

Online Survey Design

Valient's survey will provide detailed data points for the following critical knowledge areas:

- Traveler Demographics
- Traveler Past Travel Behaviors & Preferences
- Traveler Current & Future Travel Intent Behaviors & Preferences
- Attitudes Towards All Targeted State Locations

The newly designed survey will provide actionable, real-time market intelligence regarding adult pleasure traveler destination appeal, unique characteristics, attribute importance & choice selection process.

It is very important to note that Valient's direct survey design differs from past Pure Michigan surveys regarding direct and indirect measures. The previously "Indirect Approach" deployed a survey design that relied on soft macro-level attitudinal measures and relied heavily on proprietary predictive modeling analytics. Valient's direct survey design approach captures direct and precise measures of appeal and attitudes within the context of each State destination without data manipulation or predictive modeling analytic processes.

Valient's innovative survey design will provide a highly accurate and statistically significant measurement of adult pleasure travelers and identify areas of excellence and need improvement.

Valient recommends insertion of several survey questions to determine the efficacy of advertising imagery, copy and overall messaging to allow the MSF to improve the quality and effectiveness of the Pure Michigan advertising campaign leveraging the 4,000 survey completes provided within this survey design.

Valient uses Qualtrics for administration of all of its online surveys. No part of the survey design, administration, reporting or analysis for this project will be conducted by outside vendors. Valient's U.S. Online Panel Network of over 10 million consumers will be leveraged to provide the necessary survey completes for this important project.

Strategic Recommendations

Based upon the results of this survey, Valient will provide in-depth data-driven strategic recommendations to MSF to increase the efficacy of the Pure Michigan campaign, improve understanding of adult pleasure traveler's needs and attitudes and identify areas of excellence and necessary improvement to drive increased visitation to the State of Michigan.

Additionally, Valient proposes a 100% transparency policy with regard to this project's survey design, data tables and presentation materials. Valient can provide key stakeholder access to all survey project materials and provide press briefings to improve transparency and public understanding of the return on investment (ROI) results of this important campaign.