

Notes from March 27 Visioning and Goal-Setting Session: Promotion, Marketing, Communications

Defining the Theme and its Significance

Pure MI advertising campaign- national recognition
Feature natural resources, city destination, unique assets
Build Pure MI brand- player in Brand USA
Use of conversations to promote- blog, trip advisor

It is a core focus to truly create economic impact with a call to action focus
Very collaborative and broad- also very regional (in state, recently nationally, little internationally)

Michigan tourism has national recognition
Natural parks, unique destinations, culture ingrained
People want to experience uniqueness

It is how we communicate our brand. It sets the stage for the visitor (internal and external)
Pure MI has helped unify our industry and residents

Develop and communicate brand, brand awareness, attributes
Act as a stimulus, generate interest
Facilitate action
Great at the above for late start
How get better at all levels
International
More strategic branding in key US markets
How deliver brand promise all time at all levels
Some point- need actual leads

Within outflow of communication and news
Core flaws- *illegible*
Things are good, brand recognition is high, and more effort could be undertaken

This will create/provide a visual representation of what visitors “see” Michigan to be
The image needs to convey the beauty, excitement, arts, etc. Michigan has to offer
A picture is worth 1000 words
This creates a recognizable image for MI
Resurrect (?) roots

Share the experiences of MI
Share, educate, inform of what MI has to offer
Info sharing

A good start. The brand is out and people love the campaign. Now we need to share and communicate with those individuals less familiar with MI and the state's offerings. Travelers are focused on experience travel. There are so many experiences to share about MI

MPC means everything- we should excel at this and it should be one of the first things we think about. Spreading the word about MI and promoting the state. Communication among the org and all tourism industry people seems a little lacking- could be better
A little top heavy in getting the word out about MI. We also need to better develop/communicate better with the infrastructure (CVB directors, hoteliers, etc.)

PMC is the center piece of the tourism industry in terms of letting others know what MI has that is unique

MPC means everything-negative communications can kill momentum. Positive can take you anywhere. What communication cannot achieve, marketing and promotion can deliver a packaged idea, image, call to action, invitation, frame an experience in ways communication cannot do

Building a brand (identity)- communicating/selling and evaluating/measuring

Everything- ability to draw tourists is only as good as marketing that drives them here
PMC

Voice of the state- ability to execute what MI has to offer. From TV, brochures, to the customer experience on vacation. All elements through the channel
Customer service- what is the PM customer service/experience plan look like?

illegible... grow this industry PMC has to be utilized in all ways. Using all available resources to communicate to the public about Michigan's product
They have never been better with increased resources at local, regional, and state level.
Also a high degree of professionalism

It means getting the word out there; putting Michigan on the national and global it means communicating with audience sharing our "secrets" so they're not secrets anymore- they're things/experiences/adventures to be discovered. It means money for our area, putting a visual and story telling aspect to our state creating, participating in and being the focus of conversation

We can create a fabulous plan, without effective efficient, strategic MP and C we have need to create the plan
Continually improving... still a ways to go, but good

Creating interest and spurring the desires in people to explore MI and turning that into action. Discover, explore

Getting the word out to potential visitors to our state. Determining measurable objectives and strategies as we work toward the promotional efforts
Very and Pure MI brand still building momentum. The process is still on the rise of the curve

Defining the Future of the Theme

Embrace the use of peer recommendations (Social Media and Brand Ambassadors)
Collaboration within Michigan theme
Pillars themes (one of a kind) used to build brand
Win more awards
More to spend nationally and internationally

Easy, cool and interactive website to plan from (Michigan.org)
Trip planning resources on web and my phone
Awesome video content I can share with my family and friends for planning
Place to read amazing stories of other Michigan travelers

Stronger collaboration- mutual give and take
Building on the increased knowledge of tourism experiences
Social media has been used to full advantage
Marketing/promotion has built on peoples' brand loyalty
MCP nationally has brought people in

Stronger national reach
Delivering on Pure MI brand
Tourism conferences have increased attendance (diversified)

Different regions and destinations are part of PMC, but have distinct identities
Detroit does not drive the image of MI outside of MI
There is a tremendous mix of international travelers
The huge influx of travelers has not only increased travel economic impact but led to new business development

Pure MI still exists
Technology usage has helped bridge the gap between people unaware of MI's offerings
Extension of international advertising- specialization, advertising, outreach, specific
Video content?

More attention promoting local MI artist
Community support very strong
Wine industry now acknowledged as world class
Music unification- Interlochen, Motown, Jewel, other musicians including classical come together to show MI music- "the music of MI"
Film industry destination resulting in MI beauty and beautiful offerings display across the movie industry (translate into different languages)

Nationwide/international reach and media coverage
Easy access to state info (Michigan.org)
Not marketing: improved roadways, airfare prices
Social media- target non-MI residents

Collaborate on theme (art, beer, music, food)
Transition (brand loyalty, delivery on the Pure MI promise)

The entire state's service, lodging, attraction, etc. Employees are delivering the best service I've ever had because of travel MI led the industry wide change to give excellent customer service!

Everyone around the state talks about how great MI is because the collective self esteem of the state is awesome!

Service people and industry leaders are highly aware of everything MI has to offer

MI products are famous worldwide

MI has a worldwide recognition- known worldwide

Social media has allowed the tourist to get info from other tourist about their experience

International campaigns have inspired travelers globally

State speaks with one voice

Mantra adopted by residents and visitors

Influences are everywhere/everyone- brand ambassadors!

Welcoming and friendly residents

Synergistic message with evolving partners

Large mix (international) of repeat and new customers

80-90% of marketing is a choice based on consumer preferences

International visitors are in the majority

MI is ranked in the top 3 summer tourism destinations in America

All businesses are actively promoting the products and services in a positive way working with their communities

Education within leadership in keeping businesses on the cutting edge about trends

Everyone in the state is aware of the state's tourism

YouTube, Facebook, and Pinterest

Social media real people's experience shaping much of the industry. No longer is it us holding the microphone- it's the people themselves and they're looking to us for more second hand info- not first hand. Certain media will remain twisted (?)

Lots watching to see where we appear online to participate and share in conversation and reporting

Much more international driven marketing. Much more drive to be excellent in customer service

Social media/review sites/augmented reality... *illegible*... QR codes/interactive tours

Social media trends

Cohesive industry- awareness and reinforcement of state's brand/image

Visitors are more aware of statewide offerings as a result of a consistent campaign and connected messaging

No county is left behind- full representation district
And Implementation of the state brand (training)
More participation statewide
Welcoming and friendly residents and how great MI is
Aware of what the state offers

Expansion and explosion of social media outlets
Streamlining of social media as leaders such as Twitter and Facebook knock out competitors
Growth of visitors willing to share info such as checking in on FB or marketing are in Google places
Continued sharing of apps like flickr and YouTube of photos and videos

Elements of a Goal Statement

Deliver the Pure MI brand to all visitors

External: promoting the Pure MI brand with innovative energy in all channels. Nationally and internationally

Internal: build collaboration through creative funding and partnerships with a unified Pure MI focus

Enhance, create, develop, and deliver

Create and deliver initiatives and experiences that will build and grow

Grow the brand and deliver the promise

Create and deliver initiatives and experiences that will build and solidify

Experiences, ambassadors, passionate, collaborative, diversification, uniqueness, education (create and develop)

Increase the Pure MI brand for the state while enhancing regional/attributes and collaboration

Ensure that the state can deliver on our brand promise

Emphasize the pillars of this diversity from farm fresh to urban culture to outdoor adventuring

The state of MI's tourism industry will be a technology relevant organization reaching our regionally, nationally, and internationally to promote, market, and communicate the incredible diversity of Pure MI, emphasizing the diverse assets from culture to urban

Welcoming travelers from around the world

Come discover Michigan Wonders

Reach the national and international markets

Attract people to the state

Build the brand

Collaborate: build the brand with promotion and education within the national and international markets to attract travelers to MI

Inspire residents everyone to communicate and to proclaim the best of MI to the world, nation, state, and community

Inspire everyone to communicate the Pure MI experience

Inspire, experience, educate, and communicate

Explode myths (weather and accessibility)

Become model for a destination that delivers a complex experience- regardless of what of the visitor defines as the ideal experience

Increased financial resources (collaboration, partnerships, larger local/state funding)

Showcase, elevate the touch points and awareness of Michigan

Measure results

Effective measurability PMC

ID million advantages in state

Empower, educate our residents to all become advocates for our state

Promotional collaboration between the state and local DMO's without so much control at the state level (i.e. drive web traffic to local partners not just to Michigan.org)

Inspire travel to and within Michigan through effective marketing. Creative promotion and cohesive communications

Full implementation of the Pure MI brand throughout all counties, regions, and governmental agencies for tourism, economic development, and natural resources

Translate our web info into Chinese, Hindi, and Brazilian [Portuguese]

Create an environment, create a plan

Create, plan, market and promote, flexible, meet the customers' needs, Pure MI brand

Create a marketing/promotions/communication plan which meets the customer's need and inspires the Pure MI experience