

2012-2017 Michigan Tourism Strategic Plan – Year Two Progress

<http://tourismplan.anr.msu.edu/>

COLLABORATION, COOPERATION AND PARTNERSHIPS (CCP)

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.	
Objective One: Grow and strengthen partnership programs and communicate their success to the industry.	A ‘Why Tourism Matters to You and Your Business’ piece has been developed and will to be distributed to Michigan-based associations such as SBAM and MRA, for publication in their monthly newsletters, once the new tourism industry economic impact data have been released and incorporated.
Objective Two: Establish an online state-wide toolbox or clearinghouse to support collaboration, cooperation and partnerships.	A LinkedIn group – the MI Tourism Collaboration, Cooperation and Partnerships (CCP) Toolbox – was 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.” Members as of March 17 2015 = 395.
Objective Three: Support the establishment or revitalization of regional tourism development organizations.	
Objective Four: Increase the number and diversity of participants in the annual Governor’s Conference on Tourism and in the associated industry awards programs.	

Red = no progress in 2014-15; orange = some progress in 2014-15; green = objective achieved.

2012-2017 Michigan Tourism Strategic Plan – Year Two Progress

<http://tourismplan.anr.msu.edu/>

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 and 2014-15. The proposed increase is to \$30 million in 2015-16. Ranking has dropped from 6 th in 2012-13 to 7 th in 2013-14 and 2014-15.
Objective Two: Identify sources of and raise sufficient funds to meet costs of other (non-promotion/ marketing) strategic plan initiatives.	A 501(c)(6), the MI Tourism Plan Fund, was established in early 2014. Two projects were funded in 2014: a survey of MSU's international students (see PMC section for further details), and the development of the Michigan Tourism Advocacy Legislative Toolkit (see PPGS section for further details). The current Plan Fund balance is \$36,653 (see MTSP website for listing of contributors).

Red = no progress in 2014-15; orange = some progress in 2014-15; green = objective achieved.

2012-2017 Michigan Tourism Strategic Plan – Year Two Progress

<http://tourismplan.anr.msu.edu/>

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.	The committee worked with the Travel Commission to stress the industry’s support for road improvements with state government officials. Encouraged alignment with groups such as Just Fix the Roads and Safe Roads YES! Safe Roads YES! to be featured in Tuesday MTSP breakout session at 2015 Governor’s Conference.
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 continue to be discussed. Committee members Krupiarz and Radabaugh served on panel “Plug into Michigan’s Recreation Trails” at 2014 Governor’s Conference. Most committee members participated in Marquette Trails Workshop, organised by committee member Welke and attended by ~ 60 people from MDOT, MDNR and tourism. Trails/Tourism Best Practices Case Study, based on Marquette’s Iron Ore Heritage Trail, in preparation – will serve as a model for other communities hoping to use trails as a tourism development tool. Update on trails-related developments (e.g., Pure Michigan trails legislation, Iron Belle Trail) to be included in Monday MTSP breakout session at 2015 Governor’s Conference.
Objective Three: Enhance the visitor’s in-state travel experience.	US state-level tourism competitiveness index developed; based on 22 travel attractiveness factors. Michigan ranked 9 th .
Objective Four: Increase access to capital for travel-related businesses.	

R Red = no progress in 2014-15; orange = some progress in 2014-15; green = objective achieved.

2012-2017 Michigan Tourism Strategic Plan – Year Two Progress

<http://tourismplan.anr.msu.edu/>

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, and stood at 66% and 39%, respectively, in 2013 (2014 figures not yet published).
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 and \$18.7 billion in 2013 (2014 figures not yet published).
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 and \$6.66 in 2013 (2014 figures not yet published). Cumulative ROI for period 2006-2013 = \$4.50.
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.	Most of the additional \$4 million awarded to Pure Michigan in 2013-14 and 2014-15 was directed to the international effort (expanded advertising in Ontario, 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 (2013 and 2014 figures not yet available).

Red = no progress in 2014-15; orange = some progress in 2014-15; green = objective achieved.

2012-2017 Michigan Tourism Strategic Plan – Year Two Progress

<http://tourismplan.anr.msu.edu/>

PROMOTION, MARKETING AND COMMUNICATIONS (PMC), CTD.

General activity in support of multiple PMC 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 17 2015 = 239.

A Michigan Bicycle Tourism Marketing Plan has been developed and will be presented to the industry during the Monday afternoon MTSP breakout session at the 2015 Governor’s Conference. A LinkedIn group – the Michigan Bicycle Tourism Forum – has been established to support this niche (members as of March 17 2015 = 27). A companion marketing plan template has also been developed, to allow other niches to replicate the process via which the marketing plan was developed. In 2015 the committee will work with the craft brewery and equestrian segments to develop marketing plans for those niches.

International students at Michigan universities – and their family and friends – have been identified as a major marketing, brand building and ambassadorship opportunity. A survey of > 350 international students at MSU has been conducted. Follow-up discussions with small groups of students, to further explore their travel patterns and preferences and to identify the factors that will help keep them in Michigan for their leisure travel, are pending.

Red = no progress in 2014-15; orange = some progress in 2014-15; green = objective achieved.

2012-2017 Michigan Tourism Strategic Plan – Year Two Progress

<http://tourismplan.anr.msu.edu/>

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.	<p>The first phase of the Michigan Tourism Advocacy Legislative Toolkit (developed by TICOM with partial funding from the MI Tourism Plan Fund) is complete and available to all at http://www.mitourismadvocacy.com/.</p> <p>House Tourism Committee Chair Bruce Rendon attended March 2015 PPGS committee meeting.</p> <p>Presentation on 'Why Tourism Matters' under preparation by MSU(E) faculty/staff members; to be presented to County Commissions, Chambers of Commerce, etc.</p>
Objective Two: Improve existing and develop new organizational structures to enhance public sector interaction with and support of tourism policy and planning activities.	

Red = no progress in 2014-15; orange = some progress in 2014-15; green = objective achieved.

2012-2017 Michigan Tourism Strategic Plan – Year Two Progress

<http://tourismplan.anr.msu.edu/>

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.	This responsibility has effectively been shifted to the Travel Commission as a result of the development of the Funding/Governance Structure (presented at the 2014 Annual Implementation Committee Meeting). No future action anticipated/required.
Objective Two: Develop a financially sustainable online information system to capture and share relevant industry research.	Survey of CVBs' research activities and needs conducted. State and county-level economic impact identified as one of the most critical needs. This need will be addressed with new Tourism Economics data commissioned by Travel Michigan.

Red = no progress in 2014-15; orange = some progress in 2014-15; green = objective achieved.

RESOURCES AND ENVIRONMENT

Be internationally recognized for our stewardship of – and rich opportunities to experience – our natural, cultural, and heritage resources.	
Objective One: Support and expand efforts to inventory resources critical to Michigan tourism and communicate results to relevant entities.	
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.	Water-related issues and historic preservation identified as the two most significant areas of concern based on industry survey conducted in 2014. Nine other state boards/commission identified as highest priority for future engagement in the MTSP process.
Objective Three: Raise the profile of Michigan's tourism industry as a national leader in resource quality and stewardship.	Brief discussion of the development/sponsorship of a Michigan Tourism Stewardship Award.

Red = no progress in 2014-15; orange = some progress in 2014-15; green = objective achieved.

2012-2017 Michigan Tourism Strategic Plan – Year Two Progress

<http://tourismplan.anr.msu.edu/>

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.	Based on a survey of > 500 industry members, definitions of “service excellence” and “The Pure Michigan Promise” were developed and presented to the industry at the 2014 Annual Implementation Committee Meeting. The committee will present an outline of a proposed state-wide “Pure Michigan Promise” hospitality training program at the Monday MTSP breakout session at the Governor’s Conference.
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.	A survey of satisfaction and intent to return/recommend is being piloted at a lodging property by a committee member.
<p>General activity in support of multiple SE 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 17 2015 = 239.</p>	

Red = no progress in 2014-15; orange = some progress in 2014-15; green = objective achieved.