

Telling Our Story

Cultural Tourism & Engaging Our Communities

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#nwmiaarts



TraverseCity
Tourism



Traverse City Convention and Visitors Bureau



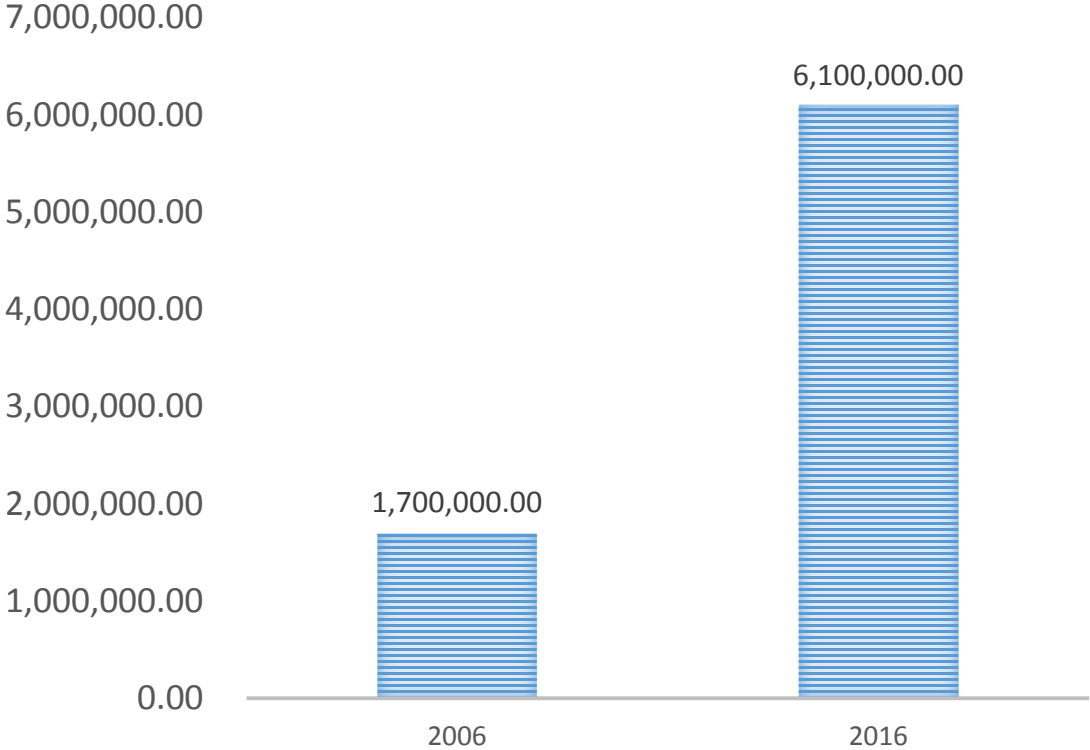
2006 - 2016 Overview

Assessment

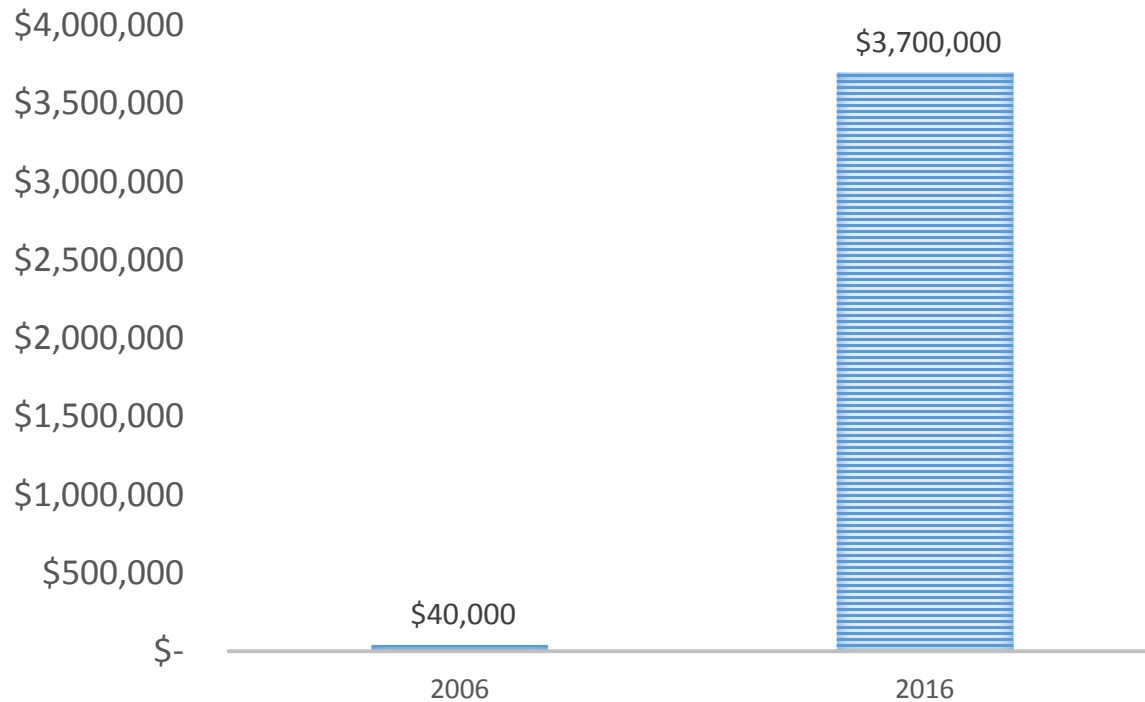


Increased from 2% to 5%

Budget Comparison



Advertising Budget Growth





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Where We Are
Today



- Group Sales
- Media / Public Relations
- Marketing

Group Sales



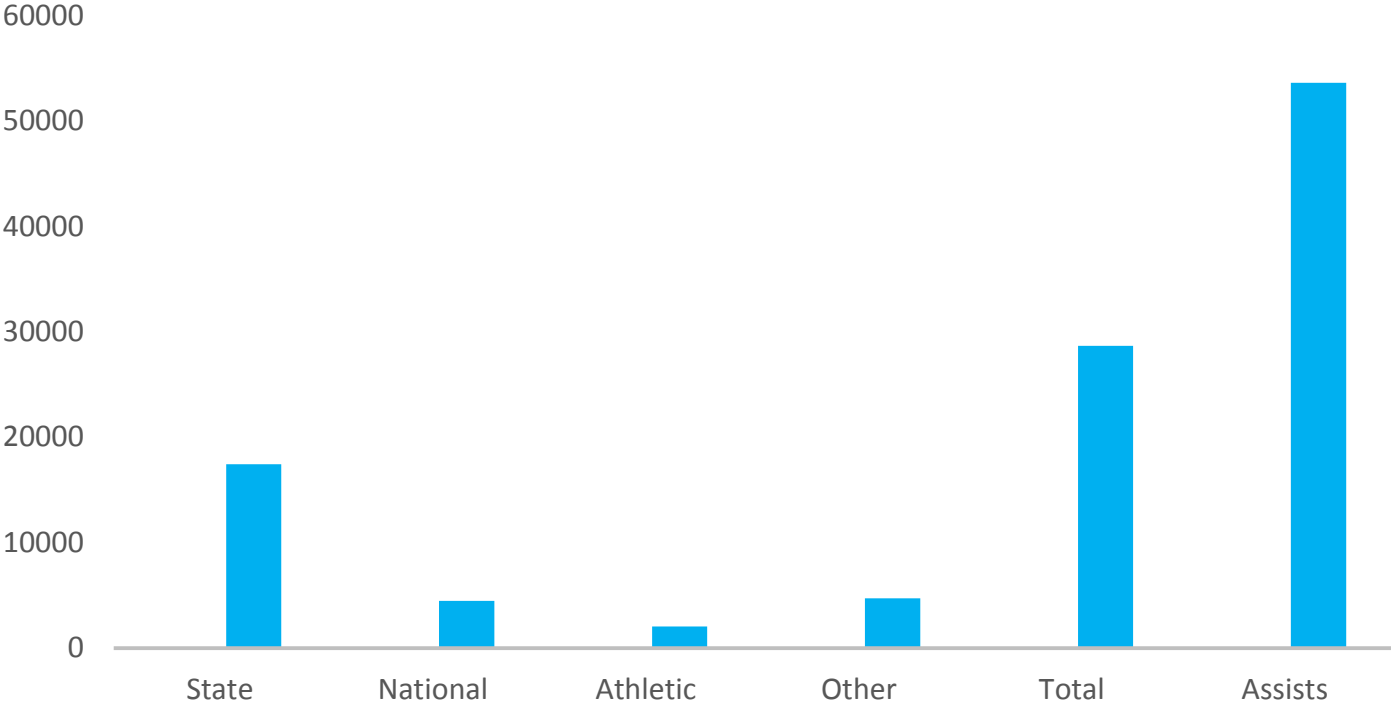
Group Sales



- Dedicated Sales Staff
- Represent all Lodging Members
- Site Inspections and FAMs



Definite Business



Media and Public Relations



2016 Media Relations



Media

- Total Stories: 213
- Total Impressions: 66,932,130
- Ad Value: \$16,632,882

Media Hosted

- 53 Travel Media

From

- | | | | |
|---------------------|----------------|-----------------|-------------------|
| - United Kingdom | - Chicago | - Evanston, IL | - Switzerland |
| - Netherlands | - Germany | - Xenia, OH | - London, England |
| - China | - Canada | - Nashville, TN | - Toledo, OH |
| - Iowa, Des Moines | - Missouri | - Ireland | |
| - Santa Barbara, CA | - St. Paul, MN | - Scotland | |



2016 Accolades



Architectural Digest (October 2016) listed Traverse City as #1 among the 21 Best Small Towns in America

“One of 25 Underrated Midwestern Towns to Visit This Fall” **Fodor’s.com (September 2016)**

“America’s Favorite Beach Towns” **Travel & Leisure (August 2016)**

“10 Best Small Towns” **Livability.com (June 2016)**

“Greatest Midwest Town” **Midwest Living Magazine (April 2016)**

“America’s Best Small Towns” **Newsmax.com (January 2016)**

“The Most Beautiful Towns in America” **Conde Nast Traveler (January 2016)**



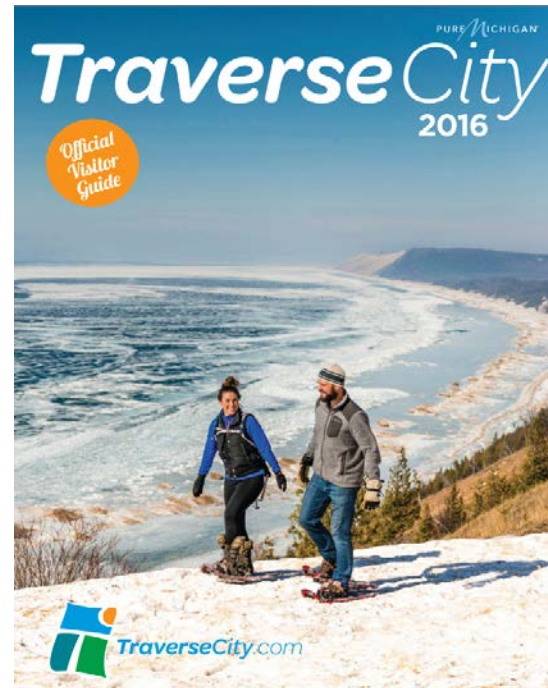
2016 Marketing



Advertising & Promotional Efforts



- Magazines,
Newspapers
- Website
- Social Media
- E-Newsletters
- Visitor Guide
- Golf Guide
- Maps
- Brochures



Wine Tours REDEFINED

PURE MICHIGAN



Vacations REDEFINED

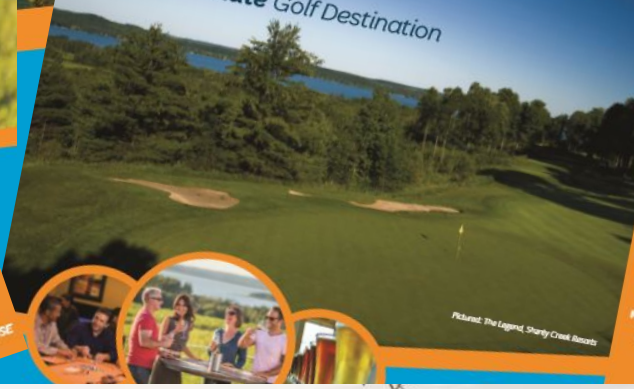


Fishing Trip REDEFINED



Experience the best smallmouth bass fishing on the planet!TM
 Kevin and Jonathan Vandorn, Professional Bass Fishermen

The Ultimate Golf Destination



Picture: The Legend, Shady Creek Resorts

- PURE MICHIGAN
- A-Co-Ping Golf Resort
Arden Oaks
Sandwich
The Ranch
 - The Club Golf Course
 - The Crown Golf Club
 - Elmhurst Golf Course
 - Grand Traverse Resort & Spa
The Blue
Spruce Run
The Wolverines
 - Hawk's Eye Golf Club
 - Litchfield Golf Club
 - Menton Passage Golf Club
 - Shady Creek Resorts
Cedar Glen
The Legend



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 800-TRAVERSE

Autumn Getaway REDEFINED

Voted "Greatest Midwest Town"
 -Midwest Living Magazine



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four seasons of outdoor recreation
 great shopping | fantastic dining
 wine trails | variety of lodging choices

Winter Getaway REDEFINED

PURE MICHIGAN



Summer Vacation REDEFINED

PURE MICHIGAN



four seasons of outdoor recreation | Sleeping Bear Dunes National Lakeshore
 microbreweries | wine tasting | dining | shopping | casinos | lodging

Traverse City
 TRUE NORTH
 TraverseCity.com | 800-TRAVERSE



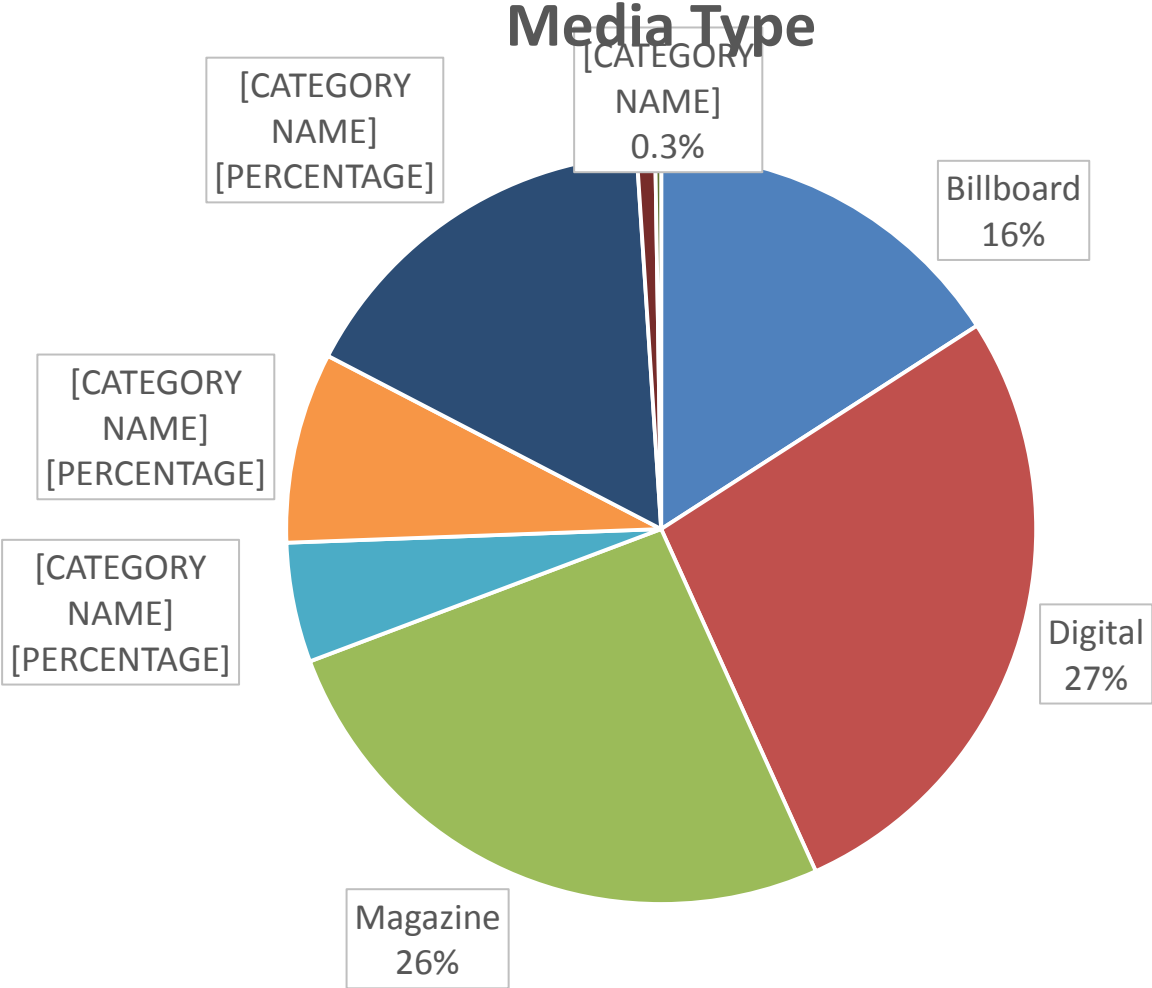
Pure Michigan



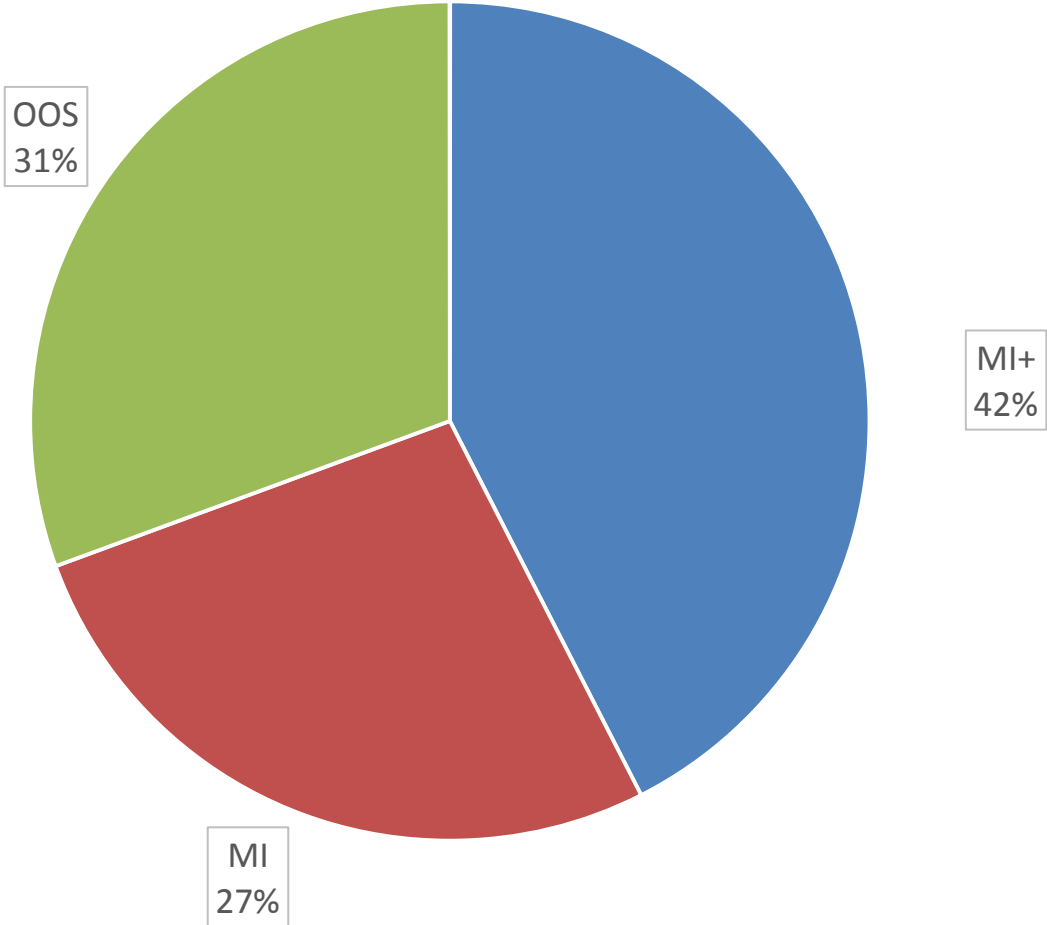
PURE *M*ICHIGAN®

- National Partner
- TV spot aired on Cooking Channel, Lifetime, Food Network, TLC, HGTV and the Travel Channel
- 46.7 million ad impressions served up

Overall Ad Mix 2016



In-State vs. Out-of-State 2016



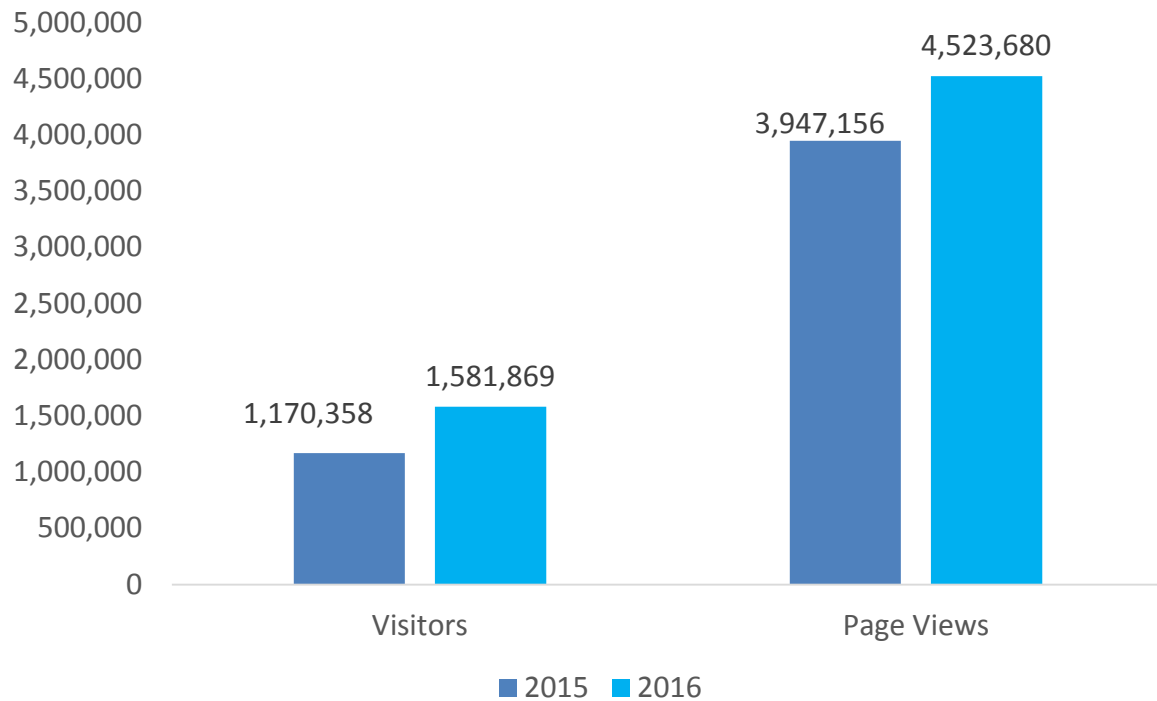
2016 Web and Social



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Web Analytics



	Increase from 2015
Mobile Sessions	96.98%

Geographic Breakdown





Top 10 States

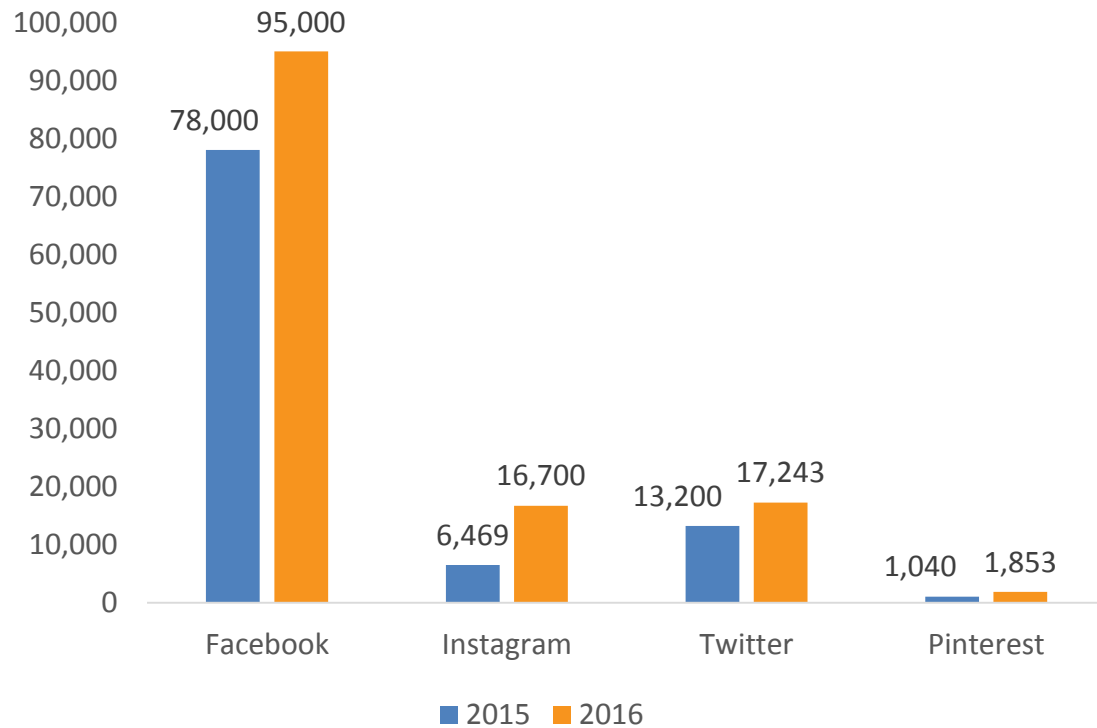
- ✓ Michigan
- ✓ Illinois
- ✓ Ohio
- ✓ Indiana
- ✓ Texas
- ✓ Massachusetts
- ✓ California
- ✓ Wisconsin
- ✓ Florida
- ✓ New York

Top 10 Cities

- ✓ Ann Arbor
- ✓ Detroit
- ✓ Chicago
- ✓ Grand Rapids
- ✓ Boston
- ✓ Sault St. Marie
- ✓ Livonia
- ✓ New York
- ✓ Columbus
- ✓ Sterling Heights

2016 Social Media Stats

    Increase in followers vs. 2015	
Facebook	22%
Instagram	158%
Twitter	30%
Pinterest	70%



Annual Results

- In 2012 over 3.3 million visitor trips were made to the Traverse City area
- Tourism is responsible for creating and maintaining nearly 12,000 jobs in the Traverse City area
- Tourism generated more than \$1.23 billion in economic activity for the Traverse City area



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What's Next?

Collaboration and Partnership



- Within Our Own Tourism Market
- With Other Businesses and Industries
- As a Region

Four Season Destination



Thank you!



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