

Notes from March 27 Visioning and Goal-Setting Session: Collaboration, Cooperation and Partnerships

Defining the Theme and its Significance

MEDC, Pure MI great partnership opportunity
MLTA, MEDC, MACVB great collaboration
Not much discussion of our loop to B to B (DT Association, DDA's, MML) chambers especially with smaller communities in rural areas
Now we all have a place in the tourism wheel

"On a good way"
Channels are open
Some good foundations *illegible*
Everybody is happy with PM campaign and enjoying profit from it

I believe we are moving in a great direction with industry partnerships, especially those offered by Travel MI. However, I also believe we sometimes highlight even more our state's best known destination rather than introduce new locations to current or potential visitors to MI> I also feel we are sometimes territorial (geographically) the visitor does not care about any of this- they want to go where the product is, nothing more, nothing less

Good start. Still have regional rivalries/competition. Some have stepped up to the plate in a big way others are not engaged
Regional partnerships strong, but partnerships outside region still not common
Need to fund partnerships based on verticals/interests rather than geography

Unification in messaging... somewhat disconnected

Very important- particularly in this day and age of limited resources that we all work together to avoid duplication and all speak from the same sheet of music

Strong chain of requires strong links- analog to auto industry- manufacturers, reps, equipment suppliers, all working together- apply to tourism- all facets of MI working to highlight the state by involving each geographical section with their strongest USP
Lots of concentration on SE MI needs to incorporate more areas- SW/central/north

Accomplishment
Solid, could see improvement

What one business doesn't have, I have seen many other businesses give (small business to business)
Pure MI with Coke

We are just scratching the surface
Haven't even identified many of the possible collaborators
Potential is much greater than the accomplished
Just beginning to get the word out to potential collaborators

Collaborating, cooperating, and partnering with organizations to promote our tourism industry

Partnerships- Coke

Cooperation- properties, CVBs, restaurants

Collaboration: all parts of the state are coming together for one purpose

Defining the Future of the Theme

Financial industry is instrumented by providing small business startups for attractions
MEDC and MDOT collaborated on community enhancement plans and incorporate a net aspect into system to ensure investment success (i.e. facades, business recruitment to help shape culture)

Rural and urban seamless info for experiences

Every group is well connected

Communication is open and well established

Illegible ... east to collaborate and synergize

The industry has a clear leadership

There are no losers in the industry

Themed tours/trails by interest, not geography

Dedicated funding support from legislative that incorporates private partnership dollars to increase

Infrastructure which is consistent throughout state (quality of roads, signage, welcomes)

Michigan is known as premier destinations, especially in the Midwest, for a whole host of activities. Focus on vertical

Have interests in geographic regions working together to promote a "MI" experience, making it easy for visitors to tailor their trip to their interests

Destinations talk outside of region on regular basis to see what is working, store successful ideas

More cooperation between promotional politics

Case in point Munising the "western gateway to world famous pictured rocks"

NL and Hinwathas?

COC

Explore Munising

More cooperation between state agencies

For whatever the incentives to come to MI (golf, fish, boat, snowmobile, attractions, etc.) you taken step by step on how to get to your destination and accomplish your goals easily

More technology opportunities to book a trip on one site. Complete with videos and virtual tours of specific points of interest

Synergy among industry cooperation among commercial interests and government/private sector

All destinations are connected/there is promotion to go from one leisure/urban area with tourism spots on the way

Visitors do not feel they have to sacrifice one activity for another

You would have to have a lot more/better of all
Better and more functional partnerships
A focused vision that takes all parties' thoughts and needs into account
More cooperation to a better tourism industry state whole and not just individual areas

There is wide understanding of the value of agritourism to Michigan's economy and fun
There is close linkage between where people want to go and providers of means to get there
There is the availability (online or however) to plan a varied Michigan experience on a regional basis

Urban destinations are promoted and partnered with leisure destinations
Multiple partnerships are collaborative

Elements of a Goal Statement

Tools, structures exist and are being used

Infrastructures

Duplications of services are eliminated

Public/private partnerships

Common understanding of mission

Clear understanding

Create multi-dimensional partnerships which increase visitation (visitor spending revenue)

Continued commitment to promoting an inclusive "MI experience"

Embracing commonalities to deliver a seamless travel experience

To reduce fragmentation and duplication among promotional entities

To encourage public and private, state and federal organization to work together and maximize their resources

Collaboration statewide with manufacturers, tourism, and agriculture- common industry goals to promote state at business and consumer level. Common messaging (not competitive)

True synergy

Cooperation

Financial success, measureable

Work as one

Adhere

Invest technology dollars- public, corporate, private sources- to broaden and deepen info on internet by personal interest categories

Who is travelling, how long, transportation method, trip budget, and specific interests?

Identify and categorize all potential parties of interest who could be part of the collaborative process

Identify the barriers to these potential parties becoming part of the collaborative process

Identify means to tear down the barriers

Being collaborating!

Bring in facilitators to brainstorm all over MI to ID synergies

Better infrastructure

More focus on technology

Synergy

Emerging
“Michigan Experience”