



# Mackinac Island Named Number 1 Summer Destination in America by TripAdvisor

Mackinac Island Tourism is among our more complex travel campaigns. Serving as the Agency of Record for Mackinac, MLive Media Group has developed multi-year strategies that tie each action to an outcome, ultimately moving the needle for island lodging revenues, expanding the season considered “peak”/reducing the length of the shoulder seasons, and driving visibility for Mackinac Island. Under our guidance, the Island was named among the “Best Islands in the US” by the readers of Condé Nast, “Hottest US Summer Destination” by TripAdvisor, “Best Little Beach town to Visit” by Coastal Living, and “Most Tourist Friendly City” by Expedia.

“*This charming island is a throwback to old-timey seaside leisure with the candy-colored facades of downtown shops,*” TripAdvisor says. *“Mackinac is world-famous for its homemade fudge and travelers can work off sugar highs by exploring the limestone bluffs of Mackinac Island State Park.”*



Forbes named the island a top **“secret celebrity hideaway”** and even Men’s Journal got in on the recognition action.

**Forbes**

**MEN’S JOURNAL**

*\*The ranking is based on seasonal hotel booking interest from spring to summer, including the average one-week vacation costs for hotels and airfare.*



MLive Media Group, Mackinac Island Tourism's Agency of Record, has worked diligently to achieve increased notoriety for our client, but also dramatically improve the revenue of the island and the length of the peak season. Both actions have created tremendous inroads — growing revenue by more than 30% since 2011.

In 2013, Mackinac Island Tourism identified a need for a refined, laser targeted digital campaign. Since that time, the budgetary commitment to this proven digital strategy has more than doubled, and the results speak for themselves.

## Strategy

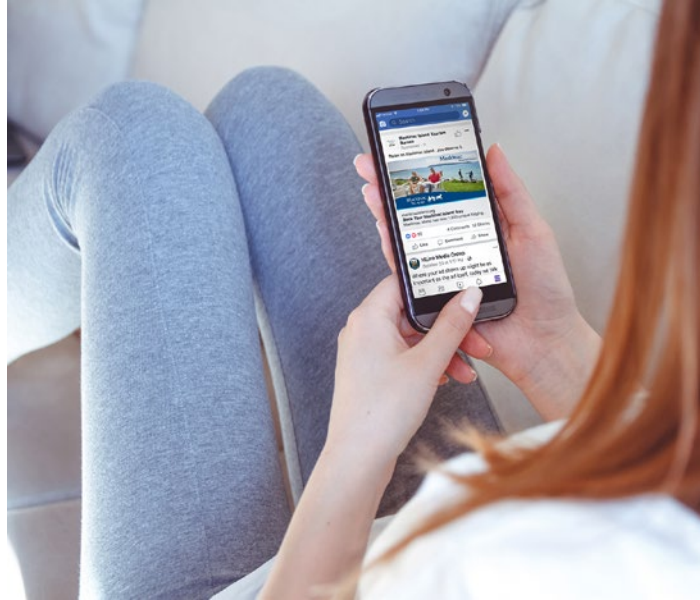
While goals have changed year to year, the primary goal has always been to increase total room revenue on Mackinac Island. MLive Media Group knows that increasing site traffic and conversions on mackinacisland.org are the leading indicators of how the island will pace with regards to room revenue. Adjusting and solving for the appropriate increase in web visitors during target months, the strategy lifted traffic and with it, room night revenue.

Because the island is open only May through October, the first effort was the dissection of all available data. The window of opportunity was short, and getting it right the first time was critical. Using historical data, travel research, and audience profiling, MLive Media Group was able to predict peaks in bookings, understand target audiences and messaging, and lift conversions. In addition, research was used from the targeted SEM efforts to understand how far in advance travelers planned and booked their vacations to Mackinac Island. These insights dictated a full year marketing campaign that elevated bookings in both early and late season, adding to increases of total room revenue for the island.

This research also informed all parties on which audiences were most likely to convert. Focusing on national markets enabled Mackinac Island to reach visitors who planned trips that were longer in duration, resulting in incremental revenue increases. Each digital channels' performance was assessed and optimized to consistently increase performance throughout the duration of the campaign, lowering the cost per click and increasing conversion metrics.

### PRODUCTS USED:

- Paid Search
- SEO
- Standard Display and Re-messaging
- Responsive Rich Media
- Sponsor Content
- Social Media Management and Amplification
- Web Design and Development
- Video Pre-Roll



Most crucial to this partnership has been the way the relationship is fashioned. MLive Media Group recognized the necessity for a regular cadence of meetings. By phone once per week and in person once each month, Mackinac Island Tourism and MLive Media Group gather for this pulse of touch points, affording all parties opportunity to raise concerns, optimize existing campaigns, and forge stronger bonds across shared outcomes. With regular (near daily) phone conversations, texts, emails and the like, our team has effectively become an extension of the Mackinac Island team.

MLive Media Group is still the DAOR for Mackinac Island and 2018 pacing is currently on track to exceed campaign key performance indicators.

## Results

From 2011-2018, since MLive Media Group has become Mackinac Island's Digital Agency of Record, they have seen the following increases:



**56% GROWTH**  
**IN ROOM REVENUE**  
**SINCE 2011**  
(5% GROWTH IN 2018)



**WEB TRAFFIC +28%**  
SINCE 2014

**45 OF 50 STATES**  
SHOW INCREASE IN  
TRAFFIC SINCE 2014





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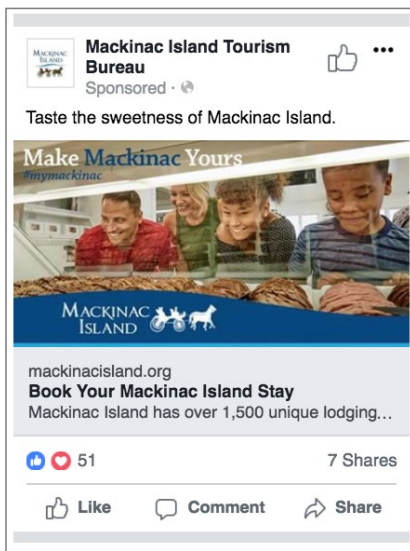
EXPERIENCE  
*Fall Colors*  
ON THE ISLAND

NAMED BY EXPEDIA AS ONE OF THE  
*Most Tourist-Friendly Cities in America*



WEBSITE

SOCIAL MARKETING







[mackinacisland.org](http://mackinacisland.org)

Best U.S. Islands/Conde Nast Traveler Readers Choice Awards 2018

Hottest U.S. Summer Destination 2018 - Trip Advisor

A Most Tourist Friendly U.S. City 2018 - Expedia

#mymackinac

MACKINAC ISLAND 

SPONSORED CONTENT

# Enjoy Fall on Mackinac Island

Your next adventure awaits

There's a reason the British built Fort Holmes where they did. Two hundred years ago, it just wasn't easy for American forces to get up there, some 320 feet above lake level on the highest point of Mackinac Island. Two centuries later, reaching Fort Holmes remains a challenge.

"It's all uphill," said Jimmy Fisher, a year-round islander who owns Mackinac Wheels and Mackinac Bike Barn.

The reward for making it up to the top is not only a look around the recently-restored fort, but a spectacular, panoramic view of the island and the surrounding waters. It's especially beautiful in the fall, when the blues of the Mackinac Straits contrasts with the reds, oranges and yellows of the leaves on the trees below Fort Holmes and nearby Point Lookout.

"Seeing the changing colors adds a different perspective to the island," Fisher said.

*One of my favorite spots in the fall to go is Point Lookout. You get a good northern view of the trees.*

The summer tourism season has faded into fall, but Mackinac Island is still open for adventure. Here are some of the best ways to experience the splendor of Mackinac in September and October:

## Hike the Trails

More than 90 percent of the island is a state park, and there are 70-some miles of trails running through it – including over 30 miles of single-track trails only wide enough for single-file hiking or biking.

Tranquil Bluff Trail is one of the more challenging trails on the island, and it offers incredible

cliff-top views of the lake below. "It's very rocky and rocky with lots of ups and downs and they're pretty steep," Fisher said. "Part of it's not even bikeable, but you can walk it."

## Other Scenic Trails

Lime Kiln and Winnebago trails on the east side of the island near Arch Rock; Allouez, Coffee, Indian Pipe and Trillium trails on the west side near the village; British Landing Nature Trail on the north side.

Find maps at [www.mackinacisland.org](http://www.mackinacisland.org)

## Explore the Sites

Everybody goes to the iconic Arch Rock. Not everybody sees the other unique geologic sites farther into the island's interior. If you can make it up to Point Lookout, you not only get a great view of the trees to the north but also a look at Sugar Loaf, a limestone tower that rises 80 feet out of the middle of Mackinac.

You can take a staircase down to Sugar Loaf to see it up close and, if you dare, wiggle into the keyhole on one side. If you're small enough – and not claustrophobic – you can slip all the way through the hole from one side of the rock to the other.



Sugar Loaf, an 80 ft. limestone tower in the middle of the island.

## Other Sites to Explore

Sunset Rock in the Stonecliffe Area is a popular engagement spot with a great view of the Mackinac Bridge. Crack-in-the-Island near the airport is a literal crack in the island; Skull Cave near Fort Holmes once housed piles of bones.



## Pedal Around

Because cars are not allowed on Mackinac, there are tons of bikes. You can take your own to the island on the ferry or rent from one of several shops. Most everybody who bikes takes a ride around the island on M-185, the country's only state highway without cars. It's 8.2 miles around the loop, which takes about an hour or so without stops.

There also are many miles of paved or gravel roads running the interior of the island, as well as single-track dirt trails. A fat tire bike is recommended to handle the roots and rocks of the dirt paths.

## Other Ways to Get Around

Take a horse-drawn carriage ride through town or a saddle ride through the island's interior; go for a sunrise kayak paddle and see fall colors from the water; get behind the wheel of a golf cart at the historic Wewashkamo Golf Club or The Jewel at the Grand Hotel.

After a day of play outdoors, relax the night away at one of Mackinac's great restaurants and taste some world-famous Mackinac Island fudge, or join the party during the island's inaugural Macktoberfest or popular Halloween weekend.

See the island's calendar of fall events at [www.mackinacisland.org](http://www.mackinacisland.org)



MACKINAC ISLAND 

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