

Michigan Tourism Strategic Plan Vision and Goals

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Preparing the next Michigan Tourism Strategic Plan

➤ VISION

➤ GOALS

➤ OBJECTIVES (what)

~ increasing levels
of specificity,
measurability and
time-sensitivity ~

➤ STRATEGIES (how)

By Dec 31 2012

➤ IMPLEMENTATION + EVALUATION OF PROGRESS



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THE VISION

Michigan is one of America's
favorite four seasons
travel experiences



THE GOALS

(listed in alphabetical order)



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GOAL ONE

Collaboration, Cooperation and Partnerships

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



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GOAL TWO

Funding and Financing

Secure adequate and stable funding and
resources for all strategic plan initiatives.



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GOAL THREE

Product Development

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

PURE MICHIGAN

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GOAL FOUR

Promotion, Marketing, and Communications

Grow the Pure Michigan brand and partnerships through effective mediums at the regional, national and international levels to attract and retain visitors.

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GOAL FIVE

Public Policy and Government Support

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

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GOAL SIX

Research and Technical Assistance

Establish a central, easily accessible and inclusive information system to capture and share timely and relevant industry research based on a public/private partnership.

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GOAL SEVEN

Resources and the Environment

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

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GOAL EIGHT

Service Excellence

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

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