



How Social is Your Michigan DMO?



How Social is Your Michigan Destination Marketing Organization (DMO)?

In an effort to begin bench-marking the web presence of destinations beyond web site visits, Gammet Interactive created a 12-point algorithm that features 28 objects of measurement. The algorithm was first used to create a social media assessment and evaluation of the 50 official U. S. tourism office web sites in July of 2009. After visiting the official web site of each state tourism office/destination marketing organization (DMO), Gammet Interactive utilized 12 primary points to create a complete evaluation of each entity.

This report is focused on the 49 Convention and Visitors Bureaus/DMO's in the State of Michigan. The following points were used to create the scoring and ranking.

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| 1) Certified Site Traffic Measurement from Quantcast.com | 7) Flickr Presence |
| 2) Presence of Social Media Icons and Links on the Web Site Home Page | 8) Panoramio Presence |
| 3) City Name Keyword Search in Google | 9) YouTube Presence |
| 4) Facebook Presence | 10) Content Sharing Via a Social Media Tool like Add This or Share This |
| 5) Twitter Presence | 11) Blog Presence |
| 6) MySpace Presence | 12) User Generated Content/Review Site |

The evaluation was conducted during 10-day period, which extended through late July and early August of 2009. We realize that social media is moving target and it changes daily. The best attempt was made to conduct the evaluation in the shortest time-period possible. We also extended our best effort to find the "official" presence of each specified DMO on sites like Flickr, Facebook, YouTube, etc. If we did not locate specific social media links on the tourism web site, we attempted multiple searches on the social media site. The searches were done methodically, through a four-step process which would result in a consistent attempt to locate the official destination presence on the specific social media outlet. After the four searches, we abandoned the process recorded the score of "0" for that assessment point.

In effort to present an example of how each point was measured, we have noted a sample of the criteria that we used to determine the score for presence on

Twitter:

- a) Presence on the Site= Yes or No
- b) Followers - Assessed on a scale of 0 to more than 15,000 followers
- c) Updates – Assessed on a scale of 100 to more than 3,000 updates
- d) Twitter Grade – Assessed from the Hubspot tool – twitter.grader.com

To our knowledge, this is the first comprehensive, public evaluation done with destinations in the state of Michigan. The 49 Michigan destination marketing organizations are ranked on the following page in descending order. The rankings go 1 through 49 – with tie scores recognized in the rankings. The total score is on the far right column and is based on a weighted scale with values that were determined from an assessment of the social media outlets, popularity and importance of brand awareness. We welcome your feedback and responses to our measurement criteria and weighting scale. Please forward any comments and suggestions directly to David Serino, Founder and e-Strategist of Gammet Interactive at dserino@gammet.com or post them publicly on the comments section of www.daveserinoblogs.com.

Rank	Destination	DMO URL	DMO Site Traffic	Social Media Prevalence	Google	Facebook	Twitter	Myspace	Flickr	Panoramio	YouTube	Content Sharing	Blog	Reviews	Totals
1	Grand Rapids	www.visitgrandrapids.org	0	10	5	18	20	0	20	1	10	5	20	8	117
2	Detroit	www.visitdetroit.com	3	10	3	18	16	7	13	3	21	0	12	0	106
3	Lansing	www.lansing.org	0	10	3	18	20	0	18	1	9	5	16	0	100
4	Upper Peninsula	www.uptravel.com	0	10	5	40	0	0	20	3	0	0	18	0	96
5	Muskegon	www.visitmuskegon.org	0	10	3	23	15	0	15	1	10	0	0	0	77
5	Ann Arbor	www.annarbor.org	0	0	5	15	17	0	17	3	0	0	20	0	77
7	Battle Creek	www.battlecreekvisitors.org	0	10	3	22	15	0	8	1	0	0	16	0	75
8	Petoskey Area	www.boynecountry.com	0	10	1	20	0	0	15	1	9	0	13	0	69
9	Grand Haven	www.visitgrandhaven.com	0	10	3	15	14	0	15	1	9	0	0	0	67
10	Traverse City	www.visittraversecity.com	0	0	1	15	15	0	15	1	0	0	18	0	65
10	Saugatuck	www.saugatuck.com	0	10	5	19	15	0	15	1	0	0	0	0	65
11	Holland	www.holland.org	0	10	3	15	15	0	15	1	0	5	0	0	64
12	White Lake	www.whitelake.org	0	10	3	22	13	0	10	1	0	0	0	0	59
12	South Haven	www.southhaven.org	0	0	5	23	15	0	15	1	0	0	0	0	59
12	Bay City	www.tourbaycitymi.org	0	0	5	17	13	0	10	1	0	5	0	8	59
16	Frankenmuth	www.frankenmuth.com	0	0	5	18	15	0	15	1	0	0	0	0	54
17	Flint	www.flint.travel/	0	0	1	15	17	0	15	1	0	0	0	0	49
18	Sault Ste Marie	www.saultstemarie.com	0	0	1	17	0	0	8	1	0	0	20	0	47
19	Ludington	www.ludingtoncvb.com	0	0	3	15	15	0	8	1	0	0	0	0	42
20	Newaygo County	www.ncedo.org	0	0	1	17	13	0	8	1	0	0	0	0	40
20	Harbor Country	www.visitharborcountry.org	0	0	1	0	15	0	15	1	0	0	0	8	40
20	Mount Pleasant	www.mountpleasantwow.com	0	0	1	15	15	0	8	1	0	0	0	0	40
23	Benzie County	www.visitbenzie.com	0	0	5	0	14	0	15	1	0	0	0	0	35
24	Lenawee	www.Visitlenawee.com	0	0	3	0	14	0	15	1	0	0	0	0	33
25	Jackson	www.visitjacksonmi.com	0	0	1	0	15	0	15	1	0	0	0	0	32
25	Livingston County	www.lccvb.org	0	0	1	15	0	0	15	1	0	0	0	0	32
25	Ypsilanti	www.ypsilanti.org	0	0	3	0	13	0	15	1	0	0	0	0	32
28	Clare County	www.clarecounty.net	0	0	1	0	14	0	8	1	0	5	0	0	29
28	Mecosta County	www.bigrapids.org	0	10	3	0	0	7	8	1	0	0	0	0	29
30	Mackinaw City	www.mackinawcity.com	0	0	3	3	13	0	8	1	0	0	0	0	28
31	Midland	www.midland.org	0	0	1	0	15	0	10	1	0	0	0	0	27
32	Marquette	www.Marquettecountry.org	0	0	1	15	0	0	8	1	0	0	0	0	25
33	St Ignace	www.stignace.com	0	0	5	0	0	0	15	1	0	0	0	0	21
34	Manistee	www.visitmanistee.com	0	10	1	0	0	0	8	1	0	0	0	0	20
35	Kalamazoo	www.discoverkalamazoo.com	0	0	3	0	0	0	15	1	0	0	0	0	19
36	Charlevoix	www.charlevoixlodging.com	0	0	1	0	0	0	15	1	0	0	0	0	17
37	Bays De Noc	www.travelbaysdenoc.com	0	0	1	0	0	0	8	1	0	5	0	0	15
38	Oscoda	www.oscoda.com	0	0	5	0	0	0	8	1	0	0	0	0	14
39	Branch County	www.discover-michigan.com	0	0	3	0	0	0	8	1	0	0	0	0	12
40	Shiawassee	www.shiawassee.org	0	0	3	0	0	0	8	1	0	0	0	0	12
40	Alpena	www.alpenacvb.com	0	0	3	0	0	0	8	1	0	0	0	0	12
40	Blue Water	www.bluewater.org	0	0	3	0	0	0	8	1	0	0	0	0	12
40	Monroe	www.monroeinfo.com	0	0	1	0	0	0	10	1	0	0	0	0	12
40	River Country	www.rivercountry.com	0	0	3	0	0	0	8	1	0	0	0	0	12
40	Cadillac	www.cadillacmichigan.com	0	0	1	0	0	0	10	1	0	0	0	0	12
40	Grayling	www.grayling-mi.com	0	0	3	0	0	0	8	1	0	0	0	0	12
40	Saginaw County	www.visitsaginawcounty.com	0	0	3	0	0	0	8	1	0	0	0	0	12
40	South West MI	www.swmichigan.org	0	0	3	0	0	0	8	1	0	0	0	0	12
49	Gaylord	www.gaylordmichigan.net	0	0	1	0	0	0	8	1	0	0	0	0	10

“How Social is your DMO?” – Glossary

Quantcast- www.quantcast.com – Quantcast is a web site that is based on viewing the statistics of other Web sites. Quantcast Corporation's prime focus is to analyze the internet's Web sites in order to obtain accurate statistics. Quantcast rates Web pages by ranks. Participating websites voluntarily insert Quantcast HTML code inside Web pages they wish to have included in statistics. This code allows Quantcast to keep track of the traffic directed towards those Web sites. (Source: Wikipedia)

Facebook- www.facebook.com - Facebook is a popular, free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profile to notify friends about themselves. (Source: Wikipedia)

Twitter- www.twitter.com - Twitter is a free social networking and *micro-blogging service* that allows its users to send and read other users' updates (otherwise known as tweets), which are text-based posts of up to 140 characters in length. Updates are displayed on the user's profile page and delivered to other users who have signed up to receive them. Senders can restrict delivery to those in their circle of friends. (Source: Wikipedia)

MySpace- www.myspace.com - MySpace is a social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos for teenagers and adults internationally. (Source: Wikipedia)

Flickr- www.flickr.com - Flickr is an image and video hosting website, web services suite, and online community platform. It was one of the earliest Web 2.0 applications. In addition to being a popular Web site for users to share personal photographs, the service is widely used by bloggers as a photo repository. (Source: Wikipedia)

Panoramio- www.panoramio.com - Panoramio is a geolocation-oriented photo sharing website. Currently, some of the photos uploaded to the site can be accessed as a layer in Google Earth and Google Maps, with new photos being added at the end of every month. The site's goal is to allow Google Earth users to learn more about a given area by viewing the photos that other users have taken at that place. The website is available in several languages. (Source: Wikipedia)

YouTube- www.youtube.com - YouTube is a video sharing website where users can upload, view and share video clips. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos. (Source: Wikipedia)

Gammet Interactive - www.gammet.com - Gammet Interactive is a marketing technology advisor that offers e-travel insight to members of the travel, tourism and hospitality industries. The company assists organizations with the process of assessing their internet marketing needs along with providing services to develop, implement and manage cost effective online and social media marketing programs. The organization was founded by tourism industry veteran David Serino in 2000.

For more information, please contact David Serino at dserino@gammet.com or 734-878-8800.



Special thanks to Allison Marabate, Michigan State University and Sara Graham, Social Media Manager, Gammet Interactive for their work on this project!