

Collaboration, Cooperation and Partnerships

Flip Charts

- Objective 1: Develop connection between tourism organizations
 - Strategies
 - Mentoring program for tourism businesses
 - Develop local organization partnerships with state partner (reciprocal)
 - Develop two way to Travel MI
 - Develop connection to small businesses
 - Give access to (?) regions to each other for questions, mentoring, etc.
 - Chat room on MI.org for industry
 - Industry forum
 - Conference sessions at annual conference for idea generation
 - Travel MI commⁿ piece to share insight and updates (like old newsletters did)
 - Needs assessment of what tourism business would like
 - Like notes (e.g. tourism industry marketer session vs. just hotels)
- Objective 2: Retain 42 partners and __ growth
 - Strategy: measure effectiveness of existing partnerships
- Objective 3: MI and Brand USA with state to increase local international promotion
 - Strategies
 - Partnership opportunities with Brand USA and MI and include (not (?) Great lakes)
- Objective 4: Develop shared databases (e.g. recreation associations into one database to promote all recreation offerings to logical target market)
- Objective 5: Increase partners with MI based or MI interest corporations
- Objective 6: Collaborate with state departments with tourism interest

Facilitator Notes

- Develop mentor program for tourism businesses, give access to ont (?) of region businesses to gain more ideas etc. (email, phones, chat rooms)
- Strategies
 - Tourism conference session on idea generation
 - Develop internal business to business piece (just for the 14,000 partners, like the old e newsletter)
 - Increase connectivity with Pure MI, communication
 - Needs assessment of what business would like in it
 - Develop a forum for feedback to Travel MI (more one way now)

- Develop industry chat room
- Build conference further to address multiple tourism individuals and various roles within. May be intimidating to certain groups and cost increases
- Develop like “roles” meetings and conferences vs. MI tourism event planning conference, MI marketing directions
- Address needs of small businesses in tourism
- Connections in Pure MI association partnerships to local market
- Local community connection to MI agriculture council
 - CVB meeting by agriculture council local providers
 - Dairy industry
 - Foster partnerships with businesses that don’t see logical value
 - Themed itineraries by industry agritourism...
- Develop MI partnerships with state to do greater than international promotions
 - Brand USA to Travel MI, CVB partner to Travel MI to create a state vs. Great Lakes regional presence
 - MI s/b greater than representation in Brand USA
- Retain 42 partnerships (then grow to x number). Insure they are successful
 - Evaluate existing partner effectiveness and return of effectiveness. Are clicks up or down on mi.org?
 - Evaluate partnerships that have failed
 - Continue to develop partnerships of value to partner (re-evaluate regularly)
- Advance the brand, core partnerships that buy value to each
- MI based or MI interest partnerships that seem greater than MI residents
 - Car industry, Chrysler advertisement with Eminem, Pioneer Sugar, DOW
- Collaborate with other state departments that impact tourist experiences (trails, roads, public health department)
- Develop a recruiter (share rec association) databases into due collective resource to communicate (develop partners)

Individual Objectives and Strategies Sheets

- Objectives
 - Cross marketing/promotion
 - Communication improvements if needed (meetings of marketing directors etc.)
- Objectives
 - Communicate the need to organizations
 - It’s important that government organizations are approachable and understand the big picture of who is going to do what
- Objectives
 - Get everyone on the same page (communications)
 - Work with others not against them
 - Stay focused on the issue/problem

- Finish everything you start (good or bad)
- Objectives
 - Foster collaboration culture of public-private cooperation to keep growing MI tourism economy
 - What is in it for me needs to be communicated effectively to the newcomer, the little guy. Show success story on collaboration effort
 - Think outside the box, how does agriculture impact your market, FBI (?) does this well with providing MI dinners ???
 - MI.org needs to highlight regions and goal themes instead of those tourist destinations with deep potholes
 - Every business should have 3 partners to be accountable to throughout year, check in online
- Objectives
 - Develop MI destination partnership opportunities to market internationally (Brand USA)
 - Nurture the Pure MI partnerships that currently exist to continually improve the program and be prepared for managing growth of partnerships
 - Collaborate with other state departments to improve areas that impact the visitor experience (roads, trails, etc.)
- Objectives
 - Canadian dollars at par
 - Recreation associations share data buses with state to develop recreation database to market to
 - Encourage and increase matching funds
 - AAA collaborate communication from Travel MI and feedback

Funding and Financing

Flip Charts

- Objective 1: Establish a tourism caucus legislature- a champion
 - Strategies
 - Explore how other caucus systems are organized and work MI-US
 - Contact a lobbyist
 - Select top percentage destinations in state and target representatives in house and senate to gather for initial workings to establish caucus
 - Find a champion, exploring past models for establishing tourism caucus. Through social media
 - Contact governor and let him know we need a caucus for the 3rd or 2nd largest industry in the state

Individual Objectives and Strategies Sheets

- Objectives
 - Have legislators/senate develop a tourism caucus
 - Partnerships, an amount from partner and public sector to government kitty, 10% from government
 - MEDC, front ?? advertise the plan from there (?) (labor)
 - CVBs, oversee hospitality training and costs
- Objectives
 - Foundations, community, uniting universities for collaboration
 - Strategies: Identify other state methods, champion, and rally support
- Objectives
 - Car rentals, out of state works in all seasons
 - Sand tax
 - Beach tax, working together to keep all beaches clean could be federal cleanup
 - Toll roads
 - Increase border fees, Canada designate to plan
 - Strategies
 - Find a champion, explore past models for establishing tourism caucus
 - Contest
- Objectives
 - Pure MI slot machine. Can be put in all MI casinos and try to contact new casino called the D like for Detroit and place them there, 5 cents of every dollar in the machines go to funding the campaign
 - Strategies
 - Establish a tourism caucus

- We need to get a legislator to want to form a caucus because he knows he'll get votes in the future
- Or just call a few casinos and put in a Pure MI money-making machine! It's easier to do, simple is more!

- Objectives
 - Grants, legislators, Pure MI credit card, Pure MI license plates, promotion, proceeds go to x component of the plan
 - Partnership with MI based businesses
 - Strategies
 - Contact George Zimmerman to establish caucus
 - Contact governor to make this a priority (caucus) since we're the third largest industry in the state
 - Explore other caucuses on how they work

- Objectives
 - Working with recreational product providers, snowmobilers, ATV, UTV manufacturers to give
 - Working with MDNR, so much of a fees for licenses to go to Pure MI

- Objectives
 - Contact MEDC for a specific amount to be allocated committed to for
 - Contact CVBs and Chambers to seek commitment
 - Work with universities and colleges to assist in research and development
 - All areas of goals would be part of universities' programs for new development
 - Contact large tourism related vendors i.e. Pepsi, Sysco, GFS, Coke
 - Strategies
 - Develop a committee to pick a person or a group of people to research what other caucuses have done to develop one for our tourism industry
 - Contact a lobbyist or firm to consult on developing a caucus
 - Hand pick a few representatives and senators to assist the process

- Objectives
 - Influence legislative process, official PAC
 - Fee on new developments for cultural or environmental development i.e. every new building or contract pays half towards state arts program, quarter not burden
 - Tourism or benefitting companies or agencies participate in loaned executive program, 6 month or more on the job to accomplish
 - Strategies
 - Loan an executive
 - Follow CAs program at GE to develop and oversee student teams to develop aspects of strategic plan
 - MEDC partners with uni programs to bring on college interns to provide manpower to administer strategic plan. Students earn college credit and pay

Product Development

Flip Charts

- Objective 1: Improve effectiveness, consistency and comprehensiveness of welcome centers at key entry points
 - Strategies
 - Determine director to lead and facilitator
 - Analysis and photos of each center
 - Determine ultimate look
 - Sectors out each center and determine which needs what and budget for each
 - Prioritize order of completion
 - Delegate and have renovation teams
 - Supervise progress
 - Follow up with photos and comparison of model
 - Celebrate a successful mission
 - Enhance welcome center experience with new technology such as iPad kiosks, interactive mapping, etc.
 - More rack cards at welcome centers
 - Audit attributes and benefits of all existing welcome and rest areas. Confirm strategic location, identify opportunities for improvement by December 2013
- Objective 2: Improve consistency and effectiveness of highway signage
 - Strategies
 - Analysis of current signage in existence
 - Create and develop common signage theme MDOT agency
 - Develop a plan for entrance signs that are consistent at all points of entrance
- Objective 3: Increase quality, effectiveness and emotiveness of mi.org
 - Strategies
 - Online infrastructure, design website to promote same “good feeling” as Pure MI TV and radio ads. Web designers will review website and enhance online experience. Website will be a high quality, world class experience
 - Develop website to illustrate the beauty of our brand with social media focus and interaction
 - Use links to make site less cluttered, track tabs/pages to see why people are viewing site, work with CVBs/chambers for input, post YouTube videos
 - Develop process to gather input from destinations and visitors to incorporate continually plan site improvement or enhancement
 - McCann Erickson to develop industry communication portal for 2 way collaboration for MEDC to industry
- Objective 4: MEDC to add attraction of tourism businesses to its remit (in addition to manufacturing and technology, etc.)

- Objective 5: Expand MI's trail system
 - Strategies
 - DNR and MEDC to collaborate to audit and promote MI, the trail state (and other partners)
 - Expand motorized trails to 10,000 miles
 - Expand trail systems in and out of communities to promote accommodation, restaurants, and points of interest within communities
- Objective 6: Improve transportation infrastructure
 - Strategies
 - Investigate feasibility of mass transit system
 - Should get a railway system that works from big cities out through the state! A European system, it's proven it works

Facilitator Notes

- Continue and improve consistency and effectiveness and comprehensiveness of welcome centers staffing, key traffic entry points
- Improve effectiveness and consistency of highway signage, brand all signage
- Online infrastructure mi.org, increase quality and effectiveness and emotiveness of mi.org. Getting the feel of the ads on the site
- MEDC to add attraction of tourism businesses in addition to manufacturing and technology, etc.
- Expand and better connect the trail system
- Investigate and develop mass transit system. Improve transportation infrastructure
- Back of house/internal communication, MDOT, ads

Individual Objectives and Strategies Sheets

- Objectives
 - Continue with effective and comprehensive welcome centers in key traffic inlets to MI
 - Promote and enhance free public web access that may open with travel splash at key state based locations and facilities
 - Back of house, effective two-way communication between travel industry and Travel MI and MEDC (blog, Facebook?)
 - Continue to improve brand via highway signage, intranet, Travel MI
 - MEDC plan to facilitate and promote tourism destination development
- Objectives
 - Better road repair so it's not constant
 - Increase lanes traveling north
 - Collaboration of MI attractions

- Pure MI certified (similar to AAA) angies list concept without paid membership
- Road cleanup
- Guide with more specifics
- Cleanup in downtown Detroit
- Silver Dome? Beautication/awareness with children in schools
- Objectives
 - Work with MEDC to focus some of the economic development efforts on major tourism attractions or other tourism related developments
 - Expand biking trails throughout the state to corner destinations
 - Enhance welcome center experiences with new technologies (apps, etc.)
 - Create a mass transit connection for Detroit to Saginaw and Flint to Lansing and Lansing to Grand Rapids
- Objectives
 - Promote the experience and history of MI
 - Promote tour seasons
 - Logo-promotion and branding
- Objectives
 - Common/consistency signage road program. Less on the highway system within the clutter
 - State improve physical road conditions
 - Road ambience/cleanliness
- Objectives
 - Online infrastructure, MI tourism (people get website)
 - Easy to navigate website. Not a massive homepage that is so full of stuff you don't know what you're looking at
 - More highway signage, especially on country roads where there is no one to stop and aks if you are lost
 - World class equals highest quality experience no matter what it is. "wow" factor. Fishing, oping, autos, urban, rural. It is never going to be better anywhere else
 - Customer service
 - Linking communities and other activities
 - MDNR the trail state, itinerary

Promotion, Marketing and Communications

Flip Charts

- Objective 1: Increase ROI to \$4.90 out of state visitors (international at par as a state)
 - Strategies
 - Measure existing market effectiveness (Travel MI)
 - Develop medium plan as results unveiled
 - What is getting visitors here vs. just aware
 - Clearly identify target markets e.g. international needs different exists
 - Find out how people found out about MI and barriers to travel here
- Objective 2: Increase length of stay
 - Strategies
 - Develop itinerary builder feature to MI.org
 - Develop kid friendly road trip, around state, various destinations (east to west, not just north and south)
 - Passport concept
 - Sport teams, discount rate for shoulder date e.g. Sunday 25 room
 - Plan vacation for them, live travel agent or concierge, itineraries by target market
- Objective 3: Develop Pure MI campaign, 42 partners, increase types of MI experiences (e.g. urban, overcome image)
 - Strategies
 - Campaign should visually represent all MI experiences
 - Four seasons, make it easy to get info and get into MI consistently
 - Evaluate what is being promoted and exclusively and push inclusive nature and does site not promote all
- Objective 4: Increase frequency of visits (four season)
 - Strategies
 - Communicate piece to share how to get recreation equal
 - Promotion campaign for four seasons
 - Card (frequent MI visitor)
 - Card to pass to a friend (MI resident to non resident)
 - Cross promotion/databases with variety snowmobiles and shopping centers
 - Highlight some location, four different experiences
 - Give promotion to summer visitor to get them here in winter

Facilitator Notes

- Snowmobile and ATV
- Increase communication

- Cross market opportunities to visitors, extend stay, come to UP travel through, purposeful
- Get people to purposeful
- Increase east west opportunities
- Increase extended stay and for frequency average length of stay...
- Develop campaign for kid friendly road trips
- Four seasons, travel path opportunities, not just north to south, make east to west, passport concept
- Increase frequency
- Mediums, increase 4.9
- Measure effectiveness of existing marketing and communications e.g. number of website visitors
- Are people traveling more, messages relevant to people
- Campaign more representative of all types of MI experiences (Kroger and agriculture)
- Address negative image of MI, urban opportunities, not a singular message, pure fun in theatre
- Experience theme concepts
- Consistent message
- Natural message
- Urban
- Three largest spending counties, increase number top 3 areas themes and concepts
- Target market

Individual Objectives and Strategies Sheets

- Objectives
 - Further promote Pure MI as a four season destination by using media promoting MI's natural resources and recreation
 - Fairly promote regions of the state
- Objectives
 - Experience marketing advertise the experience
 - Focus on creating experiences and themes and stories
 - What is our image, how do we focus our image and portray that Pure MI image, how are we perceived?
 - How do we keep and maintain the experiences for four seasons, really have a planner for all events experiences for all seasons
 - Not just natural beauty, because that isn't everything we have
 - How can we learn from each other in different markets/regionally, nationally
- Objectives
 - Campaign for a kid friendly oratorio
 - Get fit in MI
 - Improve negative image of parts of MI

- Improve infrastructure exit 675 on off ramp
- Promote area tournament
- Strategy: Fit campaign, promote bike riding, canoeing

- Objectives
 - Total communications for all players of Pure MI program
 - Partnership with like organizations
 - Promote your passion and beliefs
 - Secure all available funding

- Objectives
 - How do we get there?
 - Attract mediums: online, website, social media, TV, radio,
 - How to market internationally
 - Retain: service element, activities with all four seasons, visit four times a year and get completely different experiences
 - Sponsorships of events (race)
 - More partnerships
 - Continued use of brand in many MI departments/state communication

- Objectives
 - Increase Pure MI campaign funding
 - Social media: website traffic and ease of navigation
 - Highlight counties that produce most spending
 - Destination collaboration
 - Pure MI brand has become exclusive
 - Mi.org
 - Cooperative advertising
 - Travel north/south vs. east/west
 - Increase awareness

- Objectives
 - All tourist destinations large/small need to be committed
 - Pure MI natural resources, big cities, ethnicities
 - We need to see commonalities, repeat and return
 - Print media, tour creator, billboards, radio, TV
 - International airline magazines, what is MI? How do we get people to go their own way to see the beauty of our state?
 - In Chicago, would half the people say they would go to MI to see ___?

Resources and the Environment

Flip Charts

- Objective 1: Increase focus on natural history and culture on mi.org (with special focus on smaller businesses measurement: proportion of content or of ads)
 - Strategies
 - Promote ethnic and cultural events comprehensively on existing site
 - Be intentional with videos that establish our heritage and resources to school age children and families alike
 - Promote kids' activities for the arts, midland center for the arts
 - Have chambers encourage members to do this!
 - MI is one of the safest states to live in as far as low incidents of natural disasters (floods, tornadoes, earthquakes, etc.)
 - How can we make it easier for visitors to experience the natural resources (itineraries)
 - Promote parks, campgrounds, natural wonders (Great Lakes, Pictured Rocks, etc.)
 - Promote MI going green, gardens, orchards
- Objective 2: Identify and win at least x amount of national and international awards related to our resources and environment and promote wins, future and past
 - Strategies
 - Identify criteria for existing competitions and compare to our assets that could compete in MI. Who? Travel Commission subcommittee
 - Research international awards that have been held in the other countries
 - Determine which awards you would like to win and why, get your team to buy in on the why, and meet the objectives and criteria
- Objective 3: Host one international conference or symposium per year related to resources and the environment
 - Strategy: National Main Street or international downtown association meeting, identify more!

Facilitator Notes

- Increase focus on natural history and MI culture on mi.org. Measure proportion of content and advertisements with focus on smaller entities
- Identify and win at least x national or international awards relevant to our resources and environment
- Access existing partnerships "sister cities" with international sites
- Host international symposium event

Individual Objectives and Strategies Sheets

- Objectives
 - Develop focus on mi.org for natural history and mi culture. This may include key links to significant historical/cultural sites around the state
 - Be intentional with videos that celebrate our heritage and resources to school age children and families alike
 - Promote ethnic and cultural events comprehensively with mi.org

- Objectives
 - Help promote small businesses that feature a resource i.e. natural canoe rental co, historic castle museum
 - Use key high tech ideas, promote via Facebook
 - Cultural, promote kid activities at arts
 - Strategy: research international awards that have been in other countries

- Objectives
 - Establish a natural resources, cultural resource website for information regarding environment (canoeing, boating, hiking, skiing, etc.) and culture (museums, public art)
 - Access existing collaborations between inter universities and companies and sister city partnerships (MSU, Dow)

- Objectives
 - Have tourists know all the opportunities/resources in the state
 - Unite all groups into cross promotions/central agency for this
 - Overwhelm the tourist so they feel the need to return
 - Introduce tourists to new things they usually wouldn't do

- Objectives
 - Current campaign highlights experiences for how can we make it easy to natural experience
 - Stewardship, recognized, win some awards, advocates?
 - Historic, farmers markets

Service Excellence

Flip Charts

- Objective 1: Establish a customer service/service excellence class and certification program with full funding for all levels of service
 - Strategies
 - Develop online hospitality training program. Front line employees, municipal, management level
 - Professional training in schools
 - Appearance online, interviews, etc.
 - Create service curriculum and training manual
 - Hire an individual to develop a team to promote and instruct the service excellence class
 - Consider YouTube video, 5 minute training sessions to be used by entire state at department meetings for staff (many of them)
 - Educate, select a person to coordinate education classes with funding for all levels of employees
 - Develop management hospitality (written) program free for participants including speakers
 - Encourage public entities to conduct their businesses with the ?? a hospitable ?? by talking to department heads for support
 - Provide front line classes for service for customer service employees within businesses
 - Pure MI service excellence certified. Make this something of value to an employee. If not monetary value, get them a special badge or certificate
- Objective 2: Define service excellence for Pure MI
 - Strategies
 - Survey visitors on how customer service is, give feedback and use to improve
 - Reviews visitor statements of businesses known for exceptional service for ideas
 - Pool ideas and form focus group from various industry businesses to have their visitor ideas
- Objective 3: Establish a crime initiative
 - Strategies
 - Stop laying off cops, be proactive
 - Research crime initiatives that are out there
 - Increase law enforcement visibility, provide educational money for preventive program
 - Promote MI as a safe place to travel within. Perception is reality. Change public perception. How? Increase police force, use newspapers and other media to show safe side of MI.

- Remove bad housing, make home owners responsible for improved house maintenance

Facilitator Notes

- Customer service class with resources for front line and managers with online testing
 - Start with kids before entitlement sets in
 - SBO training programs
 - AAA partner with travel industry
 - Online certification/diploma
 - Cross training leadership, CVBs and chambers
 - Education for state know more than your area
- Unified MI tourism defined service excellence within industry, pride in high quality
- Promotion campaign for service excellence class
 - Safety issues (Detroit, Flint, Saginaw)
 - Address crime
 - Crime initiative, perceived safety
 - Border patrol, attitudes, not welcoming
- Extension of Pure MI for education
 - Hospitality, southern, Minnesota “nice”
 - Develop a satisfaction survey

Individual Objectives and Strategies Sheets

- Objectives
 - Educate tourism programs through the universities/colleges, educate the future tourism professional
 - Work with welcome centers
 - Hospitality programs to embrace the concept
 - Website development on mi.org
 - Work on border patrol agents, this is as customer service as they come- this is a must!
- Objectives
 - Experience, tell the story, create a theme/brand for culture
 - Service excellence, what is it? How do customers define it? What service do they want, what don't they want
 - Travel culture, southern hospitality, cross promotion, Michigander
 - Going above and beyond, bring them back
- Objectives
 - Education state customer service education classes
 - Create resource materials and create testing mechanisms
 - Using social media to educate through trivia bits

- Front line familiarization tours, statewide through brochure exchange
- Objectives
 - Provide tourists with discounts on tourist locations for certain seasons, survey cards to find out what tourists are looking for
 - Encourage public and promote entities to conduct their business hospitality
- Objectives
 - Educate different regions of MI on what other great things are available in MI, other attractions, sights, values
- Objectives
 - Education on service ethics, standards early on
 - Increase training (service oriented) programs in the chamber for small businesses
 - Educate small business owners on training systems and protocols
 - Education on creating an experience over just a service
 - Beautification increase in areas of interest
 - Seminars and training in schools for high quality service and work ethics
 - More resources for small business owners
- Objectives
 - Provide a safe environment/experience throughout the entire state
 - Develop comprehensive industry service training program on process
 - Create service excellence promotion campaign
- Objectives
 - Have a unified official MI tourism definition of service excellence. It should be a few bullet points or one statement that will inspire statewide industry pride in delivering a high quality experience. A unified definition will keep everyone on the same page. Attracting the best employees who are service oriented naturally aim to please