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April 16, 2026

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Petoskey Area Visitors Bureau Launches New Brand Identity & Marketing Campaign

New destination marketing campaign, "It's Kinda Unreal," highlights the unbelievable moments of awe and wonder that await in the Petoskey Area.

Petoskey, Mich. – The Petoskey Area Visitors Bureau (PAVB) launched a new brand identity and destination marketing campaign in April to share the awe-inspiring, almost unbelievable moments of magic that await in the Petoskey Area. The campaign, titled "It's Kinda Unreal," will feature experiences in the region that are so spectacular, they are often described as "kinda unreal," from walking across SkyBridge Michigan, mountain biking the Boyne Forest Trails and skiing at any of Michigan's top three ski resorts, to golfing the lakeside courses of Bay Harbor and splashing along the beach at Petoskey State Park.

"When crafting this campaign, we took into consideration all of the elements that make the Petoskey Area such a remarkable year-round destination," said Jim Powell, executive director of the Petoskey Area Visitors Bureau. "It's catching a glimpse of Little Traverse Bay, the friendly pace of our small towns, the incredible natural beauty that surrounds us, the magic of a Lake Michigan sunset – we know that those who visit rarely leave unchanged, and those of us lucky enough to live here know it as part of who we are."

The new PAVB logo, "The Charm," was inspired by the region's most recognizable icon: the Petoskey Stone. The Charm is a graphic distillation of three symbols evoking the area's natural beauty throughout the year. A sun and snowflake representation embodies summer and winter, along with the exciting activities available at different times of the year, while the Petoskey Stone's distinctive hexagon pattern is a marker of local pride and a symbol of the area's history.

"This campaign and brand development process was built on a foundation of extensive research," Powell said. "Our team worked with local business owners and year-round residents, seasonal residents, and long-time visitors to hear diverse perspectives in how we as the Petoskey Area can best position ourselves."

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PAVB worked with the award-winning marketing and advertising agency PETERMAYER to develop both the new brand logo/identity as well as the "It's Kinda Unreal" campaign, which will run throughout the summer, fall, and winter seasons with season-specific creative concepts airing in major drive markets across Michigan, Illinois, Ohio, and Indiana, and a targeted fly market (Dallas-Fort Worth).

About the Petoskey Area Visitors Bureau – The Petoskey Area Visitors Bureau (PAVB) is the principal destination marketing organization for the region, including the communities of Petoskey, Harbor Springs, Boyne City & Boyne Falls, Bay Harbor, Alanson, and Bay View. To learn more about the Petoskey Area, find additional event information, or to start planning your trip, visit PetoskeyArea.com.

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