Collaboration, Cooperation and Partnerships

Flip Charts

- Objective 1: Encourage private/public partnerships
  - Strategies
    - Add…
    - Success roadshow to clubs, organizations, etc.

- Objective 2: Improve communication between tourism entities
  - Strategies
    - Encourage cross collaboration via Pure MI regional buddy system
    - Success road shows should be on website

- Objective 3: Create clearinghouse of potential partners, ideas, and resources
  - Strategies
    - Using technology (24/7), create website where filling in what I need is… or what I can share is… i.e., match.com
    - Web portal for tourism best practices idea library

- Objective 4: Encourage collaboration between government and higher education
  - Strategies
    - Web portal for tourism best practices idea library
    - Endowed tourism chairs
    - Partner with college to have projects in marketing classes or related programs and internships existing student organizations
    - Make the ask!
    - Focus on high schools and community college culinary arts students
    - Advisory board members to help influence curriculum with tourism culture

- Objective 5: Identify more collaborative opportunities with big business/corporations)
  - Strategies
    - Make the ask! To big business
    - Create Pure business campaign that relates to Pure MI but focuses on bigger businesses
    - Partner with business for volunteers or interns
    - Utilize big business marketing departments. Pure MI on Celebrity Apprentice

- Objective 6: Leverage Pure MI campaign to foster economic development
  - Strategies
    - Leverage non profit funding and grants to improve infrastructure "historic" venues
    - Encourage economic development corporations to use the Pure MI campaign when attracting, remembering and helping with expansion

- Real estate collaboration

- Objective 7: Extend collaborative opportunities to individuals
  - Strategies
    - Create awareness, show individuals the impact tourists create for them
    - Community campaign to residents. Tourism education, impact, we need you!
    - Utilize resources locally to get info out i.e., business news
    - Continue to educate the public to help them understand tourism benefit to them, so that they do not object to an additional tax for public support of tourism collaboration

- Objective 8: identify and exploit collaborative opportunities with media outlets
  - Strategies
    - Collaborate with MI talent/personalities to be an advocate/ambassador
    - Create video shorts demonstrating successful projects and highlighting benefits to stakeholders
    - Pure MI "shorts" to be shown on local cable stations

Individual Objectives and Strategies Sheets

- Objectives
  - Improve communication
  - Bring more organizations in on campaigns/projects regarding Pure MI- more invites to induce collaboration, cooperation, and partnerships

- Objectives
  - Develop policies to encourage public/private ventures and ease the process (local, Edison Inn)
  - Promote awareness of potential relationships and resources
  - Strategies
    - Promote MI facts with MEDC and Pure MI
    - Share news of collaborative efforts

- Objectives
  - MEDC collaboration with colleges and universities
  - Get MI talent to be an advocate for the state
  - Leverage community grans to improve infrastructure

- Objectives
  - All for one, one for all
  - Avoid territorial limits

- Objectives
  - Better educate public about benefits so that they will become ambassadors and supportive - not object to taxes - while at same time finding more ways to support tourism through state i.e.,, more transparency of CVBs utilization of money collected through hotel taxes

Product Development

Flip Charts

- Objective 1: increase number and diversity of listing on MI. org (e.g., a transportation page)
  - Strategies
    - Incentives to communities or businesses to have their information listing on MI.org
    - Find emerging/new/unique attractions. Appeal locally to nominate favorite "unknown" destination attractions and accommodations
    - Use go to meeting to educate destination owners about what makes a good listing (quality diversity of site consistency)
    - Contact businesses with checklist to connect with mi.org and other sites
    - Enlist CVBs to check listings on mi.org for their area i.e., Accuracy, currency and diversity
    - Make it easier for anyone to report dead links or outdated information

- Objective 2: Increase number and diversity of transportation options in and out of major arrival points (DTW) and raise awareness of
  - Strategies
    - Bring together needed transportation routes and entrepreneurs and VCs
    - Grant program for start up car rentals
    - Increase awareness of transfer points between transportation services
    - Fly in/ride the train we will get you where you want to go (shuttle services)
    - Local volunteers rate their communities point of arrival re. Transport friendliness to visitors

- Objective 3: Identify and promote two lane/backcountry routes and trails (with focus on emerging destinations/attractions)
  - Strategies
    - Have smartphone app that shows 2 lane routes (art trails)
    - Create link groups of like attractions to create packages
    - Encourage development bike/walking trails connecting communities (plan and fund)

- Objective 4: Bring together compatible industry groups to develop packages (B and B group, bicyclists) e.g., sunrise, sunset package
  - Strategies
    - Allow promotional posts and guest blogs if multiple businesses/attractions- not community owned- are features and if it meets the goal of keeping tourist in play
    - Book end events to increase length of hotel stay and spend rate

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Facilitator Notes

- Signage along state highways (<10 miles), same as Great Lakes/Pure MI signage? MDOT
- Increase # of/diversity of listings on mi.org
- Increase #/variety of transportation options in and out of arrival points (DTW, etc.)
- Identify and promote two lane backcountry routes or trails
- Give visibility to packaging ideas that increase length of stay
- Emerging destinations/attractions (sunrise, sunset package)

Individual Objectives and Strategies Sheets

- Objectives
  - Call everyone be googled? Mi.org in your area a "self contained" sleep, eat, and shop. Golf cart communities
  - Bike paths connecting areas
  - Signage from MDOT
  - Old train beds? Where do they lead
  - If someone arrives by train, how do they go anywhere?
  - Strategies
    - Checklist
    - Beer/wine trails
    - Two lane road trips

- Objectives
  - Enhanced signage to tourist destinations (way finding signs)
  - Grants for mom and pop motels, B and Bs
  - Create statewide system of rating mom and pop, motels, B and Bs, etc. Rated during inspections
  - Smart phone apps
  - Checklist for businesses of what they need to have

- Objectives
  - Promote "two lane MI" or "back road MI" by developing the equivalent of beer/wine trails or culinary trails focusing on the route in between major destinations
  - Give visibility to packaging ideas that keep tourists "in play" such as B and Bs on east and west side of state developing a "sunrise, sunset package"
  - Identify emerging destinations
  - Strategies
    - Free entertainment program at welcome centers

- Objectives
  - Encourage and develop appropriate accommodations in emerging attractions
  - Strengthen and collaborate signage (this trail, that trail) efforts (attractions, etc.) along state highways?

- Road improvements
- Identify emerging/slowly developing attractions/destinations and provide "speed up" help
- Transportation options

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Promotion, Marketing and Communications

Flip Charts

- Objective 1: Increase state funding for Pure MI campaign to expand awareness of the Pure MI experience
  - Strategies
    - Communicate importance of tourism to state economy to legislature
    - Experiential YouTube videos for iconic MI locations
    - Increase funding incrementally based on results 25-30, $40 million
    - Product placement co-op ads national and international. Hotel chains, Harley, etc.
    - Quality of life expand industry sponsor to Pure MI campaign

- Objective 2: Expand international campaign
  - Strategies
    - Co-op partnerships with "destinations" to raise funding. Raise awareness. YouTube "experience" campaigns
    - Create customized marketing campaigns to bring international tourists

- Objective 3: Expand Pure MI to encompass the change in motorcycle laws (specific routes and trails)

- Objective 4: Increase search engine results for travel/tourism sites
  - Strategies
    - Pure MI with support and funding for CVBs and regional business
    - Increase cross linkages to Pure MI
    - Hire SEO and social media consultants
    - Encourage relevant crosslinking among tourism created organizations and businesses

- Objective 5: All tourism sites be accessible to multiple types of technology (smartphones and tablets)
  - Strategies
    - Have check list with information of how to apply your business to these technologies

- Objective 6: Translate MI.org to targeted international languages

- Objective 7: Encourage tourism businesses to tie into Pure MI where appropriate to spread brand (social media)
  - Strategies
    - Get organization BDs and leadership to make "tie in" to Pure MI a policy
    - Free Pure MI window cling for vehicles to tourists and visitors

- Objective 8: Increase MI's desirability ranking from 28 to 15
  - Strategies
    - Explore adoption of direct mail campaign (focus on experience)
    - Increase promotion funding

Individual Objectives and Strategies Sheets

- Objectives
  - Ranking on bw.org raise hotels/B & Bs increase search engine results
  - To zero in on of the visitor (regional)
  - Pure MI camp, do some over the state
  - Helmet law
  - International, low visits, 3 entries into Michigan, Port Huron and Detroit
  - Fundraising
  - 28th ranking for state to visit?
  - Direct mail
  - Strategies
    - Increase partnerships/industry as partners, quality of life
    - Put emphasis on border crossings only a bridge away- partner hotel chains
    - Use specific media grant to individual/groups
    - Show experiences regionally

- Objectives
  - Increase funding or assist partnerships in participating in Pure MI
  - Increase national exposure for Pure MI
  - Strategies
    - Increase sources of revenue… state local, private sectors. Branding Pure MI
    - Emphasis importance of tourism to state legislation and execute brand
    - Expand Pure MI brand and awareness on a national and international basis- increase desirability rankings

- Objectives
  - The website of CVBs and similar organizations rank high in search engines (especially Google) for all relevant, key search terms, such as "hotel Port Huron, MI)
  - All tourism oriented websites are re-sizable meaning they can be easily accessed by all devices
  - Local businesses are more sensitive, friendlier to people from different cultures, speaking different languages, etc.
  - Local businesses know how to engage future prospective guests and past guest via social media, learning from Pure MI
  - Strategies
    - Funding for SEO training and blogging at local level for re sizing websites
    - Off season training for local business (Chamber, CVBs)

- Awareness campaign to get local business to see how they fit into the tourist picture
- Customer service session
- Summer jobs for language experts
- Use go-to meeting

- Objectives
  - Increase co-op partnerships with destination to raise funds/raise awareness, YouTube video campaign
  - Hotel chain co-op partnerships to encourage foreign travelers to choose MI locales
  - Partnership with bike brand through product placement in outdoor and targeted publications or broadcast (chopped)

- Objectives
  - Communicate the "experience" of Pure MI
  - Market the "Pure". What makes it Pure MI, what about that purity could attract tourist and from where? Promote those to each place
  - Create the desire to visit MI
  - Strategies
    - Focus on which part of Pure MI would appeal to which (customize campaigns to fit different countries)
    - Pure MI business campaign (campaign that focuses on bringing companies into the campaign and being a partner)
    - Make sure all sites resizable
    - Create desire to come to MI by researching reasons tourists travel to other states

- Objectives
  - Sell ads on Pure MI to MI businesses
  - Offer training and/or workshops to businesses by region (starting with lowest visitor percentages, who needs help most?)
  - Billboard, radio, and even "tell a friend" direct mail to those already visiting (with discount coupon)
  - Help all CVBs have responsive web content grant to upgrade sites to ensure mobile friendly

- Objectives
  - Marketing campaigns → direct mail to current visitors, regional visitor post cards (we're glad you came, tell your friends… if I told you, you can experience crystal blue waters typically only found in tropical locations, would you come…)
  - International marketing, focus on our border neighbors billboards, radio, visitors, card)

- Objectives
  - Grow Pure MI brand and partnerships

- Continue to expand with local partnerships and collaborations already in place and increase funding for the Pure MI campaign
- Strategies
    - Make Pure MI campaign international, multi-lingual, to target ethnic communities and countries we wish to attract
    - Social media
    - Webinars to help businesses optimize search engines
    - Hire consultants to help increase interface with social media platforms

- Objectives
    - Encourage local businesses (where appropriate) to tie into the Pure MI brand
    - Increase state funding for Pure MI ad campaign
    - Strategies
        - Encourage tourism businesses and organizations to hire SEO consultants
        - Increase funding requests incremental based on results
        - Get organization boards and leadership to make the tie in to Pure MI a policy

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Service Excellence

Flip Charts

- Objective 1: Define culture of service excellence and Pure MI promise
  - Strategies
    - Define culture in 2013
    - Ask stakeholders what they think it is
    - Post the promise in a prominent place
    - Whatever the culture is make it available 24/7 via web
    - Share (via media or organizations) what objectives we are striving for as a culture of excellence
    - Grow the culture to reach to people who provide service this is many levels
    - Provide incentive to buy in to the culture

- Objective 2: Develop local-level mechanisms to raise awareness/share knowledge of culture of service excellence/Pure MI promise
  - Strategies
    - Develop a Pure MI road show with a "we're here to help" agenda and how to attract visitors and shoppers. What's happening in successful destinations?
    - Chamber of commerce or other local group add agenda item each meeting to grow awareness of the culture
    - Develop an award program available to use on a local level (Pure MI ambassadors)
    - Offer presentations to local chambers on front line training
    - Create short video demonstrating encounters that lead to a successful visit
    - Create an online tutorial of what is expected in excellent service for tourists
    - Encourage local businesses to train employees to provide services that cause the patron to become an ambassador
    - Implement strong social media influence for local area
    - Take advantage of technology to spread the culture- seeking buy in
    - Does SBA or MSU offer any classes or instruction for businesses or owners?

- Objective 3: Raise DKSA satisfaction score to 8.9 by 2017
  - Strategies
    - Ask visitors more often what makes/made them happy
    - Reward communities/destinations that raise satisfaction numbers
    - Satisfaction surveys on a local level, tips on how to improve keep a hand on the local pulse
    - Find improving communities and destinations some free exposure and promotions (based on satisfaction scores, state level)
    - Foster a positive image campaign aimed at front of the line staff

- Objective 4: Establish and increase rates of recommendation and return

Individual Objectives and Strategies Sheets

- Objectives
  - Define culture of service excellence/Pure MI promise
  - How to develop, share, and raise knowledge with front line employees, develop local-level mechanisms to raise awareness
  - Knew more about year round tourism, training signage
  - Raise satisfaction level to __ on DKS report
  - Establish/increase ROI
  - Leave no visitor behind!
  - Chat-board, successes, best practices

- Objectives
  - What needs to be done?
  - Immediate feedback 24/7 via web or phone or even some new technology that is not available yet
  - Signage to find places where tourists can get info
  - Statewide "buy in" that all visitors get treated special each business, attraction, destinations, etc. would define their own standard, but having a state standard can provide guidance
  - Chat board implies some sort of cohesion, collaboration, and commitment. What does MI have to supply that?

- Objectives
  - Increase satisfaction of visitors to encourage return visits, higher spending, glowing reports
  - Increase knowledge/helpfulness at visitor level. Leave no visitor behind. Easy for them to access information anywhere they are. Create more of a culture
  - Strategies
    - Local training, share "best of"
    - Ask them more often

- Objectives
  - Education for business owners; how do you train people?
  - Expectations when training
  - Help available
  - Strategy: Professional helps, mechanisms to help local businesses

- Objectives
  - Cross penetration, regions are familiar with each other and can give clear explanations of what MI can offer a tourist
  - Foster a positive image of all four season in MI
  - Satisfaction