

MORE TOURISM IN MICHIGAN DUE TO ADVERTISING



Erica Silver is a senior at Michigan State University and is currently studying criminal justice. She lives in the Bloomfield Hills area of Michigan and does not consider her hometown to be quite a hot spot when it comes to tourism. However, she knows that there are plenty of areas in the state of Michigan that are great for tourists. Silver says that the north area of Michigan is full of lakes and dunes, providing peace to tourists who are looking for an educational and relaxing experience. She even admits that she enjoys going up north for some peace and tranquility. Within just one year, many people are showing interest in the state of Michigan and have planned to visit and take a tour of the state. It is believed that the increase in tourism is partly due to the increase in advertising. The Michigan's Pure Michigan advertising campaign has really managed to take off and is obviously working the way that the state had hoped because it is driving more people to come to the state and get a glimpse for themselves. During the month of September, some of the Michigan advertisements were displayed at a football game at the Spartan Stadium. The advertisements have also been strategically displayed at different times. Some of the professors of tourism at the Michigan State University have even performed a study which showed that there has been an increase in hotel occupancy for the state of Michigan. Consumer confidence is continuing to grow as the economy gets better and because of this, a lot more people are choosing to visit the state. This is something that the residents of Michigan have to look forward to, especially since more tourists equals more available jobs and job opportunities for them. In 2011 alone, hotel occupancy for the state of Michigan increase by 7 percent. This was actually a higher increase than the increase for the entire United States, which was at 4.4 percent. Certain cities in Michigan, specifically Detroit, saw an even larger increase in hotel occupancy. The city of Detroit saw an increase of double digits, a whopping 10.2 percent. A microbiology student at MSU, Rachel Galante, says she was even shocked to hear about such a large increase in hotel occupancy. She believes that the advertisements for the state of Michigan are making such a huge difference and are really working. There are so many things to do and see in Michigan but other people around the world do not know this if they are not told and that is what the advertisements do, portraying Michigan in an entirely different light. The major goal is to make Michigan a top spot for people who are looking to take vacation or a getaway. And, right now, the advertising seems to be working well.

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