
TRAVEL MICHIGAN 2009 REGIONAL/NATIONAL ADVERTISING EVALUATION

This report summarizes the results of an Advertising Evaluation study undertaken by Longwoods International to gauge the performance of the 2009 tourism advertising campaign for the State of Michigan.

Background and Method

- For the 2009 travel year, Travel Michigan rolled out the 'Pure Michigan' advertising campaign nationally with the objective of introducing Michigan as a vacation destination to the national audience outside of the Great Lakes region. The campaign was initially launched in the regional advertising markets in 2006.
- The campaign ran from the beginning of April to the end of June 2009.
- A Longwoods R.O. EYE® study was conducted to determine if the campaign was effective in delivering incremental visitors to Michigan between the start of the campaign and the end of the travel year. The survey was conducted via regionally and nationally-representative online consumer panel. A sample of just over 1,500 U.S. adult travelers residing outside of Michigan's regional advertising markets (Illinois, Ohio, Missouri, Wisconsin, and Indianapolis) was obtained and a similar sample was obtained for residents of the regional advertising markets.

Summary of Findings

The campaign was effective in delivering incremental travel, traveler spending and state level taxes related to that spending:

- * In the regional advertising markets, the maturing campaign was able to build on its equity and improve its bottom line impact from an annual average of \$2.86 since 2004 to \$5.34 in 2009.

* For the national campaign the return was \$2.23. This was a very creditable result given the facts that it was the first year of the campaign and it is generally more challenging to attract visitors from longer distances.

	Regional Markets*		Rest of Nation
	Annual Avg.		
	<u>2004-2008</u>	<u>2009</u>	<u>2009</u>
Advertising Investment	\$5,268,600	\$4,427,900	\$7,822,000
Incremental Trips	993,800	1,265,000	681,200
Incremental Visitor Spending	\$214,980,500	\$337,746,600	\$249,630,000
Taxes Generated	\$15,054,400	\$23,642,300	\$17,474,100
Tax Return on Investment	\$2.86	\$5.34	\$2.23

* Region: Chicago, Milwaukee, Indianapolis, Cleveland, Cincinnati, Dayton, Columbus, St. Louis, and Southern Ontario

These results should also be considered in light of the economic conditions in the United States in 2009 which had a constraining effect on travel and traveler spending.