PURE MICHIGAN®

July 9, 2014

The Honorable John D. Dingell
U. S. House of Representatives
2328 Rayburn House Office Building
Washington, DC 20515

Re: Brand USA and Pure Michigan

Dear Congressman Dingell:

As you know, the Travel Promotion Act (TPA) was passed in 2010, creating the first-ever national travel promotion and communications program designed to attract more international travelers to the U.S. This legislation was a major step in addressing America's decline in attracting overseas visitors to the U.S. during the past decade.

A key component of the TPA was the creation of Brand USA, a public-private partnership responsible for positioning and promoting the U.S. as a compelling destination for international travelers. Brand USA's charge is to execute an integrated marketing and communications strategy designed to deliver job creation, a high rate of return for our nation's travel industry and increased GDP and export growth.

I am writing to inform you that the work Brand USA is doing is working and it is working well. Together, we have partnered to increase Michigan's presence internationally and the results have been nothing less than impressive. In the last year, the website visits that michigan.org has received from Canada have been steadily increasing, and specifically, in the month of May, Canadian web traffic was up 102 percent versus the prior year. In 2014, along with Brand USA, Pure Michigan advertised in Toronto for the first time in our state's history. We are currently seeing a growth of 193 percent of web traffic specifically from the Toronto market. Besides our Canadian efforts, we also will be co-marketing with Brand USA in China, Japan, the UK and Germany this year.

We also have several industry partners who are partnering with Brand USA and their marketing programs. Combined, Brand USA is helping to extend those individual media buys by over $200,000. Brand USA also is helping those industry partners create and distribute native-language content to help those destinations bring their experiences to life for international visitors.

In 2014, Brand USA will be matching the Pure Michigan campaign efforts a total of $525,000. That additional funding allows us, and our industry partners, the ability to expand our efforts internationally where, as in year's past, we have not been able.

I am pleased to say that Brand USA is serving Michigan's needs very well. This agreement between a public agency and a private sector entity is allowing for greater private sector participation. As a result, our tourism industry is reaping the benefits of the TPA. Because of this innovative public-private partnership, Michigan's tourism will grow and more jobs will be created.

In closing, I thank you for your leadership and commitment, and I encourage your future support of Brand USA as an essential marketing partnership for Michigan's tourism industry.

Sincerely,

Michael A. Finney

Michael A. Finney
President and CEO

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