



ANN ARBOR
Area Convention and Visitors Bureau
Doing Life Different

120 West Huron Street
Ann Arbor, MI 48104
734.995.7281 tel
734.995.7283 fax
www.VisitAnnArbor.org

2013 BOARD OF DIRECTORS

Executive Committee

Tom Lamb, Chair
Ann Arbor Marriott Ypsilanti at Eagle Crest

Tom Murray, Immediate Past Chair
Conor O'Neill's

Sean Duval, Vice Chair
Golden Limousine International

Eric Helber, Treasurer
Bank of Ann Arbor

Maura Thomson, Secretary
Main Street Area Association

Joseph Sefcovic, At Large
Holiday Inn Near the University of Michigan

Mary Kerr
President and CEO

Board Members

Mike Allemang
White Mountains Services LLC

Kim Broekhuizen
University of Michigan

Carey Chesney
University of Michigan

Tom Colis
Miller Canfield

Steve Dixon
Courtyard by Marriott

DeWayne Grann
Bell Tower Hotel/Ann Arbor Regent
Hotel & Suites

Howdy Holmes
Chelsea Milling Company

Mark Kuykendall
Holiday Inn Hotel & Suites
University of Michigan Area

Geoff Larcom
Eastern Michigan University

Janet Nacu
JLN & Associates

Debra Polich
Arts Alliance/Artrain

Charles Skelton
Hospitality Advisors Consulting

Steve Smyka
Sheraton Ann Arbor Hotel



**WELCOMING
MORE THAN 4.5 MILLION VISITORS
EACH YEAR.**

2013 ANNUAL REPORT

ANN ARBOR
Area Convention and Visitors Bureau

FROM THE PRESIDENT

Congratulations to everyone on another amazing and memorable year. The Ann Arbor Area Convention and Visitors Bureau is thrilled to share and celebrate with you its accomplishments of 2013. When reflecting on the past 12 months, a clear and poignant theme emerges — one of growth. The numbers and stories in the following pages will clearly speak for themselves; however, I wanted to remark on a few of the more noteworthy milestones.

Our marketing campaigns were incredibly successful, resulting in a database with **more than 100,000 emails**. This achievement provides a solid foundation for our 2014 strategy, one focused on meaningful engagement.

Participating in the Pure Michigan campaign as a national partner continues to result in greater

visibility for the Ann Arbor area. In 2013, we were consistently among the top five of all properties viewed — **capturing the number one spot in December**.

Of course, I must also mention the big New Year’s Eve event. We are still aglow from its success and all the favorable feedback we received from the community. At midnight, the streets were packed from William to Washington — filling three city blocks with locals and visitors alike. It was truly an inspiring sight to see.

I want to give special thanks to our Board of Directors for their leadership, our members for their partnerships, and the devoted CVB staff for their dedication to the Ann Arbor area. I look forward to an exciting 2014!

— Mary Kerr

FROM THE CHAIRMAN OF THE BOARD

Benjamin Franklin said, “Without continual growth and progress, such words as improvement, achievement and success have no meaning.” During my inaugural year as Chairman of the AAACVB Board, I was able to observe and experience all of these principles as a result of the tireless collaborative efforts between staff, leadership, and members. Ann Arbor really “does it up different,” and that difference inspires.

I was inspired by the enormous success of the New Year’s Eve event. Such a smooth and flawless execution could only have been achieved by a thorough and intelligent group of people. I’m thrilled to know these individuals as colleagues and friends.

Another inspiring moment was Mike Tirico’s keynote address at the annual dinner. He really

captured the essence of Ann Arbor and how the universities and athletic programs serve as the front porch of our community. We all have amazing attractions to share with our guests and the AAACVB strives to showcase each one with unbiased fervor.

Finally, I am most inspired by what the future holds for the Ann Arbor area under the care of the AAACVB. I consider myself fortunate to have another year as chairman working with Mary Kerr and this exceptional organization.

Before I conclude, I want to express my most sincere thanks to our departing board members. Eric Helber, Mark Kuykendall, and Deb Polich — your service, counsel, and friendship are beyond measure and value.

— Tom Lamb

BY THE NUMBERS



The Ann Arbor Area Convention and Visitors Bureau is dedicated to creating actionable goals with measurable results. Here’s a quick overview of some of our 2013 achievements.

- 171,000 Visitors Guides distributed
- #1 most clicked property on Michigan.org in December 2013
- 66.6% hotel occupancy
- 6 international languages supported at VisitAnnArbor.org
- \$95.29 average daily rate
- 19,600 social media followers
- 245 bookings confirmed by the AAACVB
- 60 travel writers visited Washtenaw County
- 58,000 room nights from bookings
- \$3.5 MILLION ad value
- 352 leads generated by the AAACVB
- 105,470 emails in the marketing database
- 83,000 room nights from leads
- 12:1 return on investment

“Ann Arbor is one of the best small big cities and big small cities I have ever been around. You are one degree of separation from hundreds of people. There aren’t many places like that. We do have something special. We live in a very special place.” ~Mike Tirico

MARKETING AND COMMUNICATIONS

The AAACVB 2013 strategic marketing plan targeted awareness building and lead generation through an array of channels including digital marketing, traditional advertising, media relations and community outreach. As a result of these efforts, the AAACVB surpassed its marketing goals.

Digital Marketing and Advertising

Online marketing efforts targeting the leisure traveler resulted in substantial lead generation, boosting the database to tremendous numbers. The efforts of 2013 have positioned the AAACVB for a successful engagement campaign in 2014.

- 4 seasonal campaigns
- 7,000 new followers on Facebook, Twitter and Instagram
- 625,000 website visits
- 300,000 clicks to VisitAnnArbor.org
- 23% website visits are from a mobile device
- 98 MILLION digital ad impressions
- 72,000 leads



PURE MICHIGAN

In 2013, Ann Arbor jumped from the fourteenth most clicked property on the Pure Michigan website to third (out of 11,782 total properties). The Ann Arbor national partnership page had 207,938 visits and 167,001 clicks — generating an 80% click rate to VisitAnnArbor.org.

National Cable Media Plan

- 6 WEEKS flight length
- 12 estimated number of networks
- 42%/4.0x estimated reach/frequency
- 958 number of spots
- 210,228,000 estimated impressions



MEDIA RELATIONS



In addition to working directly with the media, the AAACVB partnered with Travel Michigan and Geiger & Associates in 2013 to bring 60 credentialed journalists to the area. During their visit, the writers experience the entire area, especially the exceptional restaurants, independent shops, inspiring art galleries and entertaining events.

Throughout the years, the advertising value generated from these tours exceeds \$3.5 million.

2013 Clippings Circulation (partial list)

- | | | | |
|---------|------------------------|--------|------------------------------|
| 200,000 | Long Weekends Magazine | 32,493 | The News-Herald |
| 150,000 | Bleu Magazine | 20,000 | Tidewater Women |
| 121,128 | The Oklahoman | 20,000 | DeSoto Magazine |
| 50,000 | J'adore Magazine | 16,560 | Inside-Booster |
| 47,228 | The Medical Post | 15,000 | Miami Beach News |
| 45,000 | Womens FOCUS Magazine | 14,000 | Michigan Meetings and Events |
| 40,000 | SLICE Magazine | | |



NHL WINTER CLASSIC

When the largest stadium in the country hosts 105,491 NHL hockey fans from across the USA and Canada, the economic impact is going to be significant. Washtenaw County was able to capture an 11.1% increase in occupancy rates and a 15.5% increase in ADR for the entire month of December when compared to last year. At its peak, the ADR was almost **150% greater** than the same day in 2012.

For many, it was their first time visiting the area and we wanted to make their visit a memorable one. The news of the New Year's Eve street party, *The Puck Drops Here*, was picked up by 45 publications with almost 16 million impressions. The actual event was a huge success and surpassed everyone's expectations with conservative crowd estimates at approximately 20,000 people!

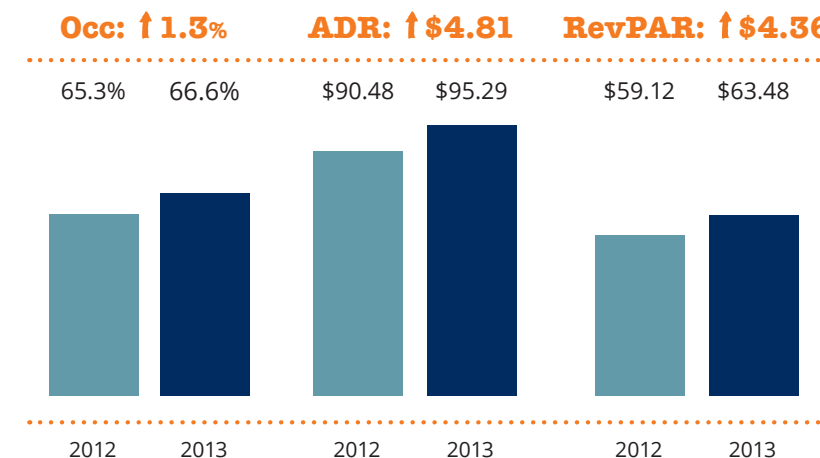
The AAACVB received numerous compliments and congratulations from city officials, members of the business community and event attendees stating that it was a successful, enjoyable and profitable event.

STATE OF THE INDUSTRY

2013 was a historic year with a number of record highs to commemorate. While occupancy levels remained strong this year, the average daily rate (ADR) and revenue per available room (RevPAR) increased. As a result, hotels achieved revenue levels not experienced since 1997.

The AAACVB sales team also had an exceptional year producing 352 leads with a total of 83,000 room nights generating a potential economic impact of \$20 million. The team also confirmed 246 bookings with a total of 58,000 room nights and an estimated economic impact of \$14 million. Some of the more notable groups include The National Bowling Association, SORMA, American Holistic Nurses Association, Mathematical Association of America, and the NCAA Women's Gymnastics.

In 2013, the AAACVB generated an average of seven leads per week with an average of 230 room nights per lead.

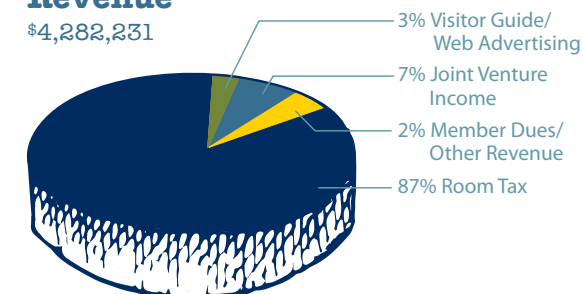


FINANCIALS AT A GLANCE

These graphs provide an unaudited financial overview of the AAACVB's 2013 operations. Total revenue is generated primarily through Washtenaw County room tax, member dues, joint ventures, and advertising opportunities. These dollars are then translated into programs designed and executed to serve members and area visitors.

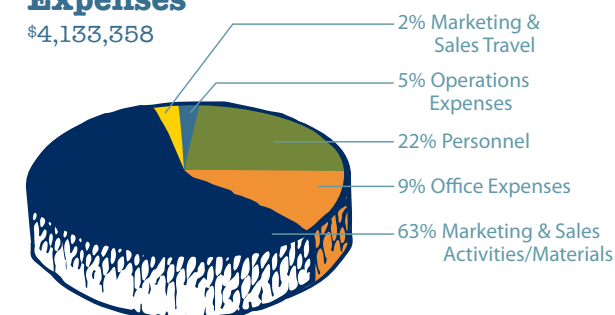
Revenue

\$4,282,231



Expenses

\$4,133,358



2014 KEY PROJECTS

We are constantly striving to enhance the Washtenaw County economy by promoting the area as a destination for overnight visitors. We look forward to working with our members in the year ahead on these key projects:

- Visitor Profile Study
- Economic Impact Study
- Pure Michigan Partnership
- Leisure Market Engagement Campaign
- International Pow Wow
- Collaborative Road Shows
- Certified Tourism Ambassador Program

