

# 49757 EVENTS

## Lilac Festival

The 60th Annual Mackinac Island Lilac Festival will take place from June 5-14, 2009.

## Step Right Up!

The theme for this year's Lilac Festival is the *American Circus*. The definitive book on the Circus: *Circus in America 1793-1940* writes "The American circus has a unique and often overlooked importance in American history. The first American circuses began shortly after the country was founded, and as the country's population grew, moved West, went through the Industrial Revolution and opened its gates to the world, the circus followed. Indeed, in many cases the circus provided people's first view of new inventions, interesting peoples and popular entertainments. The history of the circus is in many ways a microcosm of the history of America." We feel this theme is perfect as Mackinac Island is also a microcosm of the history of America. For more click on: [www.circusinamerica.org](http://www.circusinamerica.org)

## Grand Parade

The Grand Parade will occur at 5pm on Sunday, June 14th, 2009. For those entering floats into the parade, we ask that you confide your theme to us to ensure there are no duplicate floats.

## Post Parade Raffle

We have moved the Lilac Festival Raffle back to Sunday, June 14th following the parade at Mary's Bistro. We will also announce the parade trophy winners at this event.

## Lilac Festival Poster

The poster competition theme will be *Arch Rock*. Entry forms will be uploaded to [www.mackinacislandlilacfestival.org](http://www.mackinacislandlilacfestival.org) February 1, 2009.

## Sweetness

The 5th Annual Mackinac Island Fudge Festival will take place August 20-22, 2009. Music, dance, culinary and other fun events will be scheduled throughout.



## Great Turtle Festivals

Great Turtle Festivals is a 501(c)3 non-profit dedicated to creating and organizing festivals and events on Mackinac Island. Funds are raised through grants, private and public support to produce our annual festivals and events. Tax deductible sponsor opportunities are available for all festivals and many events.

## Healthy: A Fair

Our first event last season was Healthy: A Fair and the city of Mackinac Island donated the



space for us at the Mackinac Island Community Hall. Assisted by Dr. Silverman, Dr. Spitzer, Dr. Mary Patay, Dr. Bacon and Dr. Miljour, our first health related event was a success and we are looking to build on it again this season. We received grant funds from Abbott Laboratories, Teva Neuroscience, Centocor, UCB and the Field Neuroscience Institute. Richard & Jane Manoogian were very generous to have us host a physicians dinner at the



Foundation House after the event as well. Island and visiting physicians enjoyed themselves while sharing their knowledge with the general public.

## Contribute

We hope you will support this new endeavor. Tax deductible donations may be made to: Great Turtle Festivals Tax id #26-0651514 PO Box 501 Mackinac Island, MI 49757



## Festival of the Horse

The Mackinac Horsemens Association has enlisted our assistance with their new Festival of the Horse scheduled for July 23-25, 2009. Events will include an evening Carriage Parade, Carriage Rally, Stable Tours on the East and West Bluffs and Barn Raisin' Dance. We are looking forward to assisting with promotion to celebrate the horses of Mackinac Island.

## Meet the Parents

The Destination Dream Wedding Weekend remains a success. We are so grateful to all that participated and have chosen the same weekend, October 9-10, 2009. The registration will take place at Historic Mission Church. Please email [weddings@mackinacisland.org](mailto:weddings@mackinacisland.org) to participate.

## Events & Specials Listings

Email your event listings to [director@mackinacisland.org](mailto:director@mackinacisland.org) to be included on the .org events calendar. Use the same email to send in specials for our eBlasts.

**Internet Trend Sources:** Mackinac Island.org site stats, National Tour Association, Blizzard Marketing, Harvard University, Cornell University, Princeton University, Michigan State University, Trip Advisor, American Express and the Pew Charitable Trust.

**Retail Trend Sources:** Ernst & Young, Entrepreneur, Harvard University, Pew Charitable Trust, National Retail Association, Trendwatching.com and Retail Design Diva

## Hospitality & Travel

**Trend Sources** Yesawich, Pepperdine, Brown & Russell, National Tour Association, Travel Industry Wire, PR Newswire, MSNBC, CNN, htrends.com, hotelmarketing.com, travelindustrywire.com, Trip Advisor, American Express and tia.org.

**Restaurant Trend Sources:** National Restaurant Association, Michigan State University, Pew Charitable Trust, Cornell University, Zagat Survey, Travel + Leisure Magazine, Trip Advisor and American Express

## LET THE NUMBERS DO THE TALKING

During the 2008 season we shipped out 75,000 visitors guides, had 45,000 downloads of the visitors guide from [mackinacisland.org](http://mackinacisland.org) and went through 320,000 maps, 45,000 accommodations guides and 40,000 restaurant guides. Your support of our publications ensures the consumer gets the information they need and you get your message in front of the right audience.



VOL. IV 2009

# 2009 Newsletter

## TREND FORECAST

### Sophisticated Economical Travel

The shaky economy has lead to a new breed of travelers, like flash packers-the flashier version of the backpacker that steers clear of group accommodations like hostels. This group like many, are looking for affordable rooms with stunning artwork, minimalist furnishings & a zen-like-vibe while exploring the destination & its culture.

### Green Traveler

Four out of ten travelers stated they would consider shifting their patronage to a travel service supplier that demonstrates environmental responsibility.

### Celebration Vacations

Vacations taken to celebrate life events tend to be special by practically every measure: they are planned further in advance, budgeted at a higher amount, longer in duration, and include more people in the traveling party. Fully seven out of ten adults have taken a "Celebration Vacation."

### Comparison Contrast

The growing popularity of meta search engines such as Kayak and Farecast that pull prices for competitive products and services from multiple supplier Web sites and display them in a user-friendly manner will accelerate this comparison contrast phenomenon.



## MACKINAC ISLAND WEBSITES

We have just launched our official member website, [mackinacislandtourismbureau.org](http://mackinacislandtourismbureau.org) where all members can find resources help business as well as information about what we are doing to draw business to the Island on your behalf. Creating this site separates the business of the Tourism Bureau and its membership from the site [mackinacisland.org](http://mackinacisland.org), which remains the #1 site about Mackinac Island on the internet for past two years according to Google statistics.

The second new website is [mackinacislandweddings.org](http://mackinacislandweddings.org). This is now the official wedding website for the Island. With a digital organizer, blog and gorgeous image galleries, wedding couples will find everything they need to plan their wedding here on Mackinac Island. The digital planner is a downloadable pdf booklet with detail sheets that brides can fill in and save on their computer to keep track of their planning needs.

Lastly, [radiomackinac.org](http://radiomackinac.org) is the Tourism Bureau's streaming internet radio station and has been picked up by iTunes. Since iTunes, the listenership has increased dramatically. Online radio has become the way in which people are listening to radio while at work, while commuting to and at home. Radio Mackinac is a streaming internet station through the Live365 platform linking directly from [www.radiomackinac.org](http://www.radiomackinac.org). Email has begun to pour in and range from truck drivers across America to stockbrokers in New York to students in Eastern Europe on mass transit telling us it's their favorite station. The demographics are totally different from our regular demographics which means we are promoting the Island to a new audience.



## Online Oxygen

### WIRED

All surveys we surfed show tourists are inclined to pass up hotels and restaurants that do not offer free wireless. Ensure your wireless is up to date and consider printing your WEP Key on your welcome packs or menus as a courtesy.

### MOBI

According to the 2008 NEXTGEN Traveler Survey, one out of four "next generation" travelers plan to use their mobile phone or PDA to make or change travel plans in the next two years. Offering an abridged version of your site formatted for mobile phone use and linked from your homepage to your own .mobi address will solve it.



### SO LAST CENTURY

If you haven't revamped your website in the past three years, you are losing your standing in the search engines, likely out of style and getting clicked off like a *Glamour Don't* in the fickle world of online surfing. Member web designers Innovative Media Design, K. Graham Design or Mackinac Design can get you out of your website fashion rut and while improving your online presence, your site will do its job to bring customers back to your doorstep with style.

### OFFICIAL WEBSITES

mackinacisland.org  
mackinacislanddogandponyclub.org  
mackinacislandfudgefestival.org  
mackinacislandlilacfestival.org  
mackinacislandtourismbureau.org  
mackinacislandweddings.org  
radiomackinac.org

# Retail Trends

"The sameness between brands is appalling. The last thing you want to do is sell the same things as the shop next door."-retaildesigndiva.blogs.com

**Go Vertical.** Today's consumer has short attention spans. Did you know consumers can scan 50 feet of shelf space per second; merchandising your shop vertically rather than horizontally means your customers will see everything you carry in seconds and that can make or break a sale.

### Work It

Retailers would do well to acknowledge the recessionary state of mind, and figure out the best way to respond to it. The retailers who fared the best during recent periods of recession are the ones who

didn't try to fight or resist what they didn't like, but rather found a way to work with it.

### Five Principals

The 2009 Deloitte Retail Report suggests retailers employ the following principles:

- Lean inventories
- Strong cash flow
- Improve customer experience
- Reintroduce coupons
- Create private label brands

### The Window.

Elemental Design, a well known window design firm in NYC suggests invoking bright colors, playful props and interactive elements to create a sort of

window theater for your retail shop. The sense of sight is too often overlooked in tourism retailing.

### Tourism Retail Strategies

Successful retailing in many small and rural communities is often rooted in the growth of innovative businesses that serve both local residents and visitors.

### Past is Present

Harmonious blends of the past and present, with visual references to high Victoriana, gas lanterns, street criers, gothic, pen & ink, candlestick telephones, lithography and artisanal-made clothing are

# Restaurant Trends

### Fad vs. Trend

The Center for Culinary Development (CCD) has developed a proprietary Trend Mapping process to spot and track trends. Emerging culinary trends appear in fine dining and ethnic restaurants, or Stage 1 on the map. Stage 2 trends show up in gourmet food magazines, on the Food Network, and in specialty food stores like Sur La Table or Dean & DeLuca. Casual-chain restaurants and cookware stores like

Williams-Sonoma are home to Stage 3 trends while Stage 4 trends surface in mainstream women's magazines such as *Better Homes & Gardens*. By the time a trend hits Stage 5 it is essentially mainstream, found on grocery store shelves and quick-service menus.

### Going Mainstream

Green tea transformed from a stereotypical Asian brew to a miracle cure in about seven years. Edamame took about eight years to go from the pages of *Gourmet* to becoming

a healthful snack for kids.

The rate and success of trend adoption relates to how well a product fulfills needs, whether for convenience, a health boost, or a sophisticated flavor. Unlike fads, trends put down cultural roots and resonate more with society. Whole grains mean better health and even strike chords of nostalgia in consumers today.

"People are splitting pastas and main courses or requesting a half portion. I'm waiting for people at different tables to start splitting bottles of wine." —Tom Colicchio, Top Chef judge and restaurateur.

**Newest Trend** *Kokumi* refers to a taste which cannot be expressed by the five basic tastes (sweet, salt, sour, bitter or umami). *Kokumi* taste includes not only basic tastes of thickness, spread, continuity, unity and the like, but also includes a taste obtained by enhancing tastes around or peripheral to the basic tastes. In part it could be compared to the way one would enjoy a glass of wine with the roundness, notes and aftertaste. Its being applied to low fat foods in particular and in its simplest terms, kind of like the *Everlasting Gobstopper* if you will but real in every way.

### Go Local

In response to growing consumer interest in all things local, restaurants will make greater use of local food sourcing and regionalized menu offerings. This trend will also generate stronger consumer support for local restaurant operators.

### Goldilocks Servings

Expect more small-plate, prix-fixe and bar menus, in addition to more family-style entrées that can feed two or more. Operators will also zero in on large-order catering, particularly for business events.

### For the Children

Restaurants are moving their kids' menus beyond the mac-and-cheese comfort zone with items that reflect their signatures—for instance, a crab cake on the children's menu of a seafood restaurant—along with more specialty beverages and smoothies.

### Top Trends

Affordable Tasting Menus  
Ethnic flavors/Less Fried Foods  
Local Ingredients  
Emphasis on smaller portions.  
Gourmet Kids' menus  
Low calorie good tasting food.  
Green or Red Tea Lattes replacing coffee.

# Hospitality & Travel Trends

### Tried and True Travel

Travelers are expected to return to destinations that they know and love in greater numbers. Not only is it a safe way to ensure an enjoyable vacation, it allows travelers to explore destinations more thoughtfully, while giving them a true sense of costs.

### Closer to Home Travel

Expanding beyond this year's "staycation" trend, travelers are expected to seek "closer to home", affordable alternatives to overseas destinations. For example, visiting Montreal instead of Paris.

### Value Vacations

Value oriented vacations, such as all-inclusive resorts and cruise lines that continue to expand their offerings will become more appealing to travelers that had not considered them in the past.

### Fuel Up

Trip Advisor surveys say 61% of travelers said the cost of fuel is an important consideration when choosing where to go on their next vacation. 18% of respondents said they will take more car trips this year because of declining fuel prices.

### Authentic Travel

According to American Express travel agents, demand for vacations driven by special interests will continue to rise in 2009. Among these, agents named both "authentic travel"—experiencing a destination more intensely through longer stays and deep cultural immersion—and niche tours, where groups of people with like-minded interests travel together.

### Survey Says

Trip Advisor shows 73% of U.S. respondents said they plan to visit a national park in 2009, up from 62% one year ago. 53% will go hiking in the coming year, up from 50% last year. 47% of those surveyed plan to engage in an adventure activity, an increase from 40% in 2008. 33% of travelers will go cycling and biking, up from 28%, and 11% of travelers are likely to participate in an extreme sports activity, compared to eight percent one year ago. 34% of U.S. respondents said they will visit an environmentally-friendly hotel or resort in the coming year, up from 30% in

2008. 32% of those surveyed said they will be more environmentally conscious in their travel decisions this year, than they were the year before. Last year, 26% said they would be more environmentally conscious.

### Work Minded

Trip Advisor shares 28% of U.S. respondents said they check email at least daily when on a long weekend vacation, up from 22% last year. When on a vacation of a week or more, 39% said they check email at least once a day, compared to 30% last year. 24% of U.S. respondents said they think about work at least once a day while on vacation.

### Vacation Home Rentals

Vacation home rentals and villas that offer multi-generational families a "home away from home" experience while on vacation, will continue to gain popularity.



# 7274 MAIN STREET

Demographics gleaned from survey statistics gathered from the Mackinac Island Tourism Bureau websites, guide requests and phone bills.

### Radio Mackinac

#### Top 10 Countries

United States  
Canada  
Germany  
France  
United Kingdom  
Japan  
Spain  
Mexico  
Russia  
Italy

### Radio Mackinac

#### Top 10 Metro Areas

New York  
Los Angeles  
Chicago  
Detroit  
Philadelphia  
Green Bay  
Washington DC  
San Francisco  
Denver  
Boston

### AT&T

#### Top 10 Area Codes

Traverse City  
Pontiac/Troy  
Saginaw  
Lansing  
Ann Arbor  
Grand Rapids  
Kalamazoo  
Port Huron  
Chicago  
Battle Creek

### USPS

#### Top 10 Zip Codes

Chicago  
Grand Rapids/Detroit  
Indianapolis  
Cincinnati  
Minneapolis/St. Paul  
Fort Wayne  
Ann Arbor/Lansing  
Milwaukee  
Toronto/New York  
Dallas/Lexington

# .org stats

www.mackinacisland.org

8am-10pm	Peak Hours EST
510,293	unique visitors
2.34	visits per visitor
1,954,258	pages viewed
4.32	pages per visit
60,875,445	hits
132.12	hits per visit
2,612.60 GB	bandwidth
8,421.37 KB	per visit
783,254	user bookmarks

### Top Five Browsers

Google	63%
Google Images	18%
Yahoo!	8%
Windows Live	3%
MSN Search	1%

### Top Search Phrases

mackinac island	50.3 %
mackinaw island	8.5 %
macinac island	3.5 %

### Top Ten Pages

accommodations
hotels
events
gettinghere
pdf/guidebook
resorts
attractions
bedandbreakfasts
employment
history/lilacfestival

### Top Ten States

Michigan
Wisconsin
Indiana
Military
Texas
Illinois
Florida
California
Missouri
New York
Minnesota/New Jersey

### Top Ten Countries

United States
Canada
United Kingdom
Germany/Australia
Japan
Ireland/India
Netherlands/France
China/Mexico
Taiwan/Italy
Spain/Philippines