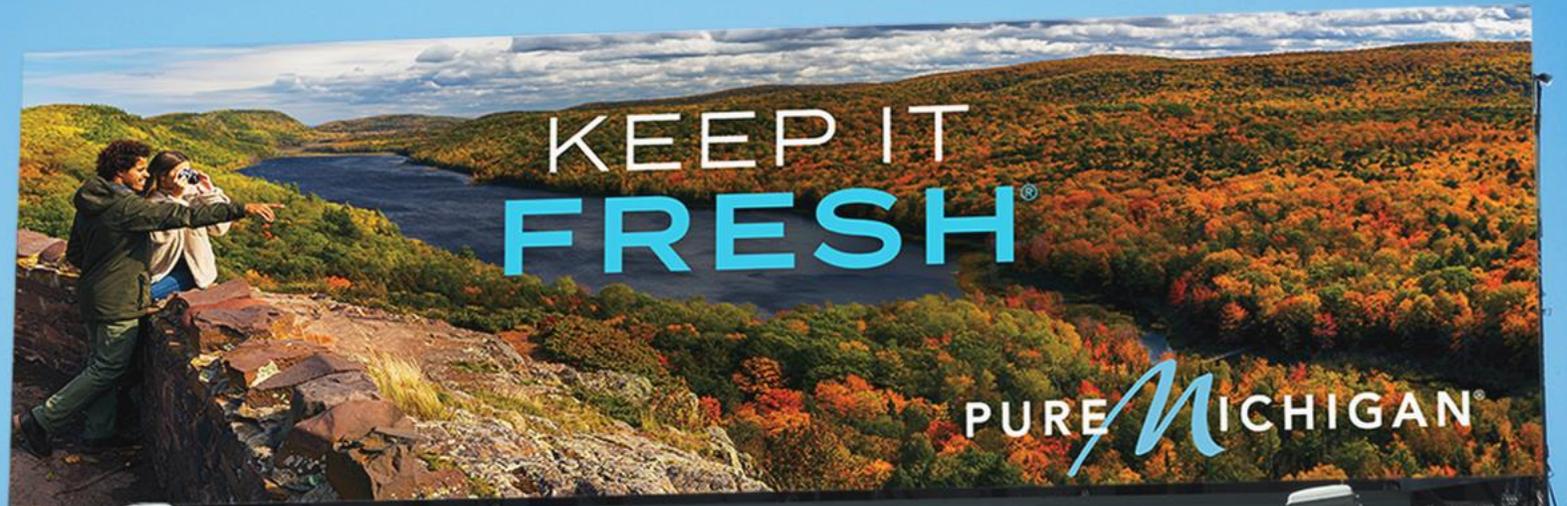
Look around for inspiration

# FRESH IN REVIEW

KEEP IT  
**FRESH**

KEEP IT FRESH<sup>®</sup>

PURE MICHIGAN<sup>®</sup>





TAKE IT TO THE NEXT LEVEL

PURE MICHIGAN®

KEEP IT FRESH®

PLAN YOUR TRIP

PURE MICHIGAN®

Pure Michigan  
Sponsored · 🌐

Take a fresh ride through time on Mackinac Island.

A FRESH DASH OF FALL

MICHIGAN.ORG  
Let Fresh Set the Pace  
Visit Pure Michigan

Learn More

SPICES UP THE SEASON

MICHIGAN.ORG  
Soak Up Fresh Views  
Visit Pure Michigan

Learn More

KEEP IT FRESH®

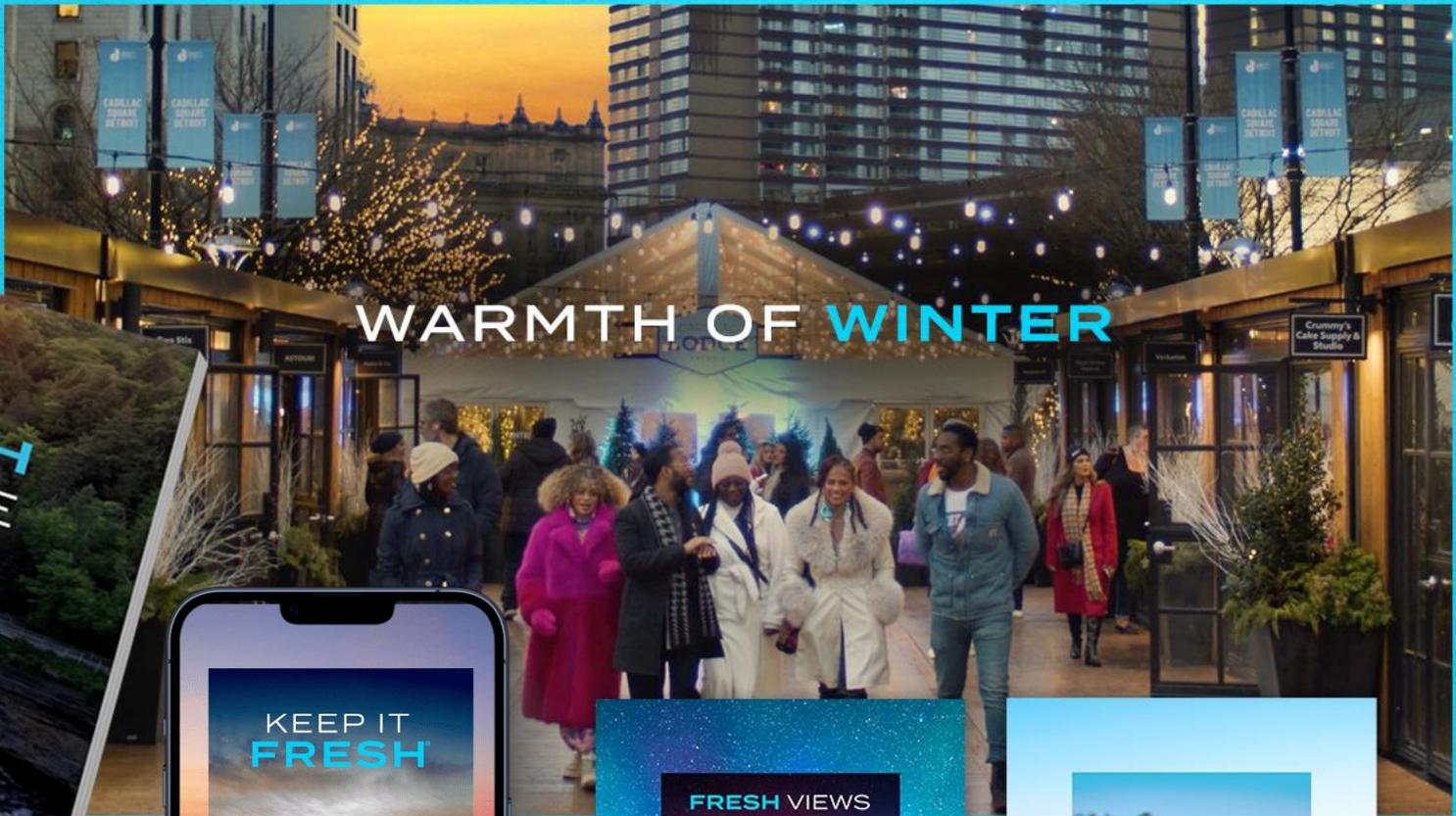
MICHIGAN.ORG  
Create Fresh Memories  
Visit Pure Michigan

Learn More

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FRESH LIVES HERE





# MEDIA APPROACH

Deploy a mix of regional and national media with awareness-driving tactics during peak travel-planning periods to inspire travelers.

Launch a fully integrated cross-channel campaign to maximize impact and reach while driving message continuity across media touch points.

# SPRING/SUMMER DOMESTIC MARKETING MIX

REGIONAL TV

PRINT

DIGITAL

CTV/ONLINE VIDEO

RADIO

STREAMING AUDIO

PAID SOCIAL

amazon.com

 Dotdash  
meredith

 Expedia®

 tiktok **hulu**

 Meta

M Y | C O D E

**Outside**

pandora®

 Pinterest

**ROKU**

**SAMSUNG**

 **SOJERN**

 Spotify®

Travel**Desk**

**TRAVELZOO**®

 Tripadvisor

PURE  MICHIGAN®

# PARTNER PROGRAM



# PURE MICHIGAN PARTNER PROGRAM

## PARTNER PROGRAM PURPOSE

Leverage the Pure Michigan brand at the local, regional and statewide levels to foster a culture of public-private collaboration, cooperation and partnerships – across the state and beyond – to unify the tourism industry and help grow Michigan's economy.



# PURE MICHIGAN PARTNER PROGRAM

## FY24 OVERVIEW

\$1.07M invested from CVBs

Investment opportunities range from \$2,500 to \$25K

### **Offerings include:**

Regional linear TV partnership

Connected TV

Streaming audio

DEI display

Custom content

Paid social





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# MEDC TALENT CAMPAIGN



# Key Findings

1

Talent is routinely and proactively researching jobs and locations, with career and lifestyle factors as top influencers in their location decisions.

2

Target talent audiences vary in terms of their preferences and behaviors but there are more similarities than differences.

3

Michigan is perceived well on its quality-of-life attributes but lacks a strong innovation story or a unique selling proposition on job and career attributes

4

Internal audiences are challenged to communicate MI's unique selling proposition for jobs and careers (and select lifestyle attributes)

5

Michigan has an opportunity to rise at the state, national and global stage, and tell its innovation story; continue to leverage the excellent reputation of its quality of life, build internal sentiment; and provide education on its "next generation" sectors.

Understanding MI's Target Audiences

Perceptions of Michigan

Opportunities

# Michigan's Talent Need

Labor force participation is at its highest level since 2019 and unemployment is very low statewide. Yet, Michigan has more than 186,000 job vacancies.

Business Watch

**Michigan has more job openings than workers. Are retirees the answer?**

## Understanding America's Labor Shortage: The Most Impacted States

Every state is facing an unprecedented challenge finding workers to fill open jobs. Learn which states have been impacted the most by the nation's worker shortage crisis.

Detroit Regional Chamber > Education & Talent > [Want to Fix Michigan's Worker Shortage? Make College Make Sense Again](#)

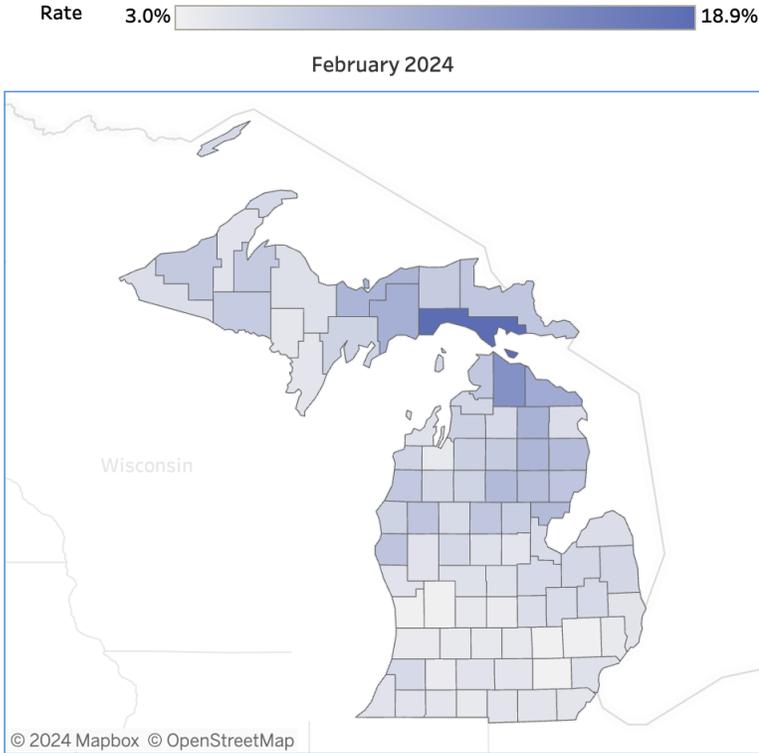
### Want to Fix Michigan's Worker Shortage? Make College Make Sense Again

August 30, 2023

## Job Vacancies

Time Period	
February 2024	
Total Ads	Change/Month
186,652	11.5%

## Jobless Rates by County



# Talent Marketing Goal



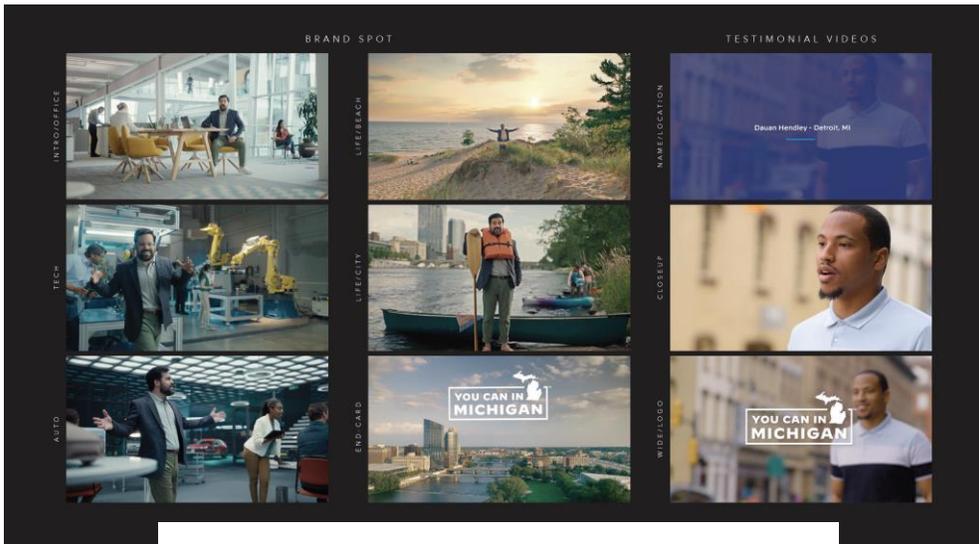
**BUILD THE MICHIGAN WORKFORCE  
BY INTRIGUING AND INSPIRING JOB SEEKERS TO CONSIDER MICHIGAN AS  
THE ULTIMATE DESTINATION  
TO WORK, PLAY, AND THRIVE.**

# PEOPLE: TALENT MARKETING INITIATIVE



## \$20 million investment for marketing initiatives for talent

- Funding to continue developing best-in-class talent retention and attraction campaigns to support talent solutions and Michigan's population growth efforts.
- **You Can In Michigan** has only been in market to a national audience for just over 5 months and has signed up over 5,000 candidates in the jobs portal.
- Jobs portal visitors come from all over with the top states being IL, CA, then MI, NY, and TX; the top states for out-of-state job candidates are TX, IL, and CA.
- Funding will expand focus to include other high-mobility groups, including remote workers, young families, and other recent graduates in areas of opportunity for in-migration.
- This funding is separate from the ongoing, \$15 million recommendation for Pure Michigan.



# Attracting & Retaining Talent You Can In Michigan

National attraction and retention campaign reaching high-skilled, in-demand talent and connecting them with the Michigan Career Portal to access job and educational opportunities.

October 2023-March 2024 Metrics:

**1.2M**

**Website visitors**

**6.7K**

**Michigan Career Portal  
users**

