



For Immediate Release

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Escanaba is Pure Michigan

Escanaba, Michigan – In an effort to increase tourism interest in Delta County, the Bays de Noc Convention and Visitors Bureau (CVB) has teamed up with MEDC/Travel Michigan to create an advertising campaign for Escanaba as part of the State’s ongoing Pure Michigan campaign.

As the state of Michigan’s tourism marketing organization, MEDC/Travel Michigan launched the Pure Michigan campaign in 2006. With ads featuring commonly themed music and the voice of Actor Tim Allen, a Michigan native, the campaign has become one of the most successful state marketing campaigns in the country.

With a budget of \$120,000, half of which was paid by the Bays de Noc Convention and Visitors Bureau, and half matched by the State, the campaign will include a one minute radio advertisement, digital advertising and an Escanaba hot-spot page on the Pure Michigan web site <http://www.michigan.org/hot-spots/escanaba/>.

Refuel is the theme of the advertisement, focusing on the assets of the Escanaba area and Delta County. The ad highlights the importance of abundant natural resources of the county and the small town vibe of Escanaba, by suggesting,

“...when the road of life gets a little rough, we also need to refuel. Refuel our minds. Refuel our friendships. And there’s no better place to renew ourselves than Escanaba.”

During the brand identity development process of creating the ad, representatives from Travel Michigan spent a few days touring Escanaba and Delta County. “The Escanaba area is a natural paradise with its three peninsulas each offering a unique discovery, miles of trails and world-class fishing. With welcoming towns that offer local flavor and historic sites that share its rich history. Our Pure Michigan/Escanaba area partnership campaign will tell that story,” said Ken Yarsevich, Advertising Specialist for MEDC/Travel Michigan.

Based on research conducted by D.K. Shifflet, the leading U.S. travel research firm contracted by MEDC/Travel Michigan, the 60 second radio ad will be aired in the suggested target markets of: Traverse City and Milwaukee, beginning May 12th and will run through

August 17th. The campaign will carry through the fall season in the Milwaukee market as well.

In addition to the Pure Michigan campaign, the CVB has just completed a website redesign. Formerly travelbaysdenoc.com, the new site is now VisitEscanaba.com. Although the CVB represents member businesses throughout the county, keyword research indicated that potential visitors search the term “Escanaba” approximately 10 times more often than “Bays de Noc” or “Delta County”. The results of this research along with advice from Travel Michigan suggested the change of the web URL in order to increase web traffic.

Gary Micheau, Board President of the Bays de Noc CVB, stated, “ We are excited to be a part of such a great state campaign and looking forward to an increase in overnight stays in our area as a result of our investment with Pure Michigan.”

For ad audio visit <https://www.youtube.com/watch?v=GUATwYdREyg>.
For more information go to www.VisitEscanaba.com, or call 906-789-7862.

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