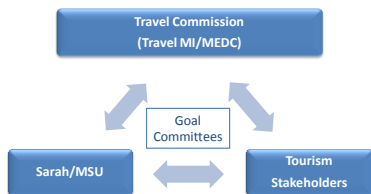


Implementing the 2012-2017 Michigan Tourism Strategic Plan: 2015 Annual Meeting of Committees



Implementing the 2012-2017 Michigan Tourism Strategic Plan

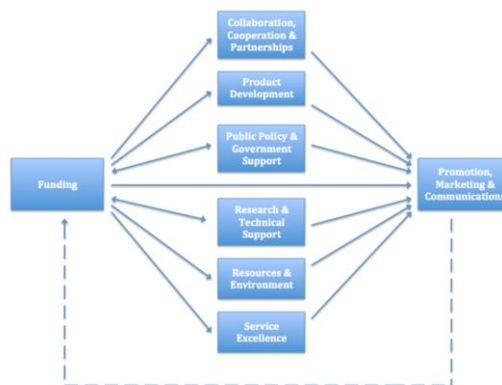
The 2012-2017 Michigan Tourism Strategic Plan – developed and implemented with continuing input from tourism industry stakeholders via a process facilitated by MSU and under the leadership of the Travel Commission.



"For the industry, by the industry."

Welcome

Roger Curtis, President, MIS, and Travel Commission Chair



Agenda/Materials

- * In your packet:
 - * Travel Commissioner committee roles
 - * Committee members
 - * Governance/funding structure
 - * Year two progress report
- * Committee Reports x 8 – Co-Chairs – 5-7 mins + discussion
- * Closing comments/final discussion
- * All materials inc. PPT at <http://tourismplan.anr.msu.edu/>



MTSP Breakout Sessions

Monday 3:15-4:15pm

- * Service Excellence – outline of proposed statewide Pure Michigan Promise hospitality training program
- * Product Development (obj. 2 trails) – update on trails-related developments
- * Promotions, Marketing & Communications – release of Michigan Bicycle Tourism Marketing Plan



MTSP Breakout Sessions

Tuesday 10:45-11:45am

- * Product Development (obj. 1 transportation) – presentation on/by "Safe Roads YES" coalition

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Collaboration, Cooperation and Partnerships

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Collaboration, Cooperation and Partnerships

Foster a culture of public-private collaboration, cooperation, and partnerships – across the state and beyond – to continue to unify the tourism industry and help grow Michigan's economy.

Co-Chairs = Julie Sprenger and Brad Van Dommelen

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Prioritization of Objectives

1. Grow and strengthen partnership programs and communicate their success to the industry.
2. Establish an online statewide toolbox or clearinghouse to support collaboration, cooperation and partnerships.
3. Increase the number and diversity of participants at the annual Governor's Conference on Tourism and in the associated industry awards program.
4. (On hold) Support the establishment or revitalization of regional tourism development organizations.

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Progress Made in 2014

1. Completed survey of Pure Michigan Partnership Program participants and shared information with survey respondents, Travel Michigan and the Travel Commission.
2. Identified two relevant associations (MRA and SBAM) and met with their leadership to explore ways their associations could better collaborate/partner with the tourism industry.
3. Continued to maintain the LinkedIn industry toolbox (395 members, needs more engagement).

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Plans for 2015

1. Increase participation and use of the LinkedIn toolbox.
2. Distribute 'Why Tourism Matters' newsletter piece to MRA and SBAM.
3. Develop a list of underdeveloped Michigan tourism products where excellent product exists and would benefit from partnership development and collaboration.
4. Redo the Pure Michigan partnership survey (4th quarter) with the new partnership opportunities and include those DMOs that have never participated and those that have discontinued participation.

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Funding

Secure adequate and stable funding for all strategic plan initiatives.

Co-Chairs = Jerome Toney and Steve Yencich



Objective One

Increase funding for the Pure Michigan tourism campaign to \$50 million by 2017 and establish Michigan in the top five highest funded states for tourism marketing.

Current funding = \$29 million, rank = 7th
Proposed funding for 2015-16 = \$30 million



Objective Two

Identify sources of and raise sufficient funds to meet costs of other (non-promotion/marketing) strategic plan initiatives.

The MI Tourism Plan Fund current balance is \$36,653.29.



Funding Support

- Amway Grand Plaza (\$2,500)
- Boyne Resorts (\$5,000)
- Bronners Christmas Wonderland (\$500)
- Da Vinci's Inc., Frankenmuth (\$150)
- Discover Kalamazoo (\$2,500)
- Experience Grand Rapids (\$750)
- Frankenmuth Bavarian Inn (\$500)
- Frankenmuth Convention and Visitors Bureau (\$2,500)
- Grand Hotel (\$5,000)
- Great Lakes Bay Regional Convention and Visitors Bureau (\$5,000)
- Greater Lansing Convention and Visitors Bureau (\$500)
- Jackson County Convention and Visitors Bureau (\$250)
- Meijer (\$500)
- Michigan International Speedway (\$5,000)
- Michigan Lodging and Tourism Association (\$5,000)
- Michigan Manufactured Housing, RV and Campground Association (\$1,200)
- Petoskey Area Visitors Bureau (\$1,000)
- Sault Convention and Visitors Bureau (\$1,000)
- Sugarhigh Bakery, Frankenmuth (\$250)
- Susan Sherer (\$500)
- Tiffany's Food and Spirits, Frankenmuth (\$500)
- Traverse City Convention and Visitors Bureau (\$1,000)
- Ypsilanti Area Convention and Visitors Bureau (\$500)
- Zehnder's of Frankenmuth (\$1,500)

Industry Research

- International Student Study by Dr. Sarah Nicholls, Michigan State University
- TICOM-Michigan Tourism Advocacy Toolkit





Available under Implementation tab, under 'Contribute to the Implementation of the MTSP' at <http://tourismplan.anr.msu.edu/>

INVOICE
Initial Funding for 2012-17 Michigan Tourism Strategic Plan Implementation

I would like to donate: Other \$500.00 \$1,000.00 \$2,500.00 \$5,000.00

Payment Options:
 Check Enclosed
 Make check payable to:
 MI Tourism Plan Fund, Inc.

Credit Card *Circle One:* Amex Visa MasterCard Discover

Card Number _____
 Expiration Date _____ CID _____
 Print Card Holder Name _____
 Amount \$ _____
 Card Holder Signature _____

MI Tourism Plan Fund, Inc.
 2175 Commons Parkway
 Okemos, Michigan 48864

Contributions to "MI Tourism Plan Fund" are deductible as a reasonable and customary business expense.



Product Development

Enhance infrastructure to support the delivery of a world class Pure Michigan travel experience.

Co-Chairs = Mike Busley and Chris MacInnes



2012 -2017 Michigan Tourism Strategic Plan Product Development

Prioritization of Objectives

- 1) Objective Two:** Support establishment & showcase Michigan as a state with diverse, extensive and high-quality network of motorized, non-motorized & water-based routes and trails
- 2) Objective Four:** Increase access to capital for travel-related businesses
- 3) Objective One:** Support improvement & increased awareness of quality, connectivity & diversity of tourist transportation options to and throughout state
- 3) Objective Three:** Enhance the visitors in-state travel experience

2012 -2017 Michigan Tourism Strategic Plan Product Development

Progress To Shout About

Objective Two: Establish & showcase MI trails

- Legislation to support MI as a trails state including the Governor's Signature Trail, Iron Belle
- Workshop with multiple stakeholders (MDOT, MDNR, local government, private sector) in Marquette, showcasing best practice development of Iron Ore Heritage Trail
- Collaboration with PMC to create Bicycle Tourism Marketing Plan

2012 -2017 Michigan Tourism Strategic Plan Product Development

Progress To Shout About

Objective Three: Enhance visitor's in-state travel experience – US state-level tourism competitiveness index developed based on 22 travel effectiveness factors (MI ranked 9th)

Objective Four: Increase Access to Capital – Supported creation of an investment forum (Meet the Money)

Objective One: Support quality of MI transportation network – With industry advocated for public investment in highway infrastructure

2012 -2017 Michigan Tourism Strategic Plan Product Development

2015 Work Agenda

- Meet 3 times
- Continue work establishing & showcasing trails network
- Support increasing funding for MI's transportation
- Share results of State Tourism Competitiveness Index with industry partners to help understand strengths and gaps
- Explore options to increase industry's access to capital
- Finalise IOHT/Marquette trails best practices document and share with industry

Promotion, Marketing and Communications

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Promotion, Marketing, and Communications

Strengthen and grow the Pure Michigan brand through effective mediums at the regional, national and international levels to attract first-time and repeat visitors.

Co-Chairs = Roger Curtis and Barry Owens

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Objectives – Equal Prioritization Current figures listed in progress report

Objective One: Increase regional and national awareness of the Pure Michigan campaign from 70% and 36%, respectively, in 2011 to 80% and 50% by 2017.

Objective Two: Increase visitor spending from \$17.7 billion in 2011 to \$21.5 billion in 2017.

Objective Three: Increase the return on investment on Pure Michigan from \$4.90 in 2011 to \$6 by 2017.

Objective Four: Improve Michigan's desirability as a place to visit (per the Portrait of American Traveler Report) from 28th in 2010 to 15th or better in 2017.

Objective Five: Increase the Pure Michigan campaign's presence in international markets.

Objective Six: Increase Canadian visitation to Michigan from 1.54 million in 2011 to 2.15 million by 2017.

Focus = how to assist Travel Michigan in achieving these objectives via extending/strengthening of the Pure Michigan brand

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Progress made in 2014

- Michigan Forum on International Tourism (a LinkedIn group launched Sept. 2013) now has 239 members – please join!
- Survey of 350 MSU international students complete; follow-up focus groups in progress
- Michigan Bicycle Tourism Marketing Plan complete
 - To be presented Monday afternoon
 - One community/advocacy group, Pedal Holland, already formed as a direct result of this planning process
 - Companion marketing plan template also written, to allow other niches to replicate the plan development process

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Plans for 2015

- Finalise MSU international student study and develop recommendations re. how to engage these students as 'Michigan tourism ambassadors'
- Assist bicycle sector with implementation of Bicycle Tourism Marketing Plan
- Develop niche marketing plans for beer and equestrian
- Support redevelopment of michigan.org

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Public Policy and Government Support

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Prioritized Objectives:

Objective One – TOP PRIORITY: Improve understanding of the value of tourism and support for the tourism industry among state legislators, county and local officials, businesses and residents.

- Develop legislative toolkit to educate industry members on how to advocate with public officials
- Establish relationships with tourism focused legislative committees
- Develop brief presentation highlighting key tourism stats/impacts and share with relevant groups

Objective Two: Improve existing and develop new organizational structures to enhance public sector interaction with and support of tourism policy and planning activities.

Public Policy & Gov't Support Committee: Progress Made / Plans for 2015

- Encouraged industry members to attend tourism related hearings in the MI State Legislature.
- Co-Chair testified at first organizational meeting of the new House Tourism & Outdoor Recreation Committee, introducing our Strat Plan committee and its work, and offering its support to the House Committee.
- Co-Chair has met with all the new legislative leadership to discuss the importance and value of Michigan's tourism industry.
- Secured the attendance at a meeting of our Strat Plan implementation committee of Rep. Bruce Rendon, the new Chairman of the House Tourism & Outdoor Recreation Committee, where we shared our respective committees' objectives and our mutual commitments to work together.
- Secured support for TICOM's request to the new MI Tourism Plan Fund for funding support for the Advocacy Toolkit project. Toolkit is now live: <http://mitourismadvocacy.com/index.html>
- In the process of developing a MI tourism impact stats PowerPoint that MSU Extension personnel will share with local county commissions.

Public Policy and Government Support

Empower the industry to encourage policy-makers at all levels to support the travel industry.

Co-Chairs = Jon Nunn and George Moroz

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Public Policy & Gov't Support Committee: Progress Made in 2014

- PP&GS Committee met 4 times in 2014.
- Committee Co-Chair and Committee member testified before MI House Transportation Appropriations Committee about the critical importance to the tourism industry of having a sound, high-quality transportation infrastructure in the state.
- Recommended to Travel Michigan that local state legislators and municipal officials be invited to all MI Travel Commission meetings.
- Sponsored Travel Industry Coalition of Michigan's (TICOM) funding request to Travel Commission's funding body to develop an online advocacy toolkit available to all industry members.
- Discussed and proposed that TICOM and other interested organizations participate in advocacy efforts on several federal matters, including: support for US funding for US Customs plazas for NITC and Blue Water bridges, and opposition for the proposed nuclear waste repository in Ontario, less than 1 km from the shores of Lake Huron.



NEWS
Travel industry news links are posted and archived. Visit this link for the latest news and updates.
[MORE](#)

EVENTS
Legislative events and timely activity updates are listed here.
[MORE](#)

U.S. TRAVEL ASSOC.
The national destination marketing organization for the travel industry and Brand USA deliver powerful economic impact for all 50 states and creates American jobs.
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LINKS
Quick access to statewide information and resources are just a click away.
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Tourism Industry Coalition of Michigan

NEWS

[2015 Governor Rick Snyder State of the State Address](#)

[2015 Michigan State of the State Address Proposals](#)

[Recreation Plan to Fix Michigan's Roads](#)
(Source: Michigan Governor Snyder's office)

PURE MICHIGAN MICHIGAN TRAVEL COMMISSION TICOM
Tourism Industry Coalition of Michigan

LINKS

[Michigan Governor's Office](#)

[Michigan Legislature](#)

[Michigan Tourism Industry Strategic Plan](#)

[Travel Michigan](#) (general website)

[Travel Michigan](#) (tourism industry news)

[U.S. Travel Association](#)

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Tourism Industry Coalition of Michigan

Research and Technical Assistance

PURE MICHIGAN

Research and Technical Assistance

Establish a central, easily accessible and inclusive information system to capture and share timely, relevant and reliable industry research.

Co-Chairs = John Madigan and Melisa Thom-Brown



Objective One: Define & prioritize the research and technical needs of the other 7 plan goals.

Progress: This responsibility has been shifted to the Travel Commission per the Funding & Governance Structure developed in 2014.

** No further action to be taken by the RTA committee.*

Objective Two: Develop a financially sustainable online information system to capture and share relevant industry research.

Progress: Survey of CVBs' research activities and needs conducted. County level economic impact identified as one of the most critical needs. This need will be addressed with new Tourism Economics data commissioned by Travel Michigan.

In 2015
 ... work with Travel Michigan, PPGS + CCP to share new economic impact data
 ... identify/address next tier of research needs



Resources and Environment

PURE MICHIGAN



Resources and the Environment

Be internationally recognized for our stewardship of – and rich opportunities to experience – our natural, cultural, and heritage resources.

Co-Chairs = Christian Øverland and Maia Turek



Objective #1

Support and expand efforts to inventory resources critical to Michigan tourism and communicate results to relevant entities

- Committee recognizes DNR contract to create data house of all trails and trailheads.
 - Piloting in Marquette
 - Contain amenities found within Google maps
 - EDC Summer 2015
 - Phase 2 will add other communities interested in partnering.
- Committee recognized Michigan's Iron Belle Trail initiative which will create opportunities for Trail Towns

Objective #2

Identify key issues facing and threats to the integrity of Michigan's tourism resources and raise awareness and support for these issues.

- Water-related issues and historic preservation identified as two most significant areas of concern
 - Nine boards identified for future engagement with the committee
 - Praise from the committee for the Michigan Cares for Tourism initiative
 - Support from the committee for Invasive Species eradication funding from the General Fund

Objective #3

Raise the profile of Michigan's tourism industry as a national leader in resource quality and stewardship

- Planning 2015 development/sponsorship of a Michigan Tourism Stewardship Award
 - Establish and reward best practices
 - Increase awareness of resource quality issues
 - Create national buzz around efforts of Michigan tourism to maintain a "Pure" Michigan

Service Excellence




Service Excellence

Foster a culture of service excellence that allows us to deliver on the Pure Michigan promise.

Co-Chairs = Larry Schuler and Jennifer Zieger



Prioritization of Objectives

- * Objective One: Define "service excellence" and "The Pure Michigan Promise" and share these definitions with the industry.
- * Objective Two: Improve our D.K. Shifflet leisure visitor satisfaction scores and maintain a ranking in the top five states.
- * Objective Three: Establish and increase satisfaction and intention to return/recommend levels among national and international visitors.



2013 Progress

* Define "Service Excellence"

We are passionate ambassadors of Pure Michigan, committed to creating memorable experiences and igniting our guests with an undeniable desire to return to our state.

- * A Ambassadors
- * C Creating
- * M Memorable
- * E Experiences



2013 Progress ... cont.

* Define "The Pure Michigan Promise"

We promise to take pride in exceeding your expectations with a heartfelt and unforgettable experience, leaving you eagerly anticipating your return to Pure Michigan.



2014 Progress

- * Shared definitions at 2014 Governor's Conference
- * Discussed development and implementation of a statewide "Pure Michigan Promise" training program
 - * Investigated possibility of aligning with CTA program
 - * Will present alternative recommendation at tomorrow's breakout session

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2015

- * Develop RFP for training program
- * Seek preliminary funding (for program development) from MI Tourism Plan Fund (program itself self-sustaining)

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