

Collaboration, Cooperation and Partnerships I

Flip Charts

- Objective 1: Expand and diversify audience and attendance at governor's conference on tourism
 - Strategies
 - Area CVB directors commit to being two new participants via direct marketing effort
 - Make attendance affordable based on size of organization or other measurable
- Objective 2: Develop and expand regionalism between CVBs and strategic tourism partners
 - Semi annual regional meeting with finance ??? at key state entrances to the area i.e., Contact SW Michigan via web links
 - Promotional partnerships collaborate on larger promotional activities to increase attendance for spending by __%
 - Regional plans to support state tourism plan
- Objective 3: Create better access to MI through high speed rail and new bridge to Canada
 - Strategies
 - Encourage individual communities to be involved in funding for high speed rail
 - Identify funds to complete high speed rail from Detroit to Chicago to open tourism

Facilitator Notes

- Unifying bus tour promotional efforts statewide (Pure MI sports collaboration example)
- Completion of high speed rail (Chicago, southeast MI, Detroit)
- Partnership between tourism industry and universities to communicate to students the strong points of MI. The goal being to retain the student population post graduation
- Cooperate and partner with Canada
- Unifying customer service standards, standardized training program
- More communication between legislators and tourism professionals
 - Support for Pure MI funding
 - Support for tourism industry statewide
 - Expand attendance at governor's tourism conference beyond hotel/motel and CVB
- Develop better regionalism between CVBs (SW, SE, NW, NE, UP). Committees, websites, promotional partnerships (smaller venues and festivals)
- Increased awareness of winter activities and alternatives
- Continued support from top down (governor's office for tourism industry)
- How do you communicate the importance of Pure MI outside the tourism industry?

Individual Objectives and Strategies Sheets

- Objectives
 - Expand attendance at governor's conference
 - Market to key events/attractions/service providers to participate in Pure MI matching funds program
 - Expand bus tour marketing on a statewide basis

- Objectives
 - Cooperate and partner with Canada for easy access
 - Increase awareness of winter partnerships
 - Increased involvement of our student populations in partnership activities

- Objectives
 - Customer service training (unified cast) standards
 - Educate stakeholder on statewide/regional offerings (statewide success, not regional competition)
 - Regional promotional partnership (promote statewide success not individual success)

- Objectives
 - Cooperation between legislators and local tourism stakeholders in their districts
 - Governor who continues to relay the importance of tourism in this economy
 - Regional tourism forums two times a year and to encourage and help competing counties, municipalities join together to work on regional promotions and/or partnerships
 - Strategy: regionalism → communication, legislators, develop strategic partners

- Objectives
 - Regionalism between CVBs
 - Work with all stakeholders to maximize resources i.e., advertising
 - Develop sponsorships with corporations
 - Participation with Pure MI regionally/nationally
 - Create a great value region by states
 - Strengthen Detroit image
 - Move competition, high speed rail to bring visitors out via Chicago and Detroit

Collaboration, Cooperation and Partnerships II

Flip Charts

- Objective 1: Continue the growth of private non state funding support for Pure MI campaign, explore option to create a foundation for future funding
 - Strategies
 - Survey methods for securing private funding support for the Pure MI campaign
 - Membership dues tax-exempt donations
 - Partner with a hotel chain (e.g., Holiday Inn) to create a passport travel package that offers discounts/experiences for returning or visiting various MI destinations
 - Licensing fee for Pure MI
- Objective 2: Expand awareness and value of governor's tourism collaboration awards
 - Strategies
 - Promote collaborative partnerships for awards/recognition throughout industry at all times during the year
 - Media releases
 - Spot on Pure MI page
 - Free advertisement in travel ideas
- Objective 3: Build trust first, then create a unified voice and message for the tourism industry to legislator
 - Strategies
 - Develop common messages from network communications in number 2
 - Conduct symposium of leadership from industry association to create a unified voice to elected officials (MACVB, MLTA, TICOM, Travel MI)
- Objective 4: Encourage affordable regional networking opportunities for the tourism industry. Share goals and share success stories
 - Strategies
 - Engage with MEDC regional groups attend meetings
 - Monthly webinars by Travel MI
 - Revitalize interagency tourism group within state government
 - Inventory educational opportunities for all aspects of the industry recognizing time and financial limitations exist for many

Facilitator Notes

- Create a network in which you share common goals
- Some place to share success stories
- Provide seed money for initial project and expansion projects

- Create competition for best private/public collaboration awards and expand value or winery GTIC award (?) and free advertisement in MI travel ideas magazine
- Build trust first then create a unified voice and messaging for the tourism industry to the legislator
- Develop an inventory of public and private tourism attractions on both state and regional levels (print/online)
- Continue the growth of private non state funding support for Pure MI campaign, explore option to create a foundation for future funding
- Encourage more affordable regional networking opportunities for the tourism industry how do you foster
- Data question: do measures association and other tourism association have national organizations or other mechanisms for crossing stakeholders

Individual Objectives and Strategies Sheets

- Objectives
 - Develop inventory of public or private tourism attractions on both state and regional levels
 - Identify potential tourism opportunities to increase attraction to specific locations
 - Package tours of similar and compatible activities
- Objectives
 - Continue growth of private/non-state financial support for campaign
 - Develop marketing themes by niche and/or geographic area/region
 - Promote notion of tourism jobs can never be out sourced
- Objectives
 - Continue collaboration awards at tourism conference
 - Encourage more opportunities for affordable networking opportunities for those members of the tourism industry who are not hoteliers and develop partnerships
 - Allow people to engage at different levels
 - Revitalize interagency tourism group within state government and assist with these efforts

Funding and Financing

Flip Charts

- Objective 1: Identify and educate relevant stakeholders to create support for funding
 - Strategies
 - Regional and town hall meetings that educate and unite, increase stakeholder participation
 - Do we shout out about the investment our owners invest?
- Objective 2: Increase state funding for Pure MI by 10% per year through 2017
 - Strategies
 - Identify new funds like tax on campgrounds, rustic attractions, etc.
 - Increase service tax to 2% on car rental, eateries, sports equipment, etc. businesses to pass on to consumer
 - Increase financial relationships between Travel MI and businesses by 50% by 2017 (number of partnerships)
 - Develop data/info base that supports ROI and other benefit of Pure MI campaign → promote to public
- Objective 3: Create revolving fund for infrastructure improvement
 - Strategies
 - Look at Missouri sales tax as a successful funding model
 - Tax resource users, timber, gas, oil, water, air, use for tourism development
 - Increase room tax and broaden its core for all aspects of tourism
 - Invest in tourism for a return “Kut (?) start”
 - Change airport fees
 - Tax all recreational equipment for use in conservation
 - Require cabinet departments to contribute line items to fix tourism infrastructure
 - Require convicted violators to pay a fee for decreasing the good MI experience
- Objective 4: Create revolving fund for low cost loans for small tourism businesses
 - Strategy: Secure funding from MI Council of Foundations to help coordinate all non-profits grow tourism

Facilitator Notes

- Identify and educate relevant stakeholders to create support for funding. How will this benefit me, those who will benefit should pay
- Increase state funding for Pure MI by 10% per year through 2017
- Establish a minimum level of state funding and additional tax on all industry providers (“service tax” untapped markets)
- Broaden use of room tax and add new sources

- Create revolving fund for improvements, lower cost loans for small tourism businesses
- Charge resources users for what they use (gas, oil, etc.)

Individual Objectives and Strategies Sheets

- Objectives
 - Add percentage to accommodation tax for Pure MI
 - Increase key stakeholders to develop support with contribution
 - Attempt to establish a minimum level of support from state
- Objectives
 - Based on ROI, increase funding for Pure MI campaign by 10% each year for five years
 - Increase regional financial partnerships with GL states
 - Increase regional financial business partnerships with Travel MI by 50% by 2017
 - Increase strategic accommodations tax by 2% to include car rentals, restaurants and create a story for use (kayak sales, tax ?)
- Objectives
 - Education program to create support for any financial initiative (how will benefit me?)
 - Service tax
 - Invest in tourism for a return
 - Activities that are participatory that can improve tourism, improve individual corporations but are done for a fee
- Objectives
 - Re-prioritize MI from a corrections state to a natural resources and tourism state and reallocate existing resources
 - Partner long term emerging green industry and ask them to invest in natural resources and stewardship of environment
 - Connect industry to the effect of the industry on the environment and require industry to invest in effects
 - Seek billionaires to adopt MI and preserve its natural resources
- Objectives
 - Broaden the “room tax” to be used for all aspects of tourism
 - Tax recreational equipment for use in nature tourism
 - Create revolving fund for infrastructure improvements and to create a low cost revolving loan for private small business
 - Charge an airport fee
 - Those who will benefit should pay
 - Charge resource fund users for what they use and place into fund for tourism
 - Sales tax following the Missouri model for conservation

Product Development

Flip Charts

- Objective 1: Create more and more vibrant welcome centers at key locations or entry points
 - Strategies
 - Theme each welcome center around the local tourism attractions and place brand
 - Identify visitor routes
 - Located welcome center to access points
 - Renew/revitalize welcome centers
 - Connect welcome centers to current technology, visual emphasis
 - Use technology to stimulate/excite visitors and facilitate planning
- Objective 2: Refurbish travel routes to be quick and comfortable (road, rail, boat)
 - Strategies
 - State dollar match federal dollar for road improvement
 - Statewide assistance to increase air carrier
- Objective 3: More billboards to promote MI experience especially outside state
 - Strategies
 - Try MI experience
 - How do we measure effectiveness?
 - Match out of state billboards with radio/TV advertisements
 - Increase industry sponsorship billboards
 - Find a different way to promote tourism applications, social media, etc., billboards are counter to the beauty of our state
- Objective 4: Cultivate story tellers to promote Pure MI
 - Strategies
 - Identify and recruit MI expatriate celebrities to be the storytellers
 - Making memories
 - Create blog
 - Identify Michiganders who live out of state who love MI
 - Can we utilize existing Pure MI blog?
 - Teach how to story tell well
- Objective 5: Develop non motorized transport throughout MI
 - Strategies
 - Advocate for development of motorized/non-motorized transportation links e.g., bike racks on trains and busses
 - New cycle trails

- Expand from just trails to the whole concept of “place making” see MI municipal league
 - Identify gaps of connectivity
 - Develop groups and drive connections
 - Offer incentives for private sector investment
 - Continue growing Kalamazoo River Valley trails and connect all trails throughout MI
 - Expand high speed rail
- Objective 6: Determine products/interests for international tourists
 - Strategies
 - Through MI.org website send email blasts?
 - Have Travel MI develop and deploy a survey to determine international travelers experience interests and needs Detroit urban core is attracting young European tourists

Individual Objectives and Strategies Sheets

- Objectives
 - Develop RFP process to promote MI as the place for the event (i.e., family reunion, military reunion, classic auto show, etc.)
 - I like Pure MI because it tells our story, it is us- let’s get others to tell our story
 - Develop and enhance non motorized infrastructure
 - Pure MI count down
- Objectives
 - Install Pure MI signs for regions, attractions, go to channel, radio
- Objectives
 - Create and enhance quick, comfortable and safe travel routes (refurbish roads, air, boat, and rail)
 - Ensure safe experience, public safety, crime, food safety, travel safety
 - Regularly interact with well trained, good mannered staff
 - Unique experiences, travel tech connections
 - Asset development
- Objectives
 - Determine product/experience interests of expanding international visitor markets
 - Support the development of the NITC (bridge to Windsor)
 - Support/advocate for developing more motorized, non motorized transportation links
- Objectives
 - Locate welcome centers and access points

- Develop more welcome centers/routes
- Enhance welcome centers
- Energize
- Connect with technology and stimulate, execute visitors facilitate/assets with their planning
- Renew, revitalize welcome centers locate welcome center to “busy” access points

Promotion, Marketing and Communications I

Flip Charts

- Objective 1: Broadening reports back from visitors to MI for continuing Pure MI campaign (i.e., testimonials, context, anecdotal)
 - Strategies
 - Stay on cutting edge of social media opportunities
 - Reward submission of “memory moments” online (photo accompanied) to provide qualitative feed back for Pure MI and CVB promotional use. Aim for 1,000 submissions first year, 12 month timeframe, 10 prizes ranging from “return trip” to inclusion in next campaign
 - More requests for continuing feedback
 - Tie into a contest/promotion

- Objective 2: MI is in top places to visit (no longer 37th)
 - Strategies
 - Everyone in MI needs to know how important tourism is to the economy
 - A place to come to not just to pass through
 - Next goal for Pure MI and our convention
 - Continue nationwide campaign
 - Further define markets, expand into more markets when appropriate
 - Re-evaluation new and existing partnerships to determine best promotional angle (one size does not fit all in partnerships)
 - All goals and strategies for all goal themes should fit under this objective!
 - Collaborations and partnerships should be created with the goal of putting MI in top 10 places to visit
 - Funding and financing should be aimed at putting MI in top 10 places to visit and so on

- Objective 3: Increase percentage of urban/rural travelers in MI in summer (June-September)
 - Strategies
 - Hub and spoke development
 - Increase percentage of travelers, focus on urban areas of MI. What major attractions draw our guests... tie into i.e., S.H. Fest and Taste of Kalamazoo
 - Tie into kids and family. How do you attract them for their family vacation in June through August? Social media moms! Dollar amount back to schools and an amount to a scholarship for MI students?
 - Focus on distance from high populated area or summer attractions (i.e., Kalamazoo is 45 minutes to South Haven) and tie into urban experience
 - Understand visitation trends to urban vs. leisure destinations in summer months
 - Bigger focus on urban/rural areas in social media, media FAMS etc.

- Objective 4: Validate conversion from entry to visitation being consistent throughout the industry (audience industry stakeholders and elected official)
 - Strategies
 - Visitor survey and hotels
 - Develop industry wide conversion methodology to determine effectiveness of advertising to inquiry to actual visitation
 - Surveys and questionnaires at hotels and attractions
- Objective 5: Broaden “niche” market advertising/promotion. Further define “our” markets. Exp versus region
 - Strategies
 - Identify unique attractions i.e., brew pubs, wineries, historical sites
 - Niche market social media i.e., Meet ups etc.
 - Support vertical market development teams e.g., ???
- Objective 6: Broaden national and international markets and address the negative image of MI
 - Strategies
 - Multi-lingual, target four season visitors (e.g., boating, color tours, snowmobiling, skiing, fishing)
 - Determine which international visitors are most likely to travel to MI then identify the promotional opportunities to communicate to them effectively
 - Broaden and continue current efforts

Individual Objectives and Strategies Sheets

- Objectives
 - Focus on culinary
 - What is the next city/county highlights?
 - How do destinations get involved? (email, web, blog, Facebook)
 - Is there an entire state message?
 - 45% of travelers come June-August, raise 5%, focus on shoulder months
 - How is spending tracked?
- Objectives
 - MI as a destination increases to top 10 states
 - Continue nationwide campaign
 - Further define markets
 - Re-evaluate partnerships to see what is most effective, one size does not fit all within partnership parameters
 - Continue to move the needle on how many people are aware of Pure MI
 - Continue nationwide campaign and continue to evaluate markets and mediums

- Objectives
 - Transition of activity from inquiry into actual travel to the state
 - Determine ways to market leisure activity to business travelers
 - Communicate consistently accurate visitor spending data to media
 - Identify ways to have residents help attract visitors to the state
 - Audience: industry stakeholders and elected officials, goal is to validate conversion from inquiry to visitation
 - Audience: residents of the state of MI, goal is to empower them to promote and encourage visitors

- Objectives
 - Create a constant “buzz” about MI as a place where there are cool things happening (social media, VFR, job creation)
 - Overcome negative image of MI in the minds of potential national and international visitors (bridge, relentless positive action)
 - Develop niche markets to get deeper into traveling groups with special interests (wine, food, history, natural resources, boating, birding, cycling, music, sports). Move beyond the general tourist
 - Hub and spoke development

- Objectives
 - Broaden MI’s appeal as family-friendly state in digital media by soliciting “memory moments” online through submission of photo and accompanied anecdote, prizes at end of year for 10 best memories
 - Goal for submission in a 12 month year is 1,000

- Objectives
 - Develop national and international advertising campaigns
 - Multiple media, internet (travel sites, social networks, search engines), TV, cable, print, radio
 - Feature unique natural, historic, and cultural resources
 - Keep information current and up to date

Promotion, Marketing and Communications II

Flip Charts

- Objective 1: Continue to commit to current Pure MI marketing strategy by new word smith copy with same delivery
 - Strategies
 - Integrate technology into campaign
 - Keep Tim as the voice and keep current production style for 5 years

- Objective 2: Broaden footprint of MI.org by ?
 - Strategies
 - Increase Facebook and other social media
 - Give ability for CVBs to pull statistics on people visiting their listings on the Pure MI website
 - Make it easier for CVBs to upload information on their assets to the site. Upload data for events
 - Ability to link to each assets social media

- Objective 3: Explore new diverse audiences and expand print and physical and online advertising to new and unexpected places
 - Strategies
 - Sponsorship or TMPI program (tourism marketing partners initiative) for special events deemed "Pure MI" (marathons)
 - Interactive experiences, creation of smart phone app and games (Jib Jab, e postcards)
 - Additional advertising in Delta foreign cities that come into Detroit
 - Unexpected ad sites, place ads in surprising places such as on a commuter plane between Detroit and Chicago or an international flight or in a movie trailer of a movie benefitting from the film incentives (tax rebates) or on clothing exports made in MI
 - Incorporate out of state story, experience, visit, memory, My Pure MI

- Objective 4: Itinerary builder, create a "hotwire" type booking agent for northern MI... MI site. Make it easy to plan vacation
 - Strategies
 - Itinerary builder that includes all properties and/or a booking widget i.e., ARES or similar widget with the commission going to fund the Pure MI campaign
 - Build "Disney World" style all-inclusive booking widget for Pure MI website
 - Links to other attractions within one hour drive

- Objective 5: Reallocate some marketing dollars to convince and fund MI infrastructure improvements for tourism
 - Strategies

- Gain support for new four lane freeway from Greenbay to I75
- Gain support to finish 131 to Traverse City
- Regional collaboration and involvement with government officials/state and local
- Educate Michiganders on importance of access
- Direct department head of government to have a tourism line item

Individual Objectives and Strategies Sheets

- Objectives
 - Grow the TV/online advertisements for the international market
 - Expand the print advertising (ex: on a plane, on exported products from MI, in movies filmed in MI that benefit from tax) in reward unexpected places
 - Increase the online presence of Pure MI with social/interactive sites or applications
 - Create a sponsor program for events like a marathon to advertise to out of staters
 - Create a passport-like program in partnerships with hotels
- Objectives
 - Regional collaboration to cross market, cross promote, and or combine efforts to bring in more visitors (i.e., wolverine line 194 corridor)
 - Strengthen/expand the Pure MI website so it's easier for CVBs tourism partners to market their assets and their events, etc. (ability to upload information, to link to social media, to pull statistics on people visiting the Pure MI site who looked into their page) and to broaden footprint of MI.org
- Objectives
 - Track Pure MI advertisement outcomes to encourage increased funding
 - Identify new markets with current visitor information (Wisconsin ?)
 - Increase Pure MI exposure at foreign Delta airport terminals (flying direct to DTW)
 - Create a one stop shopping site for booking northern MI vacations online
 - Continue current creative strategy by industry artists to submit their copy ideas
 - Allocate marketing funds toward convincing MI to improve roads to Traverse City area from the south and to I75 from the Green bay area
 - Out of state, story teller experience/visit/memory story, "my Pure MI"
 - Better integration of technology
 - Communicate events to tourism stakeholders (if we don't know, can't promote)
 - Make tourism 2nd largest
 - Create experiences people don't now they want to do yet
- Objectives
 - Explore new diverse audiences for our radio advertisements
 - Evoke memories that stretch across generations
 - Winter here not Utah or Switzerland (?) besides radio and TV (??)

Public Policy and Government Support

Flip Charts

- Objective 1: Define the industry (primary and secondary members)
 - Strategies
 - Design online questionnaire which helps identify tourism partners and stakeholders
 - Work within MI department of revenue or database company to obtain list of tourism beneficiaries businesses (SIC codes)
- Objective 2: Educate the industry (size, nature, diversity, etc.)
 - Strategies
 - Provide the industry with electronic alerts to policies and legislation that does or could impact their business (include letter templates for industry to write their legislature/policy maker)
 - Seminar session at tourism conference on how/what to discuss with your legislator
 - Provide the industry with the ROI and relevant data to use when attempting to influence legislator/policy makers and make the case for support
 - Create an education and certification program for industry workers on MI's tourism
- Objective 3: "Grade" current policy makers on their industry knowledge/support
 - Strategies
 - Create a public policy committee to list issues
 - Hire lobbying firm to separate legislators into four groups: no support, less support, more support, secure support (also by industry sector)
 - Issue annual report on tourism related legislation voting record
- Objective 4: Educate policy makers about industry (based on grade)
 - Strategies
 - Invite elected officials to tour and spend time in destinations/on activities
 - Specific focus on legislators who want less or no support, find industry supporters to help encourage their legislators to support
 - Meet individually with legislators who support to find out how they could support at a greater level
 - Host industry meet and greet continually in Lansing (industry-wide)
 - "Pints and Politics" or breakfast events, host informal conversation events for businesses to talk with local and state policy makers
 - Determine what few components to grade has to be understood
- Objective 5: Clarify access to and usage of trails (motorized versus non-motorized) for all users (all origins, abilities, etc.) and other multi-use areas

- Strategies
 - Signage of use, international symbols
 - Cross country skiers also

Facilitator Notes

- Policies and laws that don't put limits on use and growth
- More winter
- Educate equipment and empower/educate/raise awareness of policy makers re. size and extent and diversity of tourism industry
- Motorized vs. non motorized trails, clarify access/usage (all users)
- Define the industry (10 +20)
- Educate industry, state and regionalized research and relevant policy. MI wide version of CTA letters to invite legislators data toolkits share social media
- "Grade" policymakers on current stance re tourism, identify specific, most relevant policy makers and key industry liaisons

Individual Objectives and Strategies Sheets

- Objectives
 - Identify the specific policymakers (group) and tourism supporters that associate with them
 - Create ongoing communication mechanism
 - Survey group to see what ROI they want to see
 - Orchestrate events to share ROI with group
 - Survey group to see who supports at level, less level, connect level, greater level (?)
 - Find out who supports member of group who supports at no level ? less level
 - Work with those supporters to encourage no support/less support to move to current support level
 - Work with current support group to move them to greater support
 - Basically repeat the same process of identifying and encourage to participate with key constituents and supporters of each member of the group
 - In other words, all politics is local. Locals provide the justification. Create specific supporting material for each policy maker to be shared by the supporter/key constituent
- Objectives
 - Educate industry, ROI data, industry imparting policy/legislation, MI tourism education
 - Equip industry
 - Educate, equip, empower
 - ROI data, conferences, invitations to policy makers to events, invitations to partners to industry meetings, toolkits for sharing facts/data, sharable social media data

- Objectives
 - Invite and encourage elected officials to attend Travel Commission meetings in their districts
 - Invite elected officials to tour and spend time in top destinations in MI
 - Encourage travel partners to join legislator's social media pages
 - Share tourism impact with local legislators
 - Meet quarterly with elected officials to share news and information in travel industry
 - Send handwritten thank you notes to legislators when tourism related bills are passed

- Objectives
 - Not to make laws to inhibit opportunities for growth of your industry (ex: outdoor recreation, how to make areas available for both non motorized and motorized activities)
 - Forms of revenue both public and government agencies to make them sustainable but also a better value than neighboring state activities

Resources and the Environment

Flip Charts

- Objectives 1: Increase awareness of MI's vast outdoor, cultural, and heritage resources
 - Strategies
 - Multi language mi.org
 - Promote the vast amount of attractions and areas in MI via website
 - Use college and universities to increase volunteering for stewardship and preservation of natural resources
 - Provide volunteer opportunities for tourism transformation
 - Centralize catalog online with access information (directions, cost, activities, etc.)
 - Catalog options in each area
 - Improve accurate understanding of natural and environmental features (catalog outdoor activities) translate accurately
 - Promote Detroit as our "urban" experience
 - Focus on place making
 - Determine our world class "souvenirs"
 - Determine our world class destination
- Objective 2: Increase international visitors by __%
 - Strategies
 - Increase transportation linkages from major international airports to outdoor destinations
 - Make international travel more user friendly. Have proper transportation and language accommodations
 - Determine major untapped international origin markets
 - Match international origin culture to MI destination
 - Advertise in airports with direct international flights to MI
 -
- Objective 3: Increase awareness of affordable options for travel in MI
 - Strategies
 - Develop cost translations for sought after products of MI (emphasize value!)
 - Make people aware of the price options for vacation in MI
 - Affordable means different things to different people
 - Cross cutting..
 - Study and use Costa Rica as a model
 - Train tourism providers i.e., customer service
 - Understand the audience needs and desires
 - Develop partnerships with MI nature centers (60)

- Objective 4: Increase access link transportation from Detroit to other areas of state (rural, etc.)
 - Strategies
 - Connect DTW to out of state destinations
 - Develop boat/ship cruising
 - Free or reduced cost layover in Detroit
- Objective 5: Increase opportunities for transformational experiences in travel
 - Strategy: Focus on “experiences” that lead to transformation

Facilitator Notes

- Increase awareness of vast outdoor resources. Include more geographic areas of tourism, different business interested in tourism to acknowledge diversity of the state (e.g., Drummond Island)
- Catalogue of all the places available and see what
- Catalogue and promote world class destinations (Isle Royale)
- Continue to increase websites and applications
- Connect rural to metro
- International transportation, increase transportation opportunities so they can get to outdoor experiences, increase bus travel
- Increase awareness of diversity of MI as more than Detroit. Trails and parks, resorts, every mile
- What is MI recognized/known for?
- Awareness, affordability, experience, copper mine tours
- Increase awareness of affordability to travel in MI. Promote affordability vacations direct them to resources e.g., DNR site for campgrounds see the beauty of MI while being frugal
- International market, increase international visitors by __%
- Determine major untapped original markets, maybe they are not
- Determine ???? MI match and profile e.g., differences between Mexico, India, China
- Who wants to come to MI and who has resources what is the consumer culture in those origin place i.e., in MI you need a car to get places, do people want to drive on their vacations, getting people to their destinations

Individual Objectives and Strategies Sheets

- Objectives
 - Determine major untapped international origin markets
 - Determine tourism consumer culture in those origins
 - Determine MI attractions that match origin demand
 - What are our world-class destinations?
 - How do we make them accessible?
 - What would you buy if you came to MI?

- How do we communicate language translation (translators?)
- Objectives
 - Improve accurate understanding of both common and unique natural and environmental features of MI (catalogue outdoor activities)
 - Increase transportation opportunities that will take visitors to the out of doors
 - Regionalize the state into environmentally different zones
 - Renew school trips (real and virtual)
- Objectives
 - Partnerships with the over 60 nature centers in MI
 - Partnerships with the farms, markets, you-picks, to take advantage of growing interest in food and MI top industry
 - Create “places” more place making
 - Create trails, excursions, adventure travel, experience transformational, resorts (60s style), Detroit (draw Europeans) cruises
- Objectives
 - Catalog, funding sources, websites/applications/electronic media, state advocate for public/private

Service Excellence

Flip Charts

- Objective 1: Develop training criteria to achieve Pure MI status by 2012
 - Strategies
 - Standard training for half CVB staff in 2013
 - All CVB staff by 2014 or renewal
 - Establish Pure MI partnership service excellence compliance deadline
 - Work with existing partners to develop criteria and determine appropriate participation

- Objective 2: Assess strengths and weaknesses of visitors' experience via service provided by 2013
 - Strategies
 - Give prizes for visitors who fill out "Michigan Experience" form
 - Results used to identify general behavior which need improvement and specific locations
 - Partnership with Trip Advisor
 - Use social media to solicit guests
 - Research and collect survey tools
 - Develop tool to assess service quality
 - Implement tool survey online reviews at airports, attractions, etc.
 - Survey of post visitors research on Trip Advisor, Yelp, etc.
 - Follow-up collection of data with training

- Objective 3: What four words that should follow every campaign to depict service excellence
 - Strategies
 - Contest for 2013 governor's conference
 - Four words to become our challenge or mantra

- Objective 4: Pure MI scholarship for students employed in HSP
 - Strategies
 - Any student in service business can apply. Supported by boss/owner to be voted on MI based college

- Objective 5: Every MI resident needs to understand the value of tourism and how it effects them
 - Strategies
 - MI a great place to be from or to go to
 - Pure MI take test when renewing driver's license
 - Media/outreach campaign to residents showing "what's in it for them" tourism employees go through CTA training

- Tag Pure MI advertisements with messages to our citizens to be welcoming
- Objective 6: Continue post Labor Day school law
 - Strategies
 - Demonstrate benefits to more than leisure destinations
 - Continue work with MLTA mount grassroots efforts necessary. Tell people the importance of the legislation

Individual Objectives and Strategies Sheets

- Objectives
 - Assess strengths and weaknesses of visitor experiences via a service provided by 6/30/2013
- Objectives
 - Statewide CTA program, take test through license renewal
- Objectives
 - What four words that should follow every campaign to (?) service excellence
 - Pure MI scholarship for student that is employed in HSP. Doesn't have to be a HSP student
- Objectives
 - Every MI resident should understand the value of tourism and how tourism dollars affect them (man on the street, attractions, hotels, restaurants, airport)
 - Post labor day
- Objectives
 - Develop training criteria to achieve Pure MI partnership status