

**2012-2017 Michigan Tourism Strategic Plan
Promotion, Marketing & Communications (PMC) Committee Meeting
Greater Lansing CVB, 1pm - 4pm, December 19 2013**

Agenda

1. Welcome
2. Introductions – All
3. Review of October 21 Meeting Notes – All
4. Update from November 8 Travel Commission Meeting – Travel Commissioners Roger Curtis and Sally Laukitis
5. Update from Travel MI/on Pure Michigan – George Zimmermann
6. Results of Niche Market Survey
7. Discussion of International Student Survey
8. Next Steps and Next Meeting
 - a. Meeting before Governor’s Conference (March 9-11, Grand Traverse)
 - b. Report at Governor’s Conference (afternoon of March 11)

**2012-2017 Michigan Tourism Strategic Plan
Promotion, Marketing & Communications (PMC) Committee Meeting
Greater Lansing CVB, Lansing, 1-4pm, December 19 2013
Meeting Notes**

In attendance: Roger Curtis (Co-Chair), Barry Owens (Co-Chair), Stefanie Kulpe, , Kristin Phillips, Dave Serino, Jennifer Zieger, George Zimmermann, Sarah Nicholls, Louise Smith.

Absent: Allen Crater, Camille Jourden-Mark, Sally Laukitis, Jill Stone.

Welcome and Introductions – Made by all.

Review of October 21 Meeting Notes – No additions or changes made.

Update from November 8 Travel Commission Meeting –

Most significant development = ongoing discussions re. governance and funding of MTSP. The TC is keen to take real leadership of this effort and to continue to align the industry. A TC subcommittee has been formed to discuss leadership and oversight, TC Chair Curtis will present this subcommittee’s proposals re. a governance process and the structure of a funding mechanism to the TC for a vote at its next meeting (Friday January 24).

Update from Travel MI/on Pure Michigan –

Travel Michigan hosted an international information session on Weds Dec 4 at the Kellogg Center, East Lansing. The event was well-attended, much interest in things international.

Results of Niche Market Survey –

The niche market survey was sent to all CVBs; 50 responses have been received. CVBs were asked to (1) Please identify the 5-10 niche activities that have historically been most popular with visitors to your area, or for which your area has traditionally been best known, and (2) Please identify the 5-10 niche activities that are currently emerging most rapidly in your area, or that your visitors are increasingly inquiring about.

The historically most popular niches (those identified by more than 10 respondents) were as follows:

	n	%
Festivals/Events	19	38
Canoeing/Kayaking	17	34
Fishing	17	34
Hiking	14	28

Snowmobiling	14	28
Museums	13	26
Hunting	12	24
Shopping	12	24
Shows/Theater	11	22
Beaches	11	22
(Mountain) Biking	11	22

And the emerging niches identified by more than 10 respondents were:

	n	%
(Mountain) biking	24	48
Breweries	13	26
Dining	12	24
Canoeing/Kayaking	11	22

Bicycle tourism was identified as the first target niche (all types of biking – on and off road, competitive and leisurely, etc.) (breweries a close second ☺). Next step is to bring relevant bicycling groups and companies together to gather information from them, in preparation for production of marketing plan. Dave is willing to write the marketing plan. Final plan and documentation of process of plan development will serve as a model for other activities to replicate.

Discussion of International Student Survey –

The draft survey (prepared by Sarah and Louise) was reviewed, and suggestions for edits/additions made. Sarah will distribute revised version to committee and then submit to MSU IRB for research approval. Proposal for funding for this study was approved by the RTA committee at their Dec 2 meeting and will now be presented to the Travel Commission at their January 24 meeting for final approval.

Action Items and Their Status –

- Sarah and Louise will finalise draft of international student survey.
- Sarah and Louise will prep a listing of Michigan-based bicycle events, associations, etc.
- Sarah will work with PMC Co-Chairs and “bicycle people” to identify date for bicycle-related meeting/forum.
- Roger and Barry will prep PPT for March 11 all-committee MTSP meeting.