



Collaboration of 10 Shoreline Communities

Blue Water Area Convention and Visitors Bureau
500 Thomas Edison Parkway Port Huron, MI 48060

Discover the Blue Regional Marketing Campaign

The regional marketing campaign has boosted tourism and brought recognition to the Blue Water Region creating a renewed sense of pride among our Eastern Shoreline communities from Algonac to Port Austin

- ❑ “Discover the Blue” is a regional marketing campaign of ten communities working together to create recognition of the abundance of tourism opportunities on the Eastern Shores.
- ❑ The “Discover the Blue” campaign was created and launched in 2008 with a \$50,000 budget and has consistently grown to over \$400,000
- ❑ “Discover the Blue” marked the first time that a coalition of communities in the Blue Water Region came together to form and fund a common tourism campaign.
- ❑ The mission is to leverage resources for the good of all communities and to develop a strong branding image of the region.
- ❑ Discover the Blue won the first State Travel Commission Award for Collaboration in 2009.

Discover the Blue

Community Partners



Clay, Algonac, Marine City, St. Clair, Marysville, Port Huron, Lexington, Port Sanilac, Harbor Beach & Port Austin

\$70,000 Discover the Blue Partnership

PURE MICHIGAN



Tourism remains a vital sector in Michigan's economy

A \$22.8 billion dollar industry

\$85.4 million in state tax revenue

Supports nearly 214,000 jobs

MEDC, Longwood International,
Tourism Economics 2014

Blue Water Area Partnership Page on michigan.org

When you Click on a community it takes you to their page on bluewater.org



Blue Water Area



Blue Water Map

Explore our cities:

- [Port Austin](#) [Harbor Beach](#)
- [Port Sanilac](#) [Lexington](#)
- [Port Huron](#) [Marysville](#)
- [St. Clair](#) [Marine City](#)
- [Clay/Algonac](#)

Getaway to the eastern Michigan towns of Algonac, Clay, Harbor Beach, Lexington, Marine City, Port Austin, Port Huron, Port Sanilac and St. Clair.

Discover the Blue Water Area on the shores of Eastern Michigan. Wake up to a spectacular sunrise and find nine waterfront communities and 140 miles of coastline awaiting your arrival with unique [attractions](#), waterfront dining, antique shopping, wonderful beaches, parks, challenging golf courses, live theatre and lots of great fun. Relax and enjoy... we are always casual on the eastern shore.

Things To Do Weather

Attractions

The Blue Water Area invites you to discover your [heart](#), discover your joy, and discover the Blue. Tour a 1944 Coast Guard Cutter and the oldest lighthouse in Michigan, Fort Gratiot Lighthouse. Make your own wine at the Vinomonda Winery. Pick your own produce at u-pick orchards.

- [Fort Gratiot Lighthouse](#)
- [Wineries](#)
- [Arts & Culture](#)
- [Orchards](#)

Events

Summertime festivals, celebrations and performances bring laughter and entertainment to the blue shores.

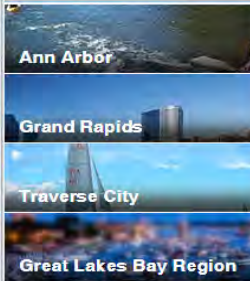
- [Rock the Dock](#), 8/11/14 - 8/27/14
- [Margarita Fest](#), 8/22/14 - 8/23/14
- [Thumbfest Music Festival](#), 8/30/14
- [Salsa Festival](#), 8/30/14
- [BlueChillGrass Festival](#), 9/1/14
- [Blue Water Antique & Classic Boat Show](#), 9/6/14

Outdoors

Walk or bike along the shores of Lake Huron and St. Clair River and [watch](#) thousand-foot freighters pass by. Dive or snorkel 19th century shipwrecks. Find some of the best fishing in the Great Lakes in the Blue Water Area.

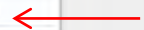
- [Fishing](#)
- [Trails](#)
- [Beaches & Parks](#)

Hot Spots



- Alpena
- America's Golf Capital
- Beachtowns
- Binder Park Zoo/Battle Creek
- Blue Water Area
- Cadillac
- Charlevoix
- Cheboygan
- Coldwater Country
- Detroit
- Escanaba
- Flint & Genesee County
- Frankenmuth
- Gaylord
- Harbor Springs
- Holland
- Jackson
- Kalamazoo
- Keweenaw Peninsula

A Pure Michigan Partnership includes A listing on all pages of Pure Michigan's website under hot spots.



Site-wide Analysis of 2015 Most Clicked Properties Blue Water Area Ranks 13th out of 300

Analysis of Properties

1-1-2015 through 12-31-2015

View by: Properties

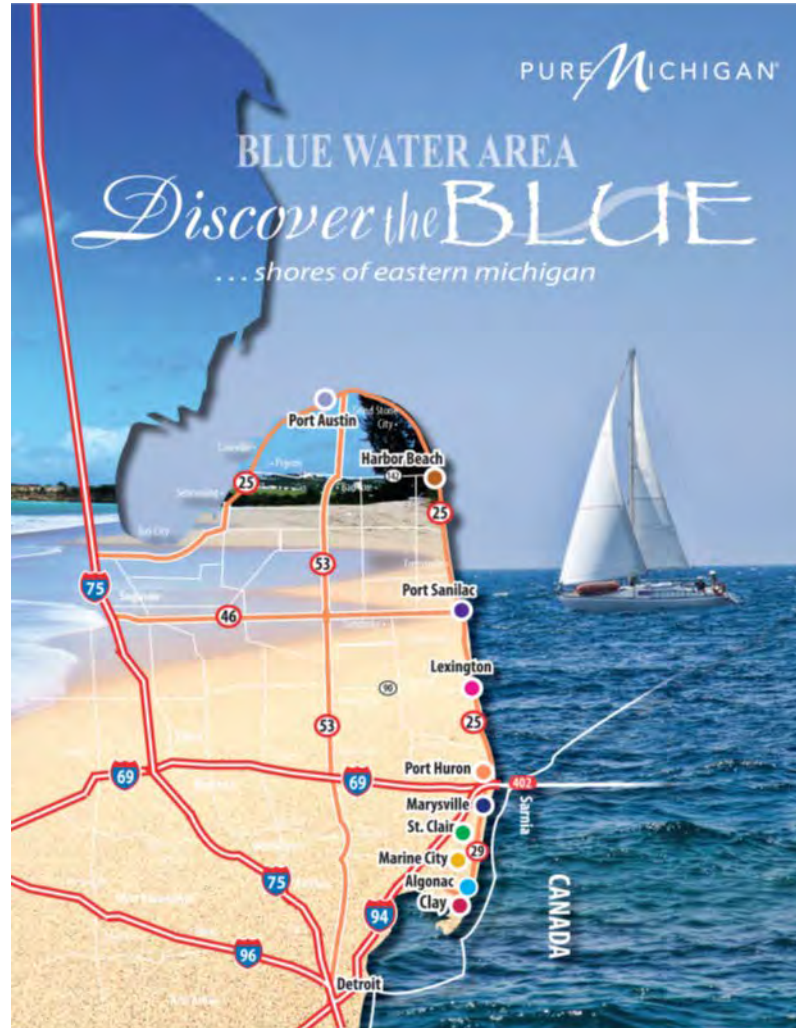
Include: External Links,E-Mail

Property	Clicks
Traverse City Tourism	174425
Ann Arbor Area Convention & Visitors	110445
Frankenmuth Convention and Visitors	102410
Michigan Department of Natural Experience Grand Rapids	98204
Holland Area Convention & Visitors	94278
Silver Lake Sand Dunes - Hart Visitors	91759
Mackinac Island Tourism	83057
South Haven/Van Buren County	79271
Detroit Metro Convention & Visitors	72076
Southwestern Michigan Tourist Council	60416
Great Lakes Bay Regional CVB	54515
Blue Water Area Convention and	52698
The Henry Ford	48089
Saugatuck and Douglas Convention & Muskegon County Convention and Grand Haven Area Convention & Visitors	44900
Warren Dunes State Park	42905
Manistee County Visitors Bureau	42254
St. Ignace Visitors Bureau	38895
Discover Kalamazoo	34802
Michigan Snowsports Industries	33687
Charlevoix Convention & Visitors Bureau	33214
Mackinaw Area Visitors Bureau	32512
Baker's Keyboard Lounge	31193
Michigan Grape and Wine Industry	27139
Petoskey Area Visitors Bureau	26195
	25688
	24869
	24596

Blue Water Area Convention and Visitors Bureau.....13th most clicked on site out of 300



AT&T Partnership



Full page in the Community Living section promoting “Discover the Blue” region.

Radio and TV Promotions

The “**Out of the Blue**” radio commercial featuring the voice of Michigan native **Tim Allen**, will air in Cleveland & Columbus Ohio, Indiana and Michigan



ebw.tv
Blue Water Television Network

Discover the Blue
Regional Internet TV Shows
May – August
Community shows on EBW,
bluewater.org and community websites

92 Digital Billboards

Displayed throughout 2015

June 27 - 28, 2015 • Sat. 10-6 • Sun. 10-5
44th Annual ST. CLAIR ART FAIR
St. Clair Art Association



St. Clair Foundation
Riverview Plaza & Palmer Park

Third Annual Harbor Beach
Truck Show
Saturday, June 20 Downtown Harbor Beach

- Pickups
- Semis
- Vintage
- Restored
- New
- Customs



Bands & Bar-B-Q
www.harborbeach.com

APRIL 24 & 25
GOODELLS PARK

Earth Fair
IT'S A BLUE WATER THING

EARTHDAYFAIR.COM



Port Austin Farmer's Market
Saturday, June 21 • 9-1 pm is "Kid's Day!"

43rd Annual Algonac Art Fair
Sept. 5 - 6
(Labor Day Weekend)



Featured Artist
Marth Menagerie, Fine Art Glass

Entertainment, Children's Creation Station, Free Shuttle
algonacartfair.com

Old Fashioned Christmas
Horse Parade
SAT DEC. 12TH • 2 P.M.



Downtown Lexington • lexingtonmichigan.org

Marine City Music Festival, Inc. presents:

The Beach Party

JULY 10
Austin Jenckes
Jeff Gutt

JULY 11
Cross the Line
Boogie Dynamite

6 P.M. - 11 P.M. MARINE CITY BEACH www.marinecitymusicfestival.com



Port Sanilac's
Family Haunted Village & Spook Walk
Oct. 17 & 24 • 7PM



On the Museum Grounds • sanilaccountymuseum.org

Rotating Billboard

State-wide Audience



- ❑ Billboard displayed on major Michigan interstate highway I-75, I-69 and M-10
- ❑ This busy thoroughfare sees travelers from all over the State of Michigan and beyond.

Official 2016 Visitors Guide

Featuring the
Blue Water Region's
10 Shoreline Communities

- Quantity: 50,000
- Distribution: Michigan Welcome Centers, Blue Water Convention Center, Waterfront Communities, AAA, Chicago Union Station, Hotels/Motels, Restaurants, Trade Shows, Conventions, Special Events, Tour Operators and Leads
- Digital: www.bluewater.org



Print Media

Over 3.9 Million in Circulation



Michigan Festivals and Events
Circulation: 400,000
Distribution:

Visitor Centers, State and Local Parks, Restaurants, CVBs, MI Libraries & Chicago Union Station

Michigan Trails
Circulation: 60,000
Distribution:

Michigan Welcome Centers
 Bike Shops
 Advertisers



Crossings
Circulation: 100,000

Distribution:
 Ontario, Canada & Midwest U.S.



Michigan Official Travel Guide

Circulation: 1,000,000

Distribution:
 Michigan, Illinois, Indiana, Ohio, Kentucky, Pennsylvania West Virginia, Ontario



Midwest Living
Circulation: 1,000,000

Distribution:
 Michigan, Illinois, Indiana, Ohio, Kentucky, Pennsylvania, West Virginia, Ontario



AAA Living
Circulation: 1,311,937
Distribution:

Metro Detroit
 Illinois/N
 Indiana
 Iowa
 Nebraska



Michigan Lighthouse Guide
Circulation: 50,000

Distribution:
 State-wide

All ads can be found on each publication's website

bluewater.org

Convention & Visitors Bureau Official Website

Discover the BLUE
... shores of eastern michigan

Search in the Blue

Home | Convention Center | Download Visitor Guide | Trip Planner | Map

HOME LIVE WORK PLAY GROUPS EVENTS CONNECT

CLAY / ALGONAC
MARINE CITY
ST. CLAIR
MARYSVILLE
PORT HURON
LEXINGTON
PORT SANILAC
HARBOR BEACH
PORT AUSTIN
MORE...



CHOOSE YOUR PASSION

LIGHTHOUSES TRAILS KAYAK DINING MUSEUMS BOATING WINE BREW



LIVE



WORK



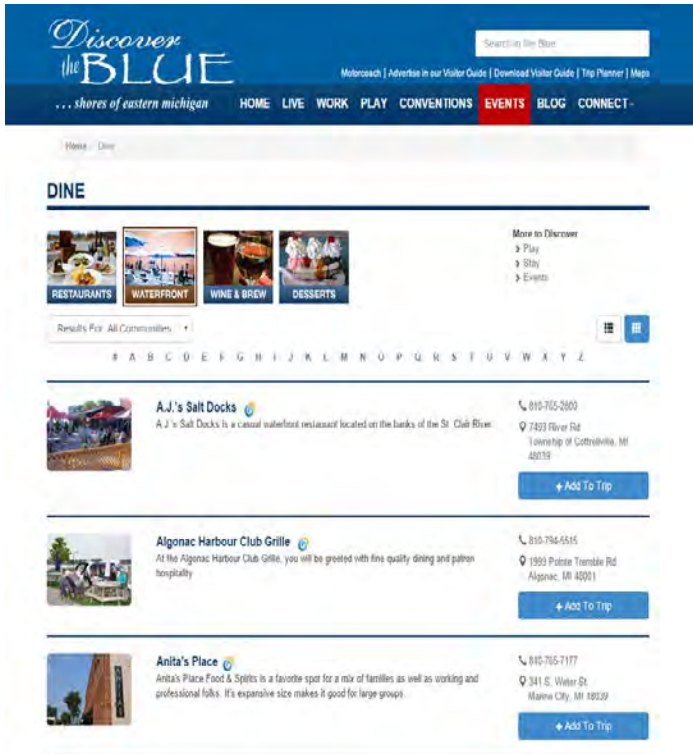
PLAY



ShareThis Facebook Twitter

TOLL FREE: 800-852-4242 • LOCAL: 810-967-9687

bluewater.org



Advanced Search Engine



Google Directions



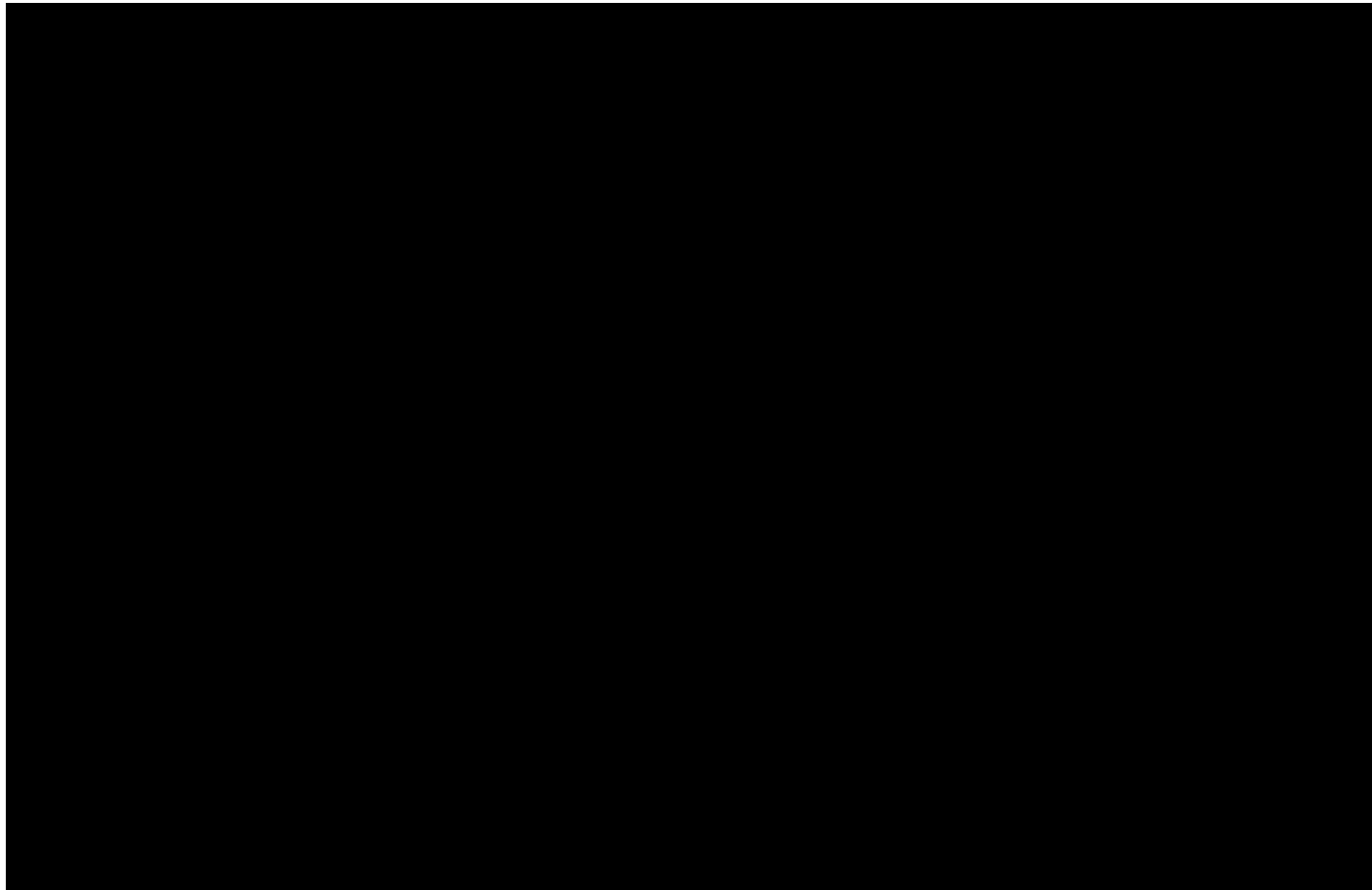
Web Trip Planner



Smart Phone QR Code App



bluewater.org



[Embed](#) or [Download](#) Community Videos

Mobile Design...bluewater.org



In a travel study, it was found that leisure, business and affluent travelers rely on digital inputs more than ever before to make decisions. Leisure travelers turn to the internet for inspiration, and travelers across segments shop around to secure the best value before booking. Travelers research various components of travel across devices, before and during their trips. This combined with greater use of online video, means that today's consumers are well-armed with digital technologies throughout all aspects of travel decision-making.

Social Media

Find Us On...



www.facebook.com/DiscovertheBlue Facebook is the largest social network on the internet. Since 2012 the Blue Water Area Convention and Visitors Bureau “Friends List” has grown from under 600 in 2012 to almost 3000 followers at the end of 2015.



www.twitter.com/DiscovertheBlue Twitter is known as “microblogging”. It is quick thoughts, ideas, links and announcements in 140 character or less. Twitter has an app that allows us to have our Facebook posts go directly to it in a truncated form and still provide a link back to wherever we want to drive the views to. We have grown to close to 800 followers in the last 2 years.



www.pinterest.com/DiscovertheBlue Pinterest is a photo driven website where people “pin” things of interest. It allows the user to post into different categories of their own making. The Bureau’s “pins” are things can be seen and done in Discover the Blue ten communities.



www.discovertheblue.blogspot.com Blogspot is our latest edition to our social media family. Our blog is place for us to post feature articles on local happenings, highlight the vast array local talent (artists, musicians, etc.), news stories, press releases, videos and other fun things that are being done in the Blue Water as well as the around the state that attract tourism. All posts made on our blog are then shared across our other social media platforms for maximum traffic and website hits.

Social Media Continued



We use www.youtube.com to post videos ranging from the virtual tour of the Convention Center, to local events. With our blog now in place we have plans for more feature video that we can share there as well as on YouTube and BlueWater.org



Google Plus is a foray into the social networking world. It works the same way as Facebook but with its own unique platform. It is used in tandem with other Google products like YouTube and Blogspot. It is also a handy tool when it comes to help boost our Search Engine Optimization (SEO), getting BlueWater.org pages ranking higher in web searches and placing us on the first page of search engine sites.



www.reddit.com/user/BlueWaterCVB Reddit is described as “The Front Page of the Internet” It is a user submitted site aggregation portal. People submit links from all over the web, pick a category that the link fits under and then it is placed into news feeds of people who have picked those same interests. We use this to post news items and things that may be of special interest about the area to its readers

Weekly items are submitted to Pure Michigan, the Detroit Metro Times, the Detroit News and Free Press, and CBS Detroit (which includes WWJ News Radio. Radio stations 97.1 the Ticket Detroit, 99.5 WYCD, 104.3 WOMC, 98.7 AMP and channel 62 Eventful pages.

2016 Regional Cross Promotions



Marina Boater Bags
Region-wide!
Filled with community brochure

BLUE WATER AREA CONVENTION & VISITORS BUREAU

Discover the BLUE
www.bluewater.org 800.852.4242

July 2015
Farmers Markets
Tuesday and Saturday AM Events
Wednesday 10 AM - 2 PM
Thursday 9 AM - 12 PM
Friday 9 AM - 12 PM
Saturday 9 AM - 12 PM

SANDFEST
July 3rd-5th

Blue Water FEST
July 16-18, 2015

1-6	Palmer Tournaments & Festival: Alpena	17	F Green Concert, Keweenaw Park, Alpena, Tenn
7	Kid Boat Concert, Alpena Park, 11/3pm	18	Port House Presents, Village Park, East
14	Three Pianos, Ben Tynes, Fort Sanborn, 7/13pm	17-18	TechtonRhythms and Digs, Harris House
14-17	Blue Water Sand Fest, Fort Sanborn, 10/11am	17	East Blue Community Band, Harbor Park, St. Clair, Tenn
17	Top Brass Brass Concert, Harbor Park, St. Clair, Tenn	17	Thomson Brass Concert, Harbor Park, Leighton, 7/13pm
17	Leighton Parade and fireworks (Parade @ 11/30am fireworks @ 12/30am)	18-19	Flour, Breading & Frying Weekend, Harbor Village, Fort Sanborn
17	Alpena fireworks, East	18	Harbor Beach's Lighthouse 14th Anniversary Celebration
18	St Clair fireworks, Harbor Park, East	18	Marine City Greater Music/Media, Tourville Plaza
18	Five Justice/Panels and fireworks (Parade @ 10/30am fireworks @ 11/30am)	18	Beach Car Derby, Harbor Beach
18	Harbor Beach Lighthouse Tours, 10am	18	Tradition, Chardon Leighton, 7/18am
18	Fort Sanborn Parade and fireworks, (Parade @ 10/30am fireworks @ 11/30am)	18	Pat's Bar & Grill, Mackinac Island Park, Fort Sanborn
18	Top Midwest Tribes, Harbor Park, Leighton, 7/18pm	18	Queen Village, Leighton Village Theatre, Tenn
18	Beach Bonfire, Leighton Village Theatre, 8/18pm and 9pm	18	Lighthouse Boat Parade, Chardon Park, Harbor, 8/18pm
18	Fireman's Parade (Beachfest, Village Park, Leighton, Tenn)	18-19	St. Clair County 4th Fair, Southfield County Park
18	The Singing Circus, Alpena Park, 7/18pm	18	East Blue Community Band, Southfield Park, Marine City, Tenn
18-19	Marine Beach at Harbor Beach	18	Vanhook Estates Concert, Mackinac Island, 7/18pm
18-19	Rights of the Living Dead, Ben Tynes, Fort Sanborn, Tenn	18-19	Having a Wonderful Time, What You Hear Here, Ben Tynes, Fort Sanborn, Tenn
18	Blue Ridge Concert, Keweenaw Park, Alpena, Tenn	18-19	Oldfarms Sing Theatre, Marine City, Tenn
18-19	Summer Music Festival, Marine City	18	Windy Beach, Leighton Village Theatre, 8/18pm and 9pm
18-19	Old Lewis Sing Theatre, Marine City, Tenn	18	Windy Beach Concert, Keweenaw Park, Alpena, Tenn
18	Candle in the Wind Concert, Harbor Park, St. Clair, Tenn	18-19	Bellevue Festival, Mich
18	Beaver Spawards Concert, Harbor Park, Leighton, 7/18pm	18-19	Fort Sanborn Summer Festival
18	Drumming & Hula, St. Clair, Tenn	18-19	Amateur and Pro Classic Oldfarms Powerboat Race, 10/18am
18	Four Seasons Pop Show, St. Clair, Tenn	18	Red Hager Oldfarms Spring Fest, Leighton, 7/18pm
18	Harbor Beach Lighthouse Tours, 10am	18-19	Our Lady of the Lake Power Summer Festival, Harbor Beach
18	King Arthur's Queen, Keweenaw Theatre, Marine City, Tenn	18	Coastline Museum Boat Race, Harbor Village, Fort Sanborn, Tenn
18	Beaver Spawards Parade, Leighton Village Theatre, 8/18pm	18	Oldfarms Sing Theatre, Marine City, Tenn
18	Harbor Beach fireworks, East	18	Seaside Village, Mackinac Island, 7/18pm
18	Seaside Beach Festival, Lincoln Park, Fort Sanborn	18-19	Having a Wonderful Time, What You Hear Here, Ben Tynes, Fort Sanborn, Tenn
18	Kid's Garage Sale, Keweenaw Park, St. Clair	18-19	Maritime Days, Marine City
18	International Day Parade, Chardon Park, Harbor, Tenn	18	Remembrance Day Tea, Fort Sanborn
18	Flour and the Breading, Fort Sanborn, Keweenaw Park, 7/18pm	18-19	Agate Beach Bonfire, Fort Sanborn
18-19	Blue Water Fest, Chardon Park Harbor	18-19	The East Blue Show Festival, Fort Sanborn
18-19	Old Lewis Sing Theatre, Marine City, Tenn	18	Coastal Days & Fun Run, Keweenaw Park, Fort Sanborn, Tenn
18-19	Rights of the Living Dead, Ben Tynes, Fort Sanborn, Tenn	18	Denis Sullivan "Tummy Toss", Leighton, 7/18pm

www.bluewater.org

Blue Water Happenings
Region wide!

2016 Regional Cross Promotions



21 TVs Region-wide!



7 Regional Kiosks

Kiosks Locations:

Blue Water Convention Center

MDOT Welcome Center

Marine City Riviera Restaurant

St. Clair Welcome Center

Port Huron Chamber

Port Austin Welcome Center

Comfort Inn

Professional Memberships

Connecting the Region

- Michigan Association of Convention & Visitors Bureaus
- St. Clair County EDA “Blue Meets Green”
- Michigan Port Collaborative
- Circle Michigan
- Pure Michigan
- Religious Conference Management Association
- MI Meeting Professionals International
- MI Society of Association Executives
- Detroit Regional Chamber



Motor Coach Postcard



Sample Itinerary

Promoting 140 miles of Michigan's eastern shoreline From Algonac to Port Austin

Promoting
"Motor Coach Friendly"
Hotels and Unique Attractions

FOR A GREAT TOUR
Just add Water

Dine at one of our waterfront Restaurants!

Discover it all

BLUE WATER AREA CONVENTION & VISITORS BUREAU
500 Thomas Edison Parkway, Port Huron, Michigan 48060
Visit bluewater.org • (800) 852-4242

DAY 1

- **Port Huron Step on Tour**
Maritime Center / River Walk
- **Thomas Edison Depot**
Edison's formative years
- **Coast Guard Cutter Bramble**
Tour retired buoy tender
- **Knowlton Ice Museum**
History of ice cultivation
- **Fort Gratiot Light Station**
Michigan's oldest lighthouse

DAY 2

- **Sanilac County Museum / Village**
Step back in time
- **Lexington**
A delightful boutique & dining experience
- **Huron Lightship**
Only existing lightship on the Great Lakes
- **Huron Lady**
Enjoyable & informative dinner cruise to the River Crab Restaurant

DAY 3

- **Wills St. Clair Car Museum**
History of C. Harold Wills
- **St. Clair City Step on Tour**
Diamond Crystal Salt & boating history
- **Mariner Theater**
Scale Titanic model
- **Explore Marine City**
*Antique shops
Hot spot for collectors & treasure hunters*
- **Snug / River Bank live Theater**
Exceptional entertainment in historical downtown

PSRST STD
US POSTAGE
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PORT HURON MI
PERMIT #1000

WWW.BLUEWATER.ORG



**For a Great Meeting
Just Add Water!**