Michigan Tourism Strategic Plan
Vision and Goals

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Vision

Goals

Objectives (what)

Strategies (how)

Implementation + Evaluation of Progress

By Dec 31 2012

The Vision

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

The Goals

(listed in alphabetical order)

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.

Goal Two

Funding and Financing

Secure adequate and stable funding and resources for all strategic plan initiatives.
GOAL THREE
Product Development
Enhance infrastructure to support the delivery of a world class Pure Michigan travel experience.

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.

GOAL FIVE
Public Policy and Government Support
Empower the industry to encourage policy-makers at all levels to support the travel industry.

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.

GOAL SEVEN
Resources and the Environment
Be internationally recognized for our stewardship of – and rich opportunities to experience – our natural, cultural, and historic resources.

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