



## Mackinac Island Tourism requires a robust approach

Together with Mackinac Island, Advance Travel & Tourism Midwest developed multi-year strategies that tie each action to an outcome, ultimately moving the needle for island lodging revenues, expanding the season considered “peak”/reducing the length of the shoulder seasons, and driving visibility for Mackinac Island. Under this guidance, the Island was named among the “Best Islands in the US” by the readers of Condé Nast, “Hottest US Summer Destination” by TripAdvisor, “Best Little Beach town to Visit” by Coastal Living, and “Most Tourist Friendly City” by Expedia. In the Summer of 2022, Mackinac Island was named “Best Island in the Continental US” by Travel + Leisure Magazine.

### PRODUCTS USED:

- Paid Search using Performance Max
- Extensive Creative Services
- Targeted Display and Re-messaging
- Content Marketing: Sponsor Content, Blog posts, Newsletters, Web content
- Paid Social Media
- Organic Social Media Consulting
- Web Design and Development
- Video (Pre-roll and YouTube)
- Location Data Service Management and Analytics



“BEST ISLAND” Announcement:  
<https://youtu.be/kQZFc6d080U>

We have endeavored to achieve increased notoriety for the island, but also dramatically improve the revenue of the island and the length of the peak season. Both actions have created growth of revenue by more than 30% since 2011.

In 2013, Mackinac Island Tourism identified a need for a refined, laser targeted digital campaign. Since that time, the budgetary commitment to this proven digital strategy has more than doubled, and the results speak for themselves.

## Key Performance Indicators, Goals

- Maximize market share and room revenue on Mackinac Island, being flexible in the needs of the Island and how it relates to the pandemic and other factors
- Inspire potential visitors to choose Mackinac Island as their trip destination
- Support, empower and educate our members and partners

We do all of this (and more) by delivering a fluid, curated planning experience, while speaking to different audiences in the ways most meaningful to them, sharing the unique experiences of the Island, answering the most sought-after questions, and maintaining our integrity and brand promise in everything we do.

While goals change year to year, the primary initiative has always been to increase total room revenue on Mackinac Island. Increasing site traffic and conversions, which include outbound hotel links, visitor guide downloads/requests and newsletter sign-ups on [mackinacisland.org](http://mackinacisland.org) are the leading indicators of how the island will pace in room revenue. Adjusting and solving for the appropriate increase in engaged web visitors during target months, the strategy lifts traffic and with it, room night revenue.

“ *This charming island is a throwback to old-timey seaside leisure with the candy-colored facades of downtown shops,*” TripAdvisor says. *“Mackinac is world-famous for its homemade fudge and travelers can work off sugar highs by exploring the limestone bluffs of Mackinac Island State Park.*”



Forbes named the island a top *“secret celebrity hideaway”* and even Men’s Journal got in on the recognition action.

Forbes

MEN'S JOURNAL



Because the island is open only May through October, getting it right the first time is always critical. While optimization can happen in real time, rapid changes in the engine room can sometimes result in a slow-turning vessel. Using historical data, travel research, and audience profiling, it's important to actively predict peaks in bookings, understand target audiences and messaging, and optimize to lift conversions. Research is used from the targeted SEM efforts to understand how far in advance travelers plan and book their vacations to Mackinac Island in a given year. These insights dictated a full year marketing campaign (not just pre or peak season) that elevate bookings in both early and late season, adding to increases of total room revenue for the island and expanding the lighter "shoulder seasons" that complement the peak that naturally occurs in summer.

This research, along with weekly and monthly performance data by channel and as a whole, informs which audiences are most likely to convert. Focusing on primary, secondary and tertiary markets by month or season (including statewide, regional, national and international audiences/geographies) enables Mackinac Island to reach visitors planning trips that are longer in duration, resulting in incremental revenue increases. Each digital channels' performance is assessed and optimized by its own lead expert, to consistently increase performance throughout the duration of the campaign, lowering the cost per click and increasing conversion metrics. In this way, our subject matter experts are intimately aware of their own channels and how they impact the others, magnifying or decaying elements across the omni channel campaign.

## How We Keep Connected

An annual campaign of this size requires a regular cadence of meetings. Mackinac Island Tourism and Advance Travel & Tourism gather virtually by week with the lead account manager and bi-weekly with subject matter experts. This allows Mackinac Island staff to communicate directly with those responsible for individual channels. During these sessions reporting on how each channel interacted is shared, and recommendations for change, review of specific elements, and overall performance discussed. With this pulse of touch points, all parties have opportunity to raise concerns, optimize existing campaigns, and forge stronger bonds across shared outcomes. With regular (near daily) phone conversations, texts, emails and the like, the team has effectively become an extension of the Mackinac Island team, owning the outcomes personally, just as the island team does.

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***"Bright, intelligent, quick on their feet and true to their word. It is the perfect mix that makes up a strong successful relationship."***

– Tim Hygh, Executive Director, Mackinac Island Convention and Visitors Bureau

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## Results



TOTAL VISITOR GUIDE REQUESTS/VIEWS ARE

**up 143%**



**BLOG**

**610k+**

**CONTENT PAGEVIEWS**

(235% increase 2021 vs 2019)

**416,204**

**SITE ENTRANCES**

via Blog in 2021 up 316%  
(increasing organic traffic to the site is a primary goal of the blog – not coincidentally, organic traffic accounted for 59% of blog traffic in 2021, up from 47% in 2019)

**13,693**

**HOURS ON PAGE**

in 2021 up 255% in annual time spent on blog



**SINCE IMPLEMENTING PERFORMANCE MAX WITH PAID SEARCH IN MARCH OF 2022, WE HAVE SEEN THE FOLLOWING GROWTH:**

**82.50%**  
**INCREASE**  
**IN CLICKS YOY**

**32.07% INCREASE**  
**IN CONVERSIONS**  
**YOY**

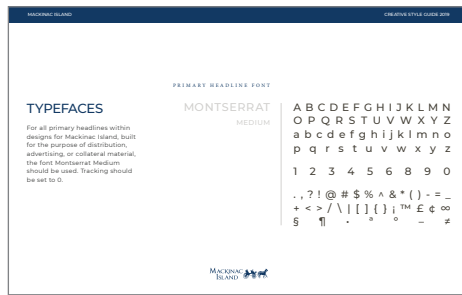
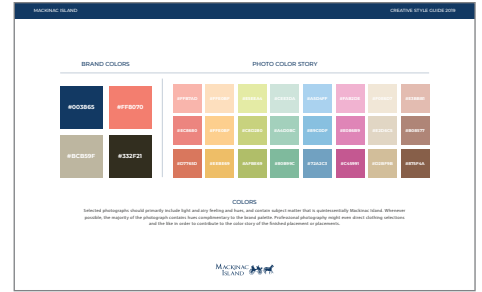
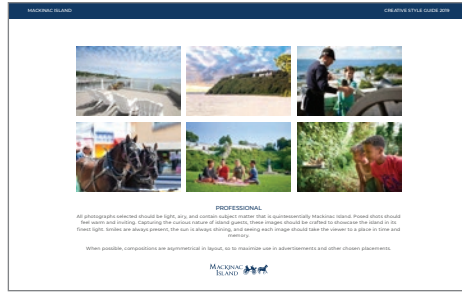
**59% INCREASE**  
**IN IMPRESSIONS**  
**YOY**

**14% DECREASE**  
**IN CPA YOY**

**38.45%**  
**DECREASE**  
**IN CPC**

# STYLE GUIDE AND SUB BRANDS

## COMPREHENSIVE STYLE GUIDE



## SUB BRANDS DEVELOPED BY OUR CREATIVE TEAM



AFFILIATED BRAND LABELS, DESIGNED TO SUPPORT MACKINAC ISLAND'S EXTENDED VISIBILITY



MACKINACISLAND.ORG

1 234567 890128

INGREDIENTS: WATER, SUGAR, CONCENTRATED LEMON JUICE, CITRIC ACID AND LEMON OIL.

GUERNSEY FARMS DAIRY  
23500 NOVI ROAD  
NORTHVILLE, MI 48167  
GUERNSEYFARMSDAIRY.COM

A MACKINAC ISLAND  
**SUMMER MEMORY**

From the relaxing clip-clop pace of life and stunning views of the Mackinac Bridge to booming cannon fire at historic Fort Mackinac and the sweet scent of lilacs in June, a summer experience on Mackinac Island is full of memories you won't soon forget. Memories so vivid you can almost taste them.

In your hand is just one of Mackinac Island's many memorable flavors, this tart and sweet lemonade, brought to you by a trusted Michigan Brand.

Enjoy!

PROUDLY MADE BY  
**Guernsey FARMS DAIRY**

**BICYCLE BASKET LEMONADE**

THE OFFICIAL LEMONADE OF  
MACKINAC ISLAND

16 FL OZ. 473 ML MADE IN MICHIGAN

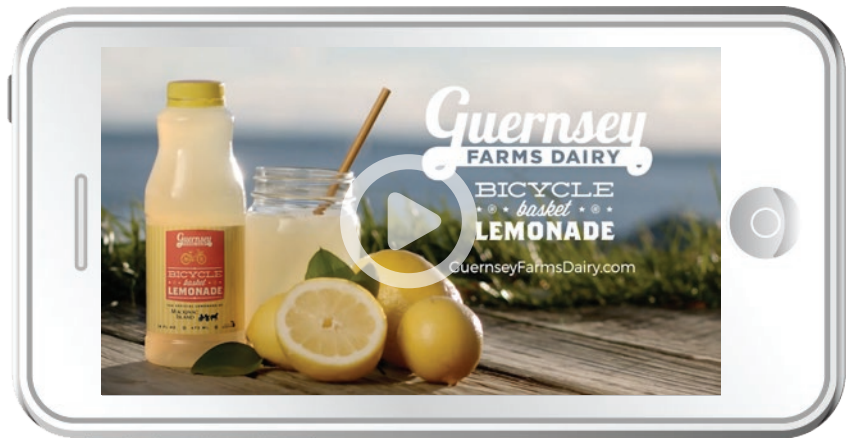
**KEEP REFRIGERATED**

**Nutrition Facts**  
Serving Size 3.38 fl oz Can (100mL)  
Servings Per Container 1

Amount Per Serving		Calories from Fat 0	
			%Daily Value*
<b>Calories</b> 20			
<b>Total Fat</b> 0g			<b>0%</b>
Saturated Fat 0g			<b>0%</b>
Trans Fat 0g			
<b>Cholesterol</b> 5mg			<b>2%</b>
<b>Sodium</b> 0mg			<b>0%</b>
<b>Total Carbohydrate</b> 0g			<b>0%</b>
Dietary Fiber 0g			<b>0%</b>
Sugars 5g			
<b>Protein</b> 0g			
Vitamin A 0%		Vitamin C 0%	
Calcium 0%		Iron 0%	

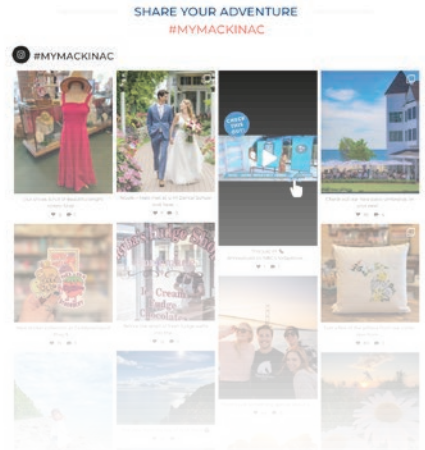
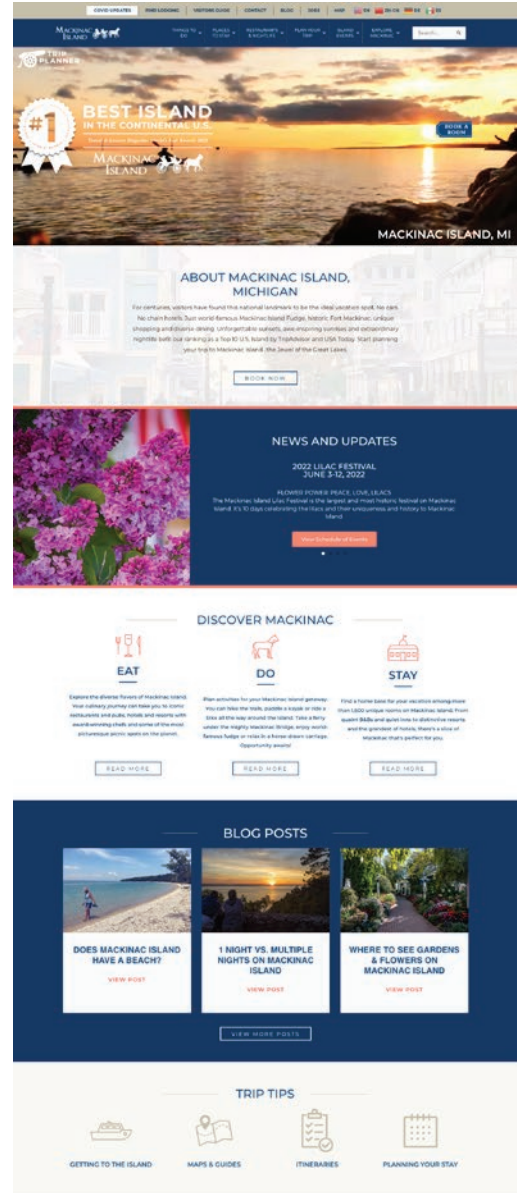
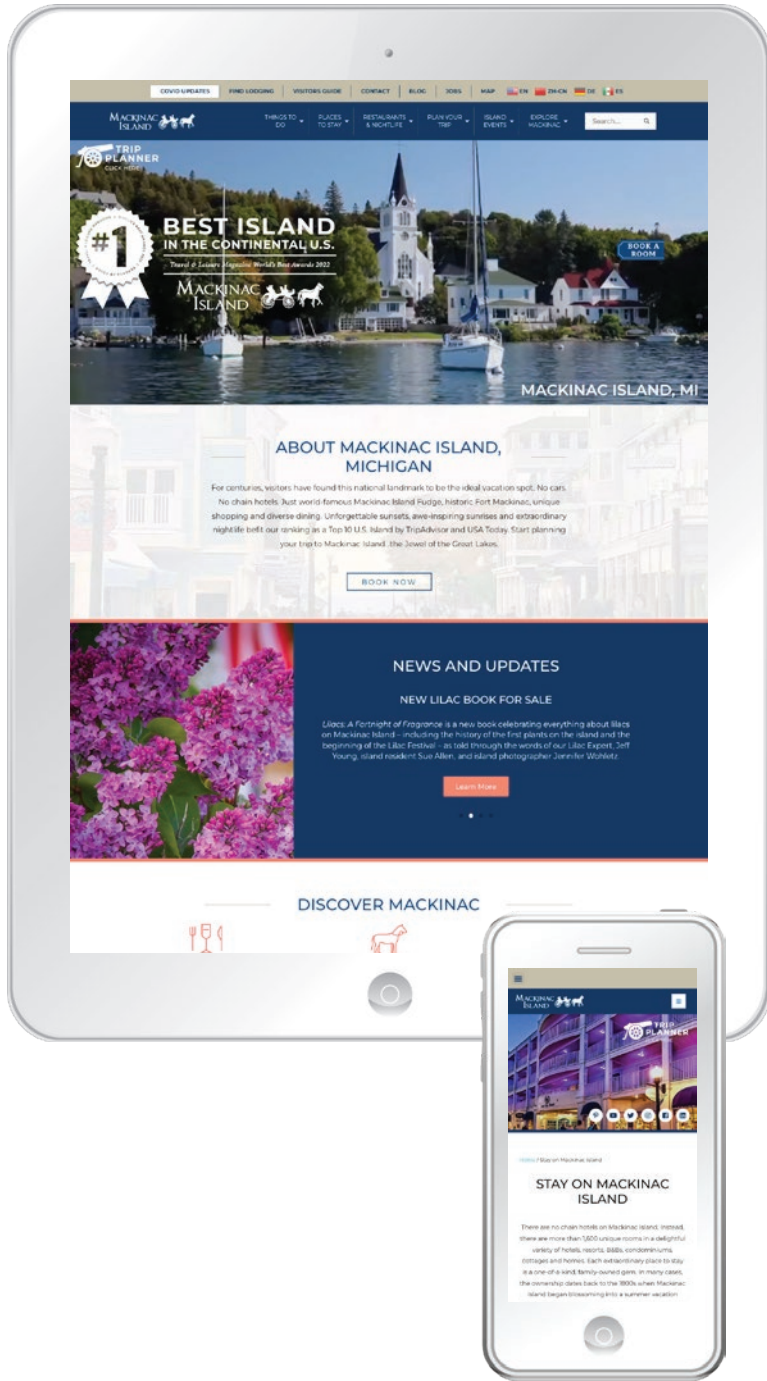
\*Percent Daily Values are based on a diet of 2,000 calories per day. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less than 65g	80g	
Sat Fat	Less than 20g	25g	
Cholesterol	Less than 300mg	300mg	
Sodium	Less than 2,400mg	2,400mg	
Total Carb	300g	375g	
Dietary Fiber	25g	30g	



The Advance Creative Team was instrumental in the development of the name and package design for Guernsey's Bicycle Basket Lemonade. See both featured in this short video, created and supplied by Guernsey Dairy.

[https://youtu.be/L243-J5\\_dH4](https://youtu.be/L243-J5_dH4)



### BOTANICAL TRAIL Scavenger Hunt!

When you begin the itinerary along the Botanical Trail, you'll find signs for trees, plants, fungi, flowers, and ferns you might find on Mackinac Island.


How many can you find?

- Cedar Tree
- Small Blackwood
- Norway Spruce
- Flower Lake Elm
- Transformer
- Large Downy Birch
- Transformer
- Back-to-the-Grass
- Yellow Birch
- White Birch
- Wild Cucumber
- Eastern White Pine
- Yellow Lady Slipper
- Paper Birch
- Marginal Wood Fern
- Dutch Elm
- False Solomon's Seal
- Turkey Tail
- Ivy Arbutus
- Tree Toad

### MACKINAC ISLAND'S BOTANICAL TRAIL

Mackinac Island is home to a variety of native plants and animals. The island is a naturalist's dream, with a variety of native plants and animals. The island is a naturalist's dream, with a variety of native plants and animals. The island is a naturalist's dream, with a variety of native plants and animals.

### Color my wings!



### BUTTERFLY HOUSES


THE ORIGINAL MACKINAC ISLAND BUTTERFLY HOUSE AND INSECT WORLD

WINGS OF MACKINAC BUTTERFLY CONSERVATORY

6700 Gateway Road, Mackinac Island, MI 49757  
9891 1st Street  
www.wingsofmackinac.com

## Butterfly Life Cycle

ACTIVITY PAGE



**EGGS**

Fertilized eggs are laid on a leaf. The eggs are small and round. They are often found in clusters.

**CATERPILLAR (LARVA)**

The caterpillar is the larval stage of the butterfly. It is a small, worm-like creature that eats leaves.

**CHRYSALIS (PUPA)**

The chrysalis is the pupal stage of the butterfly. It is a hard, protective case that the caterpillar enters before it can become an adult butterfly.

**ADULT BUTTERFLY**

The adult butterfly is the final stage of the life cycle. It has large, colorful wings and can fly.

### Native Flowering Plants OF MACKINAC ISLAND

- Yellow Trout Lily**  
A native plant with yellow flowers and green leaves. It is found in wet areas.
- Lily of the Valley**  
A native plant with white flowers and green leaves. It is found in shaded areas.
- May Apple**  
A native plant with yellow flowers and green leaves. It is found in open areas.
- Ferns (Various)**  
Various types of ferns are found on the island.
- Meadow**  
Various types of meadow plants are found on the island.
- Jacob's Ladder**  
A native plant with yellow flowers and green leaves. It is found in open areas.
- Sole**  
A native plant with yellow flowers and green leaves. It is found in open areas.
- Forget Me Not**  
A native plant with blue flowers and green leaves. It is found in open areas.
- Spring Beauty**  
A native plant with white flowers and green leaves. It is found in open areas.

### MACKINAC ISLAND'S BOTANICAL TRAIL

Help Keep Mackinac Beautiful!

There are several signs for the Botanical Trail. They are located throughout the island. They are located throughout the island.

## HOW TO GET TO MACKINAC ISLAND FROM CANADA



**BY AIR**

- Mackinac Island Airport (MIG)
- Mackinac Island Ferry (MIF)

**LAND BORDER CROSSINGS**

- Blue Water Bridge
- Mackinac Island Ferry
- Mackinac Island Ferry

**FERRIES TO THE ISLAND**

- Mackinac Island Ferry
- Mackinac Island Ferry

**INTERNATIONAL FERRY CROSSINGS**

- Mackinac Island Ferry
- Mackinac Island Ferry

**GREAT LAKES CRUISES**

- Mackinac Island Ferry
- Mackinac Island Ferry

MACKINAC ISLAND  
MACKINACISLAND.ORG



## Dressing for GRAND HOTEL

MACKINAC ISLAND

GUESTS ARE REQUIRED TO WEAR FORMAL ATTIRE IN MAIN AREAS OF THE HOTEL

**AFTER 6:30 P.M.**



THE IDEA IS TO MAKE EVERY EVENING AT GRAND HOTEL A SPECIAL OCCASION



THERE'S NO FORMAL DRESS CODE ELSEWHERE ON MACKINAC ISLAND



BUT YOU STILL MAY WANT TO PACK SOMETHING NICE



## TOP THINGS TO DO FOR Girls Weekend

**LUNCH**  
at Mackinac Island Waterfront (\$-\$\$\$)

**SHOPPING**  
The island is full of interesting shops, one-of-a-kind boutiques and fascinating art galleries (\$-\$\$\$)

**HEAD TO THE SPA-AHHH**  
Lakeland Spa at Mission Point Resort  
Amenity Spa at Grand Hotel  
Vintage Glam Salon (\$-\$\$\$)

**ENJOY AFTERNOON TEA**  
at Mackinac Island's Grand Hotel (\$5)

**EXPLORE MACKINAC ISLAND STATE PARK** (\$-\$\$)

**TAKE A PRIVATE CARRIAGE TOUR**  
You can book a private tour for your group! (\$5)

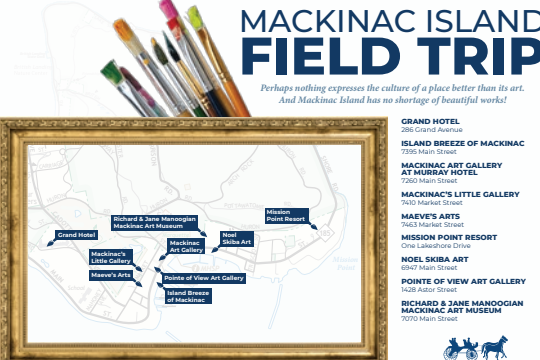
**MACKINAC ISLAND NIGHT LIFE**  
You can enjoy live music and dancing (\$-\$\$\$)

**SUNSET CRUISE AROUND MACKINAC ISLAND**  
Like a Mackinac Island Sip 'n Sail Cruise (\$5)

Don't miss Girls Weekend (June 1-10)  
[MACKINACISLAND.ORG](http://MACKINACISLAND.ORG)

## MACKINAC ISLAND FIELD TRIP

Perhaps nothing expresses the culture of a place better than its art. And Mackinac Island has no shortage of beautiful works!



**GRAND HOTEL**  
286 Grand Avenue

**ISLAND BREEZE OF MACKINAC**  
7700 Main Street

**MACKINAC ART GALLERY AT MURRAY HOTEL**  
7400 Main Street

**MACKINAC'S LITTLE GALLERY**  
7400 Main Street

**MAEVE'S ARTS**  
7463 Market Street

**MISSION POINT RESORT**  
One Lakeshore Drive

**NOEL SKIBA ART**  
1801 Main Street

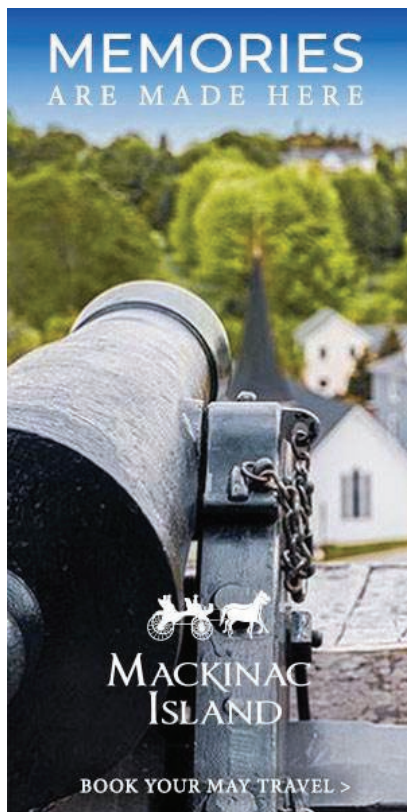
**POINTE OF VIEW ART GALLERY**  
1428 Astor Street

**RICHARD & JANE MANOGHIAN MACKINAC ART MUSEUM**  
7070 Main Street

MACKINAC ISLAND  
MACKINACISLAND.ORG



DIGITAL ADS



VIDEO



**DREAMING OF SUMMER**

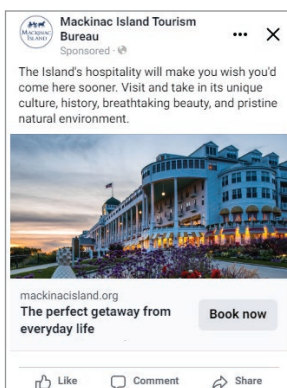
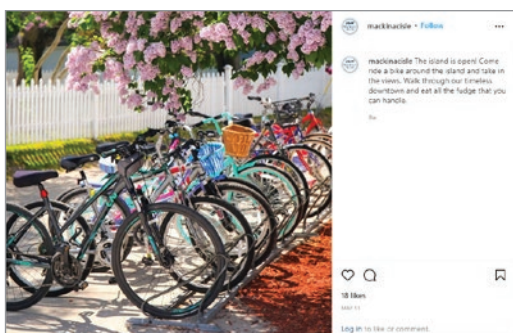
<https://www.youtube.com/watch?v=SAQetC-UFuo>



**DREAMING OF SUMMER**

<https://www.youtube.com/watch?v=SAQetC-UFuo>

SOCIAL MARKETING





**#1**  
TRAVEL & LEISURE MAGAZINE | WORLD'S BEST AWARDS  
VOTED BY READERS | TOP 10 ISLANDS

VOTED  
**BEST ISLAND**  
IN THE CONTINENTAL U.S.

Travel & Leisure Magazine World's Best Awards 2022

**MACKINAC ISLAND**   
MACKINACISLAND.ORG

MACKINAC ISLAND  
74th Annual

**LILAC**  
FESTIVAL  
JUNE 3-12 | 2022

The Mackinac Island Lilac Festival is the largest and most historic festival on Mackinac Island. It's 10 days celebrating the lilacs and their uniqueness and history to Mackinac Island. Join us for the Lilac Queen coronation, official poster reveal, 10K Run/Walk, lilac walking tours, lilac planting seminars, bounce houses, Michigan Cornhole tournament, live music, the Grand Parade, and more!

**FEATURED EVENTS -**

- OFFICIAL LILAC FESTIVAL POSTER REVEAL**  
FRIDAY, JUNE 3 - 5:05 P.M.
- QUEEN CORONATION**  
FRIDAY, JUNE 3 - 5 P.M.
- 10K RUN/WALK**  
SATURDAY, JUNE 4 - 9:30 A.M.
- WEST MICHIGAN BOOTSCOOTERS LINE DANCING ON MARKET STREET**  
SATURDAY, JUNE 4 - 6:00-8:30 P.M.
- MICHIGAN CORNHOLE TOURNAMENT AT WINDERMERE POINT**  
SATURDAY, JUNE 11 - 10 A.M.
- LILAC FESTIVAL GRAND PARADE**  
SUNDAY, JUNE 12 - 4 P.M.

**Additional Events:**

- ◆ Daily walk and talk tours with lilac expert Jeff Young
- ◆ Daily planting session with lilac expert Jeff Young
- ◆ Bounce Houses & family games at Windermere Point
- ◆ Sip n Sail Cruises
- ◆ Public Library Book Sale
- ◆ Lilac Festival Posters displayed at Mission Point Resort
- ◆ View local artist new work at Murray Hotel
- ◆ Movie in the Fort: Wizard of Oz
- ◆ Photography Tours, Nature Walk, and Birding Adventures
- ◆ Artist features, book signings, and painting sessions

**MACKINAC ISLAND** 

 SCAN for LILAC FESTIVAL details **MACKINACISLAND.ORG**



**MACKINAC ISLAND**

**NEW SEASON, NEW MEMORIES**  
SOMETHING FOR EVERYONE!

For centuries, visitors have found this national landmark to be the ideal vacation spot. No cars. No chain hotels. Just world-famous Mackinac Island Fudge, historic Fort Mackinac, unique shopping and diverse dining. Unforgettable sunsets, awe-inspiring sunrises and extraordinary nightlife built our ranking as a Top 10 U.S. Island by TripAdvisor and USA Today. Start planning your trip to Mackinac Island... The Jewel of the Great Lakes.

— BOOK NOW BEFORE IT'S TOO LATE! —

MACKINACISLAND.ORG



HOW TO GET TO MACKINAC ISLAND

BY CAR

MACKINAC ISLAND GROUP TOUR GUIDE



MACKINACISLAND.ORG

<https://www.mackinacisland.org/group-tour-guide/>

MEETING SPACES ONLY

8 OF MEETING ROOMS  
FOURTEEN FEET  
COST SERVICE  
AVAILABILITY  
EQUIPMENT  
CONTACT

MACKINAC ISLAND MEETING AND CONVENTION GUIDE



MACKINACISLAND.ORG

<https://www.mackinacisland.org/meeting-guide/>

**MICHIGAN'S BEST**

For delivery concerns or to stop receiving this publication please call 800.864.5788, email [customerservice@mdiv.com](mailto:customerservice@mdiv.com), or go to <http://michigansbest.com>.

WHERE TO FIND MICHIGAN'S BEST CONTENT

When we chose the stories for this edition, all the events and dates were accurate. As always, find the most up-to-date information on the event/activity website, facebook page or other direct information source.

SWIMMING POOLS ON MACKINAC

LOOK INSIDE

ALL ABOUT MACKINAC ISLAND

DOGS ARE WELCOME

It's officially summertime in Michigan!

**SUMMER IN THE STRAITS**

MEMORIAL DAY HAS PASSED. SCHOOLS' LETTING OUT, AND THE 74<sup>TH</sup> ANNUAL MACKINAC ISLAND LILAC FESTIVAL IS UNDERWAY

WHAT TO DO WITH YOUR CAR WHEN VISITING MACKINAC ISLAND

HOW MANY NIGHTS TO SPEND ON MACKINAC ISLAND

WHERE TO DOCK YOUR BOAT ON MACKINAC ISLAND

SPONSORED CONTENT

# Mackinac Island Voted Best Island in Continental U.S.

4 Reasons Travel & Leisure readers rated Mackinac Island No. 1

## It's official. Mackinac Island is No. 1!

Michigan's iconic travel destination has been a popular escape for generations. Now, visitors from across the globe have named charming and beautiful Mackinac Island their favorite place to get away, putting it atop the list of the Top 15 Islands in the Continental U.S. in this year's *Travel + Leisure* World's Best Awards.

*Travel + Leisure* readers hailed the "Jewel of the Great Lakes" as the "quintessential vacation spot for enjoying the simple pleasures." They love Mackinac Island's car-free streets full of horse-drawn carriages and bicycles, its historic character and well-preserved Victorian homes, and its incredible natural beauty and world-famous Mackinac Island fudge.

"What a different place to visit," one voter said. "It's like its own little world."

*Travel + Leisure* each year asks readers to rate their travel experiences based on things to do, sights to see, natural attractions, food, overall value and more. The feedback is used to recognize an elite group of travel destinations with World's Best Awards – everything from best islands to best cities to best cruise ships and beyond.

Mackinac Island is no stranger to *Travel + Leisure* readers, who ranked it No. 9 in 2021. Here are four reasons Mackinac Island topped the list in 2022:

- **MACKINAC ISLAND'S CHARMING ATMOSPHERE** – "You'll find neither cars nor chain brands on this tiny island," *Travel + Leisure* writes. It's the perfect place to "escape from the hustle and bustle" and feel as though you're stepping back in time to a slower, more relaxed pace of life. The way vacation should be!
- **MACKINAC ISLAND'S EXTRAORDINARY HOSPITALITY** – Visiting Mackinac Island is "like stepping into a fairy tale," writes *Travel + Leisure*. Travelers arrive by ferry boat at the Mackinac Island dock "where horse-drawn carriages await to whisk you and your luggage to your lodging." The many places to stay on Mackinac Island "channel a bygone era" and exude "gentle hospitality."
- **MACKINAC ISLAND'S DIVERSE SHOPPING AND DINING** – From the "irresistible smell of homemade fudge" to "delicious" prepared by star chefs at fine-dining restaurants,

Mackinac Island is a wonderful place to gratify your palate with a variety of flavors, writes *Travel + Leisure*. It's also home to some of the prettiest picnic spots in the world. And the many art galleries and boutique shops of Mackinac Island offer special, one-of-a-kind treasures to be discovered.

• **MACKINAC ISLAND'S ADVENTUROUS LANDSCAPE** – *Travel + Leisure* readers love the many sights to see and things to explore on Mackinac Island, both in town and in the expanse of the state park that covers 80% of the island. Visitors enjoy riding a bike all the way around the lakeshore drive that circles Mackinac Island and paddling the surrounding waters in a kayak. They have fun exploring historic Fort Mackinac and gawking at some of Michigan's oldest and grandest homes. And they appreciate the chance to "get lost in a flutter of delicate wings" at Mackinac Island's beautiful butterfly conservatories.

Being named the No. 1 Island by *Travel + Leisure* readers is one of many accolades – or shall we say, "Mack-olades" – that Mackinac Island has earned. Mackinac Island also has been named the most tourist-friendly U.S. city by *Expedia* and the Best Family Vacation Destination by *Away.com*. It's the site of the best picnic spot in Michigan, per *Reader's Digest*. *HQTV* even rated Mackinac Island one of the country's best Christmas towns!

Here are 10 more honors for Mackinac Island, the "Jewel of the Great Lakes" and the No. 1 Island in the Continental U.S.

- Best Little Beach Towns to Visit This Summer, *Coastal Living*
- 5 Best Golf Experiences in Michigan, *Golf Digest*
- Top 10 Car-Free Destination in the World, *Sherman's Travel*
- Best Wedding Destination in the U.S., *DestinationWedding.com*
- Best Midwest Small-Town Getaways, *Midwest Living*
- Top Family-Friendly Beach Town, *NerdWallet Travel*
- No. 1 State Park in the US, *FamilyFun* magazine
- Most Romantic Destinations in the U.S., *DatingAdvice.com*
- America's Grandest Hotels, *The Huffington Post*
- 100 Places to Take Your Kids, *Frommers*

The best ways to leisurely SPEND AN EVENING ON THE ISLAND

- GLOW-GOLF AT MACKINAC ISLAND'S MISSION POINT RESORT
- BALLROOM DANCING ON MACKINAC ISLAND AT GRAND HOTEL
- MOVIES AT FORT MACKINAC
- STARGAZING AT MACKINAC ISLAND'S FORT HOLMES
- KAYAK TOURS OF MACKINAC ISLAND
- SUNSET OR SUNRISE
- MACKINAC ISLAND SIP N' SAIL CRUISE, A SUNSET CRUISE TO THE MACKINAC BRIDGE WITH LIVE MUSIC AND A CASH BAR
- DOWNTOWN BAR & MUSIC SCENE

## 19 THINGS for Families to Do on Mackinac Island

We love seeing families who visited Mackinac Island as a kid and are now bringing their kids to the Island. As you plan your next family vacation, here are 19 fun ideas for the whole family!

Scan me to download list of activities

### THINGS TO DO

Mackinac Island is world renowned as the place to get away from it all and relax. But when you're looking for something to do, there's plenty to find! Mackinac Island has something to do for everyone – note or other.

Start your adventure...

- HORSES ON MACKINAC ISLAND**
- ART AT WATERLOO CAFE**
- HITS PUT-GOLF AT THE GREENS OF MACKINAC AT MISSION POINT RESORT**
- ENJOY THE GREAT OUTDOORS**
- MAKE OF MIRRORS ON MACKINAC ISLAND**
- HAUNTED THEATRE ON MACKINAC ISLAND**
- KAYAK, SNORKEL, AND VENTURE OUT ON A STARGAZING AND FISHING CHARTER**
- PARASAILING MACKINAC ISLAND**
- PICNIC IN THE PARK**
- MACKINAC ISLAND PUBLIC LIBRARY**
- DISC GOLF ON MACKINAC ISLAND**

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- Best U.S. Islands**  
*Condé Nast Traveler Readers Choice Awards 2018*
- Hottest U.S. Summer Destination 2018**  
*Trip Advisor*
- A Most Tourist Friendly U.S. City 2018**  
*Expedia*
- Best Little Beach Towns to Visit This Summer 2018**  
*Coastal Living*
- Best Picnic Spot in Michigan 2018**  
*Reader's Digest*
- 5 Best Golf Experiences in Michigan 2018**  
*Golf Digest*
- Top Ten Island in the U.S.**  
*Trip Advisor*
- Mackinac Island State Park was named the #1 State Park in the U.S.**  
*FamilyFun*

Lilac Festival chosen as one of America's 14 Best Small-Town Festivals  
*Fodor's*

Best U.S. Island Destination  
*Islands.com*

Best Island Destination in the World, #5  
*National Geographic*

America's Grandest Hotels, #46: Grand Hotel  
*The Huffington Post*

Top Family-Friendly Beach Town  
*NerdWallet Travel*

Top 10 Car-Free Destination in the world, #5  
*Sherman's Travel*

Grand Hotel Top Michigan Hotel  
*U.S. News & World Report*

Best Wedding Destination in the U.S.  
*DestinationWeddings.com*

Grand Hotel among the 50 Most Romantic Destinations in the United States  
*Yahoo*

Country Living Magazine names Mackinac Island in the Top 5 All American Islands  
*Country Living Magazine*

Pink Pony named the most iconic Bar in Michigan  
*Thrillist*

*Travel + Leisure readers have voted Mackinac Island*

# #1

**Top 15 Islands in the Continental U.S. in the publication's World's Best Awards this year.**

MACKINAC ISLAND  
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## What's new MACKINAC in 2022 on ISLAND

Mackinac Island, Michilimackinac. The Great Turtle. Whatever you call it, Mack is back!

After a couple unusual years, we're all looking to get back to the way vacation used to be. We're looking for places that offer unique experiences and unforgettable memories. Mackinac Island is a place that offers all of that and more. It's a place that's always been there, waiting for you to come back and enjoy it all again.

Start planning your Mackinac Island escape today at [mackinacisland.org](http://mackinacisland.org)

If you haven't been to Mackinac Island, you should go by without experiencing it. Mackinac Island is a place that offers all of that and more. It's a place that's always been there, waiting for you to come back and enjoy it all again.

**NEW ACTIVITIES**

A year after launching the annual swimming gala, Grand Hotel is building another exciting experience for the island grounds. The Woodstock Activity Center will have a special event, open to guests with golf memberships. The event is a great way to enjoy the island's beautiful views and enjoy a great meal at the Grand Hotel.

**NEW RESTAURANTS**

Mission Point recently celebrated a major achievement in its 100th anniversary. The restaurant has been a staple of the island since 1922 and is now a part of the Grand Hotel.

**NEW DESERTS**

Island's Green Park is introducing a new event, Mackinac Island's 100th Anniversary. The event is a celebration of the island's rich history and is a great way to enjoy the island's beautiful views and enjoy a great meal at the Grand Hotel.

**NEW EVENTS**

Through the year, Mackinac Island's 100th Anniversary has been a celebration of the island's rich history and is a great way to enjoy the island's beautiful views and enjoy a great meal at the Grand Hotel.

Scan me to find out more about Mackinac Island!

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