**Collaboration, Cooperation and Partnerships I**

Flip Charts

- Objective 1: Increase avenues and vehicles for stakeholders to become involved. Be inclusive of all stakeholders
  - Stakeholders
    - Identify local or regional initiatives to be brought into statewide plan
    - Create methods for stakeholders to communicate with each other easily
    - Establish central database of resources
    - Schedule long term meetings calendar

- Objective 2: Establish a network of stakeholders and participants. Develop and foster regional collaborations
  - Strategies
    - Determine partnership criteria
    - Establish partnership structure
    - Select partnership leaders
    - Create methods of communication

- Objective 3: Expand connections with non traditional statewide initiatives and plans that advance tourism resources
  - Strategies
    - Identify non traditional initiatives/plans/coalitions and connect with management/leadership to being align efforts
    - Identify initiatives in the state that support, protect, or advance resources
    - Develop standard language/communication to use when connecting with non traditional partners
    - Establish central recording database to track organizations and businesses connected and make available to all stakeholders
    - Identify action the industry can take to engage with and support identified initiatives

- Objective 4: Increase access to multiple destinations from primary tourism stop/site to make it easier for consumer
  - Strategies
    - Develop theme tourism around specific activities (e.g. birding, lighthouses, waterfalls, and horseback riding
    - Invite stakeholders to engage with access related issues through regular updates and communication
    - Develop regional themes for visits to a specific region of MI
    - Create sample language for organizations to promote themes at a regional or local level

- Gather rail, train, bus, etc. transportation providers to explore partnership opportunities
- Identify gaps, in linkage between access and transportation travel modes

- Objective 5: Increase connections and partnerships internationally, nationally to develop tourism that focuses on MI's unique assets and features
  - Strategies
    - Increase contacts with Chinese tourism
    - Develop relationships with other states to promote the regional assets internationally
    - Partner with national and international organizations that specialize in natural resources travel including non profits
    - Fund the extension of Pure MI into more foreign countries, especially China

Individual Objectives and Strategies Sheets

- Objectives
  - Increase avenues/vehicles for collaboration to take place
  - Increase avenues/vehicles for stakeholders to become a part of "something"
  - Develop regional (capacity building) teams/group to assist smaller more local entities to collaborate both locally and regionally
  - Utilize existing partnerships as pilot/demonstrations/examples

- Objectives
  - Be inclusive, be sure to include all stakeholders. I am an equestrian and they have not been included in Michigan's unique features
  - Strategies
    - Identify local or regional initiatives to be brought into statewide institute
    - Develop themes for tourists - birding, lighthouses, waterfalls, horseback riding - suggested itineraries
    - Develop regional themes for visits to a specific region of MI

- Objectives
  - Network, participants, shareholders
  - Central repository/resources
  - Long term schedule/meetings
  - Partnership criteria/structure/leaders

- Objectives
  - The tourism industry will tie into, leverage, and support initiatives and statewide plans that bolster tourism resources such as the Great Lakes
  - Establish means to provide access to tourism destinations and attractions and promote visitation to multiple destinations during one visit (to go from city to city

and place to place) this to me is about how people can get to places (transportation rather than the destinations)
- Paint a picture of visitation across the state lines based on a theme such as birding or magnificent mile, stopping to draw people across state lines)

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**Collaboration, Cooperation and Partnerships II**

Flip Charts

- Objective: Create an entity to facilitate partnerships among similar entities
  - Strategies
    - Show players mutual benefit of collaboration
    - Define what collaboration/part ship for mutual benefit means for profit organizations
    - Provide incentives for collaboration
    - Foster network among partners
    - Sharing resources: meeting space, volunteers, contacts
    - Offer yearly opportunity to collaborate with tourist non profits to volunteer on much needed projects and clean ups
    - Community information board for events
    - What happens after the plan is funded? Where to go from there? Yearly check ins? Progress?
    - Have funeral homes do live events and sponsor opportunities
    - Using old schools etc. for community events
    - Collaborate outside industry with non traditional partners identify who they are
    - Partnerships with the Arab community
    - Acknowledge role of small grassroots organizations in revitalization of communities
    - Hold public-private gatherings to inform about the goal and receive and develop ideas for achieving the goal
    - Identify and reserve if there are associations Michigan tourism but provide opportunities to collaborate

Individual Objectives and Strategies Sheets

- Objectives
  - Provide opportunities for public/private gatherings to inform about the goal and secure and develop ideas for achieving the goal
  - After gatherings have concluded (over a period of time) e.g. six months, create a committee to develop strategy based on the information called from the gatherings. It is key to show the "players" the benefit of collaboration

- Objectives
  - MI tourism act as a facilitator for potential partners
  - Identify potential partner to collaborate on program such as hotel properties and attractions. Facebook campaign website recognition
  - Create packages for added value, combo package
  - Reduced membership rates among associations
  - State funding to help promote/implement partnership

- Actively pursue potential partner. Be receptive to partnerships, referrals, cultural coalition

- Objectives
  - Build relationship with major corporations that have a direct and indirect relationship with the tourism industry
  - Rebuild the film industry relationship

- Objective: Increase by 20% the number of Chinese tour operators that Travel MI has a partnership with
  - Strategies
    - Teach Chinese customs and culture to tourism providers
    - Teach basic Chinese language

- Objectives
  - Increase number of partnerships by 10% in state
  - Grow awareness by 10% of Pure MI brand internationally
  - Move MI to 5th in tourism spending

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**Funding and Financing**

Flip Charts

- Objective 1: Create a formula for funding increases to Travel MI based upon the % of tax revenues or economic impact of tourism spending
  - Strategies
    - Determine the actual tax revenue by year for the decade to demonstrate trend
    - Determine percent of funding based on a minimum of 23$ million
    - Write legislation to guarantee funding
    - Bring the industry together and get bill passed
    - Get statistical data from Pure MI and any agency/source that can provide the information
    - Compile information and call accurate data
    - Create an ad hoc committee to determine the financial formula
    - Funding increase; advertisement, radio TV

- Object 2: Use a portion of the increased funding to fund the partnership portion of the strategic plan
  - Strategies
    - Committee to work on partnerships
    - Consult additional persons- draw up a plan

- Objective 3: Determine greatest benefactor of tourism and ask them for a) volunteer contributions and b) special assessments
  - Strategies
    - Greatest benefactors might participate in an assessment
    - Make a list of benefactors
    - Determine the benefits (income, publicity, goodwill)
    - Take them to lunch to explain
    - Follow up to get buy in
    - Determine the benefactors through statewide data and how to approach them

- Objective 4: Government funding on all levels
  - Strategies
    - Research to see what's out there
    - Research, contact proper authority

- Objective: Grants, international and domestic
  - Strategies
    - Travel MI may act as vehicle to identify grant opportunities and notify potential recipients. For example, grants available to historic churches
    - Research opportunities for grants to which we are eligible for

- Create a grant program through Pure MI funding to allow small entities successes

- Objective 6: Seek out in-kind services
  - Strategy Research potential partners and offer opportunities

- Objective 7: Sponsorship opportunities
  - Strategies
    - Sponsorship opportunities continue to seek sponsors repeating the Coke promotion
    - Show and determine benefits of sponsorship meet with potential sponsors
    - Research larger MI tourism destinations, determine best way to approach, and approach and offer ways to sponsor tourism

- Objective 8: Partner with Canada, specifically Ontario
  - Strategies
    - Lobby with Canada
    - Create ad hoc committee with all applicable tourism
    - Brainstorm ideas for stronger partnerships

- Objective 9: Matching funds
  - Strategy: Research and approach all avenues for matching funding

- Objective 10: Partner with non tourism business to expand opportunities
  - Free event tickets to non tourist businesses
  - Determine possibilities, create a strong strategy, and approach
  - Leverage partnerships to secure/unlock additional funding for large scale projects/initiatives
  - Approach companies like Ford Motor to create a national campaign highlighting MI ("pure") destinations

- Objective 11: Encourage industry members to facilitate fundraising events to support strategic plan initiatives
  - Strategy: create an official committee and collaborate to work toward the goal

- Objective 12: Identify programs currently duplicated by Travel MI and the strategic plan and facilitate cost sharing
  - Strategies
    - Identify duplications, create plan, execute
    - Expand the Longwood study and the Shifflet studies to be more inclusive and cost share

- Objective 13: Consolidate the fragmented funding for lobbying into a single tourism PAC
  - Strategies

- Explain benefits of scale by lobbying together
- Work with state tourism bureau, secure meetings, create a plan and implement

- Objective 14: Creation of a statewide tourism incremental financial authority
  - Strategies
    - Create a statewide TIF to prepay bid costs based on anticipated tax revenue

Individual Objectives and Strategies Sheets

- Objectives
  - Collaboration, cooperation, and partnerships must continue and grow with corporate partnerships
  - Product development
  - Promotion, marketing, and communication requires guaranteed funding of no less than $25 million support local tie in legislation based on ROI
  - Public policy and government support- lobbying must continue by TICOM, Hotel Associations, MACVB and individual bureaus but there must be a champion
  - Research- engages more state universities. Involve CVBs to share
  - Resources and environment

- Objectives
  - Have matching funds
  - Meet with corporate exec
  - Have fundraising events
  - Seek grants

- Objectives
  - Government funding (national, state, and local)
  - Apply for national, international, and state grants
  - Offer research (learning) opportunities to institutions of higher learning for research and technical assistance
  - Financial support from larger MI tourism destinations in exchange for increased publicity
  - Increased partnerships with Canada, in particular Ontario

- Objectives
  - Promotion, collaboration, service excellence, research and technical assistance, public policy and government support
  - Determine who benefits most (good source of funding)
  - Matching funds
  - Government special assistants

**Product Development**

Flip Charts

- Objective: safety, piece of mind, traveler road assistance. Increase perception of MI as a safe travel destination
  - Strategies
    - Deploy additional safety and visitor assistance personnel on travel routes
    - Develop application for locating closest help and or road assist and information (MDOT?)

- Objective: Develop the story and historic resources throughout the state (along MI historic highways, open ford highland park)
  - Strategies
    - Provide a factory heritage tour of ford piguette ford highland park, rouge
    - More Pure MI focused ads on MI's historic and heritage resources
    - Promote unique MI treasure historic and contemporary
    - Fund key public destinations at a sustainable level so they don't have crumbling infrastructure when people arrive in MI especially state parks. Lean on help from MSU DNR sustainable park development team
    - Restoration, Elobe Building, MI DNR, adventure center and state welcome center. Direct visitors around state
    - Open an automobile heritage welcome center

- Objective: Develop enhanced statewide model transportation options
  - Strategies
    - Tours industry advocate for enhanced transportation investment
    - MTWA partner with develop partnership
    - Establish regional transportation authority
    - Extend high speed rail connecting from Montreal through Detroit to Chicago and beyond

- Objective: Create/promote themed itineraries, total tourism packages development
  - Strategies
    - Use travel MI web platform to enable tourists to "build" their own customized comprehensive travel itineraries
    - Establish criteria for tourism themes
    - Post/list package or themes on Pure MI website

- Objective: More high end attractions to meet interests of growing international market
  - Strategies
    - Incentives to developer to build high end attraction
    - Develop some 5 star lodging properties and high end shopping experiences in metro Detroit

- Promote MI fine art to international travelers

Individual Objectives and Strategies Sheets

- Objectives
  - Increase perception of safety
  - Exploit things people want to do and see
  - What's unique? Strengths? Propriety

- Objectives
  - Package development. Bike around state (who caters, where to stay, repairs)
  - Automotive tours, all inclusive experiences, *illegible*

- Objectives
  - Open Ford Highland Park to a visitor experience
  - Provide a full auto heritage factory experience Piguette, Ford Highland, Park and Rouge
  - Develop the stay of each heritage route

- Objectives
  - Move high end attractions to meet interests of growing international tourism markets particularly Asian
  - Increased/enhanced statewide transportation options (trains, ships)
  - More innovation, focused attractions (themed) to help rebrand MI as center for American innovation

- Objectives
  - Fund state parks at least some of them, at sustainable park planning partnership
  - Support international preferences at our attractions. Not just language but also the appearance of the attractions
  - Strategies
    - Ensure there is adequate support for public destination MI i.e. parks, zoos, roads, et, don't present a crumbling infrastructure
    - Higher speed rail to destinations

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**Promotion, Marketing and Communications I**

Facilitator notes

- Diversify demographics of those visiting MI by increasing young urban professionals visits as well as other groups by 10%
    - Come visit your neighbors family we'll supply the _____
    - Focus on NY, Chicago, LA, Atlanta
    - Families make available affordable packages on website
    - Market to motorcycle groups

- Diversify the attractions and target populations in Pure MI campaign to "Music is Pure MI, Arts and Culture Is Pure MI, Sports is Pure MI"
    - Focus on arts smaller productions, little known venues. Local should be emphasized
    - Focus on urban agriculture
    - Volunteer tourism

- Increase desire of out of state visitor to visit MI to top ten
    - Strategy, research what makes MI uniquely desirable and types of experiences

- Market Detroit as "place to be reborn". Ground zero for art and music. People seeking place to start again. Trigger state wide pride, like Super bowl Chrysler commercial

- Promote literary trail, the trail. Elmore Leonard, Hemmingway, Thomas Edison, Henry Ford, Motown Museum

- Music heritage

- Create events around people

- Motorcycle, wine and bike tours. Brewery trails and tours packages for shoppers "dollar stores!"

Individual Objectives and Strategies Sheets

- Objectives
    - Increase Pure MI brand as defined by research numbers
    - Increase partnerships
    - Expand focus on international travellers beyond current countries
    - Increase social networking followers

- Objective: Develop application for smartphones

- Objectives
  - Grow the Pure MI ads in magazines that are on domestic and international flights
  - Build a partnership with the various means of transportation (greyhound, Amtrak) and work in collaboration to get the brand out that way
  - Raise the tax film incentives back to 26 million it brought money in for all industries in MI plus allowed for new businesses to form. It brought people here who normally would not come and were even interested in purchasing homes

- Objectives
  - Strengthen relationships with neighboring states
  - Identify meaningful partners

- Objectives
  - Non English speaking media
  - Positive views of Detroit outside of Downtown
  - Twitter, Facebook, web
  - Hispanic, radio, TV, web
  - Multi lingual
  - Visit family
  - Come home
  - Use foreigners as testimonials
  - Neighbors

- Objectives
  - Engage more groups or define existing partners and be more through with these
  - Define existing partnership, evaluate their role find ways to enhance and develop partnerships
  - Broader participation among desirability

**Promotion, Marketing and Communications II**

Flip Charts

- Objective 1: Increase the Pure MI brand awareness by 20% outside MI
  - Strategies
    - Continue existing mediums of advertising and increase "unique experience" content (breweries, exceptionally good music, Motown, rebirth of entrepreneurism, self opportunities to witness or experience)
    - By revising ads to emphasize urban rebirth

- Objective 2: Increase visitation from regional, national, and international sources by 10%
  - Strategies
    - Establish MI as destination
    - Build travel agents, airlines, promote MI
    - Create statewide packages
- Objective 3: Strengthen existing partnerships in Pure MI campaign strategically and forge new relationships
  - Strategies
    - Partnerships, evaluate to match through state of MI
    - Compute ROI to entice new investors
    - Benchmark successful partnerships (Mack, TC)
    - Develop multi-year contracts, in for long haul. Sense of stability

- Objective 4: Determine annual allocated budget for PMC
  - Strategies
    - Diversify budget, target to each country pending
    - Love the rebirth of Detroit, the place to go for a new start
    - Form of communication (billboard, web, print)
    - Spend money wisely, not all eggs in one basket

- Objective 5: Increase digital presence of Pure MI
  - Strategy: visit MI app (attractions, art, heritage)

- Objective 6: Diversify the attractions in Pure MI and target populations to include urban tourism
  - Strategies
    - Pure MI site
    - Brewery tours package
    - Wine tour packages
    - Fall bikes tours
    - Packages for shopping malls and outlet shopping

- Diversify attractions by Pure MI ads, research events that drew visitors, create subcategories (music, art, sports)
- Music is Pure MI, arts and culture
- Show ads of the nightlife, ballgames and tailgating, major plays and small production plays, music festivals, concert of colors, etc.

- Objective 7: Increase partnership in Pure MI campaign to include transportation and neighboring states by growing website hits

- Objective 8: Diversify demographics of those visiting MI by increasing young urban professionals visits/tourism and other groups by 20%
  - Strategies
    - Come visit your neighbors, we'll support the ___
    - Ads to young urban professionals
    - Families, make affordable offers online
    - Visit family Latinos (AZ, CA, NM)

- Objective 9: Celebrate MI- born citizens through commemorating their identity
  - Strategies
    - Living or dead
    - Welcome to the world, welcome to MI

- Objective 10: increase products of non English Pure MI ads domestically and internationally by 10%

- Objective 11: Increase ranking of out of state visitors desire to visit MI to top ten
  - Strategy: identify kinds of expectations (food, beer, city, birding) and target marketing around that experience

Facilitator Notes

- Strengthen existing partnership in Pure MI campaign and strategically forge new relationships
  - Evaluate dollar to dollar match through state of MI
  - Lower cost of entry for partners with smaller budgets but valuable experiences to participate
  - Computing the ROI to entice new investors
  - Benchmark successful partnerships (Henry Ford, Mackinac Island, Ann Arbor, Traverse City)

- Increase visitation from regional, national, and international sources by 10%
  - Establish MI as destination
  - Build relationships with travel airlines internationally and travel agents (like direct flights from Germany to DTW)

- Increase travel packages for families and environmentalists

- Increase digital presence of Pure MI by creating a "Visit MI" application and creating web banners, Facebook ads, strategy maps, QR codes, twitter, blogs

- Determine annual and allocated budget for PMC

- Analyze best medium for each market

- Diversify budget target to each

**Public Policy and Government Support**

Flip Charts

- Objective 1: Create a toolbox to educate people on how to work with legislators with successful examples
  - Strategies
    - Develop a "lobbying for dummies" publication. How to communicate with staff, how to communicate with legislator
    - Create a lobbying mentor list and how to step by step process in the handbook and have learning sessions for the industry

- Objective 2: Provide access to research including data from other states and ties back to ROI
  - Strategies
    - Utilize universities research grad level students as part of class or thesis
    - Partner with non traditional partners (AT&T, Consumers, Dow GM, Ford)and get their research information and experiences

- Objective 3: Statewide plan for tourism development (brick and mortar) regional development with statewide oversight
  - Strategies
    - Convene meetings like these with industry folks
    - Develop a strategic plan for the heritage route programs and identify themes and stories for each
    - Assure collaboration efforts to encourage access to departments that can provide brick and mortar improvement
    - State of MI tax form, check off to donate

- Objective 4: Encourage Travel MI to become a state department concentrating on marketing and asset development; engage corporate partners

- Objective 5: Engage legislators to attend governor's conference on a complimentary basis
  - Strategy: may have to offer incentives

- Objective 6: Develop a statewide tourism orientation for all new legislators (organized tour of entire state)
  - Strategies
    - All legislator to under go an orientation in four main sections of the state (the UP, western, southeast, and traverse city)
    - Needs incentives

- Objective 7: Ensure there is a balance of marketing woods/water and urban tourism
  - Strategy: Increase Pure MI ads to focus on urban experiences

- Objective 8: Create a reporting environment of sales tax revenue by zip code
  - Strategy: research to show that dollars are worth investing (ROI)

Individual Objectives and Strategies Sheets

- Objectives
  - No long term plan for the state
  - How does the travel experience and destinations fit in to a state list of priorities
  - Create a sense of place
  - Strategic plan for heritage routes

- Objectives
  - Sales tax
  - Research other successful tourism states to show legislators the dollars and numbers
  - More working tougher to provide large picture tourism packages (museum pass, music tour of Detroit, jazz sites, Motown, electronic, others)
  - Dedicated funding line not dependent upon who is in office

- Objectives
  - There has to be buy in from legislators. Need stability
  - Should be a great emphasis on urban tourism for buy in
  - Tourism should be a department

- Objectives
  - Send thank you messages when legislators pass tourism-friendly laws
  - Actively communicate with members and their staff members by actively participating with them both when you are looking and not working on legislation
  - Partner with non traditional partners I.e. AT&T, Consumers Energy, and Dow Chemical

- Objectives
  - Provide the industry with legislative toolbox "lobbying for dummies" and educate them regarding legislative lobbying protocol
  - Invite legislators to attend the governor's conference on tourism on a complimentary basis to increase their industry understanding and celebrate the industry's successes

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**Research and Technical Assistance**

Flip Charts

- Objective 1: determine what the industry's most urgent research needs are
  - Strategies
    - Develop and deploy an online survey to identify and prioritize data/research needs
    - Share specific data collected by individual businesses to data pool tourism development

- Objective 2: Determine who and where research data will be collected, disseminated, and managed
  - Strategies
    - Pure MI intraweb "log in" industry data
    - Pressure MSU to assume the role under its responsibility as a land grand institution

- Objective 3: Develop a monitoring strategy to make this resource self-sufficient
  - Strategies
    - Distinguish between data and research freely available to industry from data and research that's pay to play
    - Pay to play- give data to get data

- Objective 4: Tourism benchmarking beyond marketing data and info
  - Strategies
    - Use shared data… guide per site content and ads for needs as communicator by travelers
    - Conduct benchmarking research on: visitor satisfaction, national and international awareness, variety of tourism attraction inventory

Individual Objectives and Strategies Sheets

- Objectives
  - Pure MI intraweb Travel MI
  - Ingoing and outgoing data, supplied from travelers to industry partners to create norms

- Objectives
  - Determine what the industry's most urgent research needs actually are
  - Identify who and where research data will be collected and disseminated
  - Develop a monetization strategy to make this resource self-sufficient

- Objectives
  - Leverage university partnerships engage MSUE in helping to coordinate
  - Strategies
    - Engage faulty in meaningful ways to assist with this. Provide funding
    - Encourage support faculty collaboration

**Resources and the Environment**

Flip Charts

- Objective 1: Inventory resources by type
  - Strategy
    - Develop a "master resource" inventory that stakeholders use and contribute to so as to eliminate information being scattered through the state and not cohesive
    - Communicate and partner with state agencies, coalitions, associations, non profits, and universities to identify existing inventories and gaps
    - Survey diverse resource managers to gather accurate information to populate inventory
    - Establish a standard system for adding and updating profile information of resource (annual updates)
    - Establish a central inventory database accessible to tourism stakeholders and the general public
    - Be inclusive of all may enjoy and experience them

- Objective 2: Expand awareness and knowledge of resources (using inventory?)
  - Strategy
    - Develop usable information so users know of available locations to enjoy our resources
    - Create joint and collaborative marketing campaigns- either by theme or location
    - Market theme type itineraries to promote cultural, historic, or natural resources
    - Marketing music invite tourist, rich jazz history, Motown music history
    - Establish ways for tourist offerers to standardly promote their resources (by categories)

- Objective 3: Increase legislative support for policies that support stewardship of and opportunities to experience MI's resources
  - Strategies
    - Have a legislative day for stakeholders to promote the enjoyment of our resources (all types)
    - Encourage tourism industry stakeholders to contact and request legislative support for specific resources related policies
    - Create legislative updates that are regularly provided to tourism related stakeholders
    - Meet with incoming legislative freshmen to advocate for support and become a priority with their legislative focus
    - Partner with the league of conservation to gain support for stewardship of MI's natural resources
    - Work with existing advocacy coalitions to educate policy makers on the importance and value of MI's resources

- Objective 4: Expand opportunities to engage and experience MI's Native American culture and heritage
  - Strategies
    - Promote Indian culture by informing tourists of ways to experience it
    - Spend more time and money on promoting and designing offerings related to Native American culture and heritage
      - Develop partnerships with Native American councils to develop tourism experiences based on Native American culture and history (ways of life, spiritual, historic sites, etc.)

Facilitator Notes

- Inventory all resources, categorize by type
- Prioritize stewardship of natural resources to ensure they stay world class
- Create effective ways for resource managers to leverage the tourism industry's expertise (partners)
- Include all stakeholders that desire to experience natural resources
- Expand opportunities to engage and experience MI's Native American culture and heritage
- Increase promotion of ecotourism
- Expand funding to preserve historic sites. Increase legislative support for policies. Policy makers knowledge and support of protecting natural resources
- Increase policies that protect natural resources

Individual Objectives and Strategies Sheets

- Objectives
  - Inventory our natural resources to make them available to a variety of users
  - Include all stakeholders that desire to experience our natural resources
  - Expand knowledge of cultural resources
  - Expand knowledge of our historical resources
  - Strategy: be inclusive of all users of natural areas

- Objectives
  - Prioritize stewardship of MI's natural resources to ensure they are and stay world class
  - Expand opportunities to experience and engage MI's native American heritage and culture
  - Preserve and expand funding to MI's historic sites
  - Increase communication about MI's cultural offerings, especially those in the arts (including education)
  - Increase policies that preserve, protect and prioritize MI's wild spaces and wildlife

- Objectives
  - Require policy makers are knowledgeable about the resources in MI that create (increase) tourism and the means to protect such resources
  - Increase the type/amount of "eco tourism" advertising/promoting regionally and globally
  - Create effective ways for land managers/resource managers to leverage the tourism industry's insights and talent
  - Increase the focus on resource management and its impact on the state' economy

**Service Excellence**

Flip Charts

- Objective 1: Define service excellence and the Pure MI promise
  - Strategies
    - What is northern hospitality?
    - Statewide industry question
    - Focus group of diverse industry partners to identify what is service excellence. Service industry partners/ employee via email for input of service excellence destination
    - Waving is the sign of "hi"
    - To design service programs phrase of welcome

- Objective 2: Increase industry/employee awareness of meaning and importance of service excellence/ Pure MI Promise
  - Strategies
    - Display Pure MI promise- service excellence requirements on property or premises, easy to find
    - Service training for employees make them aware of Pure MI promise
    - Statewide service excellence awards such as Rose Awards
    - Discuss in staff meeting discuss during employee training
    - Provide clear concise data (in simple terms) to tourism partners to impact job performance
    - Roll out goal within test market to measure effectives and response
    - Create monthly themes, exercises or informational pieces for staff to improve and develop the Pure MI culture
    - Discuss during employee appreciation events
    - Place Pure MI promise requirements on industry partner websites

- Objective 3: Increase DKS satisfaction score to 8.8 by 2017
  - Strategies
    - Distribute and publish DKS info
    - I love the hospitality report- what is " the MI experience"? Everyone on same page
    - Identify and evaluate current procedures Revamp if any existing procedures
    - Pure MI service expectations, clear guiding statements

- Objective 4: Establish and increase intention of return and recommendation (to friends and relatives) rates
  - Strategies
    - Maybe MI? Farewell information packet/email to encourage a next visit
    - Add intent to return to research questions
    - Exit surveys 1 or 2 questions

- Ask tourist to recommend and return in branding message

Facilitator Notes

- Service excellence and define Pure MI promise. Checklist, welcome/phrase
- Improve DKSA satisfaction score to 8.8 by 2017
- Make staff aware of sat scores and what they mean
- Establish and increase intent to return and intent to recommend rates

Individual Objectives and Strategies Sheets

- Objectives
    - How do we get there?
    - Statewide application
    - Specific, SMART
    - Key phrases: establish and increase
    - Define purpose within goal
    - Roll out goal within test market by 2013
    - Expand within county MI geographic location quarterly by 2013
    - Design service program phrase, welcome
    - Incorporate within greeting or fond farewall by 2013
    - Consider mission or pocket card for sense of importance and pride
    - Measure goal by return business, repeat clients ideally expanding mission within the state

- Objectives
    - Staff awareness of importance of service excellence define it!
    - Training for hospitality staff
    - Targeted outcomes (i.e. happy guests)
    - Educate tourism providers on culture
    - Interpret guest feedback for quick solutions

- Objectives
    - Improve visitor satisfaction to 8.8
    - Training of people and employees in tourism industry
    - Define Pure MI promise
    - How do we define an intent to return
    - Pure MI Rose awards
    - What defines service excellence
    - Expectations?

- Objectives
    - Retention, state level
    - Improve visitor satisfaction score by 2017 to 8.8

- Define the pure MI promise; what is it?
- To provide excellent service to tourist visiting the MI area
- Define service excellence
- How do we implement these objectives?
- Do we record people/destinations the industry for service excellence?
- Hospitality, customer satisfaction will there be service ratings, surveys? Value. Experience.
- Is there funding for this? How do you measure service excellence?

- Objective
  - Promise → experience based ads, unique, paint your own picture (MI adds colors to your pallet of experience)
  - Community board for all travel industry leaders to communicate
  - Establish culture expectations
  - Service standards of measurement expected
  - Face or brand for GSE, what does service excellence look like?
  - Create for service excellence specific to the pure MI promise