

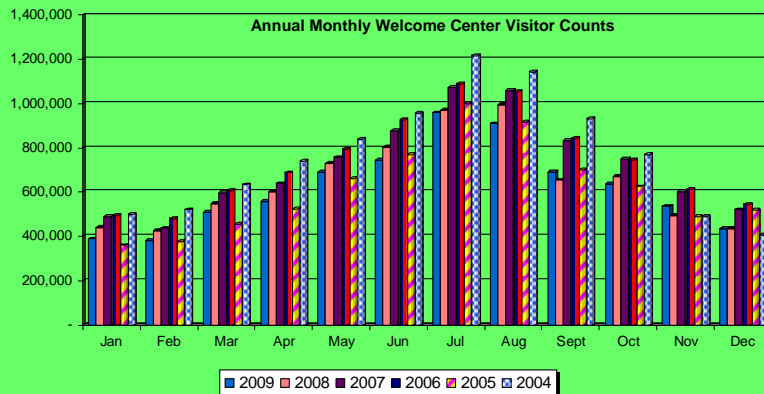
Michigan's Welcome Centers Promoting Tourism

- Free Publications Distribution
- Promotional Displays
- Promotional Giveaways
- Promotional Events



Welcome Center Visitor Counts

- **2009 – 7,481,917** – 4.3% decrease from 2008
- **2008 – 7,816,988** – 9.4% decrease from 2007
- **2007 - 8,628,776** visitors - 2.8% decrease from 2006
- **2006 - 8,872,975**
- **2005 - 7,386,683** (Monroe Center closed for reconstruction)
- **2004 - 9,137,106**



Literature System Running Smoothly

- In December 2009, Travel Michigan sent out letters to Welcome Center literature suppliers to initiate the process for securing and distributing their tourism brochures in 2010. A special Winter 2009 letter also went out to get up to date literature for the past winter season.
- The letters informed the suppliers of the procedures to be followed and quantities of brochures to be distributed to the public.
- All of our literature suppliers responded and the 2010 literature system is working well.



Staff help visitors find the exact brochures and information that they need.

Free Publications Distribution

- Michigan's 14 Welcome Centers distributed, just **over 5 million** pieces of literature in 2009.
- The goal of this process is to have a distribution system that keeps all centers supplied with industry publications.
- If you are not currently a Welcome Center literature supplier, and wish to have one or more of our centers give out your publications, contact Kathy Lowell at (517) 393-3943.



Promotional Displays & Events

- Centers also continue to work with the state's tourism industry to develop and **host promotional displays and events at our Welcome Centers.**
- Displays with give-away prizes from the Industry is one of the latest promotional techniques.
- This type of promotion benefits the Industry partner and assists Travel Michigan in securing more visitor email addresses.
- We welcome requests by other industry representatives to hold events at centers, as well as develop give-away promotions.



Welcome Center Event Request Form
* Form cannot be submitted until all data fields are completed.

Event Sponsor(s) Name(s):

Type of Company/Organization: For Profit Non-Profit

Address:

Address 2:

City:

State:

Zip Code:

Primary Contact Name:

Title of Contact:

Telephone Number:

Email Address:

Proposed Event Starting Date(s):

Proposed Event Ending Date(s):

Proposed Event Start Hour:

Proposed Event Close Hour:

Quoted Welcome Center fee (if any):

Title of Proposed Event:

Briefly Describe Event (include people, activities, equipment, etc. to be involved):

Promotional Displays

- If you are a Destination Marketing Organization or any tourism related business with a Welcome Center Display idea, here's your invitation to Market your Travel Product.**
- Contact your local Welcome Center to make arrangements.**



Promotional Giveaways

- Complete a Visitor questionnaire and you will be entered into a drawing for a chance to win...
- Traverse City Package including a
- Two (2) nights stay at The Holiday Inn West Bay
- Dinner at Bowers Harbor Inn



Promotional Events

- Only events that promote the overall mission of the Welcome Centers and Travel Michigan may be held at a Welcome Center. **Our primary Event focus will be on activities that actively promote travel and tourism within the state of Michigan**, which are sponsored by members of the state's tourism industry.

MIS-NASCAR EVENT



Contact Information for Giveaway



- Contact The Welcome Center Administrator Office at (517) 373-0302



More Pure Michigan Branding

- New floor display Stands--with literature pockets
- New seasonal posters for the stands.
- Adds Pure Michigan Branding
- The new Detroit WC got some special branding additions.
- Contract with McCann to spread the brand to other centers in 2009-2010. A "branding kit" for each center is now being shipped out. Look for new banners, mats, and even flags.



New wall graphic at Detroit WC

Welcome Center Explore Channel

- Into third year of our plasma screens
- Digital 10 Network, is the project vendor.
- With over 7 million annual Welcome Center visitors, the Explore Channel has the capability to greatly enhance tourism promotion, plus provide a system that can broadcast emergency weather and road conditions information as needed.
- These screens are broadcasting Travel Michigan's Pure Michigan TV ads, road safety messages from MDOT, plus Industry promotional ads.
- More enhancements are in the works.



PURE MICHIGAN™
Your trip begins at michigan.org



Stop by our Welcome Centers, talk to our friendly staff, check out the new Pure Michigan look, and think about ways that you can promote you product or destination through a Welcome Center display, event, and/or promotional giveaway