



Destination Marketing and Economic Development: Creating a Singular Place Brand

George Zimmermann & Bill Siegel

September, 2015

Today's Presentation



1/ Case Study

Developing a singular brand for tourism and economic development.

PURE *M*ICHIGAN®
Your trip begins at michigan.org

2/ Halo Magic

Research demonstrates strong lift from destination promotion on both tourism **AND** economic development image.



Pure Michigan Case Study



Pure Michigan Case Study



- ✓ Not here to tell you what may or may not work for you.
- ✓ Here to share how Pure Michigan happened and its results.
- ✓ Was not a straight line.

PURE *M*ICHIGANSM
Your trip begins at michigan.org

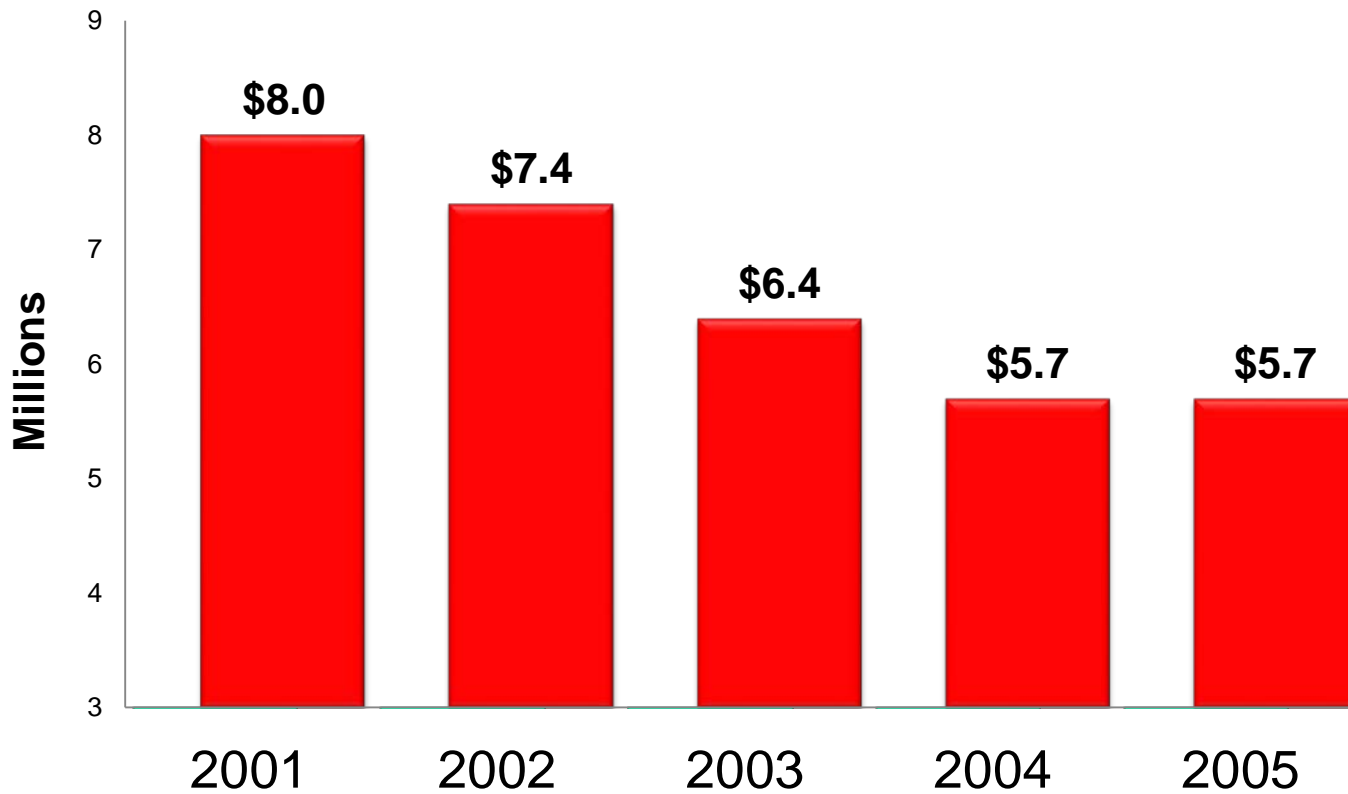
Four Keys to Pure Michigan



- ✓ A powerful brand that inspires confidence and produces results.
- ✓ ROI data that proves effectiveness.
- ✓ Industry leadership and unity behind the data and the brand.
- ✓ Sufficient budget to promote the brand.

PURE *M*ICHIGANSM
Your trip begins at michigan.org

Pre-Pure Michigan Budget Declines



2005: Rock Bottom



- ✓ Doing less every year, due to budget cuts.
- ✓ Demoralized, fragmented private sector.
- ✓ Business declines in middle of decade-long Michigan recession.
- ✓ Ranked 50th in hotel occupancy rate.
- ✓ One bright spot: got first advertising return on investment results for 2004 (Longwoods).

First ROI Data (2004)



- ✓ MI spent \$3.5 million on advertising.
- ✓ Generated 990,000 trips to state.
- ✓ Those visitors spent \$164 million.
- ✓ And paid \$11.5 million in state taxes.
- ✓ MI got \$3.27 in taxes for each ad dollar spent.

Source: Longwoods International

2006: Budget Increased to \$13.2 Million



We created a new brand
for the state:

PURE *M* ICHIGAN

“Sunrise”



Consistent Award-Winning Campaign



DAVID
GILVY
AWARDS



ADVERTISING
RESEARCH
FOUNDATION



U.S. TRAVEL
ASSOCIATION

Ten Best Tourism Campaigns Ever



1. Las Vegas (“what happens here, stays here”)
2. Incredible India
3. New Zealand
4. Australia (Paul Hogan, 1980s)
5. Jamaica
6. **Pure Michigan**
7. Alaska (B4UDIE billboards, 2005)
8. Canada
9. Oregon
10. Virginia (is for Lovers)

Forbes

Industry Rallies for Pure Michigan



Dear George,

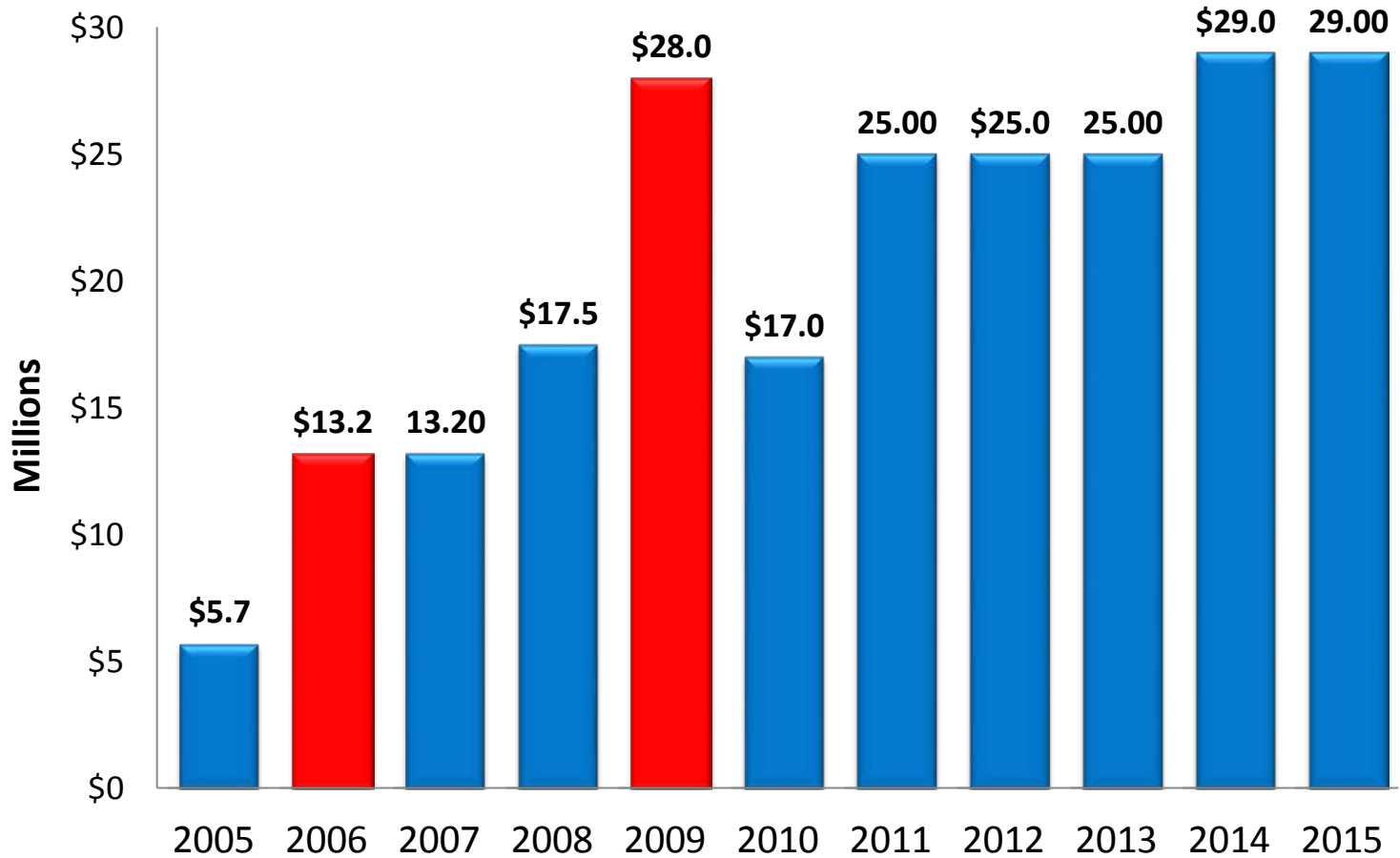
We are pleased to announce that the **Senate Appropriations Committee will hold hearings** on establishing permanent funding for the award-winning "Pure Michigan" campaign. Those hearings have been set to take place during the **Michigan Tourism Industry Legislative Conference set for Tuesday, September 23rd at the Radisson Hotel in downtown Lansing**. The cost of registration is just \$60 per person.

The commitment to hold hearings came as a result of an in-district lunch with **Appropriations Committee Chairman Ron Jelinek** yesterday in St Joseph. **Carrying our industry's message** during that luncheon were MACVB President, Millicent Huminsky, MRA Board member Larry Schuler, MRA staff person Andy Deloney, MHSA lobbyist Bret Marr and myself.

The Legislative Conference program will be necessarily revamped. However, George Zimmermann will still present the latest results of the **ROI analysis of the "Pure Michigan" campaign by Longwoods International**. Legislative Conference attendees will be fully briefed on the issues at hand, how to respond to legislator questions and how to best position SB 690 for passage.

Establishing a **permanent funding mechanism to take the "Pure Michigan" campaign nationwide** is by far, the most important initiative our industry has ever undertaken. As such it's **critically important that we respond with our biggest crowd, and best effort ever.** As was the case this past spring, the bigger the crowd, the better our chances will be. See you at the **Radisson on the 23rd!** Click on the link below to register your support!

Pure Michigan Budgets



Impact of Pure Michigan Campaign on Tourism Image



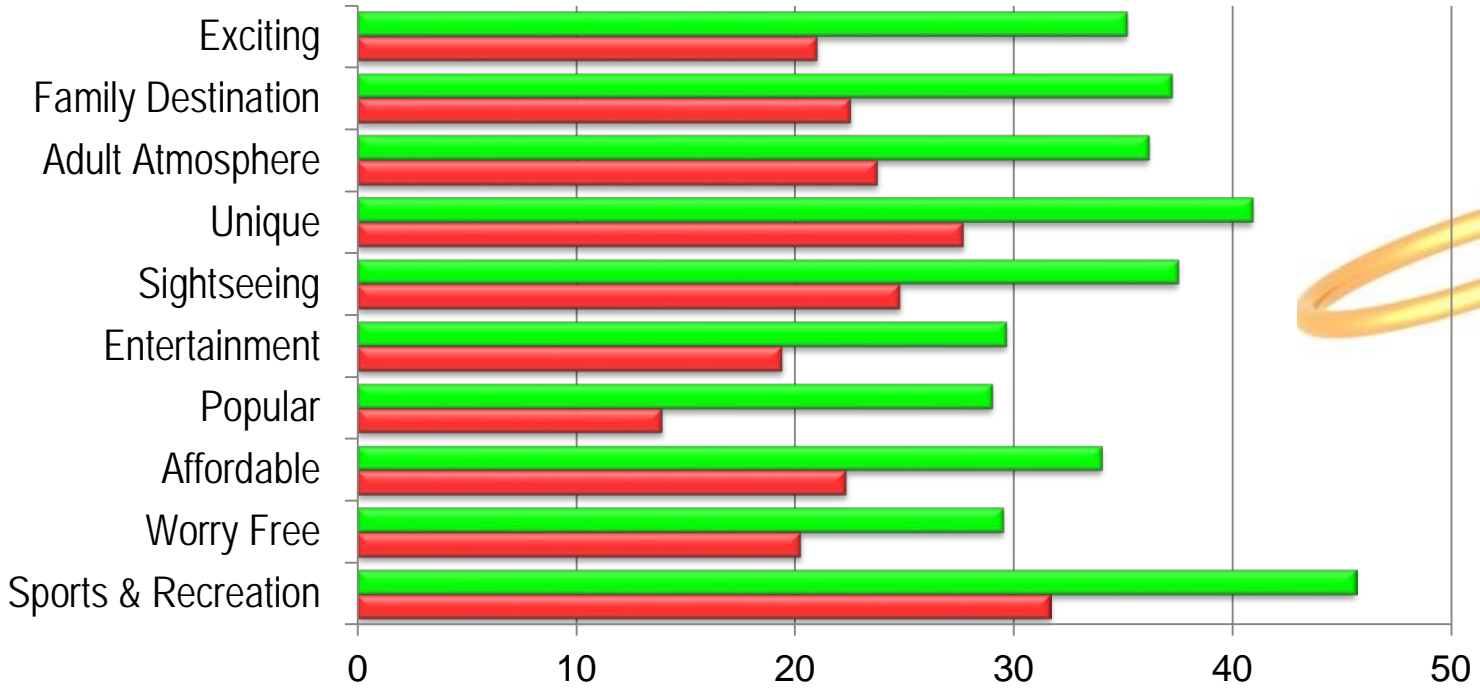
Halo Magic

Image lift goes well beyond
messages communicated by
creative

Positive impact across many
brand attributes



The Halo Effect: 2014 Tourism Campaign Impact on Michigan's National Tourism Image



PURE MICHIGAN®
Your trip begins at michigan.org

Percent Who Strongly Agree

■ Aware* ■ Unaware

Pure Michigan Results 2006 – 2014



- ✓ Generated 22.4 million out-of-state trips to Michigan.
- ✓ Those visitors spent \$6.6 billion at Michigan businesses.
- ✓ They paid \$459 million in state taxes on those trips, primarily sales tax.
- ✓ **Cumulative Pure Michigan ROI is \$4.81.**

2010 Michigan Governor's Race



Republican Rick Snyder makes Pure Michigan a campaign issue.

He calls for consistent funding at \$25 million per year.

For a campaign created during the previous **DEMOCRAT** administration!

Snyder Team Cancels “Upper Hand” Campaign



Michael Finney

Snyder pick to use 'Pure Michigan' to attract business to state

BY TOM WALSH
FREE PRESS BUSINESS COLUMNIST

[Comments \(64\)](#) [Recommend \(2\)](#) [Print](#) [E-mail](#) [Letter to the editor](#) [Share](#) [?](#)

LANSING — Gov. Rick Snyder’s choice of Michael Finney was approved Tuesday as president and CEO of the Michigan Economic Development Corporation, the public-private agency that works to attract and expand business and jobs in the state.

Michigan 2010 Upper Hand Commercial



Michigan's Marketing Brand



Michigan's Marketing Brand



The screenshot displays the Pure Michigan website interface. At the top, the navigation menu includes 'PURE MICHIGAN', 'WHY MICHIGAN', 'START UP', 'GROW' (highlighted in a purple box), 'COMMUNITY', and 'ABOUT MEDC'. Below this is a secondary menu with 'Find Talent', 'Access Capital', 'Business Connect', 'Incentives and Taxes', 'Growth Industries', and 'Export Assist'. The main banner features a photograph of a blue truss bridge over a river, with the word 'GROW' overlaid in white. Below the banner, the page title 'Business Connect' is centered. On the left side, there is a sidebar with a purple header 'ON THIS PAGE' and a dark grey box containing the text 'Pure Michigan Business Connect'. Below this are three social media icons: RSS, Facebook, and a plus sign. The main content area has a purple header 'PURE MICHIGAN BUSINESS CONNECT' followed by a paragraph of text.

PURE MICHIGAN

WHY MICHIGAN START UP **GROW** COMMUNITY ABOUT MEDC

Find Talent Access Capital Business Connect Incentives and Taxes Growth Industries Export Assist

GROW

Business Connect

ON THIS PAGE

Pure Michigan Business Connect

PURE MICHIGAN BUSINESS CONNECT

Pure Michigan business connect is a [multi-billion dollar public/private initiative](#) developed by the Michigan Economic Development Corporation that connects Michigan businesses by introducing them into the purchasing pipelines of the state's larger companies. Through this Business-to-Business (B2B) network, Michigan companies are encouraged to increase their procurement spending within the state. Professional assistance is available to small businesses and startups at little or no charge, including legal, accounting, Web development and human resource assistance.

Pure Michigan: Off to the Races



Water



Coke



Beer



Detroit Tigers



Agriculture



Kroger



Non-Profits



PURE MICHIGAN®
Pink! October 2013



NATIONAL BREAST CANCER AWARENESS MONTH
WWW.NBCAM.ORG

The image shows a pink banner with a repeating pattern of pink ribbons. On the left, the text "PURE MICHIGAN®" is written in black, with a large, stylized pink "M" behind the word "MICHIGAN". Below it, "Pink! October 2013" is written in black. On the right, there is a circular logo for National Breast Cancer Awareness Month, featuring a pink ribbon in the center, surrounded by the text "NATIONAL BREAST CANCER AWARENESS MONTH" and the website "WWW.NBCAM.ORG".

PURE MICHIGAN®



Michigan Blood
MI blood saves lives:
Mlblood.org

The image shows a white banner with a blue curved shape on the left side. At the top left, "PURE MICHIGAN®" is written in blue. In the center, there is a logo for Michigan Blood, which consists of a blue shape resembling a blood drop or a stylized "M" with a white outline. Below the logo, the text "Michigan Blood" is written in a bold, dark blue font. Underneath that, "MI blood saves lives:" is written in a smaller, dark blue font, and "Mlblood.org" is written at the bottom in a dark blue font.

New Standard License Plate



Michigan = *Pure Michigan*



Tourism Partners Join the Parade



2014 Pure Michigan Advertising Partners



**44 advertising partners
in 2014.**

- ✓ Invested **\$5.7 million** in Pure Michigan ads.
- ✓ \$20,000 to \$500,000 per partner.

**Started with 2 partners
@ \$230k in 2002.**

Traverse City Partner TV Ad



It's About More Than Tourism



ites Tools Help

Bloomberg

Our Company | Professional | Anywhere

HOME

QUICK

NEWS

OPINION

MARKET DATA

PERSONAL FINANCE

TECH

POLITICS

SUS

Hamptons of Michigan Draws New Yorkers With Bargain Homes

“A surge in tourism from visitors outside of Michigan is helping increase demand for vacation houses in the region, where the median home price is about a quarter of that in the Hamptons.”

Bloomberg, Sept. 14, 2012

The Bottom Line



- Brings in many visitors regionally and nationally.
- Creates jobs in a difficult economy.
- Generates incremental dollars to a state treasury struggling with solvency.

PURE *M*ICHIGANSM

The Bottom Line



- Now the **SINGULAR BRAND** for **MICHIGAN**:
 - *Tourism*
 - *Economic Development.*
 - *Many marketing partners.*

PURE *M*ICHIGANSM



Impact of Destination
Campaigns on
**Economic
Development**

Now a Topical Issue



OXFORD ECONOMICS

Destination Promotion: An Engine of Economic Development

**How investments in the visitor economy
drive broader economic growth**

Demonstrates a strong relationship between destination marketing and economic development through econometric modeling.

Strong Support from DMAI



DESTINATION PROMOTION DEVELOPMENT

DATE: NOVEMBER 6, 2014, 2:00PM
GOTOWEBINAR



New DMO
light on ho

Join DMAI
Counselo
investmen
industry.

The prelim
profession
destination

Don't miss your chance to learn first-hand how the re
economic spectrum, as well as the benefits of in-dept



MEMBERSHIP EDUCATION
& EVENTS

100 YEARS OF ADVANCING DESTINATIONS

FIVE PRACTICAL WAYS DMOS AND EDOS CAN WORK TOGETHER



Author: Guest Andy Levine, President/Chief Creative Officer of Development Counsellors International

Posted: November 13, 2014

Blog Topics Covered: [Advocacy](#) | [Destination & Travel Foundation](#) | [Destination Marketing](#) | [DMAP](#) | [Economic Development](#) | [Education](#) | [empowerMINT](#) | [Sustainability](#)



The Next Step: Direct Measurement



- Measurement of economic development impact of tourism campaigns for multiple DMO's through large-scale advertising effectiveness studies.
- Paint a picture of **HOW** and **WHY** destination marketing creates synergy with economic development.
 - *Awareness and image enhancement.*
 - *Positive impact of visiting the destination.*

Method



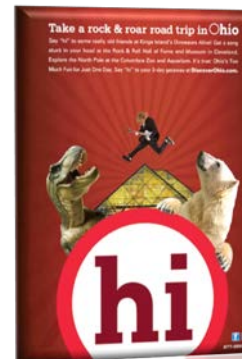
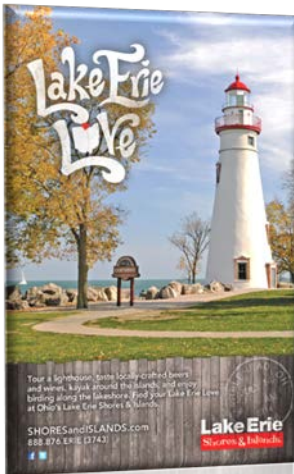
- Recent large-scale online surveys of a representative sample of adults 18+ in advertising markets for seven U.S. states and two CVBs.
- Non-residents only included for analysis.
- Focus on image lift created by:
 - A. *Tourism ad awareness.*
 - B. *Visiting the destination.*

	Sample
North Dakota	893
Wisconsin	1,336
Ohio	1,006
North Carolina	1,601
New Mexico	6,032
Minnesota	1,698
Michigan	4,022
Portland OR	997
Lake Erie Shores & Islands OH	1,053
TOTAL	18,638

Method



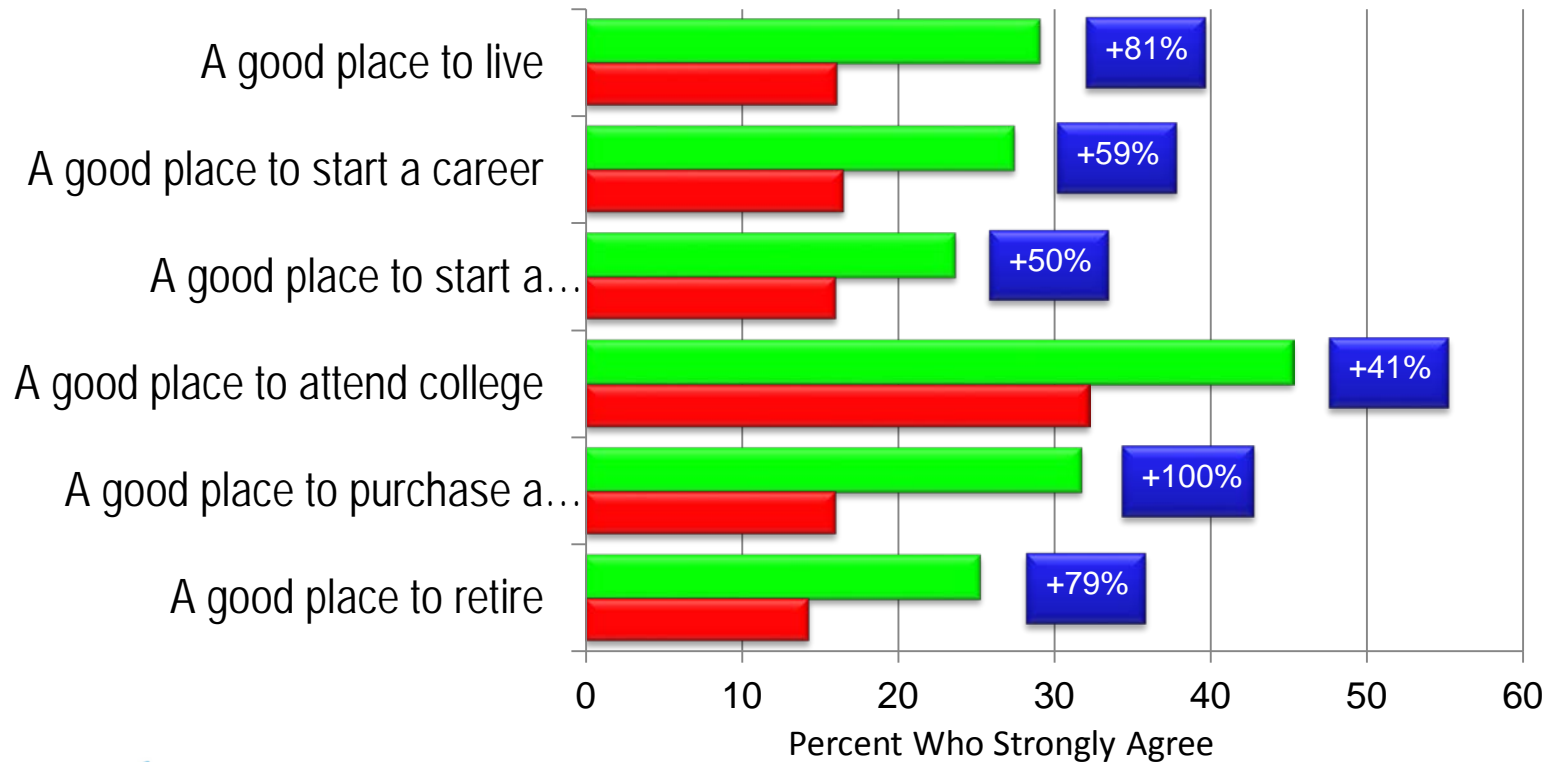
- Respondents shown client ads across media channels to measure awareness.



Impact of Michigan's 2014 *Tourism* Campaign on State's Economic Development Image



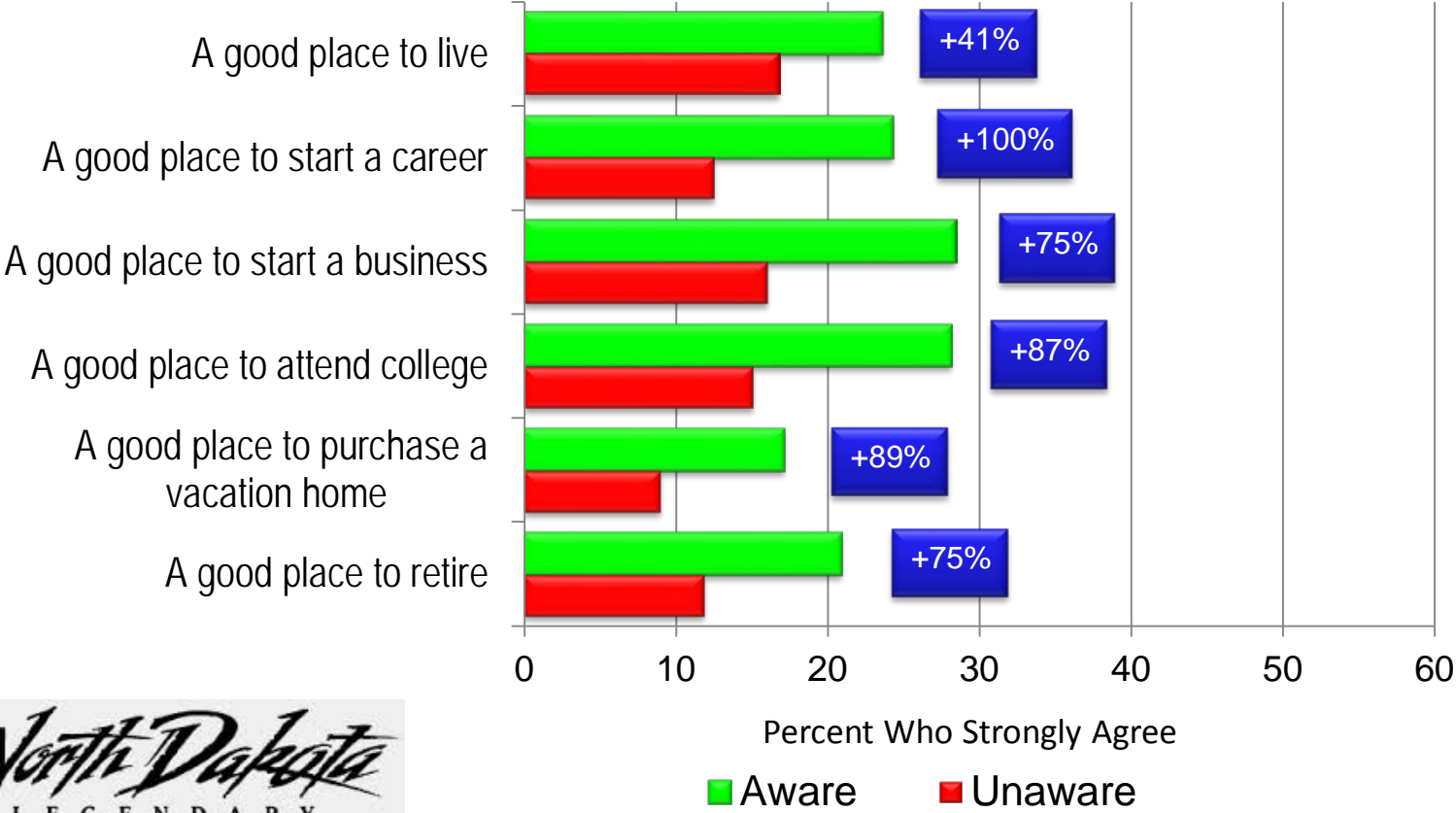
Base: National Out-of-State Residents



Impact of North Dakota 2014 Tourism Campaign on State's Economic Development Image



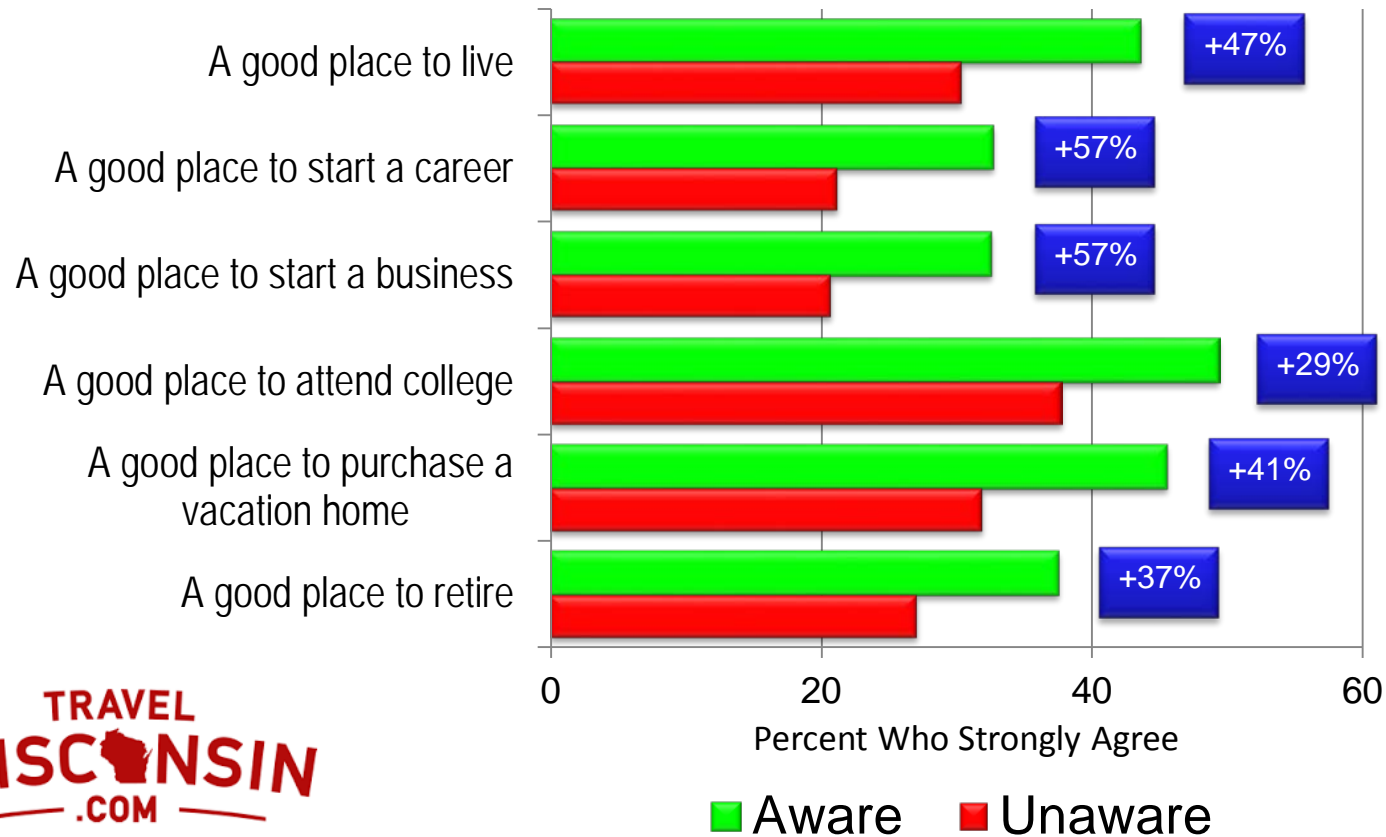
Base: Out-of-State Residents



Impact of Wisconsin 2014 Tourism Campaign on State's Economic Development Image



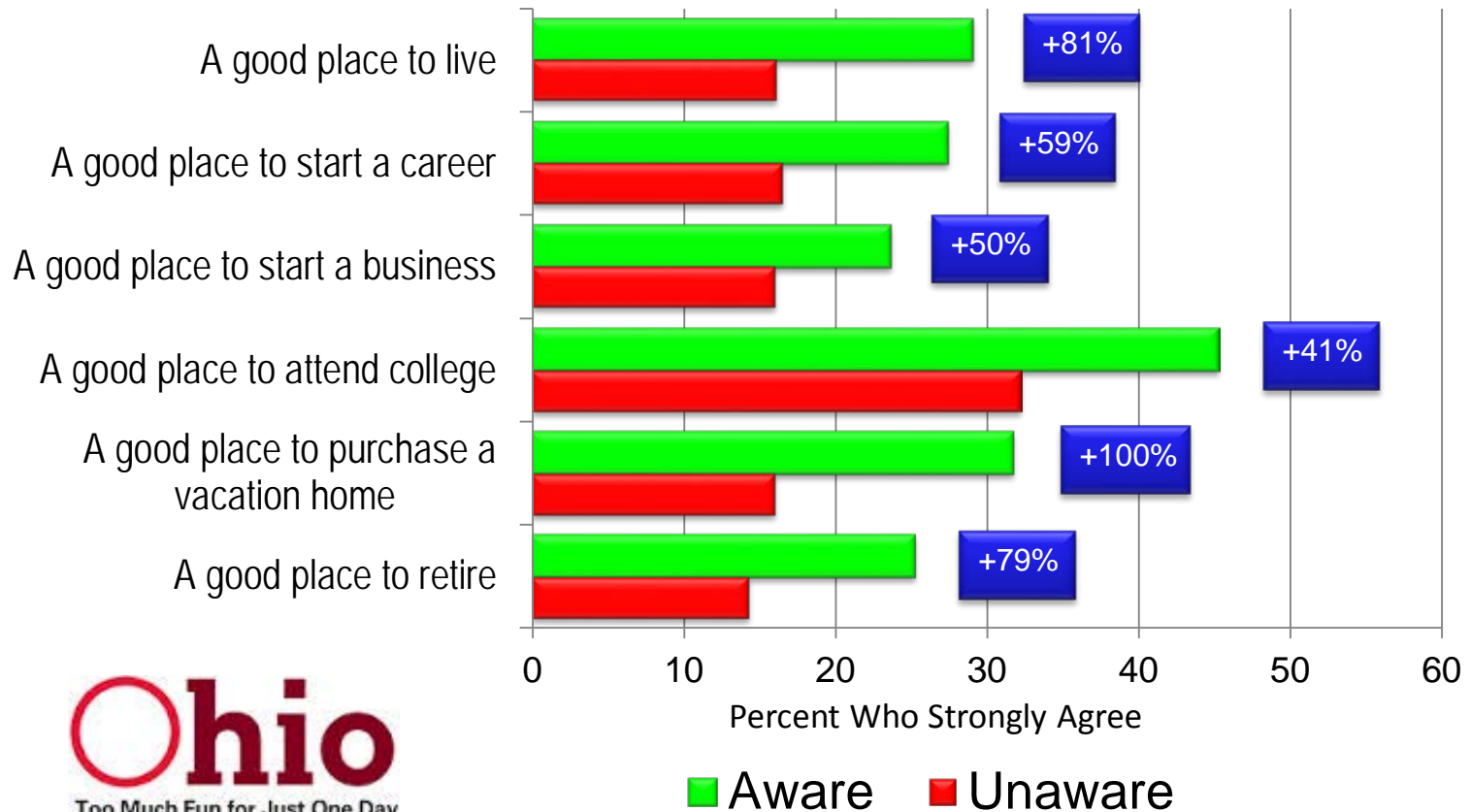
Base: Out-of-State Residents



Impact of Ohio 2014 Tourism Campaign on State's Economic Development Image



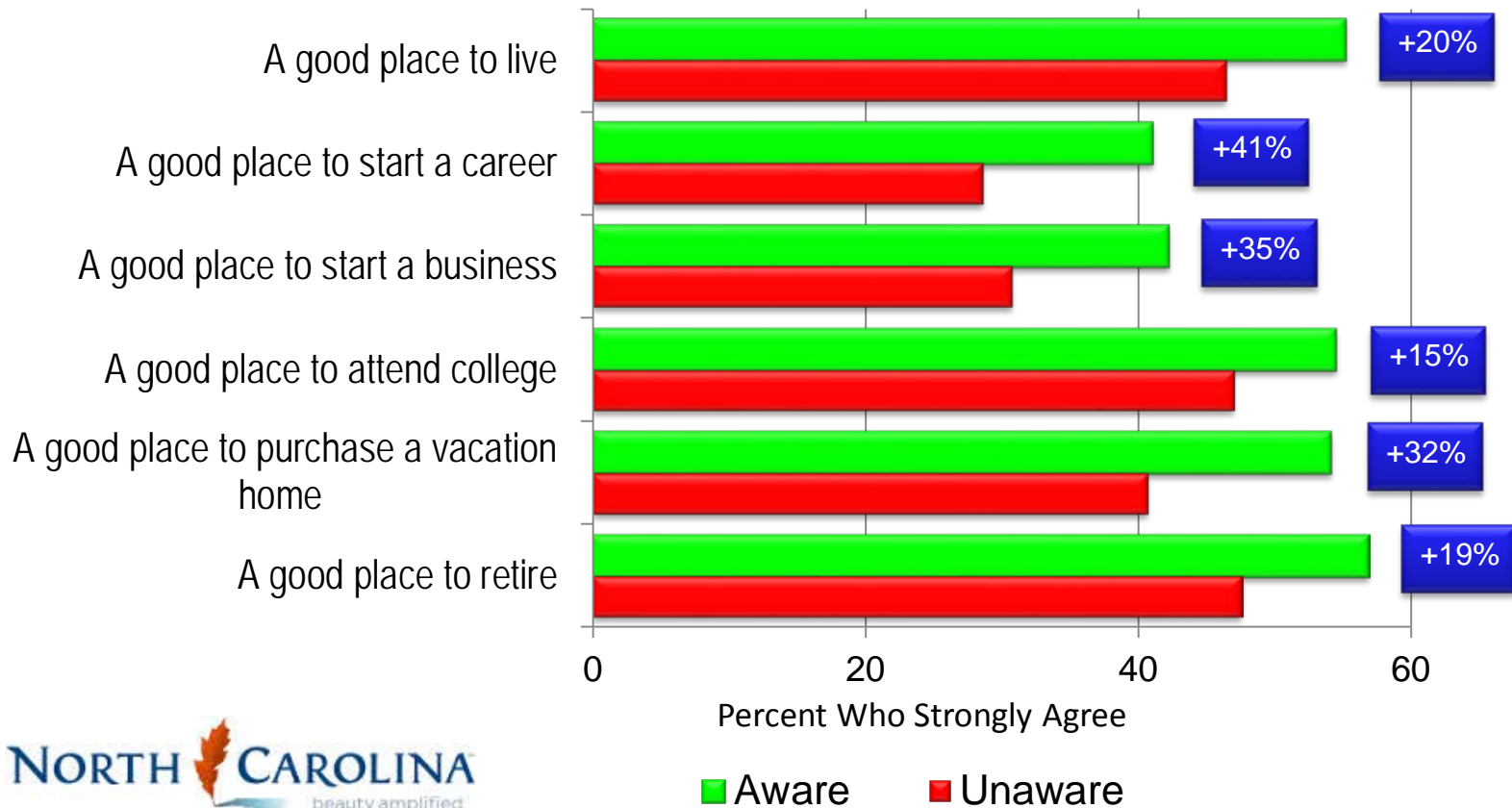
Base: Out-of-State Residents



Impact of North Carolina 2014 Tourism Campaign on State's Economic Development Image



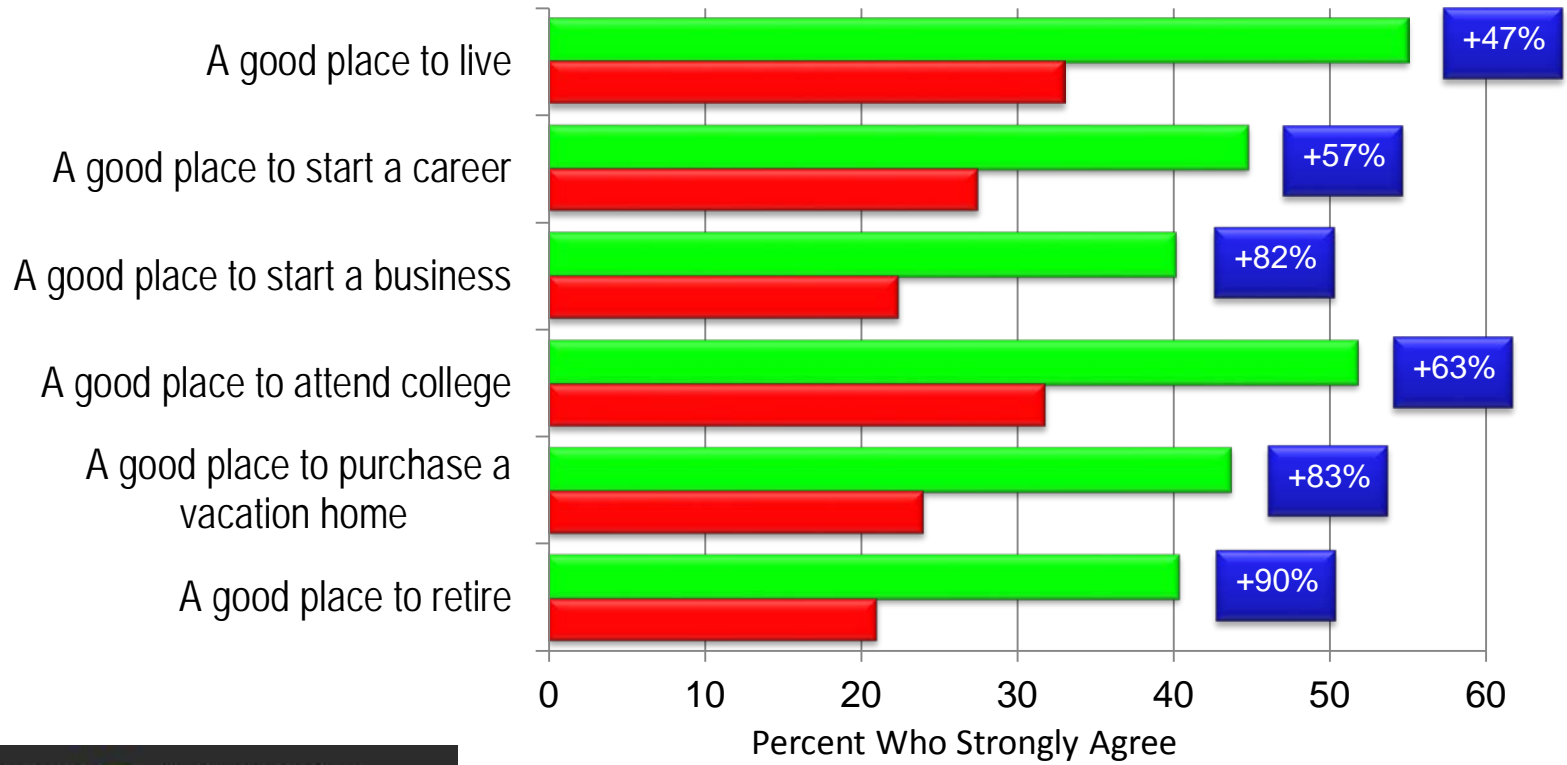
Base: Out-of-State Residents



Impact of Minnesota's 2014 Tourism Campaign on State's Economic Development Image



Base: Out-of-State Residents



Impact of New Mexico 2014 Tourism Campaign on State's Economic Development Image



Base: Out-of-State Residents

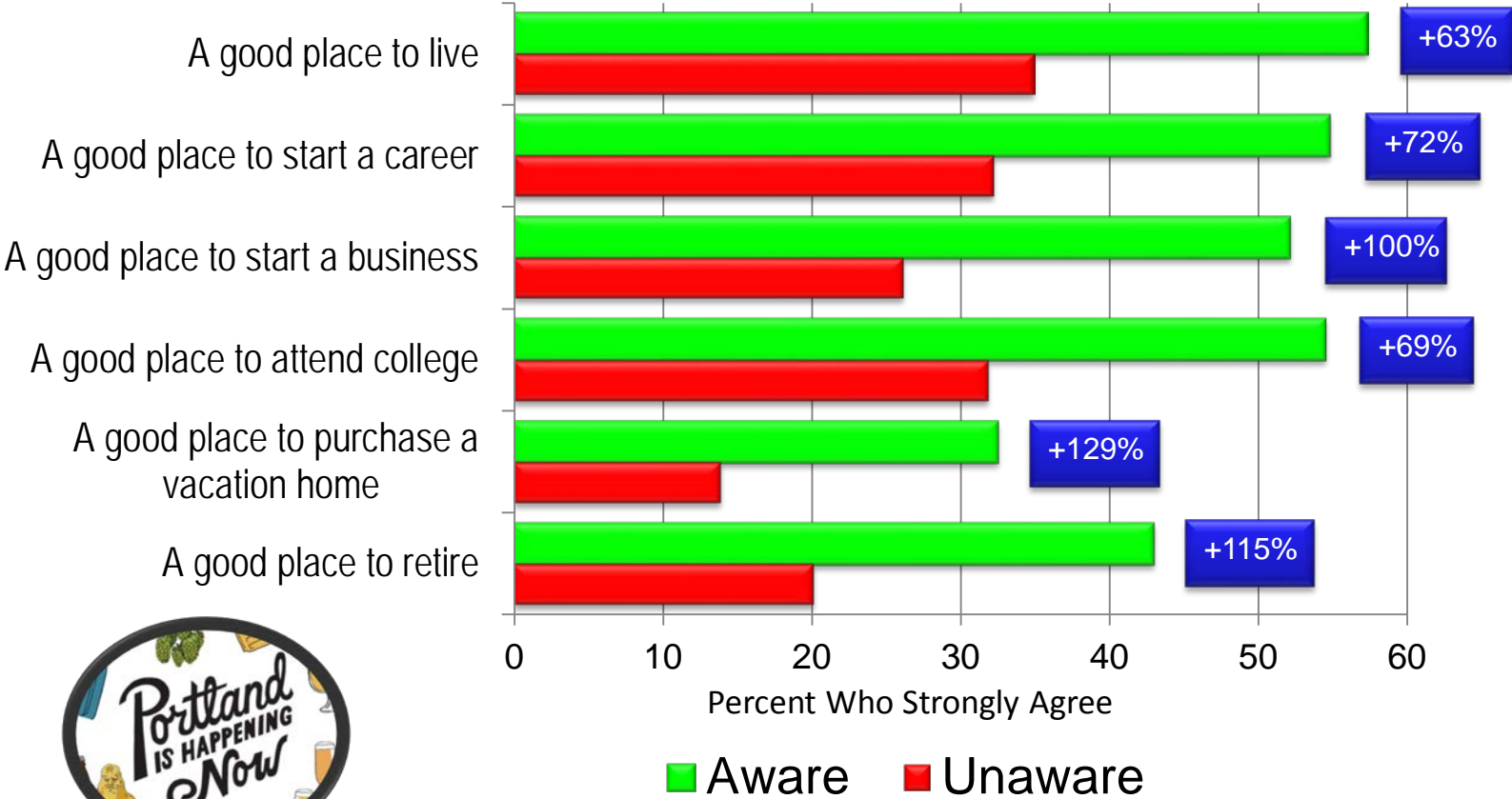


■ Aware ■ Unaware

Impact of Portland 2014/2015 Tourism Campaign on City's Economic Development Image



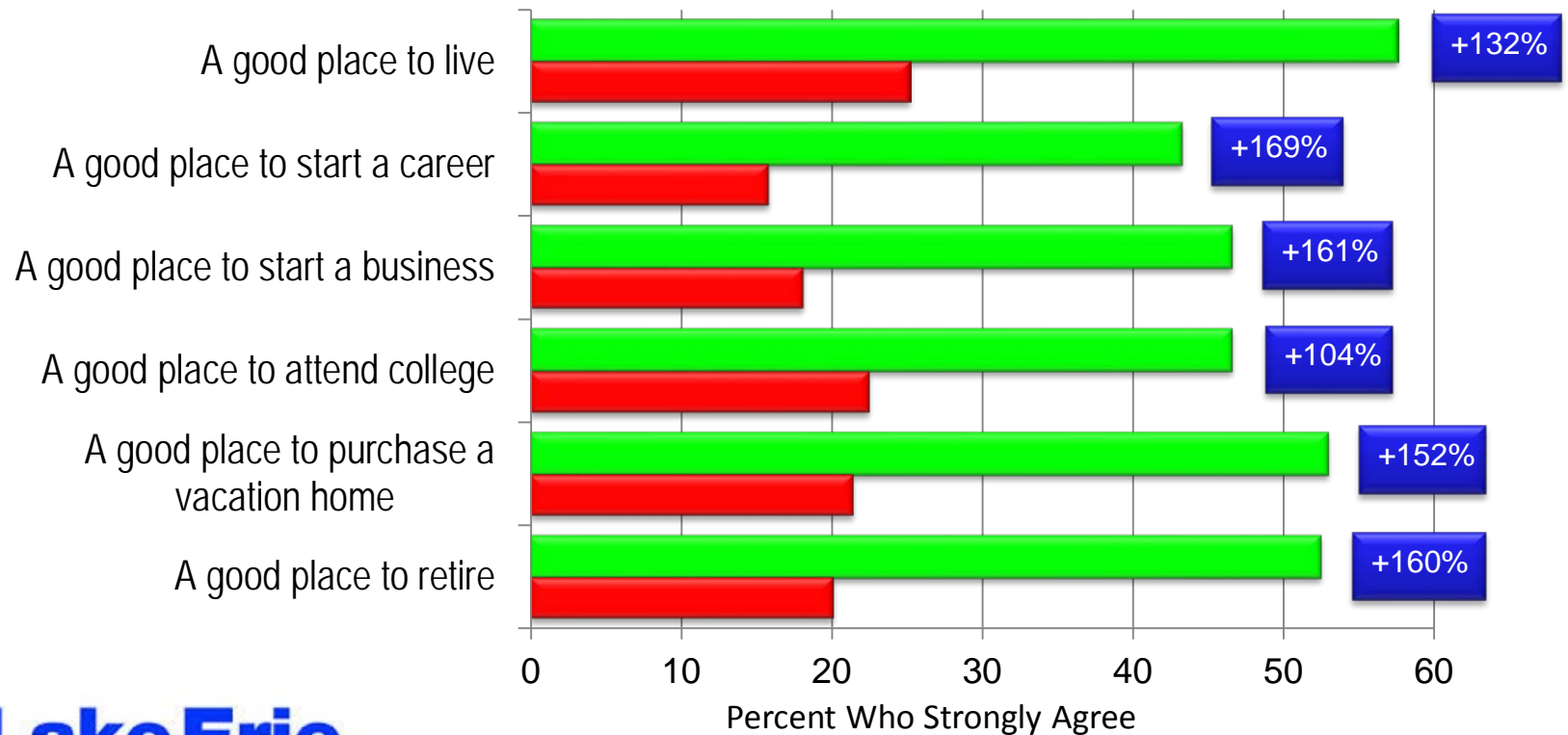
Base: Advertising Markets



Impact of Lake Erie Shores & Islands 2014 Tourism Campaign on Region's Economic Development Image



Base: Advertising Markets



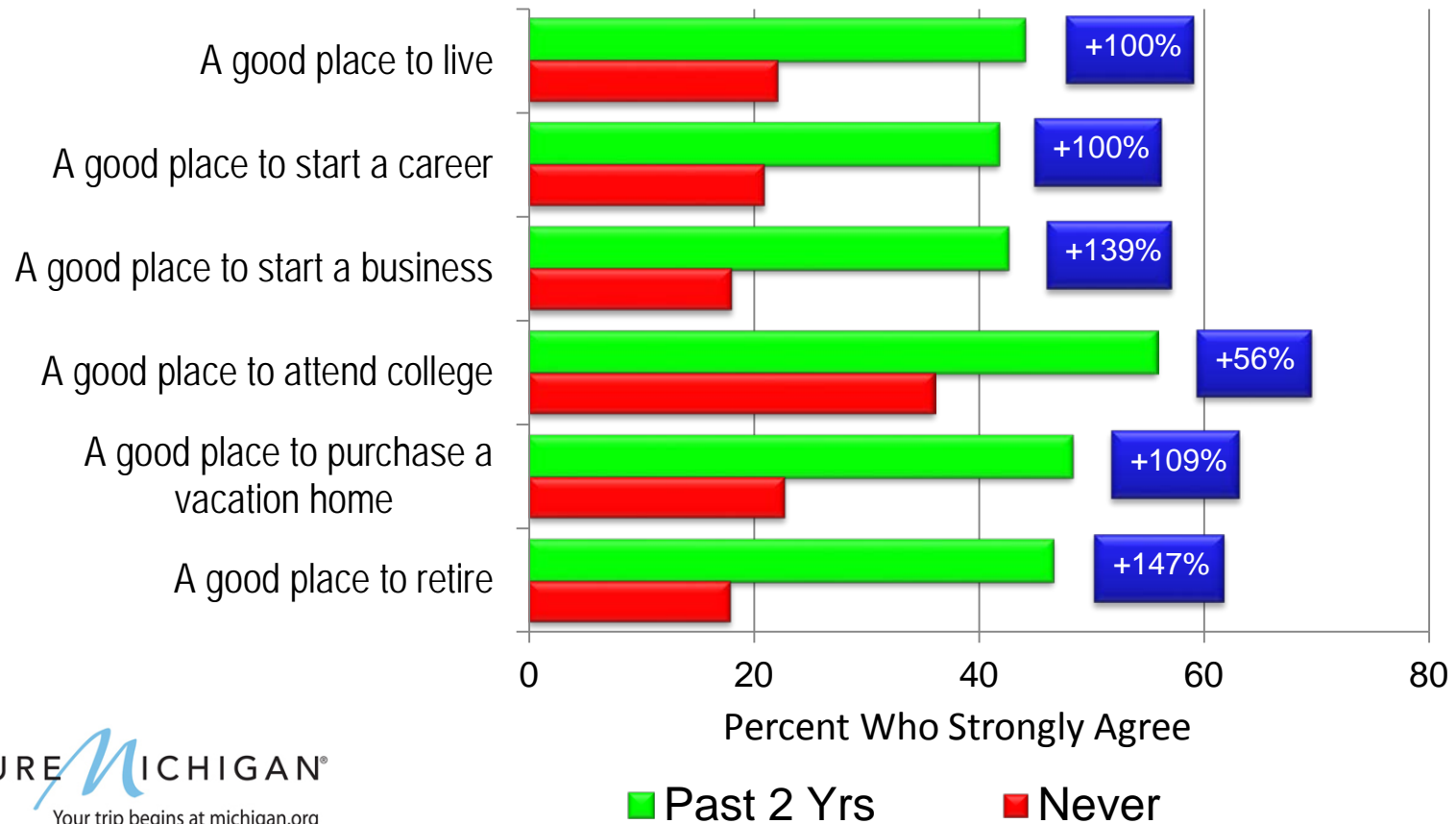
Impact of *Visitation* on Economic Development Image



Impact of *Visitation* on Michigan Economic Development Image



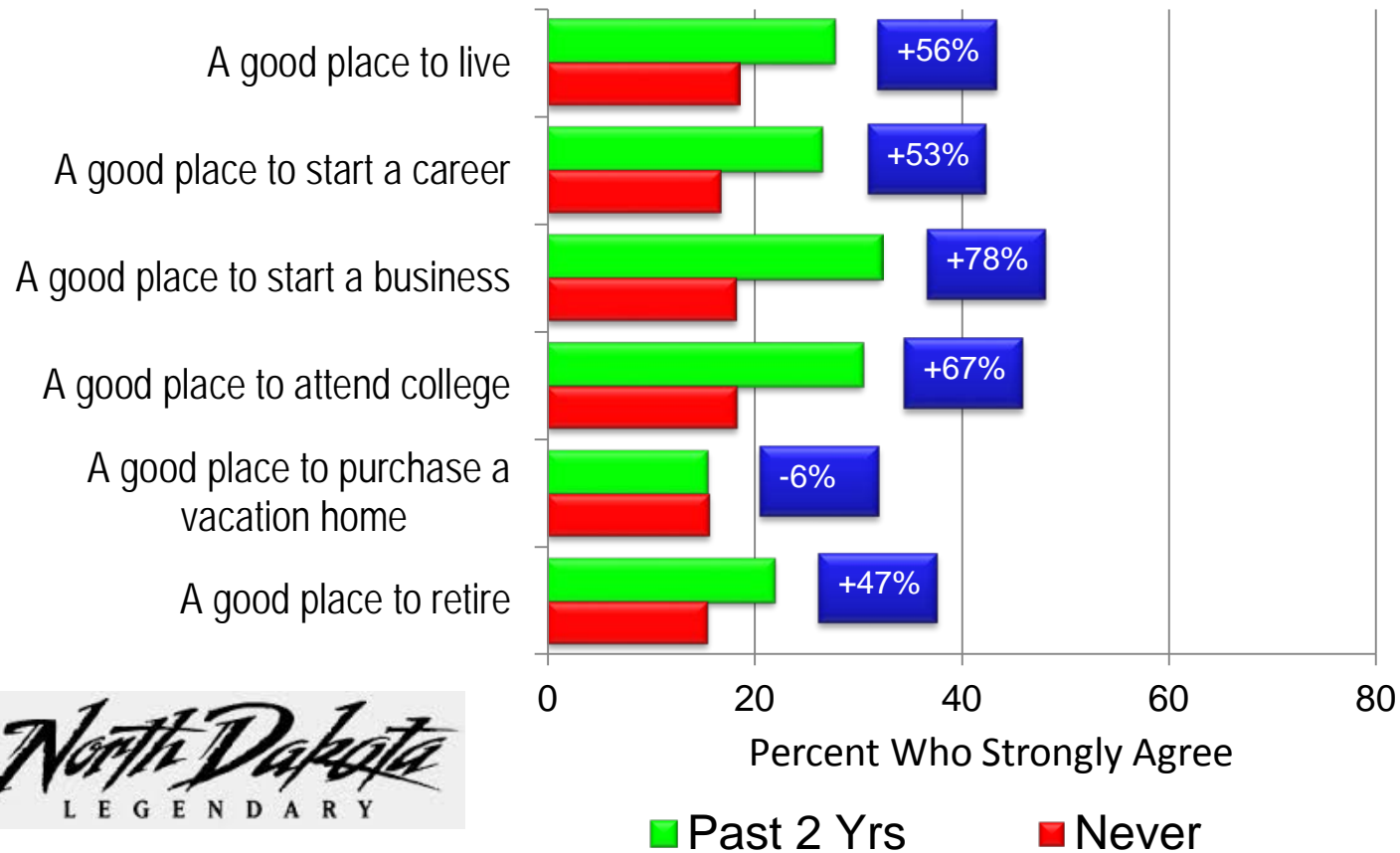
Base: National Out-of-State Residents



Impact of *Visitation* on North Dakota Economic Development Image



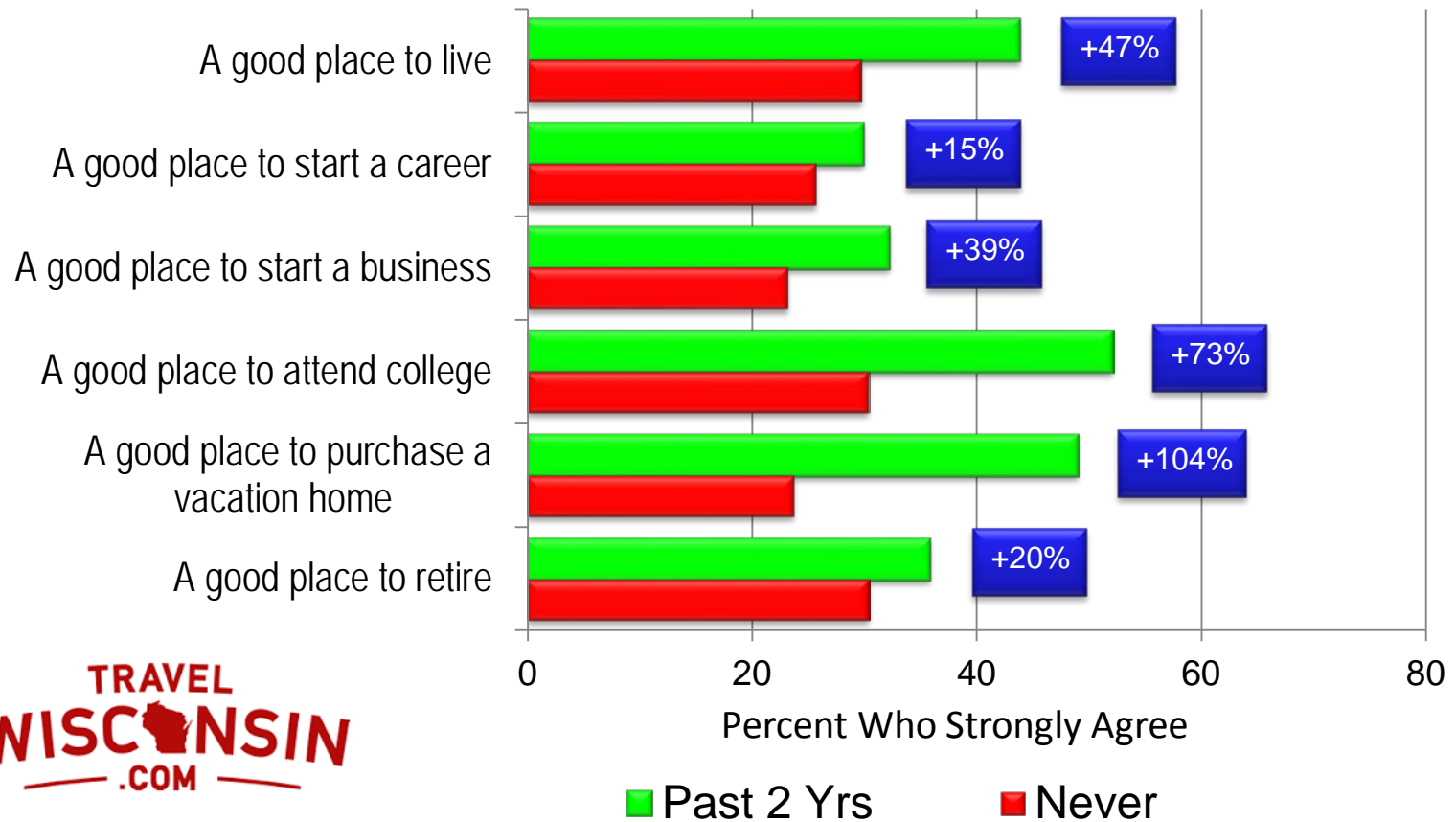
Base: Out-of-State Residents



Impact of *Visitation* on Wisconsin Economic Development Image



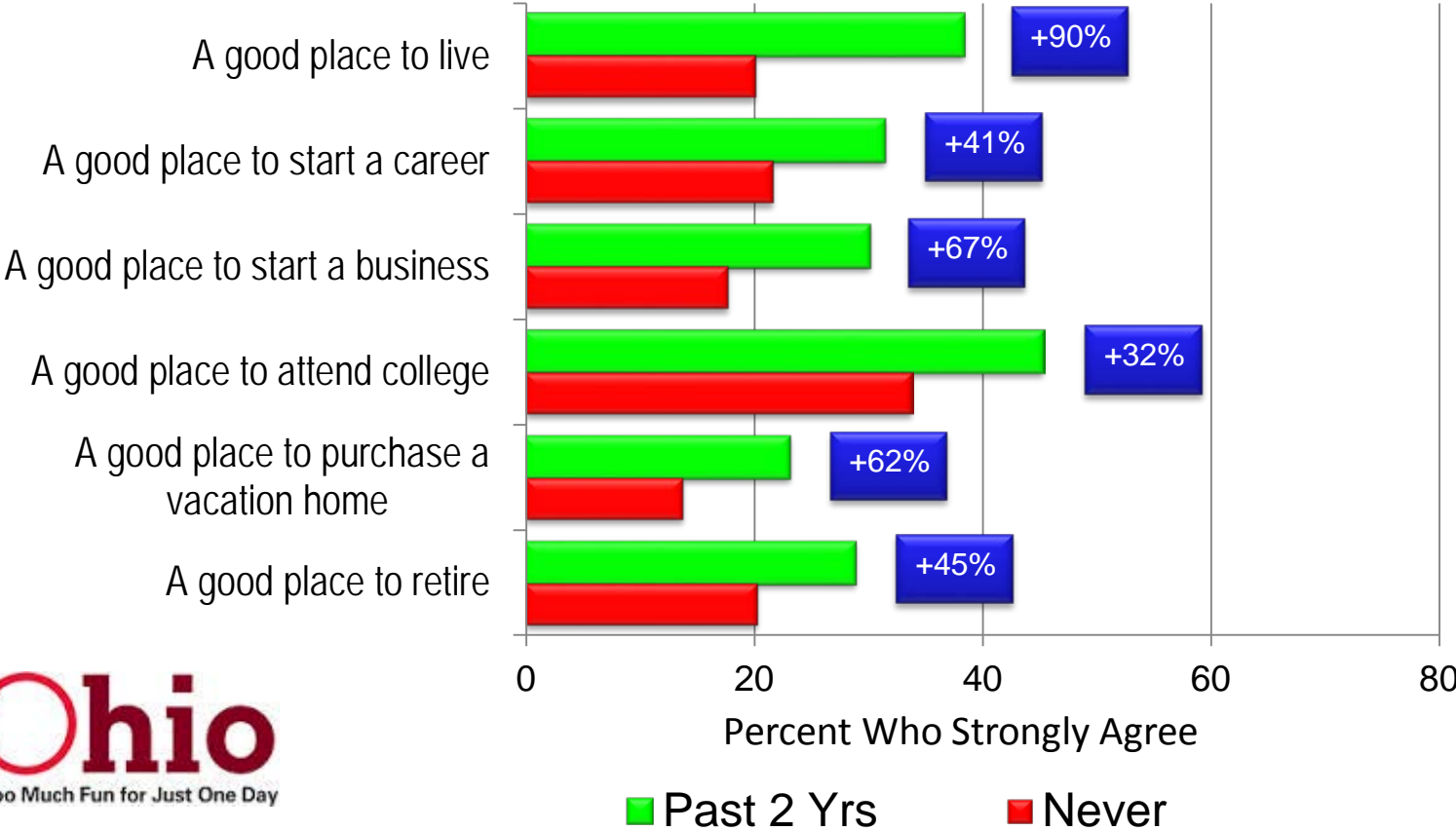
Base: Out-of-State Residents



Impact of *Visitation* on Ohio Economic Development Image



Base: Out-of-State Residents



Impact of *Visitation* on Minnesota Economic Development Image



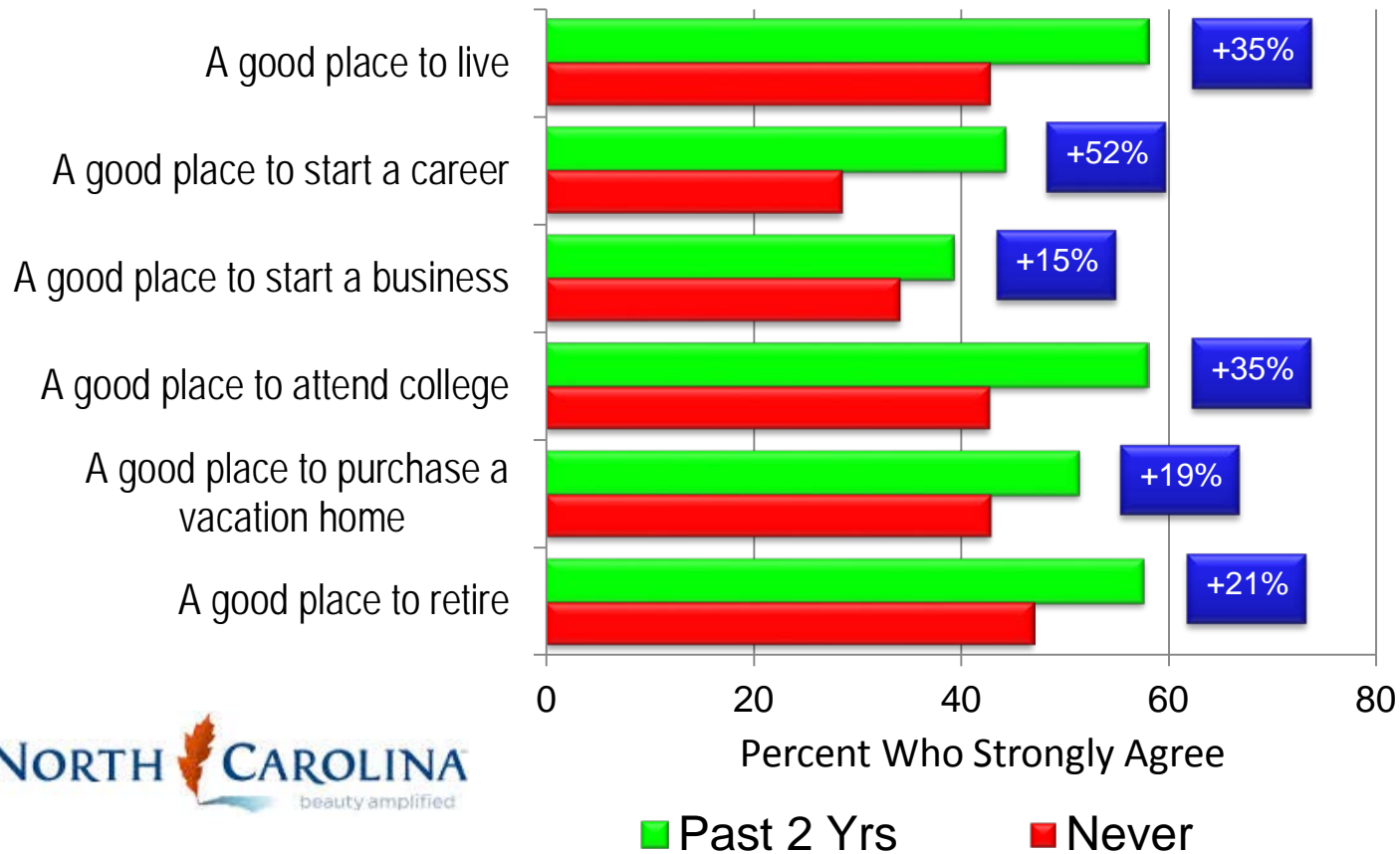
Base: Out-of-State Residents



Impact of *Visitation* on North Carolina Economic Development Image



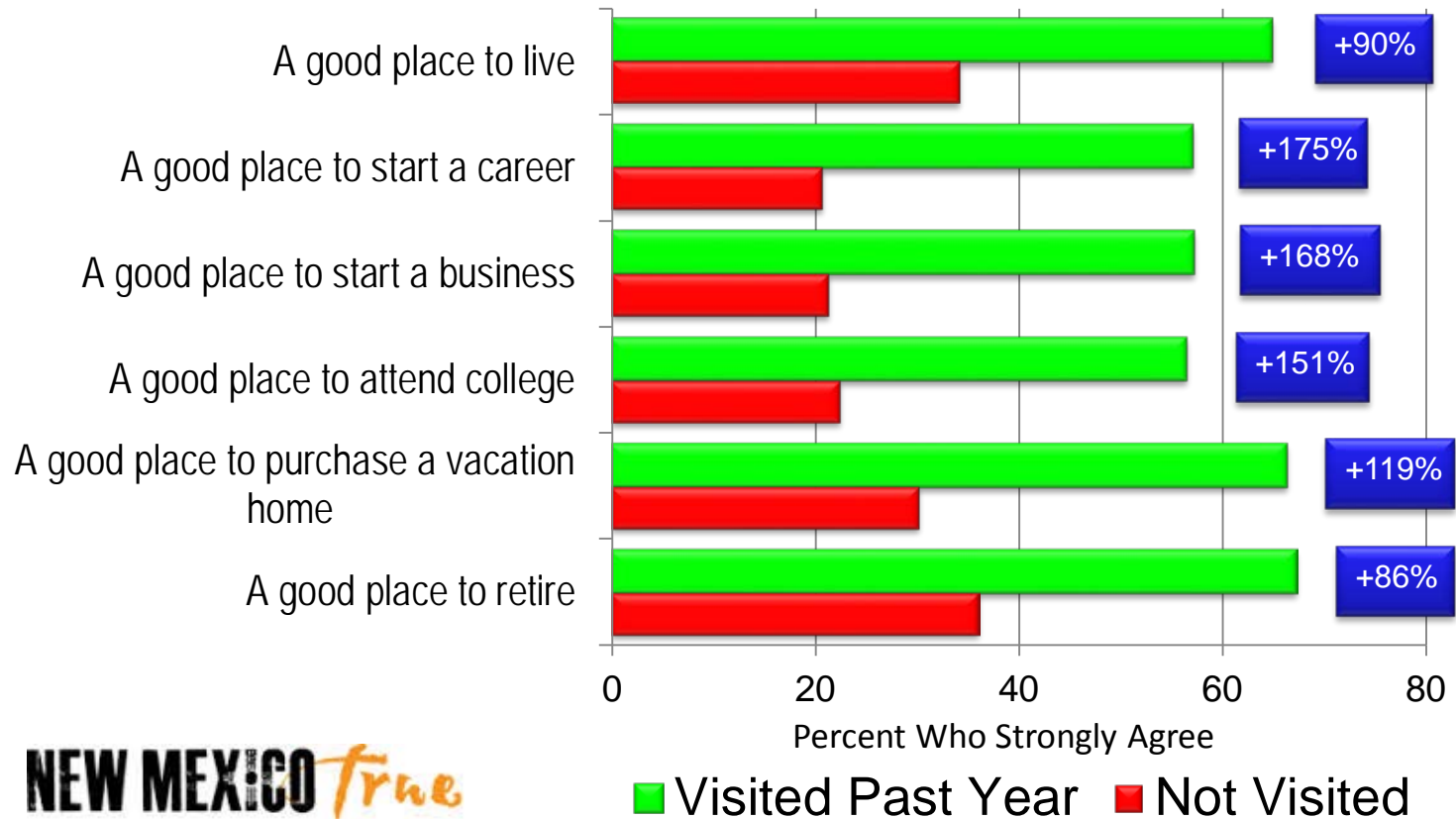
Base: Out-of-State Residents



Impact of *Visitation* on New Mexico Economic Development Image



Base: Out-of-State Residents

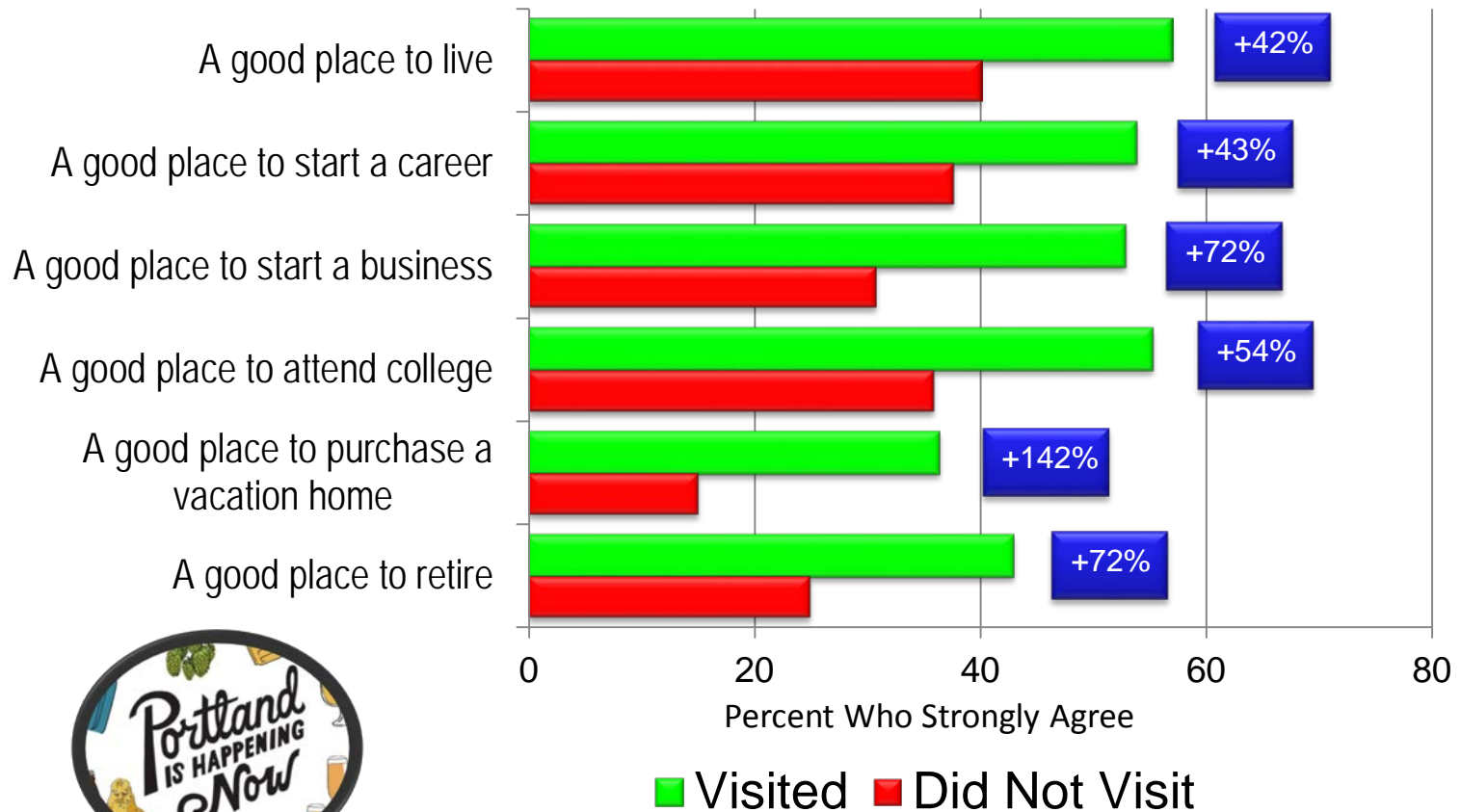


NEW MEXICO True

Impact of *Visitation* on Portland Economic Development Image



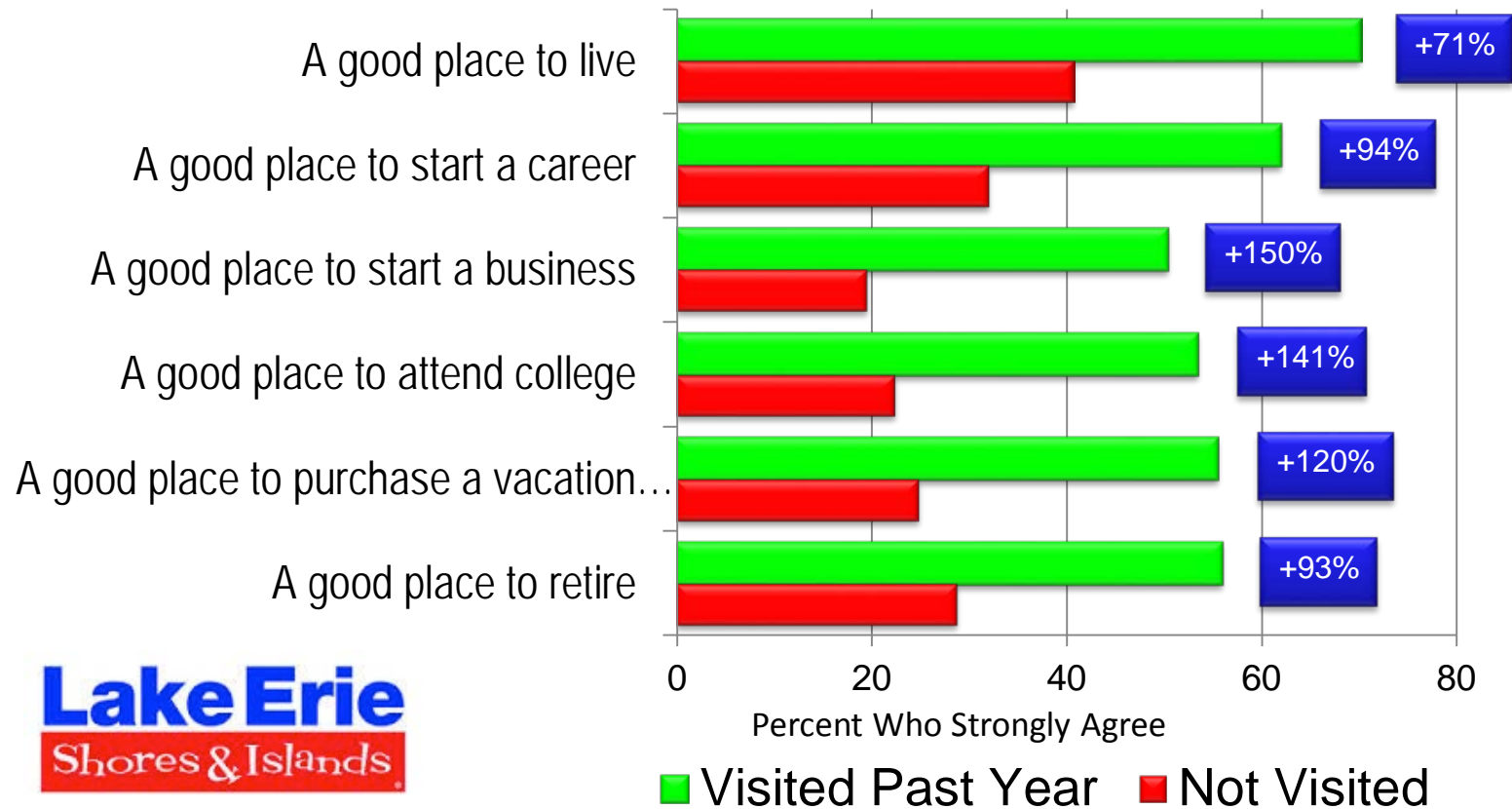
Base: Advertising Markets



Impact of *Visitation* on Lake Erie Shores & Islands Economic Development Image



Base: Advertising Markets



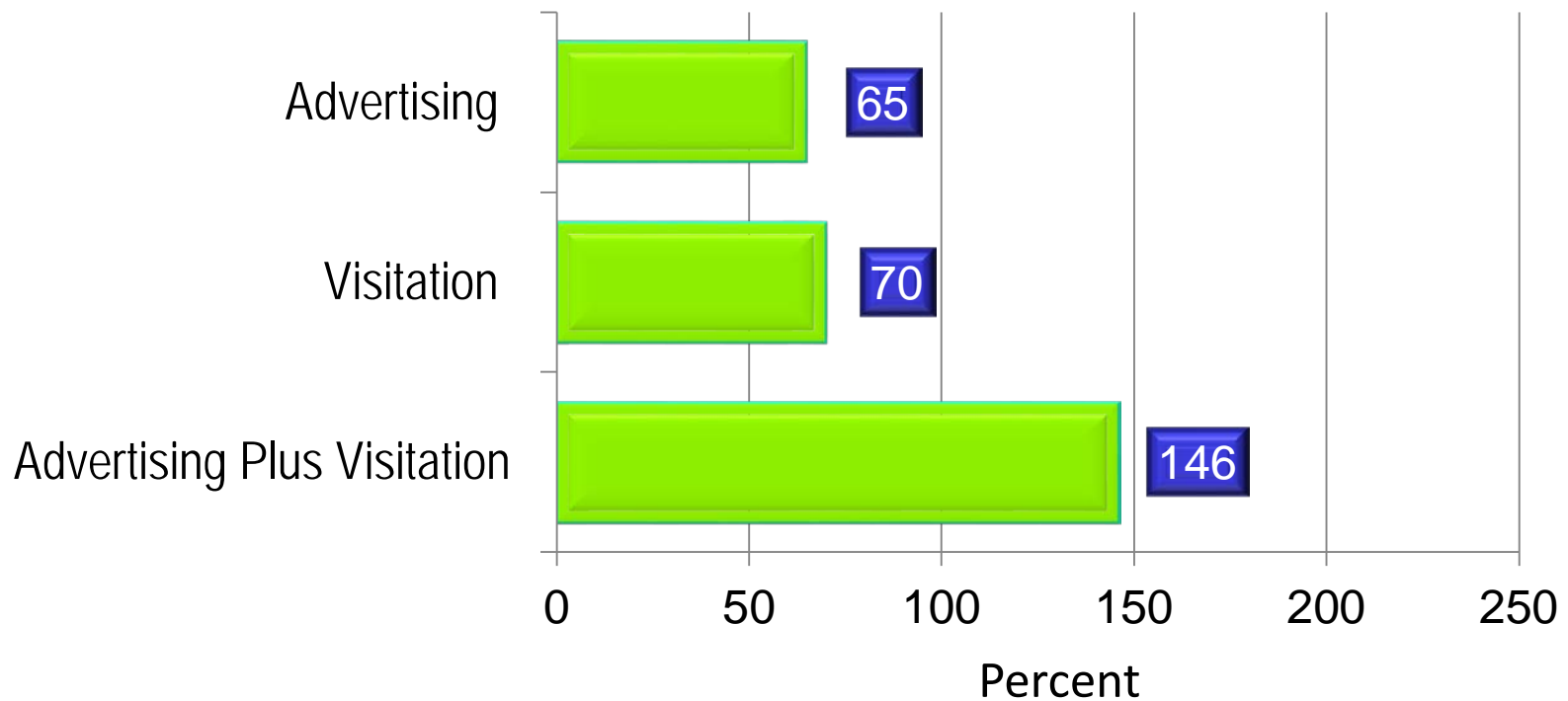


In Summary

“A Good Place to Live”



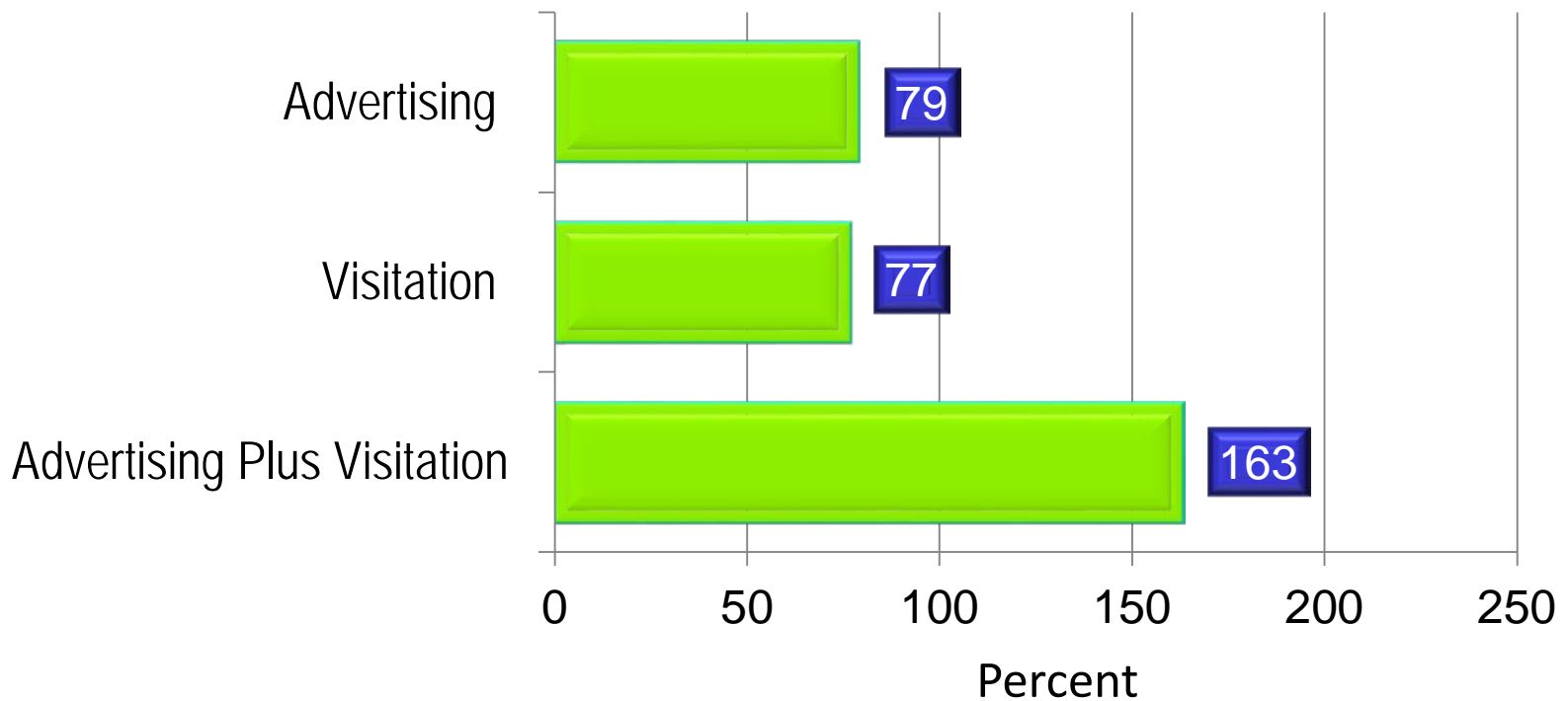
% Image Lift Across Nine DMOs



“A Good Place to Start a Career”



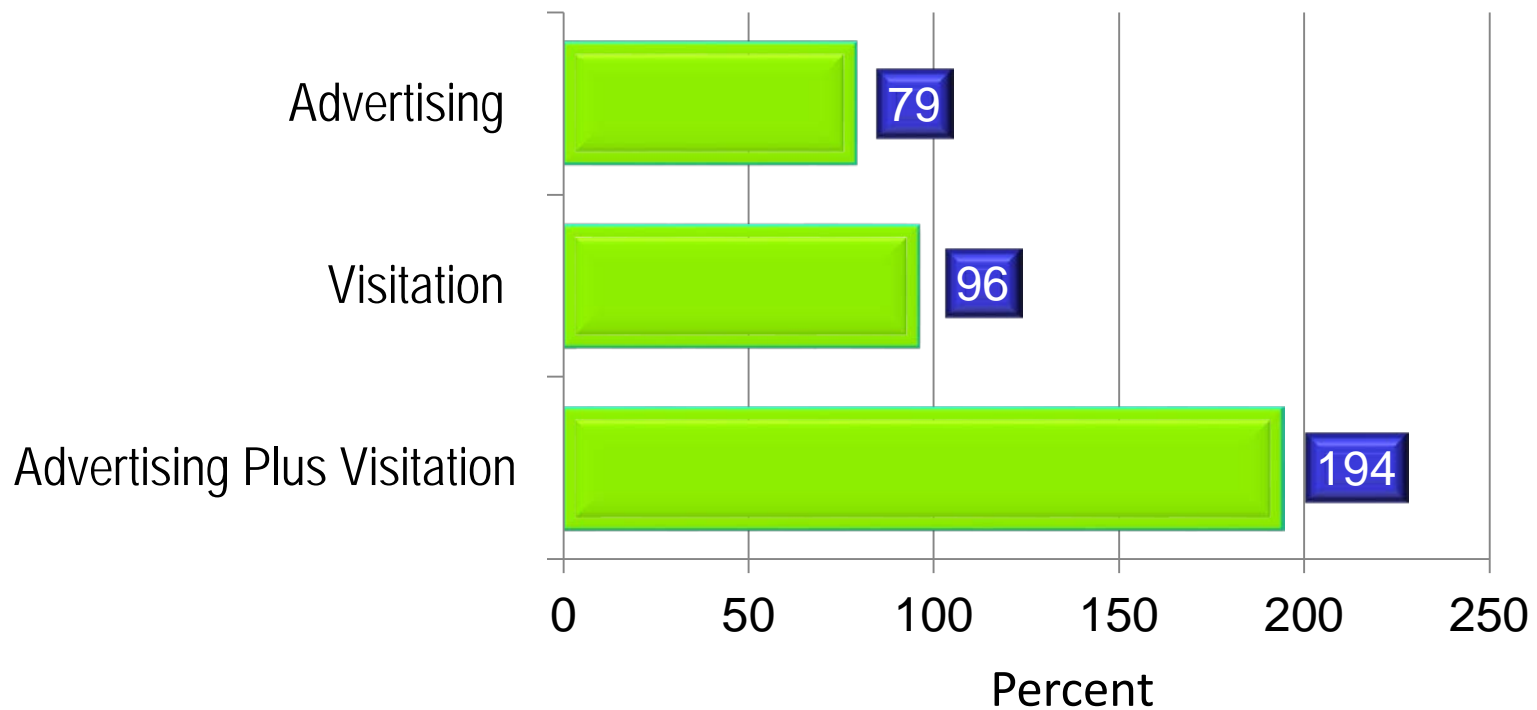
% Image Lift Across 9 DMOs



“A Good Place to Start a Business”



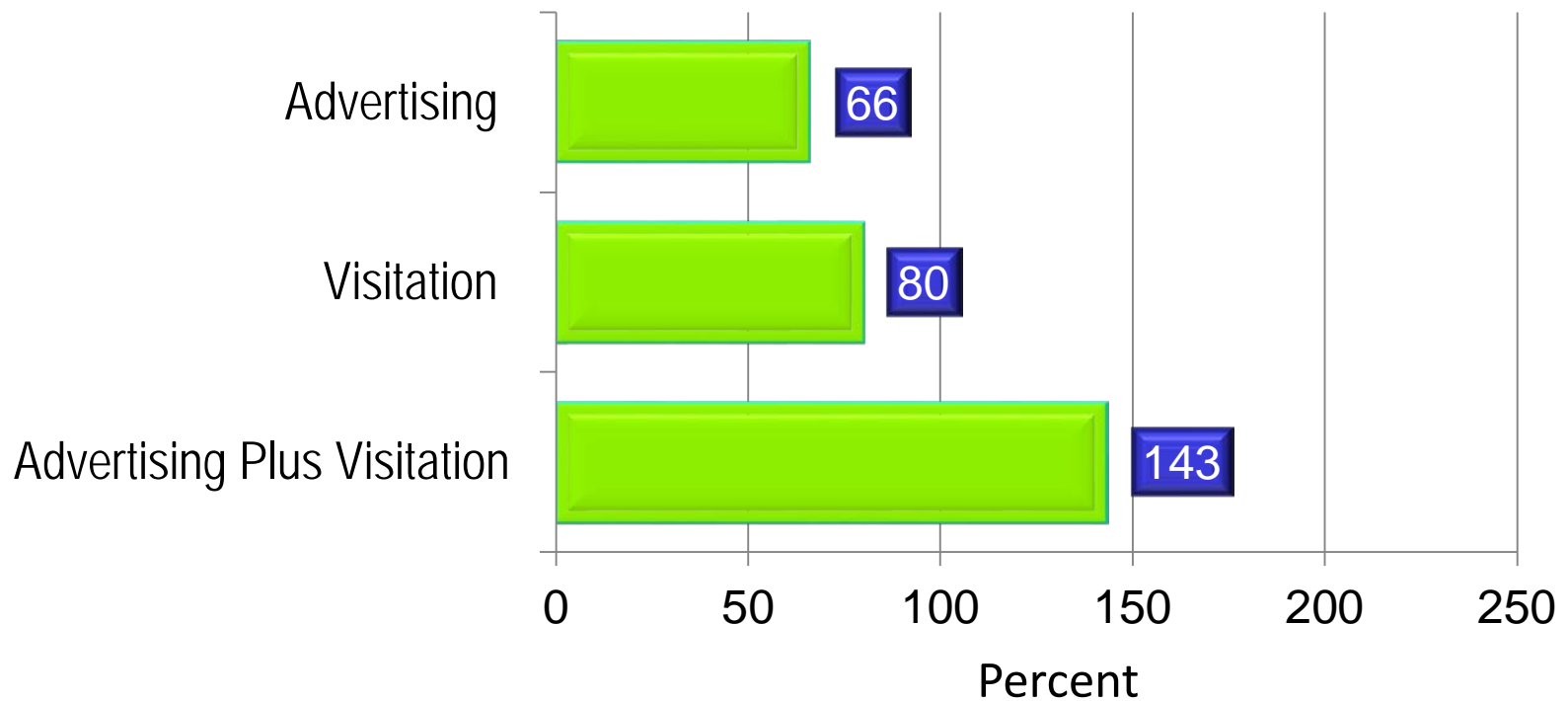
% Image Lift Across Nine DMOs



“A Good Place to Attend College”



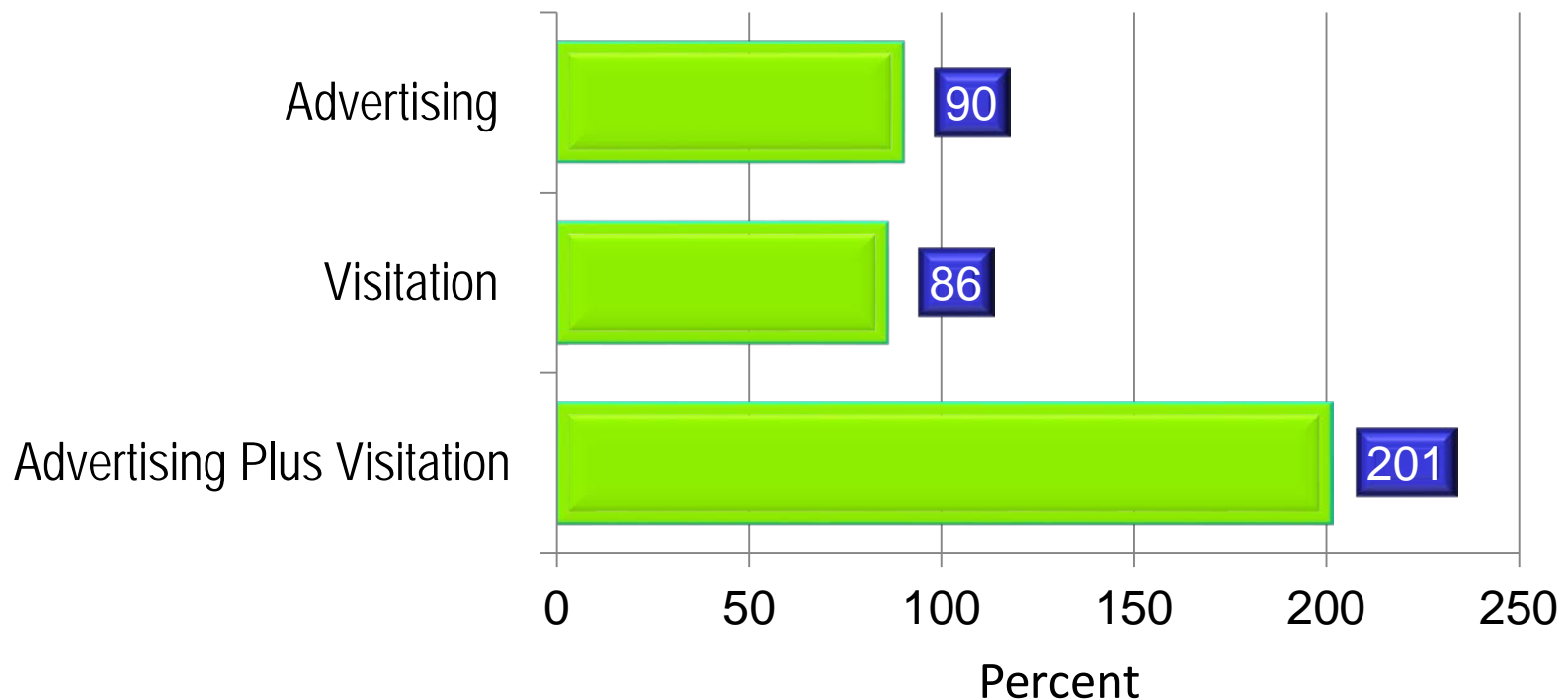
% Image Lift Across Nine DMOs



“A Good Place to Purchase a Vacation Home”



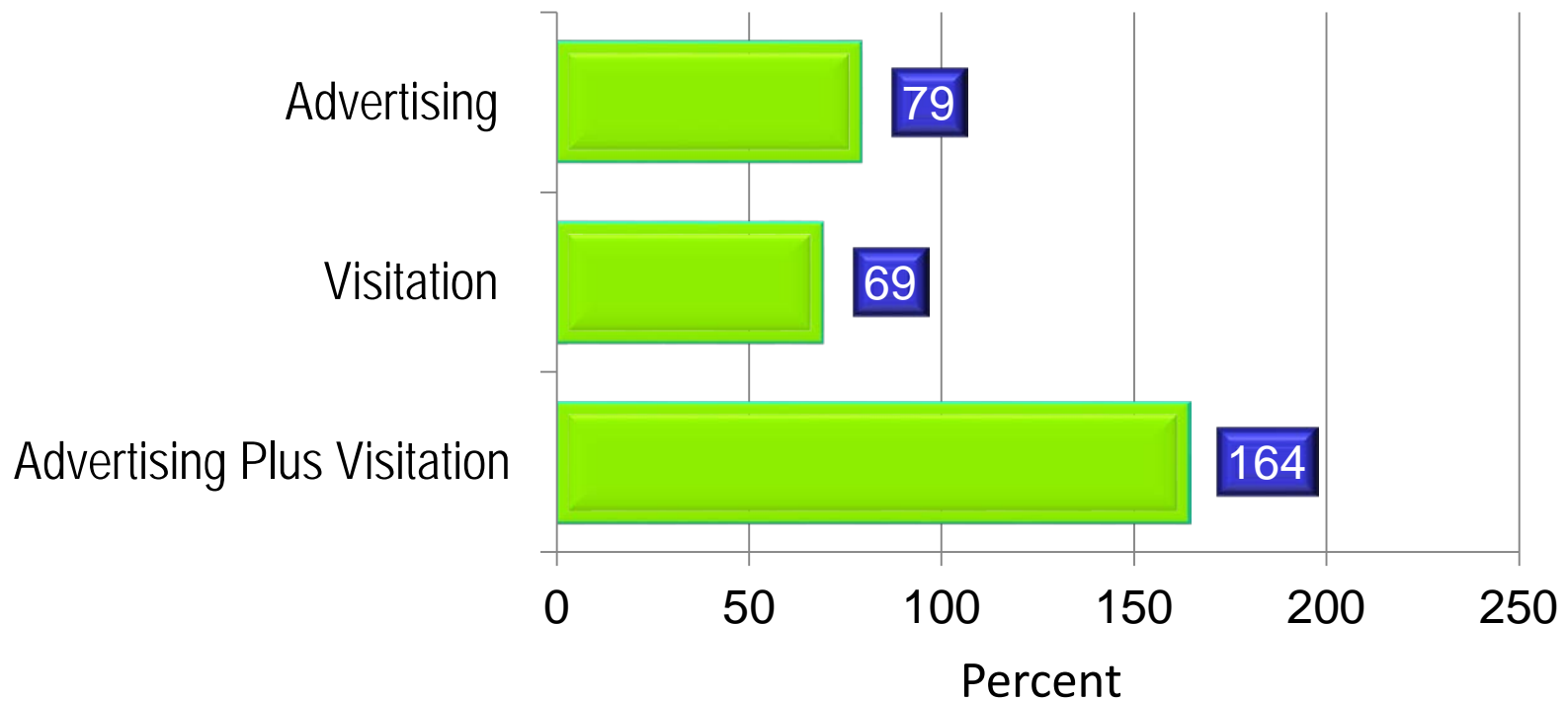
% Image Lift Across Nine DMOs



“A Good Place to Retire”



% Image Lift Across Nine DMOs



Andy Levine



Forbes

“... while tourism marketing has been shown to generate significant economic impact by driving visitation, these results demonstrate the potential long-term benefits for broader economic development.”

Bill Geist, Zeitgeist Consulting



ZEITGEIST CONSULTING

**DMO
PRÖZ**

“The jury is in. The verdict is crystal.

The visitor-focused advertising of DMOs has a pronounced impact on measures that many community leaders have long said are more important than “tourism.”

Bill Geist, Zeitgeist Consulting



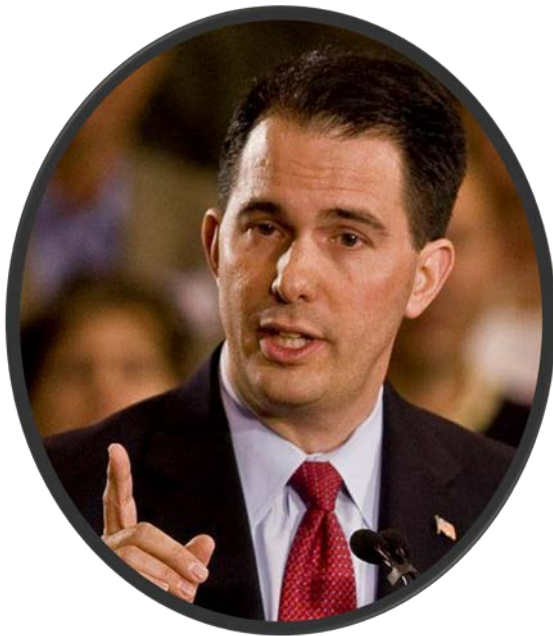
ZEITGEIST CONSULTING

**DMO
PRÖZ**

“Destination Marketing is crucial to showcasing our communities to far more than visitors but, indeed, to future residents and investors.

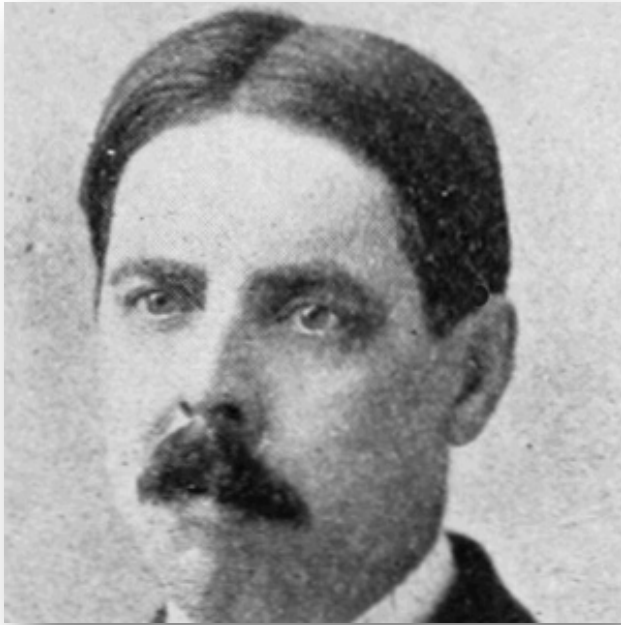
And, now, no community leader can honestly argue with that.”

Scott Walker, Wisconsin Governor



“Investing in tourism promotion and marketing at the national, state, and local level is not only an effective way to attract visitors and grow the economy, it also enhances the image of the state as a place to live and do business.”

The Halo Effect in Psychology



Edward L. Thorndike
1874 - 1949

THE HALO EFFECT:

It is a cognitive bias in which our judgments of a person's character can be influenced by our overall impression of them.



The Halo Effect in Marketing



The Halo Effect in *Destination Marketing*



PURE *M*ICHIGAN®





Destination Marketing and Economic Development: Creating a Singular Place Brand

George Zimmermann & Bill Siegel

longwoods-intl.com

September, 2015