

## Michigan winter campaign begins with 'cozy' theme

Pure Michigan is officially welcoming winter with the launch of its regional Still Pure Michigan winter season advertising campaign, now running in key regional and in-state markets through the end of February 2022.

The campaign will utilize broadcast and connected TV, online video and digital ads, and social media. Two TV spots – “Loud” and “Still Pure” – showcase the many outdoor activities that can be enjoyed in Michigan while also encouraging safe travel.

This year’s total winter advertising budget is \$3,030,833. The spots will be seen in in-state markets including Detroit, Grand Rapids, Kalamazoo, Battle Creek, Lansing, Flint, Saginaw, Bay City, Traverse City, Cadillac, Marquette and Alpena. Out-of-state markets include Chicago, Cleveland, Columbus, Dayton, Cincinnati, Fort Wayne, Green Bay, Indianapolis, Louisville, Milwaukee, Minneapolis, South Bend and Toledo.

– [radioresultsnetwork.com](http://radioresultsnetwork.com)



## Geographers examine future of ski resorts

A new study by geographers at Staffordshire University has looked at whether ski resorts can survive climate change. The research suggests that ski resorts will have to diversify by finding new ways to draw visitors.

“At university I developed a passion for understanding human interaction with the environment and the importance of climate change,” said lead researcher Rachael Carver.

“I visited the Stubai Glacier in Austria on holiday and was intrigued by the fact that they were trying to conserve the ski industry. It left me asking lots of questions, so I decided to go back and learn more.”

The site where the research was carried out takes proactive measures against warming, using blankets to slow melting and diminish wind erosion on the glacier. There is also a slow transition underway from winter tourism to summer tourism. Among the tourists surveyed, 70 percent said they would return even

without a glacier, citing scenery and hiking as reasons.

“At the rate we’re losing glaciers, doing nothing is not an option for these industries. There will be a lot of people adversely affected by the economic impact of not having this tourism,” said Carver.

“It was interesting seeing different solutions to the issue. Most places understand that these practices aren’t a long-term solution, but it is buying them time.”

Carver said that she believes resorts should give visitors other ways to explore the mountains, including mountain biking and hiking trails as well as viewing platforms and educational activities.

“I think adaptation is key. Yes, they were designed as ski resorts, but they can be turned into something else with a little bit of foresight and planning,” noted Carver.

The study is published in the journal *Geography*.

– [phys.org](http://phys.org)

PURE MICHIGAN

STILL  
COZY





## Rhode Island gets \$10.6 million tourism grant

Rhode Island is getting a \$10.6 million boost from the federal government to help the state's tourism and hospitality industry recover from the coronavirus pandemic, Gov. Daniel McKee said recently.

The grant from the Department of Commerce's Economic Development Administration will be used to support projects, businesses, and jobs in the travel, tourism, and outdoor recreation sectors, he said in a statement.

More than 26 million people visited

the state in 2019, pumping \$7 billion into the economy and generating \$843 million in state and local tax revenue. That fell to 21.6 million visitors in 2020, spending \$4.9 billion and generating \$597 in state and local taxes, according to the state's tourism agency.

The state's grant proposal included boosting advertising and marketing to attract new overnight visitors, and development of new attractions and events to boost visitation.

– AP via myjournalcourier.com

## Puerto Rico finds good results with rebranding

At the latest Industry Update, Discover Puerto Rico released results from the tourism industry, showing improved growth.

Director of Research and Analytics for Discover Puerto Rico Alisha Valentine revealed that they are on track to surpass \$1 billion in revenues from visitor spending for the first time.

Citing statistics from SMARInsights,

which has monitored Puerto Rico's brand health since 2017, Valentine revealed that the past few years have seen the island move up into the top 10 percent of destinations. This followed investment from Discover Puerto Rico to improve its image and brand it with five key attributes: colorful, authentic, beautiful, lively and vibrant.

– theweeklyjournal.com

## Tourists, social media users taking dangerous measures for photos

People come out to Southern California from all over the world, with the photo opportunities being seemingly endless.

But tourists and social media users are taking photos dangerously on a stretch of Canon Drive, just north of Santa Monica Boulevard in Beverly Hills.

Some of the tourists were spotted laying down in the street for a picture or two – right after they watch cars go by.

“We don't like to see that,” said Keith Sterling, Beverly Hills' public information officer. “That's not safe.”

Not only is it unsafe, but it is also illegal. One section of the California Vehicle Code reads pedestrians, when entering a roadway, need to yield the right of way to all vehicles so near as to constitute a hazard.”

– fox10phoenix.com

## Visit Oxford named best social media presence

Visit Oxford has been named 2021 Best Social Media Presence by the Mississippi Tourism Association for creating a social media presence beyond Facebook.

To be considered for the award, organizations must have at least two of the following platforms: LinkedIn, Twitter, Pinterest, Instagram and YouTube, in addition to Facebook.

They must also show success via interaction with fans, increase in likes and website traffic.

– hottytoddy.com