

2012-2017 Michigan Tourism Strategic Plan – Year One Progress

COLLABORATION, COOPERATION AND PARTNERSHIPS (CCP)

<p>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.</p>	
<p>Objective One: Grow and strengthen partnership programs and communicate their success to the industry.</p>	<p>Survey of official Pure Michigan Advertising Partnership Program completed, full report with recommendations submitted to Travel Michigan and Travel Commission in March 2014.</p> <p>Listing of Michigan-based associations analysed and prioritised, several potential strategic partner associations identified for follow-up.</p>
<p>Objective Two: Establish an online state-wide toolbox or clearinghouse to support collaboration, cooperation and partnerships.</p>	<p>A LinkedIn group – the Michigan Tourism Collaboration, Cooperation and Partnerships (CCP) Toolbox – formed on September 9, 2013: “The CCP Toolbox is designed to facilitate the development of new, innovative and non-traditional collaboration, cooperation and partnerships that will increase and improve tourism activity throughout the state. Please use this site to share best practices and resources, to seek and offer assistance with current and proposed projects, and to otherwise benefit the tourism industry throughout the state!”</p> <p>Members as of March 4 2014 = 360.</p>
<p>Objective Three: Support the establishment or revitalization of regional tourism development organizations.</p>	
<p>Objective Four: Increase the number and diversity of participants in the annual Governor’s Conference on Tourism and in the associated industry awards programs.</p>	<p>Conference statistics compiled and reviewed (attendance numbers and composition/diversity of attendees for MI conference for 2009-2013, registration dates/rates for all states for 2013). Collaboration awards program highlighted on LinkedIn page.</p>

Red = no progress in 2013-14; orange = some progress in 2013-14; green = objective achieved.

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FUNDING

Secure adequate and 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.	Pure Michigan funding increased from \$25 million in 2012-13 to \$29 million in 2013-14. Proposed increase to \$31 million in 2014-15. Ranking dropped from 6 th in 2012-13 to 7 th in 2013-14.
Objective Two: Identify sources of and raise sufficient funds to meet costs of other (non-promotion/ marketing) strategic plan initiatives.	501(c)(6) MI Tourism Plan Fund established, \$7,000 in commitments as of February 2014.

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PRODUCT DEVELOPMENT (PD)

Enhance infrastructure to support the delivery of a world class Pure Michigan travel experience.	
Objective One: Support the improvement and increased awareness of the quality, connectivity and diversity of tourist transportation options into and throughout the state.	
Objective Two: Support the establishment and showcasing of Michigan as a state with a diverse, extensive and high quality network of motorized, non-motorized and water-based routes and trails.	Opportunities to better showcase Michigan’s trails discussed. Need for a state-wide, online, interactive trails portal recognised. PD committee members Krupiarz and Radabaugh served on panel “Plug into Michigan’s Recreation Trails” at 2014 Governor’s Conference.
Objective Three: Enhance the visitor’s in-state travel experience.	
Objective Four: Increase access to capital for travel-related businesses.	

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PROMOTION, MARKETING AND COMMUNICATIONS (PMC)

Strengthen and grow the Pure Michigan brand through effective mediums at the regional, national and international levels to attract first-time and repeat visitors.	
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.	Regional and national awareness increased to 72% and 39%, respectively, in 2012.
Objective Two: Increase visitor spending from \$17.7 billion in 2011 to \$21.5 billion in 2017.	Visitor spending increased to \$18.1 billion in 2012.
Objective Three: Increase the return on investment on Pure Michigan from \$4.90 in 2011 to \$6 by 2017.	Pure Michigan ROI increased to \$5.76 in 2012.
Objective Four: Improve Michigan’s desirability as a place to visit (per the Portrait of the American Traveler Report) from 28th in 2010 to 15th or better by 2017.	Michigan’s ranking held steady at 28 th of 51 states/territories in 2010 and 30 th of 54 states/territories in 2013.
Objective Five: Increase the Pure Michigan campaign’s presence in international markets.	Additional \$4 million awarded to Pure Michigan in 2013-14 – majority of that increase directed to international effort (expanded Ontario advertising, including Toronto; expanded promotion in UK and Germany; new presence in China; new partnerships with Brand USA; increased presence at IPW).
Objective Six: Increase Canadian visitation to Michigan from 1.54 million in 2011 to 2.15 million by 2017.	Canadian visitation to Michigan increased to 1.61 million in 2012.
<p>General activity in support of multiple PMC objectives:</p> <p>A LinkedIn group – the Michigan Forum on International Tourism – was formed on September 30, 2013: “The Michigan Forum on International Tourism is dedicated to increasing the Michigan tourism industry’s understanding of the international market, and to improving the industry’s ability to provide superior experiences to the state’s growing number of international guests. It provides a venue for tourism industry members to share news about and seek resources regarding the international promotion and marketing of Michigan, and to discuss how to best provide for the varying needs of our international visitors.” Members as of March 4 2014 = 214.</p> <p>Survey of CVBs – with focus on current and emerging niche markets in their region – conducted. Bike tourism identified as one of most prevalent current/emerging niches. Bike tourism marketing plan to be developed in 2014.</p> <p>International students at Michigan universities identified as major marketing opportunity. Survey of international students at MSU commencing March 2014.</p>	

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PUBLIC POLICY AND GOVERNMENT SUPPORT

Empower the industry to encourage policy-makers at all levels to support the travel industry.	
Objective One: Improve understanding of the value of tourism and support for the tourism industry among state legislators, county and local officials, businesses and residents.	Michigan House Tourism Committee Chair Peter Pettalia and Minority Vice Chair Robert Kosowski attended portion of September 2013 PPGS committee meeting. Sarah Nicholls presented MTSP to House Tourism Committee in October 2013. PPGS committee members Moroz and Sheffer provided testimony to House Appropriations Subcommittee on Transportation in February 2014.
Objective Two: Improve existing and develop new organizational structures to enhance public sector interaction with and support of tourism policy and planning activities.	

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RESEARCH AND TECHNICAL ASSISTANCE

Establish a central, easily accessible and inclusive information system to capture and share timely, relevant and reliable industry research.	
Objective One: Define and prioritize the research and technical needs of the other seven plan goals.	
Objective Two: Develop a financially sustainable online information system to capture and share relevant industry research.	Listing of state tourism research/resource centers reviewed. Survey of Michigan CVBs and their research needs ongoing.

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RESOURCES AND ENVIRONMENT

<p>Be internationally recognized for our stewardship of – and rich opportunities to experience – our natural, cultural, and heritage resources.</p>	
<p>Objective One: Support and expand efforts to inventory resources critical to Michigan tourism and communicate results to relevant entities.</p>	
<p>Objective Two: Identify key issues facing and threats to the integrity of Michigan’s tourism resources and raise awareness of and support for these issues.</p>	<p>Survey of industry members’ perceptions of key issues/ threats completed. Water-related issues (quality and quantity) and historic preservation identified as two of most significant areas of concern.</p>
<p>Objective Three: Raise the profile of Michigan’s tourism industry as a national leader in resource quality and stewardship.</p>	

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SERVICE EXCELLENCE

Foster a culture of service excellence that allows us to deliver on the Pure Michigan promise.	
Objective One: Define “service excellence” and “The Pure Michigan Promise” and share these definitions with the industry.	Survey of industry members’ definitions of “service excellence” and “The Pure Michigan Promise” completed. Single definition of each term developed by SE committee and presented to industry at 2014 Annual Implementation Committee Meeting.
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.	
<p>General activity in support of multiple SE objectives: A LinkedIn group – the Michigan Forum on International Tourism – was formed on September 30, 2013: “The Michigan Forum on International Tourism is dedicated to increasing the Michigan tourism industry’s understanding of the international market, and to improving the industry’s ability to provide superior experiences to the state’s growing number of international guests. It provides a venue for tourism industry members to share news about and seek resources regarding the international promotion and marketing of Michigan, and to discuss how to best provide for the varying needs of our international visitors.” Members as of March 4 2014 = 214. SE committee member Pingston served on panel on Certified Tourism Ambassador Program at 2014 Governor’s Conference.</p>	

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