

# MACKINAC ISLAND



## TOURISM BUREAU



**BEST ISLAND  
IN THE CONTINENTAL U.S.**

*Travel & Leisure Magazine World's Best Awards 2022*

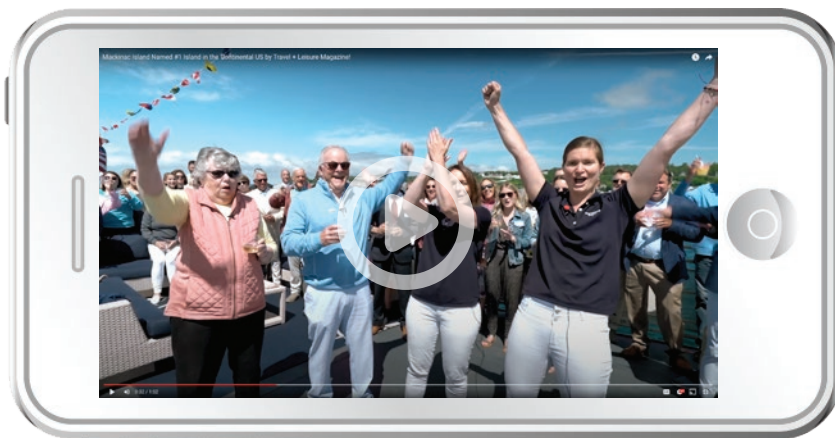
MACKINAC ISLAND 



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. In the Summer of 2022, Mackinac Island was named “Best Island in the Continental US” by Travel + Leisure Magazine.

### PRODUCTS USED:

- Paid Search using Performance Max
- Extensive Creative Services
- Targeted Display and Re-messaging
- Content Marketing: Sponsor Content, Blog posts, Newsletters, Web content
- Paid Social Media
- Organic Social Media Consulting
- Web Design and Development
- Video (Pre-roll and YouTube)
- Location Data Service Management and Analytics



“BEST ISLAND” Announcement:  
<https://youtu.be/kQZFc6d080U>



MLive Media Group, Mackinac Island Tourism's Agency of Record, has endeavored to achieve increased notoriety for the island, but also dramatically improve the revenue of the island and the length of the peak season. Both actions have created growth of 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.

## Key Performance Indicators, Goals

- Maximize market share and room revenue on Mackinac Island, being flexible in the needs of the Island and how it relates to the pandemic and other factors
- Inspire potential visitors to choose Mackinac Island as their trip destination
- Support, empower and educate our members and partners

We do all of this (and more) by delivering a fluid, curated planning experience, while speaking to different audiences in the ways most meaningful to them, sharing the unique experiences of the Island, answering the most sought-after questions, and maintaining our integrity and brand promise in everything we do.

While goals change year to year, the primary initiative has always been to increase total room revenue on Mackinac Island. MLive Media Group understand that increasing site traffic and conversions, which include outbound hotel links, visitor guide downloads/requests and newsletter sign-ups on [mackinacisland.org](http://mackinacisland.org) are the leading indicators of how the island will pace in room revenue. Adjusting and solving for the appropriate increase in engaged web visitors during target months, the strategy lifts traffic and with it, room night revenue.

“*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





Because the island is open only May through October, getting it right the first time is always critical. While optimization can happen in real time, rapid changes in the engine room can sometimes still result in a slow-turning vessel. Using historical data, travel research, and audience profiling, MLive Media Group actively predicts peaks in bookings, understands target audiences and messaging, and optimizes to 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 (not just pre or peak season) that elevated bookings in both early and late season, adding to increases of total room revenue for the island and expanding the lighter “shoulder seasons” that compliment the peak that naturally occurs in summer.

This research, along with weekly and monthly performance data by channel and as a whole, informs which audiences are most likely to convert. Focusing on primary, secondary and tertiary markets by month or season (including statewide, regional, national and international audiences/geographies) enables Mackinac Island to reach visitors planning trips that are longer in duration, resulting in incremental revenue increases. Each digital channels’ performance is assessed and optimized by its own lead expert, to consistently increase performance throughout the duration of the campaign, lowering the cost per click and increasing conversion metrics. In this way, our subject matter experts are intimately aware of their own channels and how they impact the others, magnifying or decaying elements across the omni channel campaign.

## How We Keep Connected

Most crucial to this partnership has been the way the relationship is fashioned. An annual campaign of this size requires a regular cadence of meetings. Mackinac Island Tourism and MLive Media Group gather virtually by week with the lead account manager and bi-weekly with subject matter experts. This allows Mackinac Island staff to communicate directly with those responsible for individual channels. We meet in person as an Island + Agency team once each month, reporting on how each channel interacted, recommendations for change, review of specific elements, and overall performance of the campaign. With this pulse of touch points, all parties have 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, the MLive team has effectively become an extension of the Mackinac Island team, owning the outcomes personally, just as the island team does.

After nearly nine years, MLive Media Group remains the Agency of Record for Mackinac Island and pacing is currently on track to exceed conversion and room revenue goals, even while coping with the aftermath of COVID-19.

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***“...the relationship has grown to the point that [MLive is] an essential part of our entire marketing and advertising plan. Bright, intelligent, quick on their feet and true to their word. It is the perfect mix that makes up a strong successful relationship.”***

– Tim Hygh, Executive Director, Mackinac Island Convention and Visitors Bureau





## Results



TOTAL VISITOR GUIDE REQUESTS/VIEWS ARE  
**up 143%**



### BLOG

**610k+**  
CONTENT PAGEVIEWS  
(235% increase 2021 vs 2019)

**416,204**  
SITE ENTRANCES  
via Blog in 2021 up 316%  
(increasing organic traffic to the site is a primary goal of the blog – not coincidentally, organic traffic accounted for 59% of blog traffic in 2021, up from 47% in 2019)

**13,693**  
HOURS ON PAGE  
in 2021 up 255% in annual time spent on blog



SINCE IMPLEMENTING PERFORMANCE MAX WITH PAID SEARCH IN MARCH OF 2022, WE HAVE SEEN THE FOLLOWING GROWTH:

**82.50%**  
INCREASE  
IN CLICKS YOY

**32.07%** INCREASE  
IN CONVERSIONS  
YOY

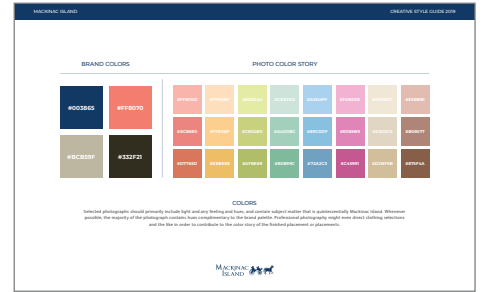
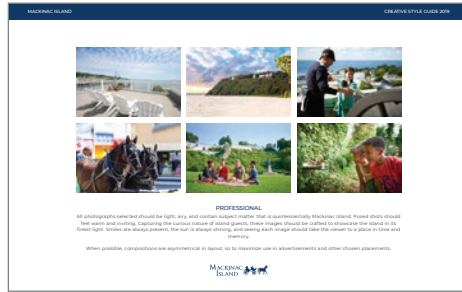
**59%** INCREASE  
IN IMPRESSIONS  
YOY

**14%** DECREASE  
IN CPA YOY

**38.45%**  
DECREASE  
IN CPC

# STYLE GUIDE AND SUB BRANDS

## COMPREHENSIVE STYLE GUIDE



## SUB BRANDS DEVELOPED BY OUR CREATIVE TEAM



AFFILIATED BRAND LABELS, DESIGNED TO SUPPORT MACKINAC ISLAND'S EXTENDED VISIBILITY



MACKINACISLAND.ORG

1 234567 890128 >

INGREDIENTS: WATER, SUGAR, CONCENTRATED LEMON JUICE, CITRIC ACID AND LEMON OIL.

GUERNSEY FARMS DAIRY  
23500 NOVI ROAD  
NORTHVILLE, MI 48167  
GUERNSEYFARMSDAIRY.COM

A MACKINAC ISLAND  
**SUMMER MEMORY**

From the relaxing clip-clop pace of life and stunning views of the Mackinac Bridge to booming cannon fire at historic Fort Mackinac and the sweet scent of lilacs in June, a summer experience on Mackinac Island is full of memories you won't soon forget. Memories so vivid you can almost taste them.

In your hand is just one of Mackinac Island's many memorable flavors, this tart and sweet lemonade, brought to you by a trusted Michigan Brand.

Enjoy!

PROUDLY MADE BY  
**Guernsey FARMS DAIRY**

**Guernsey FARMS DAIRY**



**BICYCLE BASKET LEMONADE**

THE OFFICIAL LEMONADE OF  
MACKINAC ISLAND

MADE IN MICHIGAN

16 FL OZ. 473 ML

**KEEP REFRIGERATED**

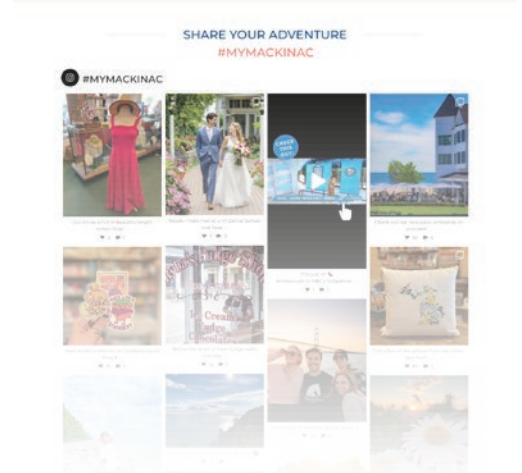
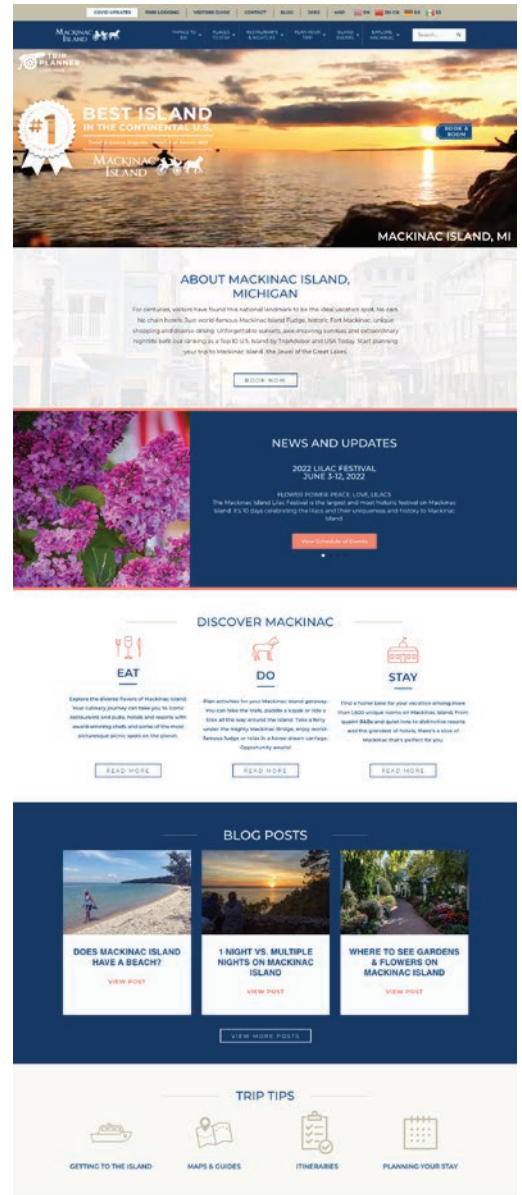
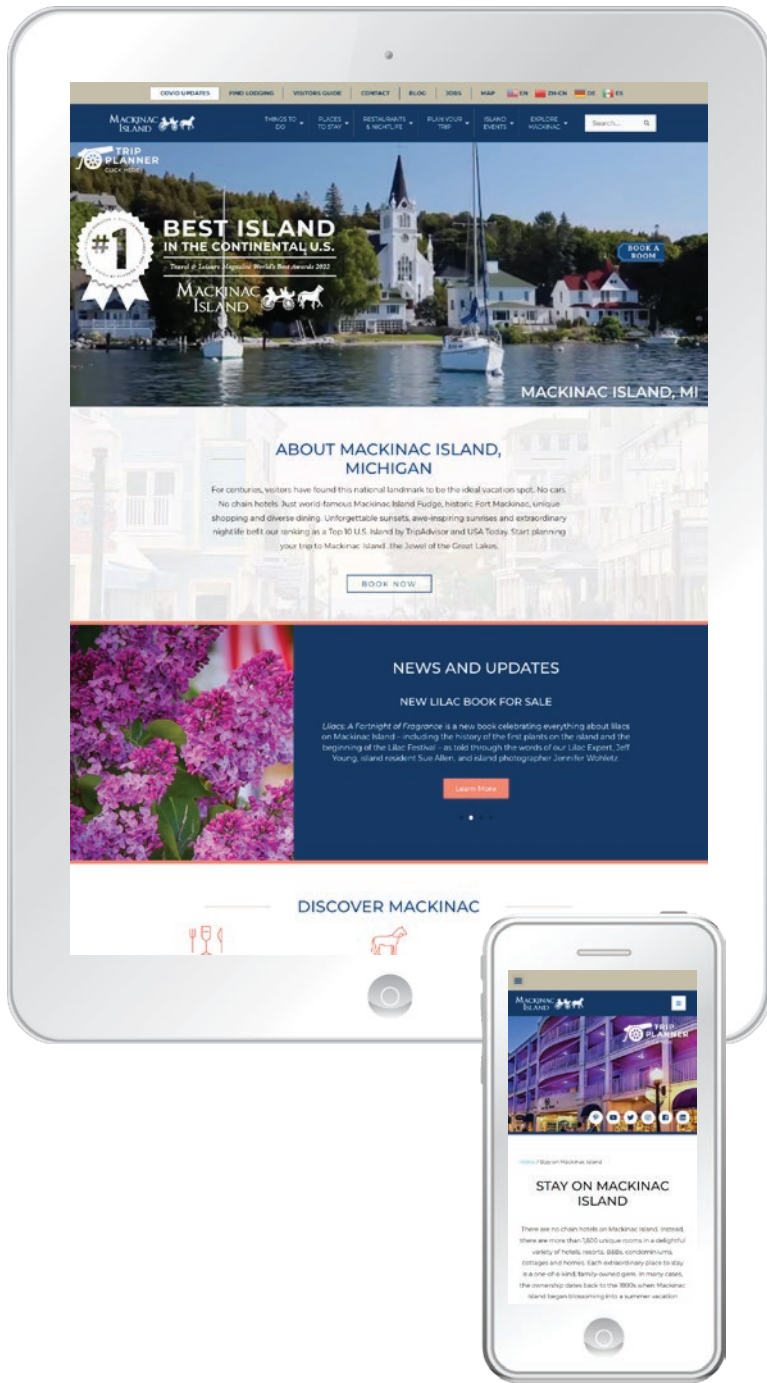
**Nutrition Facts**  
Serving Size 3.38 fl oz Can (100mL)  
Servings Per Container 1

Amount Per Serving		Calories from Fat 0	
		%Daily Value*	
<b>Calories</b> 20			
<b>Total Fat</b> 0g		<b>0%</b>	
Saturated Fat 0g		<b>0%</b>	
Trans Fat 0g			
<b>Cholesterol</b> 5mg		<b>2%</b>	
<b>Sodium</b> 0mg		<b>0%</b>	
<b>Total Carbohydrate</b> 0g		<b>0%</b>	
Dietary Fiber 0g		<b>0%</b>	
Sugars 5g			
<b>Protein</b> 0g			
Vitamin A 0%		Vitamin C 0%	
Calcium 0%		Iron 0%	

\*Percent Daily Values are based on a diet of 2,000 calories per day. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carb	300g	375g
Dietary Fiber	25g	30g





### MACKINAC ISLAND BOTANICAL TRAIL

Mackinac Island is home to a variety of native plants and flowers. The trail is a scenic walk through the island's natural beauty. Find signs for these plants, flowers, and ferns you might find on Mackinac.

**How many can you find?**


- ✓ Cedar Tree
- ✓ Small White Wood
- ✓ Norway Maple
- ✓ Flower Lake Iris
- ✓ Transformer
- ✓ Large Arrowwood Tree
- ✓ Fraxinifera
- ✓ Oak in the Park
- ✓ Yellow Trout Lily
- ✓ White Starflower
- ✓ Wild Columbine
- ✓ Eastern White Pine
- ✓ Yellow Lady's Slipper
- ✓ Paper Birch
- ✓ Marginal Wood Fern
- ✓ Dutch Elm
- ✓ False Solomon's Seal
- ✓ Turkey Tail
- ✓ Ivy Arbutus
- ✓ Tree Toad

**Nature Journal**  
Take time to sketch and describe nature. Be sure to include the name of the species and small details about the location. It's a wonderful way to spend your time on Mackinac. Use your journal to record your observations.

### MACKINAC ISLAND'S BOTANICAL TRAIL

Mackinac Island is home to a variety of native plants and flowers. The trail is a scenic walk through the island's natural beauty. Find signs for these plants, flowers, and ferns you might find on Mackinac.

### Color my wings!



**Butterfly Life Cycle**  
ACTIVITY PAGE

**CATERPILLAR (LARVA)**  
The caterpillar is the larval stage of the butterfly. It is a small, worm-like creature that eats leaves and grows. It has a segmented body and a head with antennae. It is usually green or brown to blend in with the leaves.

**CHRYSLIS (PUPA)**  
The chrysalis is the pupal stage of the butterfly. It is a hard, protective case that the caterpillar builds around itself. It is usually green or brown and has a segmented body. It is attached to a leaf or stem.

**ADULT BUTTERFLY**  
The adult butterfly is the final stage of the life cycle. It has a hard, protective case that it sheds when it is ready to fly. It has a segmented body and a head with antennae. It is usually colorful and has wings.

### BUTTERFLY HOUSES

**THE ORIGINAL MACKINAC ISLAND BUTTERFLY HOUSE AND INSECT WORLD**

4750 Mackinac Island, Mackinac Island, MI 49757  
989.442.2272  
www.gardenbutterfly.com

**WINGS OF MACKINAC BUTTERFLY CONSERVATORY**

7028 Gortner Road, Mackinac Island, MI 49757  
Mon - Thu: 10:00AM - 5:00PM | Fri - Sun: 10:00AM - 5:00PM  
www.gardenbutterfly.com

### MACKINAC ISLAND BOTANICAL TRAIL

Mackinac Island is home to a variety of native plants and flowers. The trail is a scenic walk through the island's natural beauty. Find signs for these plants, flowers, and ferns you might find on Mackinac.

**Help Keep Mackinac Beautiful!**  
There are a few simple things you can do to help maintain our island and keep it beautiful for everyone!

- ✓ **Yellow Trout Lily**
- ✓ **Lily of the Valley**
- ✓ **May Apple**
- ✓ **Ferns (Vib)**
- ✓ **Meadow**
- ✓ **Jack-in-the-pulpit**
- ✓ **Yarrow**
- ✓ **Forget-me-not**
- ✓ **Spring Beauty**

### HOW TO GET TO MACKINAC ISLAND FROM CANADA

**BY AIR**

- Mackinac Island Airport (MII)
- Mackinac Island Ferry (MIF)

**LAND BORDER CROSSING**

- Blue Water Bridge
- Mackinac Island Ferry
- Mackinac Island Ferry

**FERRIES TO THE ISLAND**

- Mackinac Island Ferry
- Mackinac Island Ferry

**INTERNATIONAL FERRY CROSSINGS**

- Mackinac Island Ferry
- Mackinac Island Ferry

**GREAT LAKES CRUISES**

- Mackinac Island Ferry
- Mackinac Island Ferry





## Dressing for GRAND HOTEL

MACKINAC ISLAND

GUESTS ARE REQUIRED TO WEAR FORMAL ATTIRE IN MAIN AREAS OF THE HOTEL

**AFTER 6:30 P.M.**

THE IDEA IS TO MAKE EVERY EVENING AT GRAND HOTEL A SPECIAL OCCASION

THERE'S NO FORMAL DRESS CODE ELSEWHERE ON MACKINAC ISLAND

BUT YOU STILL MAY WANT TO PACK SOMETHING NICE





## TOP THINGS TO DO FOR Girls Weekend

**LUNCH**  
at Mackinac Island Waterfront (\$-\$\$\$)

**SHOPPING**  
The island is full of interesting shops, one-of-a-kind boutiques and fascinating art galleries (\$-\$\$\$)

**HEAD TO THE SPA-AHHH**  
Lakeland Spa at Mission Point Resort  
Amenity Spa at Grand Hotel  
Vintage Glam Salon (\$-\$\$\$)

**ENJOY AFTERNOON TEA**  
at Mackinac Island's Grand Hotel (\$5)

**EXPLORE MACKINAC ISLAND STATE PARK** (\$-\$\$)

**TAKE A PRIVATE CARRIAGE TOUR**  
You can book a private tour for your group! (\$5)



**MACKINAC ISLAND NIGHT LIFE**  
Dance, DJ, live music (\$-\$\$\$)

**SUNSET CRUISE AROUND MACKINAC ISLAND**  
Like a Mackinac Island Sip w/ Salt Crisp (\$5)

Don't miss **Girls Weekend** (June 1-10)  
[MACKINACISLAND.ORG](http://MACKINACISLAND.ORG)

## MACKINAC ISLAND FIELD TRIP

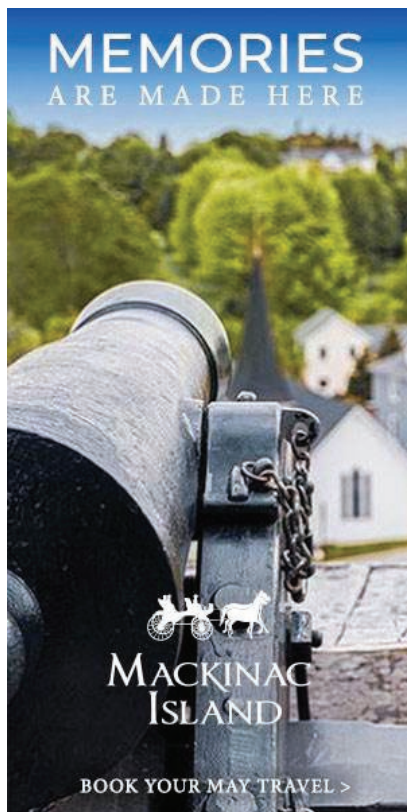
Perhaps nothing expresses the culture of a place better than its art. And Mackinac Island has no shortage of beautiful works!

- GRAND HOTEL
- ISLAND BREEZE OF MACKINAC
- MACKINAC ART GALLERY AT MURRAY HOTEL
- MACKINAC'S LITTLE GALLERY
- MAEVE'S ARTS
- MISSION POINT RESORT
- NOEL SKIBA ART
- POINT OF VIEW ART GALLERY
- RICHARD & JANE MANOGHIAN MACKINAC ART MUSEUM

MACKINAC ISLAND  
MACKINACISLAND.ORG





VIDEO



**DREAMING OF SUMMER**

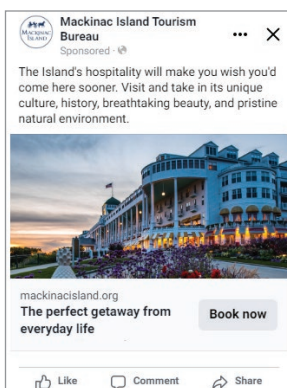
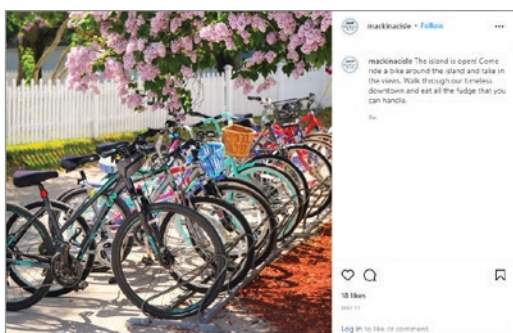
<https://www.youtube.com/watch?v=SAQetC-UFuo>



**DREAMING OF SUMMER**

<https://www.youtube.com/watch?v=SAQetC-UFuo>

SOCIAL MARKETING





**#1**  
TRAVEL & LEISURE MAGAZINE | WORLD'S BEST AWARDS  
VOTED BY READERS | TOP 10 ISLANDS

VOTED  
**BEST ISLAND**  
IN THE CONTINENTAL U.S.

Travel & Leisure Magazine World's Best Awards 2022

**MACKINAC ISLAND**   
MACKINACISLAND.ORG

MACKINAC ISLAND  
74th Annual

**LILAC**  
FESTIVAL  
JUNE 3-12 | 2022


The Mackinac Island Lilac Festival is the largest and most historic festival on Mackinac Island. It's 10 days celebrating the lilacs and their uniqueness and history to Mackinac Island. Join us for the Lilac Queen coronation, official poster reveal, 10K Run/Walk, lilac walking tours, lilac planting seminars, bounce houses, Michigan Cornhole tournament, live music, the Grand Parade, and more!


**FEATURED EVENTS -**

- OFFICIAL LILAC FESTIVAL POSTER REVEAL**  
FRIDAY, JUNE 3 - 5:05 P.M.
- QUEEN CORONATION**  
FRIDAY, JUNE 3 - 5 P.M.
- 10K RUN/WALK**  
SATURDAY, JUNE 4 - 9:30 A.M.
- WEST MICHIGAN BOOTSCOOTERS LINE DANCING ON MARKET STREET**  
SATURDAY, JUNE 4 - 6:00-8:30 P.M.
- MICHIGAN CORNHOLE TOURNAMENT AT WINDERMERE POINT**  
SATURDAY, JUNE 11 - 10 A.M.
- LILAC FESTIVAL GRAND PARADE**  
SUNDAY, JUNE 12 - 4 P.M.

**Additional Events:**

- ◆ Daily walk and talk tours with lilac expert Jeff Young
- ◆ Daily planting session with lilac expert Jeff Young
- ◆ Bounce Houses & family games at Windermere Point
- ◆ Sip n Sail Cruises
- ◆ Public Library Book Sale
- ◆ Lilac Festival Posters displayed at Mission Point Resort
- ◆ View local artist new work at Murray Hotel
- ◆ Movie in the Fort: Wizard of Oz
- ◆ Photography Tours, Nature Walk, and Birding Adventures
- ◆ Artist features, book signings, and painting sessions

**MACKINAC ISLAND** 

 SCAN for LILAC FESTIVAL details [MACKINACISLAND.ORG](https://www.mackinacisland.org)



**MACKINAC ISLAND**

**NEW SEASON, NEW MEMORIES**  
SOMETHING FOR EVERYONE!

For centuries, visitors have found this national landmark to be the ideal vacation spot. No cars. No chain hotels. Just world-famous Mackinac Island Fudge, historic Fort Mackinac, unique shopping and diverse dining. Unforgettable sunsets, awe-inspiring sunrises and extraordinary nightlife kept our ranking as a Top 10 U.S. Island by TripAdvisor and USA Today. Start planning your trip to Mackinac Island... The Jewel of the Great Lakes.

— BOOK NOW BEFORE IT'S TOO LATE! —

[MACKINACISLAND.ORG](https://www.mackinacisland.org)

HOW TO GET TO MACKINAC ISLAND

BY CAR

MACKINAC ISLAND GROUP TOUR GUIDE

MACKINACISLAND.ORG

<https://www.mackinacisland.org/group-tour-guide/>

MEETING SPACES ONLY

MACKINAC ISLAND MEETING AND CONVENTION GUIDE

MACKINACISLAND.ORG

<https://www.mackinacisland.org/meeting-guide/>

**M LIVE MICHIGAN'S BEST**

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WHERE TO FIND MICHIGAN'S BEST CONTENT

When we chose the stories for this edition, all the events and dates were accurate. As always, find the most up-to-date information on the event/activity website, facebook page or other direct information source.

SWIMMING POOLS ON MACKINAC

LOOK INSIDE All about Mackinac Island

DOGS ARE WELCOME

It's officially summertime in Michigan!

**SUMMER IN THE STRAITS**

MEMORIAL DAY HAS PASSED. SCHOOLS' LETTING OUT, AND THE 74<sup>TH</sup> ANNUAL MACKINAC ISLAND LILAC FESTIVAL IS UNDERWAY

WHAT TO DO WITH YOUR CAR WHEN VISITING MACKINAC ISLAND

There's no bridge to Mackinac Island, so you can't drive there. And while some visitors do fly into the island's airport, the vast majority take a ferry boat from either Mackinac City or the Lower Peninsula or St. Ignace in the Upper Peninsula.

HOW MANY NIGHTS TO SPEND ON MACKINAC ISLAND

While you'll get a good feel for Mackinac Island by staying one night, the best way to really appreciate the life of Mackinac Island is to spend multiple nights. It's a feeling that can be hard to explain, but here are just a few of the ways to experience it while spending a few days on Mackinac Island.

WHEN VISITING MACKINAC ISLAND

Although most visitors board a commercial ferry to Mackinac Island, the Mackinac Island State Park also provides public marina with 50 boat slips. Most are available for rent from one day to overnight, with electricity and water available as well as pump-out service.

WHERE TO DOCK YOUR BOAT ON MACKINAC ISLAND

The public marina is open from mid-May through mid-October and is located at the foot of Fort Mackinac. It is open with some restrictions through the Michigan Department of Natural Resources on strictly limited basis. Call 1-800-447-2757. Private boat slips are also available for both day dockage and overnight stays. Call the Mackinac Island Tourism Bureau at (906) 847-3783 for more information on private slips.

MICHIGAN'S BEST PUBLICATION REACHES 600,000+ HOUSEHOLDS



SPONSORED CONTENT

# Mackinac Island Voted Best Island in Continental U.S.

4 Reasons Travel & Leisure readers rated Mackinac Island No. 1

## It's official. Mackinac Island is No. 1!

Michigan's iconic travel destination has been a popular escape for generations. Now, visitors from across the globe have named charming and beautiful Mackinac Island their favorite place to get away, putting it atop the list of the Top 15 Islands in the Continental U.S. in this year's Travel + Leisure World's Best Awards.

Travel + Leisure readers hailed the "Jewel of the Great Lakes" as the "quintessential vacation spot for enjoying the simple pleasures." They love Mackinac Island's car-free streets full of horse-drawn carriages and bicycles, its historic character and well-preserved Victorian homes, and its incredible natural beauty and world-famous Mackinac Island fudge.

"What a different place to visit," one voter said. "It's like its own little world."

Travel + Leisure each year asks readers to rate their travel experiences based on things to do, sights to see, natural attractions, food, overall value and more. The feedback is used to recognize an elite group of travel destinations with World's Best Awards – everything from best islands to best cities to best cruise ships and beyond.

Mackinac Island is no stranger to Travel + Leisure readers, who ranked it No. 9 in 2021. Here are four reasons Mackinac Island topped the list in 2022:

- MACKINAC ISLAND'S CHARMING ATMOSPHERE** – "You'll find neither cars nor chain brands on this tiny island," Travel + Leisure writes. It's the perfect place to "escape from the hustle and bustle" and feel as though you're stepping back in time to a slower, more relaxed pace of life. The way vacation should be!
- MACKINAC ISLAND'S EXTRAORDINARY HOSPITALITY** – Visiting Mackinac Island is "like stepping into a fairy tale," writes Travel + Leisure. Travelers arrive by ferry boat at the Mackinac Island dock "where horse-drawn carriages await to whisk you and your luggage to your lodging." The many places to stay on Mackinac Island "channel a bygone era" and exude "gentle hospitality."
- MACKINAC ISLAND'S DIVERSE SHOPPING AND DINING** – From the "irresistible smell of homemade fudge" to delicious dishes prepared by star chefs at fine-dining restaurants,

Mackinac Island is a wonderful place to gratify your palate with a variety of flavors, writes Travel + Leisure. It's also home to some of the prettiest picnic spots in the world. And the many art galleries and boutique shops of Mackinac Island offer special, one-of-a-kind treasures to be discovered.

**MACKINAC ISLAND'S ADVENTUROUS LANDSCAPE** – Travel + Leisure readers love the many sights to see and things to explore on Mackinac Island, both in town and in the expanse of the state park that covers 80% of the island. Visitors enjoy riding a bike all the way around the lakeshore drive that circles Mackinac Island and paddling the surrounding waters in a kayak. They have fun exploring historic Fort Mackinac and gawking at some of Michigan's oldest and grandest homes. And they appreciate the chance to "get lost in a flutter of delicate wings" at Mackinac Island's beautiful butterfly conservatories.

Being named the No. 1 Island by Travel + Leisure readers is one of many accolades – or shall we say, "Mack-olades" – that Mackinac Island has earned. Mackinac Island also has been named the most tourist-friendly U.S. city by Expedia and the Best Family Vacation Destination by Away.com. It's the site of the best picnic spot in Michigan, per Reader's Digest. HGTV even rated Mackinac Island one of the country's best Christmas towns!

Here are 10 more honors for Mackinac Island, the "Jewel of the Great Lakes" and the No. 1 Island in the Continental U.S.

- Best Little Beach Towns to Visit This Summer, *Coastal Living*
- 5 Best Golf Experiences in Michigan, *Golf Digest*
- Top 10 Car-Free Destination in the World, *Sherman's Travel*
- Best Wedding Destination in the U.S., *DestinationWedding.com*
- Best Midwest Small-Town Getaways, *Midwest Living*
- Top Family-Friendly Beach Town, *NerdWallet Travel*
- No. 1 State Park in the US, *FamilyFun* magazine
- Most Romantic Destinations in the U.S., *DatingAdvice.com*
- America's Grandest Hotels, *The Huffington Post*
- 100 Places to Take Your Kids, *Frommers*

The best ways to leisurely SPEND AN EVENING ON THE ISLAND

MACKINAC ISLAND

GLOW-GOLF AT MACKINAC ISLAND'S MISSION POINT RESORT

BALLROOM DANCING ON MACKINAC ISLAND AT GRAND HOTEL

MOVIES AT FORT MACKINAC

STARGAZING AT MACKINAC ISLAND'S FORT HOLMES

SUNSET OR SUNRISE KAYAK TOURS OF MACKINAC ISLAND

MACKINAC ISLAND SIP N' SAIL CRUISE, A SUNSET CRUISE TO THE MACKINAC BRIDGE WITH LIVE MUSIC AND A CASH BAR

DOWNTOWN BAR & MUSIC SCENE

## 19 THINGS for Families to Do on Mackinac Island

We love seeing families who visited Mackinac Island as a kid and are now bringing their kids to the Island. As you plan your next family vacation, here are 19 fun ideas for the whole family!

Scan me to download list of activities

### THINGS TO DO

Mackinac Island is world renowned as the place to get away from it all and relax. But when you're looking for something to do, there's plenty to do! Mackinac Island has something to do for everyone – rate or alone.

Start your adventure...

- HORSES ON MACKINAC ISLAND** – The Island is famous for its horse-drawn carriages. Whether you're a fan of the sport or just want to see a horse-drawn carriage, there's nothing more charming than a horse-drawn carriage ride through the Island's scenic streets.
- ART AT WATERCOLOR CAFE** – Watercolor Cafe is a unique art gallery and cafe. The cafe features original watercolor art by local artists and offers a variety of coffee and light fare.
- PUTS PUTS GOLF AT THE GREENS OF MACKINAC AT MISSION POINT RESORT** – The Greens of Mackinac is a 9-hole mini-golf course located at Mission Point Resort. It's a fun and challenging course for all ages.
- ENJOY THE GREAT OUTDOORS** – Mackinac Island is a beautiful outdoor destination. Enjoy the scenic views, fresh air, and beautiful weather by taking a walk, bike ride, or kayak trip.
- MAKE OF MIRRORS ON MACKINAC ISLAND** – Make of Mirrors is a unique gift shop that offers a variety of handmade mirrors and home decor items.
- HAUNTED THEATRE ON MACKINAC ISLAND** – Haunted Theatre is a seasonal production of ghost stories and legends from the Island's history.
- KAYAK, SNORKEL, AND VENTURE OUT ON A STUNNING ADVENTURE ON MACKINAC ISLAND** – Adventure on Mackinac is a kayak and snorkel tour that takes you to the beautiful Mackinac Island Archipelago.
- PANORAMIC MACKINAC ISLAND** – Panoramic Mackinac Island is a scenic overlook that offers a panoramic view of the Island and the surrounding waters.
- PICNIC IN THE PARK** – Picnic in the Park is a beautiful picnic spot located in the heart of the Island. It's a great place to enjoy a picnic and relax.
- MACKINAC ISLAND PUBLIC LIBRARY** – The Mackinac Island Public Library is a beautiful library that offers a variety of books and resources.
- GEOCACHING ON MACKINAC ISLAND** – Geocaching on Mackinac Island is a fun and challenging activity that involves searching for hidden caches throughout the Island.
- DISC GOLF ON MACKINAC ISLAND** – Disc Golf on Mackinac Island is a fun and challenging activity that involves throwing a disc into a basket.

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## What's new MACKINAC in 2022 on ISLAND

Mackinac Island, Michilimackinac. The Great Turtle. Whatever you call it, Mack is back!

After a couple unusual years, we're all looking to get back to the way vacation used to be. Mackinac Island is offering a variety of new experiences and activities to help you make the most of your vacation.

**NEW ATTRACTIONS** – The Mackinac Island Museum is a new attraction that offers a variety of exhibits and resources about the Island's history.

**NEW LOOKS** – The Mackinac Island State Park is getting a new look with a variety of new trails and picnic spots.

**NEW ACTIVITIES** – The Mackinac Island State Park is offering a variety of new activities, including hiking, biking, and kayaking.

**NEW RESTAURANTS** – The Mackinac Island State Park is offering a variety of new restaurants and cafes.

**NEW DESERTS** – The Mackinac Island State Park is offering a variety of new desert experiences.

**NEW EVENTS** – The Mackinac Island State Park is offering a variety of new events and festivals.

Scan me to GET YOUR MACKINAC ADVENTURE!

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- Best U.S. Islands**  
*Condé Nast Traveler Readers Choice Awards 2018*
- Hottest U.S. Summer Destination 2018**  
*Trip Advisor*
- A Most Tourist Friendly U.S. City 2018**  
*Expedia*
- Best Little Beach Towns to Visit This Summer 2018**  
*Coastal Living*
- Best Picnic Spot in Michigan 2018**  
*Reader's Digest*
- 5 Best Golf Experiences in Michigan 2018**  
*Golf Digest*
- Top Ten Island in the U.S.**  
*Trip Advisor*
- Mackinac Island State Park was named the #1 State Park in the U.S.**  
*FamilyFun*

Lilac Festival chosen as one of America's 14 Best Small-Town Festivals  
*Fodor's*

Best U.S. Island Destination  
*Islands.com*

Best Island Destination in the World, #5  
*National Geographic*

America's Grandest Hotels, #6: Grand Hotel  
*The Huffington Post*

Top Family-Friendly Beach Town  
*NerdWallet Travel*

Top 10 Car-Free Destination in the world, #5  
*Sherman's Travel*

Grand Hotel Top Michigan Hotel  
*U.S. News & World Report*

Best Wedding Destination in the U.S.  
*DestinationWeddings.com*

Grand Hotel among the 50 Most Romantic Destinations in the United States  
*Yahoo*

Country Living Magazine names Mackinac Island in the Top 5 All American Islands  
*Country Living Magazine*

Pink Pony named the most iconic Bar in Michigan  
*Thrillist*

**Travel + Leisure readers have voted Mackinac Island #1**  
in the publication's World's Best Awards this year.

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