



Sault  
Ste Marie

PURE MICHIGAN<sup>SM</sup>

# Who We Are

- We are a Destination Marketing Organization .
- Sault Area Convention & Visitors Bureau is to serve our members, the community and the region! We strengthen our commitment to be a top destination to all visitors. We maximize our marketing and promotions, we are progressive in all new marketing strategies and technology, we increase occupancy which in turn stimulate economic development and growth for our future.

# How We Are Funded

- We opened our doors in June of 1984. Our purpose is to administer the provisions of the Community Convention and Tourism Marketing Act (1984 Public Act No. 59) within the assessment district to be established in the Sault Ste. Marie Area
- To provide for imposition and collection of assessments on the owners of transient facilities. In 1984 the Sault Area Tourist Bureau collected assessment of 2% on every room that is sold
- In December 2010 the Public Act was changed from 2% up to 5%, then went to vote locally and passed then in June of 2011 and we increased to 5%

# Our Purpose

- To increase occupancy and revenue yearly.
- To continue to improve the Sault Ste Marie and surrounding area image as the one of the top tourist destination in the Upper Peninsula.
- Progressively increase the economic contributions of tourism to Sault Ste Marie and surrounding region through cohesive marketing strategy.
- Build awareness in the Sault Ste Marie and surrounding regions ability to attract visitors, conventions and events.
- Provide marketing services to members, local, regional and state partners in order to strengthen marketing strategies through the use of co-op advertising.

# Collaboration

- Leveraging tourism required building a brand strategy for the region based on its rich natural and man made tourism assets.
- As a destination our brand embodying Michigan's Eastern Upper Peninsula and Ontario. The Pure Michigan marketing partnership other regional collaborations broadens our exposure.
- When people collaborate, the results can be magical.

# Elevating Our The Brand

- **Brand Objective**
- **Conceptual Target: The North Bound.** People who feel a need for more than mere time way. They want to do and see things that will last forever in memory. They want the full experience of Michigan , its Upper Peninsula and international neighbors.

# Core Desire

- **A Search For Meaning.** They want their journey to reveal things that move their hearts and fill their minds. They want rugged nature, Great Lakes history, Indian culture, ships, fishing, winter sports, etc.

# Role of the Brand

- **Pure Michigan: Sault Ste Marie.** Give them a more authentic, less manufactured vacation or weekend getaway destination that remains uncompromised by the artificiality of the everyday world.



# Selling Idea

- **Your Gateway Back To Everything That Matters Is Pure Michigan.** A visit to Michigan's first city helps you understand a little more about where you come from and see more clearly where you are going.

# Compelling Truth

- **Michigan's Nexus.** Passage north, crossroads of the U.P., heart of the Great Lakes, bridge to Canada, portal to American and Native history—The Soo is the place where the best of Michigan comes together.

- Sometimes we need a gateway.
- To show us where we have been . . .
- Where we are . . .
- And where we are called to be.
- At the end of a great highway . . .
- You'll find a place that leads you farther still.
- To the shimmering splendor of the aurora.

- To the purest snows ever driven.
- To waters deep and blue.
- To a landscape etched in time.
- To the land that was Michigan before there was Michigan.
- We are Sault Ste Marie.
- A place to gather.

- A place to find your way.
- A path.
- A passage.
- A threshold
- A gateway that beckons you.
- To answer the call of the Great Lakes.
- To follow the path of mighty ships that sail a freshwater ocean

- To cross a river that lies between two nations.
- To pass a bridge that ties us to our sister.
- To find a past that came before America.
- To open your eyes to the beauty of our majestic north . . .
- And unlock the majesty that lies within you.
- Come to the place where Michigan was born.
- Come to Sault Ste Marie.

# Together We Are Better

- The foundation of every great brand is great product and great experiences.
- What makes Sault Ste. Marie Pure Michigan compelling for marketing we can lay claim to the best of what the Eastern Upper Peninsula of Michigan and Ontario has to offer.

# Together we are Better

- As a destination marketing organization we could never have the profile with out our local, regional and international partners.
- The partnerships can provide unique roster of cultural traditions, amenities and both natural and manmade wonders to impress prospective visitors to get more people into the area and helping get them to stay longer.



# Thank You

