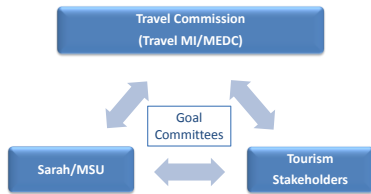


Implementing the 2012-2017 Michigan Tourism Strategic Plan: 2014 Annual Meeting of Committees



Implementing the 2012-2017 Michigan Tourism Strategic Plan

The 2012-2017 Michigan Tourism Strategic Plan – developed and implemented with continuing input from tourism industry stakeholders via a process facilitated by MSU and under the leadership of the Travel Commission.



"For the industry, by the industry."

Service Excellence

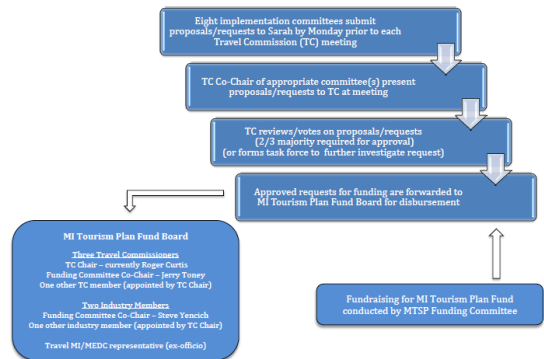


Agenda/Materials

- * Welcome and Overview of Agenda – Roger Curtis
 - * In your packet:
 - * Travel Commissioner committee roles
 - * Committee members
 - * Governance/funding structure
 - * Year one progress report
- * Review of Governance and Funding Structure – Roger Curtis
- * Committee Reports x 8 – Co-Chairs – 5 mins + discussion
- * Discussion – All



2012-2017 Michigan Tourism Strategic Plan Funding / Governance Structure



Service Excellence

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

Co-Chairs = Larry Schuler and Jennifer Zieger



Prioritization of Objectives

- * Objective One: Define “service excellence” and “The Pure Michigan Promise” and share these definitions with the industry.
- * Objective Two: Improve our D.K. Shifflet leisure visitor satisfaction scores and maintain a ranking in the top five states.
- * Objective Three: Establish and increase satisfaction and intention to return/recommend levels among national and international visitors.

PURE MICHIGAN

2013 Progress

- * Define “Service Excellence”

We are passionate ambassadors of Pure Michigan, committed to creating memorable experiences and igniting our guests with an undeniable desire to return to our state.

- * A Ambassadors
- * C Creating
- * M Memorable
- * E Experiences

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2013 Progress ... cont.

- * Define “Pure MI Promise”

We promise to take pride in exceeding your expectations with a heartfelt and unforgettable experience, leaving you eagerly anticipating your return to Pure Michigan.

PURE MICHIGAN

2014 Plan

- * Roll-out the definitions to the industry:
 - * “Pure MI Promise”
 - * “Service Excellence” ... with logo
- * Consider the implementation of a program like CTA
- * Foster the importance and growth of the “Tourism” industry with all subsidiary travel
- * Continue to work to impress the importance of overall experience to increase our satisfaction as defined in objectives 2 & 3.

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Promotion, Marketing and Communications

PURE MICHIGAN

Promotion, Marketing, and Communications

Strengthen and grow the Pure Michigan brand through effective mediums at the regional, national and international levels to attract first-time and repeat visitors.

Co-Chairs = Roger Curtis and Barry Owens

PURE MICHIGAN

Prioritization of Objectives

Objective One: Increase regional and national awareness of the Pure Michigan campaign from 70% and 36%, respectively, in 2011 to 80% and 50% by 2017.

Objective Two: Increase visitor spending from \$17.7 billion in 2011 to \$21.5 billion in 2017.

Objective Three: Increase the return on investment on Pure Michigan from \$4.90 in 2011 to \$6 by 2017.

Objective Four: Improve Michigan's desirability as a place to visit (per the Portrait of American Traveler Report) from 28th in 2010 to 15th or better in 2017.

Objective Five: Increase the Pure Michigan campaign's presence in international markets.

Objective Six: Increase Canadian visitation to Michigan from 1.54 million in 2011 to 2.15 million by 2017.



Progress made in 2013

- Additional \$4 million awarded to Pure Michigan in 2013-2014 directed to international effort (Ontario, including Toronto, expanded into UK and Germany; new presence in China; partnership with Brand USA, increased presence at IPW).
- Compiled list of Michigan colleges & universities and proportion of international students at each. Estimated that there are 25,000-30,000 international students in the state.
- LinkedIn group: The Michigan Forum on International Tourism was launched on September 30th, 2013, dedicated to increasing the Michigan tourism industry's understanding of the international market.
- RFP related to the preliminary research and funding needs for a comprehensive international student survey has been presented to the Travel Commission.
- The survey itself, along with metrics for the plan's objectives and procurement of baseline data against which progress towards those objectives can be measured is complete.
- Focused on how to extend reach of the Pure Michigan campaign and on how to better support niche market. Did survey of all CVB's around the state. Determined our initial niche focus will be on bicycle tourism.



Plans for 2014

- Conduct international student survey this spring.
- Meeting with bicycle industry groups in April on next steps.
- If bicycle ride program successfully launched, explore other niches for 2015.



Funding



Funding

Secure adequate and stable funding for all strategic plan initiatives.

Co-Chairs = Jerome Toney and Steve Yencich



Funding



Goal-Secure adequate & stable funding for all strategic plan initiatives.

- * Objective one-Increase funding for the Pure Michigan tourism campaign to \$50 million by 2017 and establish Michigan in the top five highest funded states for tourism marketing.
- * Objective two-Identify sources of and raise sufficient funds to meet costs of other (non-promotion/marketing) strategic plan initiatives.

Forward Progress

- * Funding committee met a total of four times
- * Developed a 501(c)(6) organization-MI Tourism Plan Fund, Inc.
- * Worked with the TC to facilitate a process whereby the TC will be the controlling entity of the fund and all disbursements of funds
- * Funds will be held in the MI Tourism Plan Fund account at Capital National Bank

2014 Committee Plan

- * Develop and implement a comprehensive fundraising plan
- * Funding objective two-strategic plan leaders & stakeholders
- * **Make your checks payable to MI Tourism Plan Fund, Inc.**

Collaboration, Cooperation and Partnerships

PURE MICHIGAN

Collaboration, Cooperation and Partnerships

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

Co-Chairs = Julie Sprenger and Brad Van Dommelen

PURE MICHIGAN

Collaboration, Cooperation & Partnerships Objectives

1. Grow and strengthen partnership programs and communicate their success to the industry.
2. Establish an online statewide toolbox or clearinghouse to support collaboration, cooperation and partnerships.
3. Support the establishment or revitalization of regional tourism development organizations.
4. Increase the number and diversity of participants at the annual Governor’s Conference on Tourism and in the associated industry awards program.

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Progress on Objectives

Objective #1

- Developed a survey for TM Partnership Program participants
- Relevant Michigan Associations for CCP opportunities

Objective #2

- Developed a group on LinkedIn: Michigan Tourism Collaboration, Cooperation and Partnership toolbox

Objective #4

- Surveyed other state tourism conference fees

	All (n= 44)	Michigan
Days	1.45 (0.5 to 2.8)	1.8
Cost	292 (\$50 to \$499)	329
Cost/Day	211 (\$75 to \$530)	183

CCP Plans for 2014

Objective #1

- Roll out TM Partnership survey results
- Identify and meet with leadership of two Michigan associations

Objective #2

- Continue to promote LinkedIn group

Objective #4

- Expand Conference participation based on CCP opportunities developed with relevant state associations



Product Development



Product Development

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

Co-Chairs = Mike Busley and Chris MacInnes



2012 -2017 Michigan Tourism Strategic Plan Product Development

Prioritization of Objectives

- 1) Objective Two:** Support establishment & showcase Michigan as a state with diverse, extensive and high-quality network of motorized, non-motorized & water-based routes and trails
- 2) Objective Four:** Increase access to capital for travel-related businesses
- 3) Objective One:** Support improvement & increased awareness of quality, connectivity & diversity of tourist transportation options to and throughout state
- 4) Objective Three:** Enhance visitors' in-state travel experience

2012 -2017 Michigan Tourism Strategic Plan Product Development

Progress To Shout About

Objective Two: Establish & showcase MI trails

- Online Trails Portal: Map to Healthy Living (M2HL)
- Plug into MI's Recreation Trails
- Biennial Trails Summit
- Collaboration with PMC to create Bike Tourism Marketing Plan

2012 -2017 Michigan Tourism Strategic Plan Product Development

2014 Work Agenda

- Meet min. 3 times
- Continue work establishing & showcasing trails network
- Sponsor/organize Tourism Industry Investment Forum
- Position MI as leader for accessible travel & recreation
- Support development of a State Tourism Competitiveness Index
- Collaborate with RE - best practice technology use, tourism sector

Public Policy and Government Support

PURE MICHIGAN

Public Policy & Gov't Support Committee: Member & Prioritization of Objectives

Prioritized Objectives:

Develop legislative toolkit to educate industry members on how to advocate with public officials

Develop clear and unified state and regional lobbying efforts

Identify and implement new strategic partnerships with related industries and entities

Work with TM / MEDC to establish current & potential impact of increased Pure MI funding

Develop brief presentation highlighting key tourism stats/impacts and share with relevant groups

Public Policy & Gov't Support Committee: Progress Made / Plans for 2014

- PP&GS Committee Members Bill Sheffer and George Moroz presented testimony before the MI House Appropriations Subcommittee for Transportation regarding the critical importance of a quality transportation infrastructure to MI's tourism industry.
- Encouraged industry members to attend tourism related hearings in the MI State Legislature.
- Met with and secured agreement from MEDC lobbyist to give a educational presentation to MI Travel Commission re advocacy, legislative schedule, etc. at future TC meeting.
- Will forward & support TICOM's request to the new MI Tourism Plan Fund for funding support for the Advocacy Toolkit project.
- Will work with MEDC and relevant State Legislative Committees to see if state funding for MI tourism industry's research needs could be identified & secured (akin to that provided to the Center for Automotive Research).
- Will develop plans for disseminating latest MI tourism impact stats, once they are made available at 2014 Gov's Tourism Conference.

Public Policy and Government Support

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

Co-Chairs = Jon Nunn and George Moroz

PURE MICHIGAN

Public Policy & Gov't Support Committee: Progress Made in 2013

- PP&GS Committee met 4 times in 2013.
- Invited several registered multi-client lobbyists to join PP&GS Committee.
- Committee Co-Chair testified before MI House Tourism Committee asking them to invite a full presentation on the MTSP and inviting them to work with PP&GS Committee.
- Prof. Sarah Nicholls subsequently did provide a presentation on the MTSP before the House Committee.
- Invited and had MI House Tourism Committee Chairman Pettalia and Rep. Kosowski meet with PP&GS Committee for discussion on MTSP issues, e.g., importance of/need for tourism industry research, role of tourism in economic development, and how the two Committees could interact for mutual benefit.
- Recommended to TM that local state legislators and municipal officials be invited to all MI Travel Commission meetings.
- Approached Travel Industry Coalition of MI (TICOM) to take on the advocacy toolkit project; TICOM has agreed to do so, pending some funding support for that effort.

Resources and Environment

PURE MICHIGAN



Resources and the Environment

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

Co-Chairs = Betty Workman and Maia Stephens Turek



Prioritized Objectives

- Identify key issues facing and threats to the integrity of Michigan's tourism resources and raise awareness of and support for these issues
- Support and expand efforts to inventory resources critical to Michigan tourism, and communicate results to relevant entities
- Raise the profile of Michigan's tourism industry as a national leader in resource quality and stewardship

2013 Progress

Issues and Threats Survey (n = 556)

Issue	n	%
Spread of invasive species (aquatic + terrestrial)	330	59.4
Lack of/limited funding for resource protection/maintenance	327	58.8
Reduction in historic preservation tax credits	265	47.7
Declining water quality of our lakes, rivers and streams	244	43.9
Diversion of water from the Great Lakes	219	39.4
Declining water levels of our lakes, rivers and streams	217	39.0
Closure of Department of History, Arts and Libraries (HAL)	180	32.4
Fracking	137	24.6
Under-appreciation of Native American history and culture	114	20.5
Need for better/faster adoption of technology at tourism sites	112	20.1
Climate change	96	17.3
Spread of infectious diseases (e.g., Lyme disease)	48	8.6
Increasing number of wind farms	45	8.1

2014 Plans

- Provide advocacy support for natural, historic and cultural resources on behalf of the industry
- Begin the inventory process in collaboration with Travel Michigan staff, and identify technologies to assist in sharing this information.
- Identify stewardship awards and standards with which the industry could align, and encourage participation to truly deliver a PURE Michigan.

Research and Technical Assistance



Research and Technical Assistance

Establish a central, easily accessible and inclusive information system to capture and share timely, relevant and reliable industry research.

Co-Chair = Susan Sherer



Prioritization of Objectives

- * Define research needs
- * Prioritize committee projects

Progress Made in 2013

- * 3 sessions to define the scope
- * RFP sent to all committees for research projects
- * Tourism Commission authorized first project

Plans for 2014

- * Defined research needs (relevance) and framework for delivery including sustainable funding strategy
- * Complete ad-hoc committee projects

Discussion