



Mackinac Island Named Number 1 Summer Destination in America by TripAdvisor

The ranking is based on seasonal hotel booking interest from spring to summer, including the average one-week vacation costs for hotels and airfare.

Mackinac Island Tourism is among our more complex travel campaigns. Serving as the Agency of Record for Mackinac, MLive Media Group has 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 our guidance, the Island was named among the "Best Islands in the US" by the readers of Coastal Heat, "Hottest US Summer Destination" by TripAdvisor, "Best Little Beach town to Visit" by Coastal Living, and "Most Tourist Friendly City" by Expedia.

“*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.”* ”

 tripadvisor®

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

Forbes MENS JOURNAL

