

Notes from March 27 Visioning and Goal-Setting Session: Product Development

Defining the Theme and its Significance

PD is important especially the way technology is changing the way we travel
Tech driven apps- initiating planning

New products mean new opportunities to attract visitors and get regulars to come back again

There are great products in MI- need to find ways to collaborate and cross promote with themes

Themed itineraries, immersive experiences, take what we have and repackage it

Transportation systems

Food destinations

Pure MI has started it

Art, gold, wine, beach, beer, outdoor, technology, electric car, global target

Pure MI as a product

Beer state

Festivals and events

Product= water (everyone wants it)

Encourage people to post video experiences

Ultimately, the industry is sustained by the attractiveness of the MI product offering

If we want to be a global player, we need globally attractive product. We have international upscale attractions

Product development- wind industry, trails, new upscale hotels and resorts, cuisine locally grown food and homemade products, art festivals

MI is the product

Change way we travel, electric car changes *illegible*

Beer and wine

Package things

People- ambassadors

Transportation

Fresh waters

Global connection- technology/leisure

Consumer

New upscale cuisine, become year round product, promotion

Elective green, *illegible*

Immersive experiences

Education standard, get experience

We need to continue to invest back into the state to build year round value
Getting much better, but need to work better together throughout the state

Pure MI is a product/brand that describes the water, parks, and attractions that they offer

Defining the Future of the Theme

Super rail system in place
All hotels and restaurants have charging stations
Businesses have properly trained employees in customer service

Real life, unique experiences
Simple/clear/consistent products and message
Cutting edge technology

Technology applications for all tourism products make it easy to get around and explore the state's offerings: destinations, food, retail, outdoor, urban, suburban etc.
I find many one of a kind immersion experiences
I can take rapid transit anywhere and connect to remote places via green transport systems including cars, *illegible*
Michigan citizens are excited and happy to speak positively of their state

Multilingual- diversify
Recreation, cultural, educational
Flow- good neighbors
Ease of travel from DTW to all corners of the state
Technology= consistent message from all areas of the state
Pure MI is a way of Pride in life

Technology
Michigan- go back in time with technology
City-wide families
International marketing
Rapid green transit
Awareness

Hands on experiences
Green- water- *illegible*
Tech based on individual wants
Simple, clear, consistence
Cutting edge tech, free Wi-Fi
Rapid transits, green tech, connect urban and rural
High level of awareness of MI
Pure MI a way of life
Microchip bracelet

Tech changes- parks Wi-Fi capable
CUB/FAM tours for tourism field
Better attitude

Transportation- buses, rail

Tech, apps
Customer service, MI pride

Elements of a Goal Statement

Creating a tech savvy and eco friendly MI with ease of access for visitors to our state (and the Michiganders will be proud to call home)

Deliver enhanced visitor expectations

Innovation, collaboration, deliver enhanced visitor expectations

Improve/focus on Pure MI's most important, or first, product: people

To create a unique and diverse program of experiences for tourists

To embrace *illegible* for improved visitor experience

Tech transportation: develop, create, plan, implement, advocate, lobby, prepare, re-invent, transform, expand, and improve

Advocate for a statewide transportation that services all tourists: trains, planes, all modes of transportation (autos, bikes, alternative, etc.) making travel in and around the state- from urban to rural areas- convenient and easy

Deliver enhanced visitor experience

Leader

Eco focused

Tech friendly

Enthusiastic and living attitude of pride in Pure MI

Educate diversity- ready for a global communication

Energetic, systematic, adventurous, transport, education, people, tech

Forward thinking with tech

State with service and unique experiences

Green, eco friendly

Forward thinking

Personable, friendly