Notes from March 27 Visioning and Goal-Setting Session: Product Development

Defining the Theme and its Significance

PD is important especially the way technology is changing the way we travel
Tech driven apps- initiating planning

New products mean new opportunities to attract visitors and get regulars to come back again
There are great products in MI- need to find ways to collaborate and cross promote with themes
Themed itineraries, immersive experiences, take what we have and repackage it
Transportation systems
Food destinations

Pure MI has started it
Art, gold, wine, beach, beer, outdoor, technology, electric car, global target

Pure MI as a product
Beer state
Festivals and events
Product= water (everyone wants it)
Encourage people to post video experiences

Ultimately, the industry is sustained by the attractiveness of the MI product offering
If we want to be a global player, we need globally attractive product. We have international upscale attractions

Product development- wind industry, trails, new upscale hotels and resorts, cuisine locally grown food and homemade products, art festivals

MI is the product
Change way we travel, electric car changes illegible
Beer and wine
Package things
People- ambassadors
Transportation
Fresh waters
Global connection- technology/leisure
Consumer
New upscale cuisine, become year round product, promotion
Elective green, illegible
Immersive experiences
Education standard, get experience
We need to continue to invest back into the state to build year round value.
Getting much better, but need to work better together throughout the state.

Pure MI is a product/brand that describes the water, parks, and attractions that they offer.
Defining the Future of the Theme

Super rail system in place
All hotels and restaurants have charging stations
Businesses have properly trained employees in customer service

Real life, unique experiences
Simple/clear/consistent products and message
Cutting edge technology

Technology applications for all tourism products make it easy to get around and explore the state's offerings: destinations, food, retail, outdoor, urban, suburban etc.
I find many one of a kind immersion experiences
I can take rapid transit anywhere and connect to remote places via green transport systems including cars, illegible
Michigan citizens are excited and happy to speak positively of their state

Multilingual- diversify
Recreation, cultural, educational
Flow- good neighbors
Ease of travel from DTW to all corners of the state
Technology= consistent message from all areas of the state
Pure MI is a way of Pride in life

Technology
Michigan- go back in time with technology
City-wide families
International marketing
Rapid green transit
Awareness

Hands on experiences
Green- water- illegible
Tech based on individual wants
Simple, clear, consistence
Cutting edge tech, free Wi-Fi
Rapid transits, green tech, connect urban and rural
High level of awareness of MI
Pure MI a way of life
Microchip bracelet

Tech changes- parks Wi-Fi capable
CUB/FAM tours for tourism field
Better attitude

Transportation- buses, rail
Tech, apps
Customer service, MI pride
Elements of a Goal Statement

Creating a tech savvy and eco friendly MI with ease of access for visitors to our state (and the Michiganders will be proud to call home)
Deliver enhanced visitor expectations

Innovation, collaboration, deliver enhanced visitor expectations

Improve/focus on Pure MI’s most important, or first, product: people
To create a unique and diverse program of experiences for tourists
To embrace illegible for improved visitor experience

Tech transportation: develop, create, plan, implement, advocate, lobby, prepare, re-invent, transform, expand, and improve
Advocate for a statewide transportation that services all tourists: trains, planes, all modes of transportation (autos, bikes, alternative, etc.) making travel in and around the state-from urban to rural areas- convenient and easy

Deliver enhanced visitor experience
Leader
Eco focused
Tech friendly
Enthusiastic and living attitude of pride in Pure MI
Educate diversity- ready for a global communication

Energetic, systematic, adventurous, transport, education, people, tech
Forward thinking with tech
State with service and unique experiences

Green, eco friendly
Forward thinking
Personable, friendly