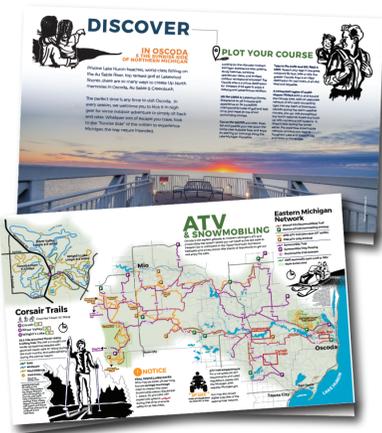


DESTINATION DEVELOPMENT

Creating a sense of place for travelers and visitors through the development of sustainable marketing assets

KIOSKS

Interpretive kiosks are planned throughout the region to enhance place making at key recreational sites, enhancing the sense of place for local and tourists. Kiosks will feature related trails to allow consumers to see the diverse offerings available throughout the Oscoda Area.



OUTDOOR GUIDE & AREA MAPPING

An all new "Outdoor Guide" was developed highlighting the outdoor recreational opportunities and top attractions in the region. Outdoor Rec. is a top asset drawing travelers to the region, and this guide will help promote, guide and enhance the visitor experience while onsite.

EVENT PROMOTIONS & LOCAL COLLABORATIONS

Through our work with local organizations the CVB is able to assist in enhanced marketing, promotion and awareness of area festivals and events that drive tourism to the region. These collaborations are essential in creating a vibrant seasonal tourism economy.



MARKETING PROGRAM

Unify our tourism message to target consumers through a variety of mediums that creates intrigue and exploration of the Oscoda area.



DIGITAL PAID SOCIAL, GOOGLE, DIGITAL DISPLAY, STREAMING & MORE

Using a variety of digital platforms, we are able to target consumers in-state and throughout the Midwest. Through an all-new and updated photo inventory as well as digital illustration library created just for the CVB, we are able to uniquely and authentically tell our travel and tourism story.



ORGANIC REACH THROUGH A ROBUST ON-PAGE SOCIAL MEDIA CAMPAIGN & PAID PARTNERSHIPS

Over the past 1-2 years, efforts have substantially increased to place more effort on organic reach through targeted mediums. With the on boarding of a dedicated on-page social media marker, we are able to communicate with our earned audience at a greater frequency and reach. In addition, continued partnership with UTR (Under The Radar) as well as a new partnership with Great Lakes Fisherman's Digest pushes our reach through organic channels throughout the greater Midwest region.



MARKETING REACH

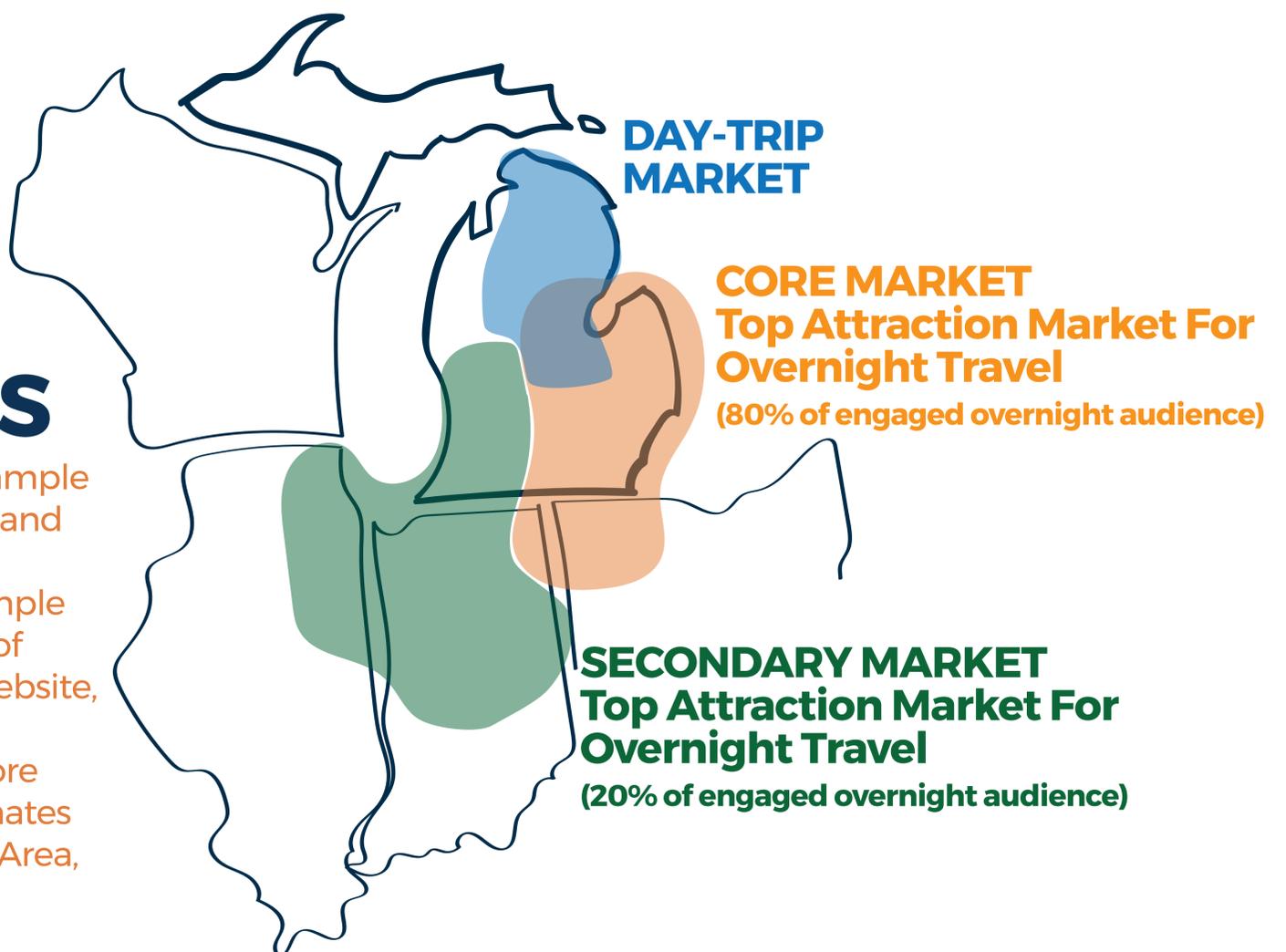
Understanding our reach and results to refine our audience, message and efforts to promote a vibrant tourism economy.

PAST YEAR

3.5+ million reached
10+ million impressions
134,000 website users

MARKETS

This map illustrates a sample of where our overnight and day-trip consumers are originating. This is a sample size based on a variety of platform data across website, social, digital and geo-targeted display. Our core overnight market originates from Saginaw/Bay City Area, Flint and Metro Detroit.



TOURISM IMPACT

Understanding our reach and results to refine our audience, message and efforts to promote a vibrant tourism economy.

\$96.4 million - visitor spend
FOR THE 2022 YEAR

(THIS IS THE LATEST REPORT AVAILABLE FROM TRAVEL MICHIGAN)

▲ 7.8% over prior year

797 employed
because of tourism

\$25.0 million
tourism supported labor income

61% of all visitors to the region
are seeking outdoor activities
as their top reason for visiting.

