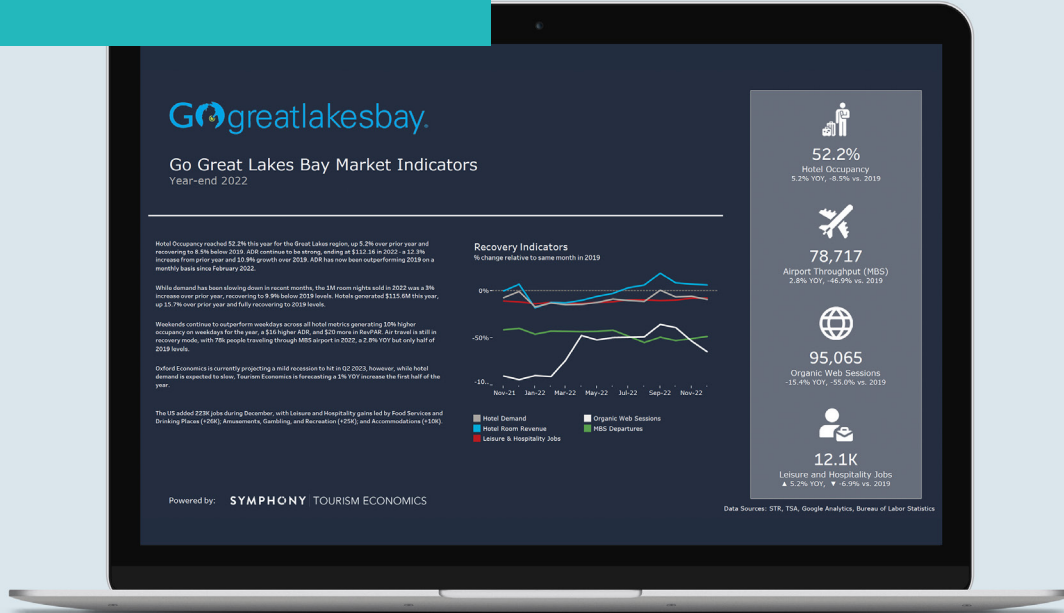


2022

MARKET RECOVERY INDICATORS

Get a feel for our region's recovery — compared to pre-pandemic levels — in powerful reporting by Symphony and Tourism Economics.



powered by: SYMPHONY TOURISM ECONOMICS

Data Sources: STR, TSA, Google Analytics, Bureau of Labor Statistics



52.2%

HOTEL OCCUPANCY

▲ 5.2% YOY
▼ -8.5% vs. 2019



78.7K

AIRPORT THROUGHPUT

▲ 2.8% YOY
▼ -46.9% vs. 2019

2022
MARKET RECOVERY INDICATORS
Lodging Performance

OCCUPANCY

52.2%

▲ 5.2% YOY
▼ -8.5% vs. 2019

ADR

\$112.16

▲ 12.3% YOY
▲ 10.9% vs. 2019

REVPAR

\$58.50

▲ 18.1% YOY
▲ 1.5% vs. 2019

SUPPLY

1,975,380

▼ -2.1% YOY
▼ -1.5% vs. 2019

DEMAND

1,030,291

▲ 3.0% YOY
▼ -9.9% vs. 2019

REVENUE

\$115.6M

▲ 15.7% YOY
▲ 0.0% vs. 2019



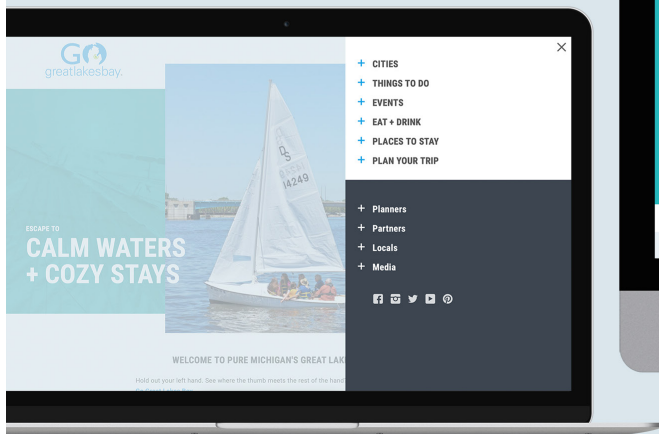
Lodging Performance
Multi-Year Comparison by County

		2020 Jan - Dec	2021 Jan - Dec	2022 Jan - Dec
OCCUPANCY	Bay County	41.5%	51.2%	52.8%
	Midland County	35.9%	48.1%	53.1%
	Saginaw County	39.4%	49.4%	51.3%
ADR	Bay County	\$75.22	\$89.16	\$102.80
	Midland County	\$101.58	\$113.50	\$130.34
	Saginaw County	\$84.90	\$99.67	\$109.55
REVPAR	Bay County	\$31.22	\$45.67	\$54.27
	Midland County	\$36.49	\$54.63	\$69.93
	Saginaw County	\$33.48	\$49.24	\$56.24

2022

GOGREAT.COM

Take a peek at the past year's performance of our envelope-pushing, responsive-design official destination website.



190K

USERS



231K

SESSIONS



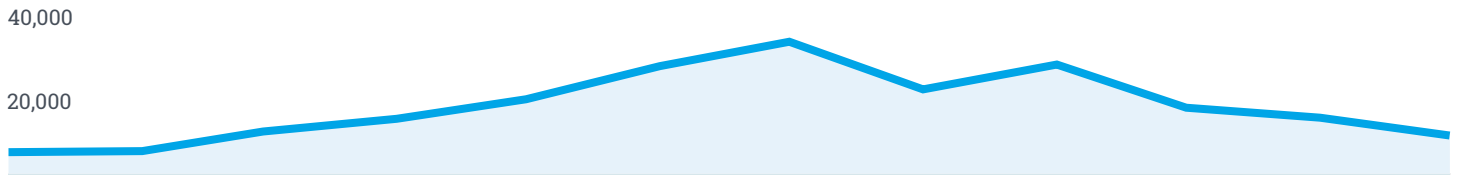
487K

PAGEVIEWS

2022
GOGREAT.COM
Users, Sessions + Pageviews

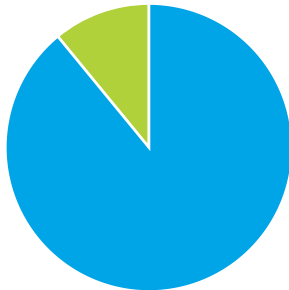
GoGreat.com Users

Jan - Dec 2022



New vs. Returning

● New ● Returning



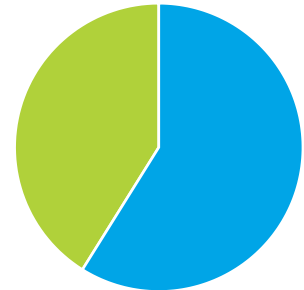
Age Range

● 18-24 ● 25-34 ● 35-44 ● 45-54
● 55-64 ● 65+



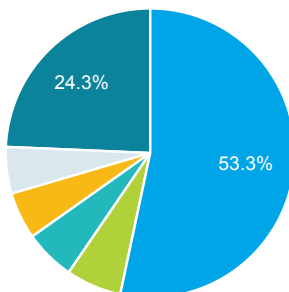
Gender

● Female ● Male



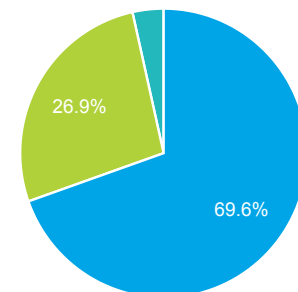
Region

● MI ● OH ● IL ● VA ● NY ● Other



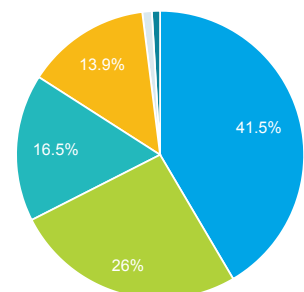
Device Category

● Mobile ● Desktop ● Tablet



Traffic Type

● Organic ● Referral ● Social ● Direct



Users

190,423



Sessions

231,656



Pageviews

487,654



Sessions Per User

1.22



Pages Per Session

2.11



Avg. Session Duration

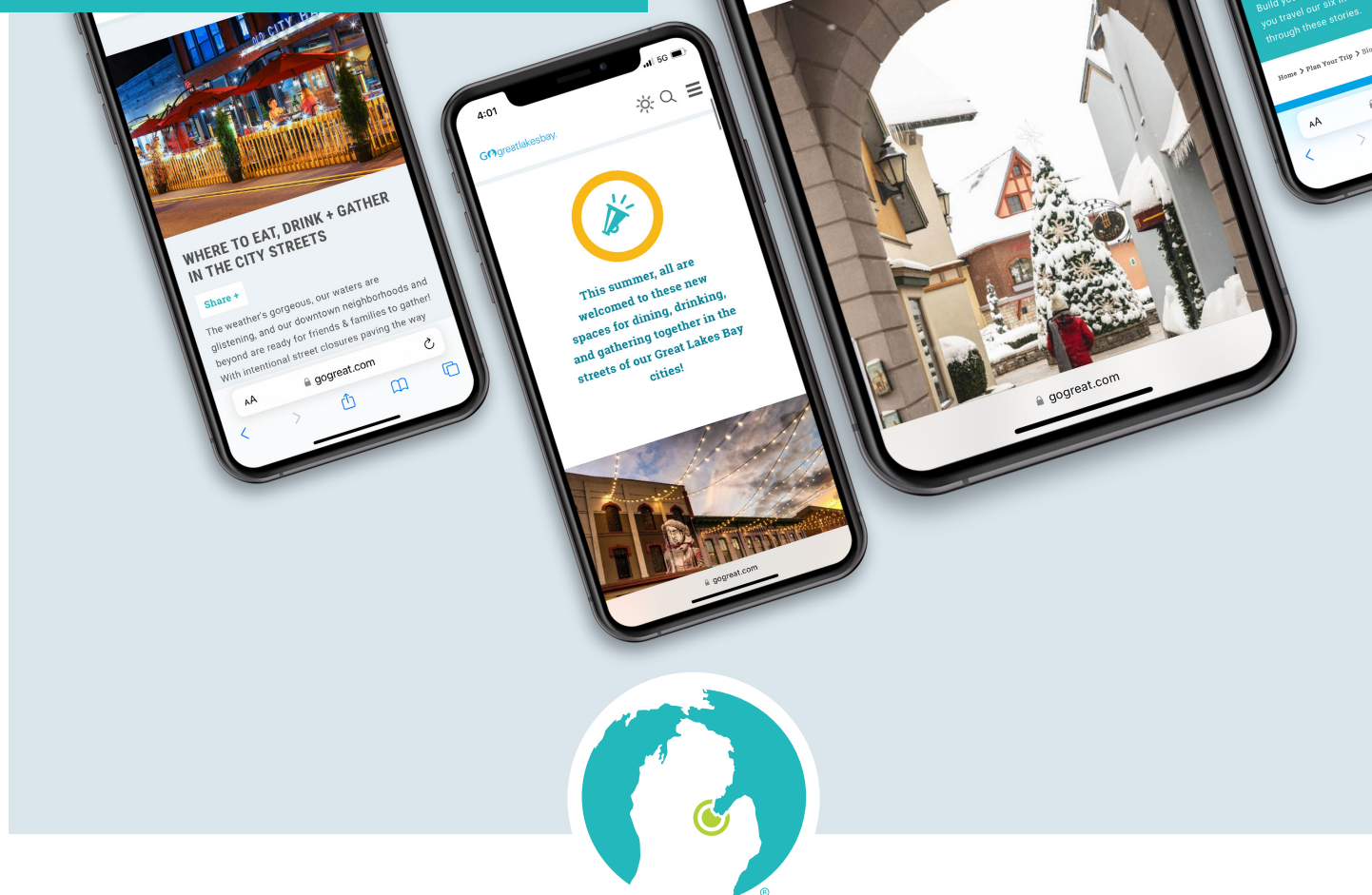
00:01:42



2022

GO GREAT BLOG

Discover our success in sharing destination stories that inspire and motivate travelers while simplifying the trip planning process.



137K

BLOG PAGEVIEWS

137,392 of 487,654 pageviews on GoGreat.com were from the Go Great Blog



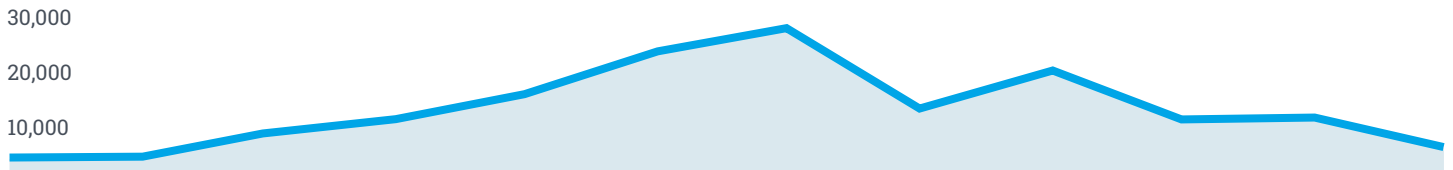
28%

OF TOTAL PAGEVIEWS

28% of total pageviews on GoGreat.com were from the Go Great Blog

2022
GO GREAT BLOG
Blog Pageviews

Blog Pageviews
● Jan - Dec 2022



2022
Jan - Dec

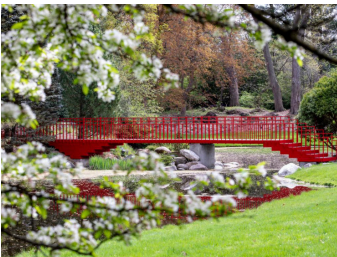
Total Site Pageviews
487,654

2022
Jan - Dec

Total Blog Pageviews
137,392

2022
Jan - Dec

Blog as % of Total Pageviews
28%



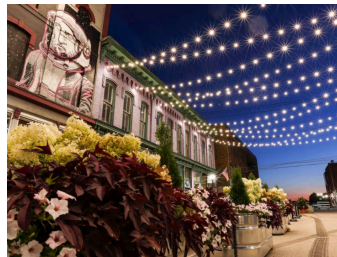
THINGS TO DO

Top Things to Do this Spring in the Great Lakes Bay



THINGS TO DO

Top Things to Do with Kids this Spring in the Great Lakes Bay



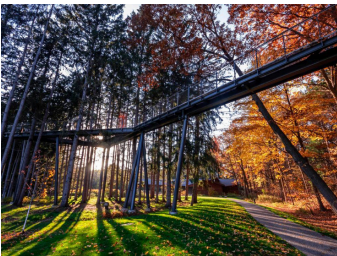
THINGS TO DO

Top Things to Do this Summer in the Great Lakes Bay



THINGS TO DO

Top Things to Do with Kids this Summer in the Great Lakes Bay



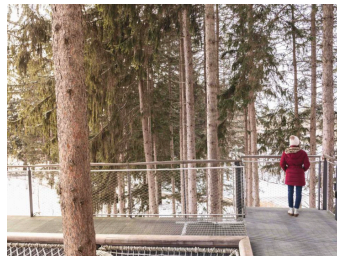
THINGS TO DO

Top Things to Do this Fall in the Great Lakes Bay



THINGS TO DO

Top Things to Do with Kids this Fall in the Great Lakes Bay



THINGS TO DO

Top Things to Do this Winter in the Great Lakes Bay



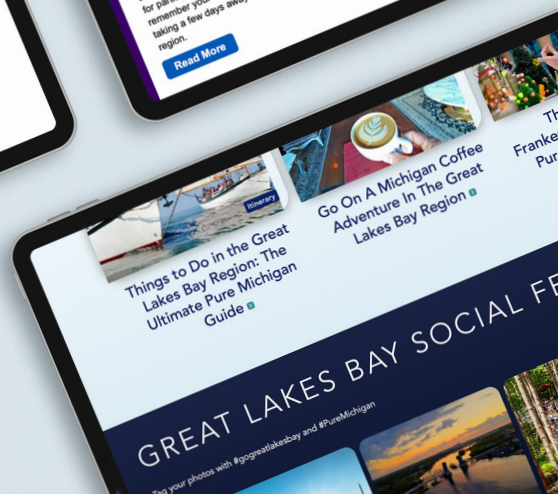
THINGS TO DO

Top Things to Do with Kids this Winter in the Great Lakes Bay

2022

PURE MICHIGAN PARTNERSHIP

See how this dynamic, robust partnership delivers content on Pure Michigan platforms and drives traffic to GoGreat.com.



#2

TOP SOURCE OF USER ACQUISITION

Michigan.org referral traffic was the **#2 source of user acquisition** for GoGreat.com, second only to Google organic search traffic

2022
PURE MICHIGAN PARTNERSHIP
 Michigan.org Partner Page

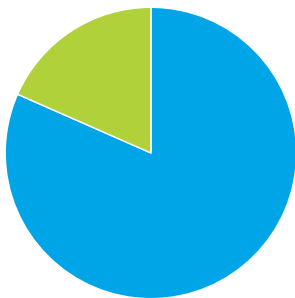
Partner Page Sessions

● Jan - Dec 2022



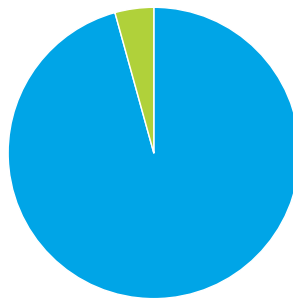
New vs. Returning Users

● New ● Returning



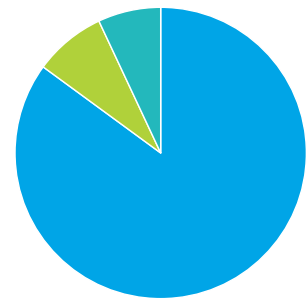
Sessions by Medium

● Paid Social ● Other



Traffic by Device

● Mobile ● Desktop ● Tablet



2022

Jan - Dec

Partner Page Sessions

109,789

Partner Page Users

100,771

Partner Page Pageviews

124,078

Partner Page Clicks

10,834

2022 vs. 2021

Jan - Dec

Partner Page Sessions

▲ **1,604%**

Partner Page Users

▲ **1,679%**

Partner Page Pageviews

▲ **1,709%**

Partner Page Clicks

▲ **130%**

TOP 5 STATES

of Partner Page Sessions

Michigan

Illinois

Ohio

Indiana

Georgia

TOP 5 DMAs

of Partner Page Sessions

Detroit MI

Chicago IL

Grand Rapids-Kalamazoo MI

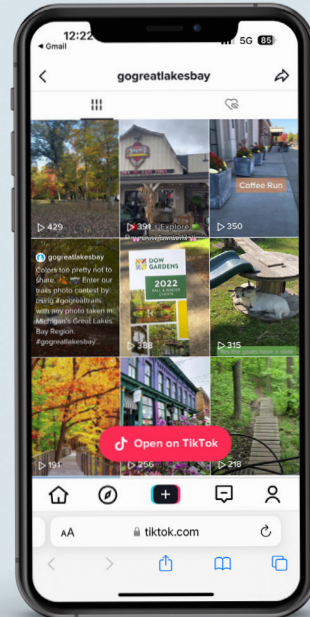
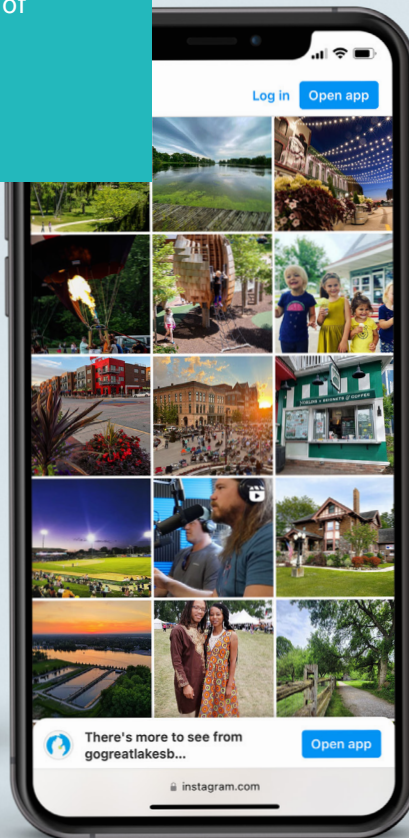
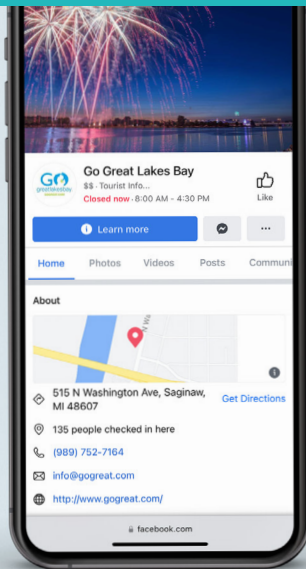
Atlanta GA

Indianapolis IN

2022

SOCIAL MEDIA

See a quick snapshot of the platforms and campaigns that are capturing the attention of potential travelers.



20K

TOTAL FANS

▲ 9% YOY



6K

TOTAL FOLLOWERS

▲ 16% YOY



3K

TOTAL FOLLOWERS

▲ 2% YOY

2022
SOCIAL MEDIA

Platform Overviews + Social Influencers



Facebook

Jan - Dec 2022

Total Fans
20,382

2022 vs. 2021 Fans
▲ **9%**

Total Impressions
3,241,306

Total Engagements
88,990



Instagram

Jan - Dec 2022

Total Followers
6,053

2022 vs. 2021 Followers
▲ **16%**

Total Impressions
499,632

Total Engagements
14,727



Twitter

Jan - Dec 2022

Total Followers
3,769

2022 vs. 2021 Followers
▲ **2%**

Total Impressions
195,883

Total Engagements
3,620



TikTok

New in 2022

Total Followers
405

2022 vs. 2021 Followers
▲ **N/A**

Total Video Views
28,552

Total Engagements
1,648



Social Influencer Collaborations

Summer & Fall 2022

@mi_playground

TIKTOK

32,000 Video Views
1,400 Total Engagements

INSTAGRAM

18,000 Video Views
500 Total Engagements

FACEBOOK

12,000 Video Views
24,000 Total Reach

@frommichiganwithlove

TIKTOK

75,801 Total Reach
6,951 Total Engagements

INSTAGRAM

241,020 Total Reach
12,378 Total Engagements

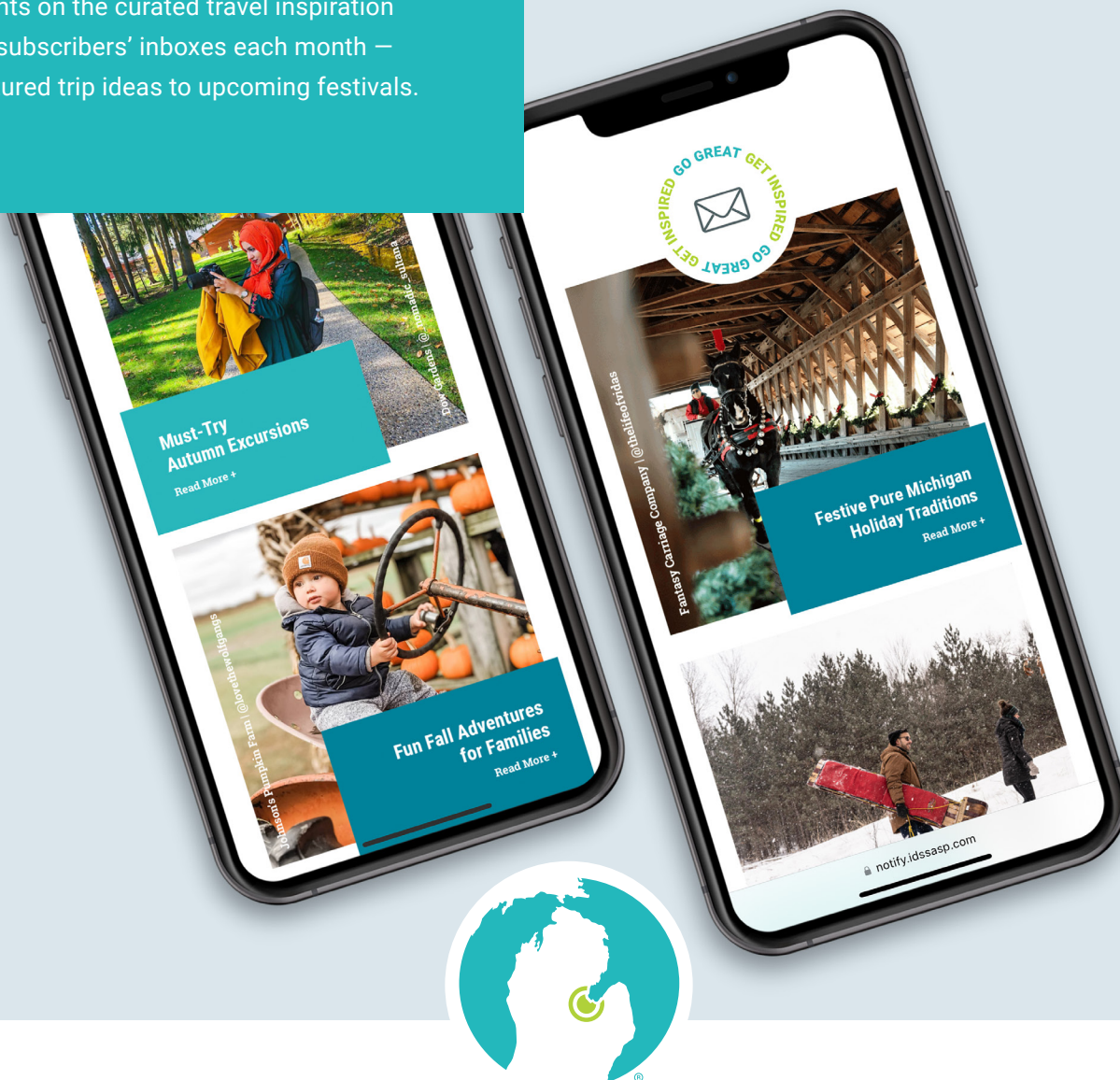
PINTEREST

20,204 Total Reach
275 Total Engagements

2022

GO GREAT TRAVEL NEWSLETTER

Get insights on the curated travel inspiration that hits subscribers' inboxes each month — from featured trip ideas to upcoming festivals.



67K

TOTAL SENT



30.4%

AVERAGE OPEN RATE



3.6%

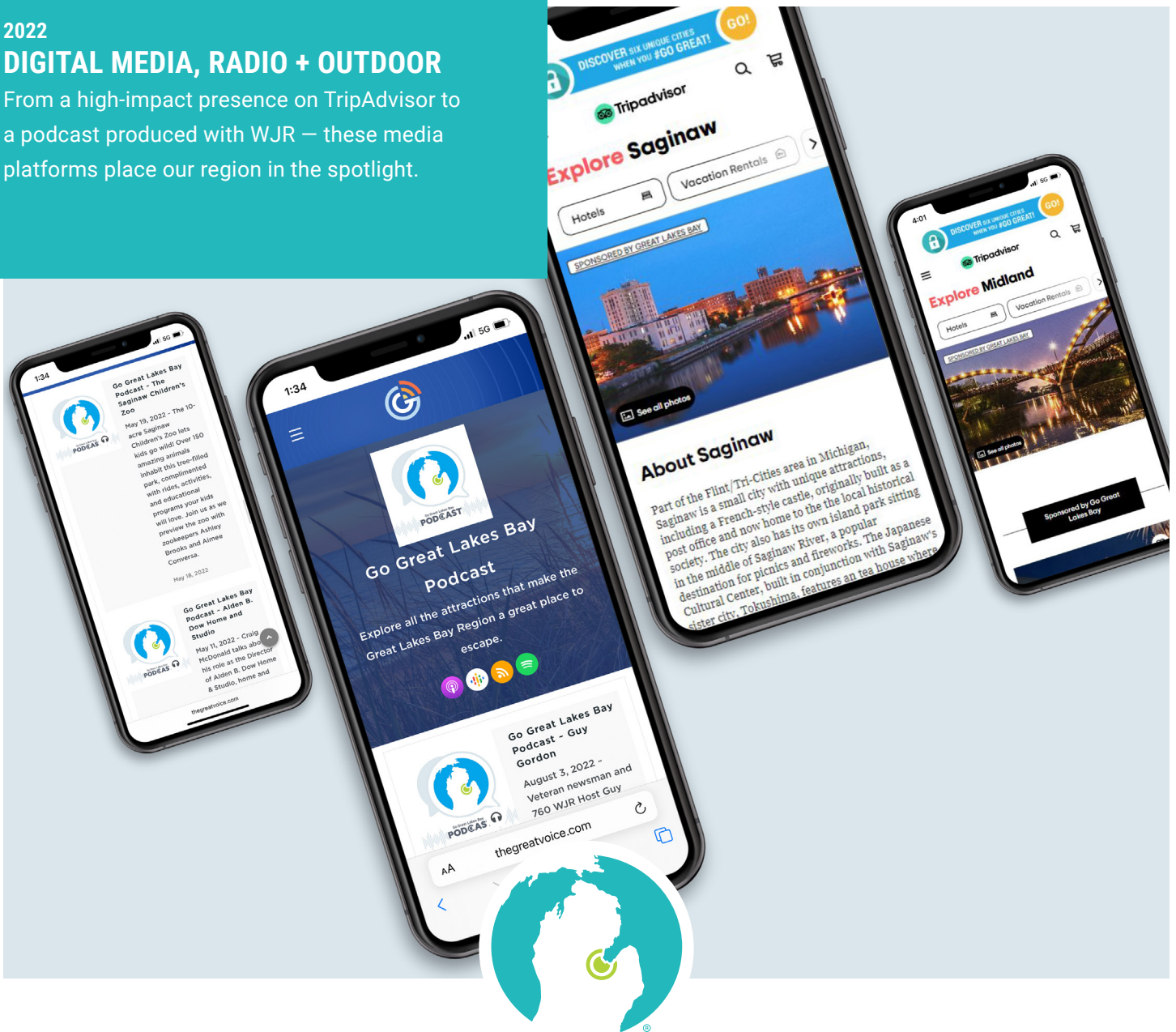
AVERAGE CLICK RATE

Average Travel Industry Open Rate: 20.44% | Average Travel Industry Click Rate: 2.25% | Mailchimp's "Email Marketing Benchmarks and Statistics by Industry"

2022

DIGITAL MEDIA, RADIO + OUTDOOR

From a high-impact presence on TripAdvisor to a podcast produced with WJR — these media platforms place our region in the spotlight.



17.8M

TRIPADVISOR
AD IMPRESSIONS SERVED

19,809 Clicks Generated

2022
DIGITAL MEDIA, RADIO + OUTDOOR
Program Overviews



6

**WJR RADIO LIVE
BROADCASTS HOSTED**

207,400 Weekly Listeners



2

**UNDER THE RADAR MICHIGAN
TV EPISODES FILMED & AIRED**

6+ Facebook Live Videos



48

**GO GREAT LAKES BAY
PODCASTS PRODUCED**

Top 5 Podcasts

Freeland Walleye Festival
Creative Passions Crop & Quilt Retreat
Midland City Forest
Bay City Boat Lines
Under the Radar Michigan



8

**OUTDOOR ADVERTISING
PLACEMENTS**

93.5 Million Impressions