

Promotion, Marketing, and Communications

Hillman, June 27 2012, Thunder Bay Resort

Flip Charts

- Objective: Develop a demographic specific campaign including social media applications (i.e. sources) to draw people to their heart tug, activity interest specific goal
 - Strategies
 - Target activity specific
 - Target age specific
 - Military and veterans
 - Take Pure MI ads from institutional to target specific ads (seasonal, activity, and segments)
 - Benchmark segments, return to high water mark levels
 - Determine target groups

- Objective: Partner with sister city FL and MI Delta. Identify and research opportunities within existing communities. How to expand and promote each area
 - Strategies
 - R and D rip off and duplicate other states and group efforts
 - Sister cities
 - Feature MI scenic byways prominently in Michigan.org- scenic byways brand tie-in
 - Develop FLA-MI connection
 - Partner with delta
 - Develop relationship with media
 - Social marketing of “branding” and regions via text, air, or vision
 - Use of Pure MI in local area (government and business)
 - Engage educational institutions and communication assets

- Objective: Improve Michigan.org to be the top rated web site in the country. Full time social media position (internal or contract), and media partnership through associations
 - Strategies
 - Reach people social media
 - Identify and compile current lists of communication networks
 - Highlight all region assets to be promoted once identified
 - Improve Travel MI website
 - YouTube
 - Link activity to business
 - Create website (local)

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Individual Objectives and Strategies Sheets

- Objective: Partner with sister city (reconnect) i.e. FL + MI and Delta
 - Strategy: commercials using local attractions, businesses, and residents
- Objective: Identify and research opportunities within existing commonalities. How to expand and promote each area
 - Strategy: focus on streams, lakes, trails, seasons, how activities change within the same area
- Objective: Develop social and mobile applications, that pin point interest specific locations while in route to maintain goal attraction
 - Strategies
 - Reorganize Pure MI. Stronger link on YouTube
 - Grow social media channels like blogs and Facebook
 - Attach Pure MI to all statewide tourism and lodging businesses
 - Create visually attractive mobile app through Pure MI that categorizes and promotes nearby nightlife, wildlife, family, couples, adventures, indoors, and outdoors
 - Top tens updated annually, archived into a Pure MI bucket list
 - Show oil tankers
 - Cross promote with sister cities
 - Create larger river of snow birds, summer travel from FL and TX
- Miscellaneous Strategies
 - Support and promote regional activities i.e. bike tours, lighthouse tours, quilt trails, with tie ins for each county's assets
 - Seasonal promotion
 - Rotate promotion through the state based on activities, regions, assets
 - Regional visual stories on website
 - Identify and compile a current list of communication networks (business, education, government, tourism, civic groups, recreation)
 - Research other states/regional efforts to promote rip off and duplicate
 - Target specific activity then coordinate with broader group/region
 - Social media to reach the most visitors, connect communities, region, state
 - Excite visitors
 - Increase website traffic to lure people in. Hook the people

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Sault Sainte Marie, July 10 2012, Best Western

Flip Charts

- Objective 1: Move a greater number of general populace that are unaware of MI (instate and out of state)
 - Strategies
 - Cutting edge and easy website
 - Niche marketing pieces
 - Landmark in advertising
 - Critical that first experience is excellent, highly dependent on service delivery and ease
 - Culture change all Michiganders should give value to visitors' experiences
 - Unique two peninsulas connected by a giant bridge over blue water
 - We are unique, focus on top 10 attractions
 - Take command of Michigan travel ideas
- Objective 2: Increase frequency of commercials
 - Strategies
 - Identify landmarks, establish criteria
 - Co brand (kellogg, Big 3)
 - Legislative advocacy for PMC supporters
 - Extend Pure MI brand to niche markets beyond silent sports
 - 3.0 technologies (viral marketing, contests, social media, apps)
- Objective 3: Tagline to Pure MI (call to action...)
 - Strategies
 - Create positive travel word association with the word "Michigan"
 - Consistency through all media resources

Individual Objectives and Strategies Sheets

- Objectives
 - Move a greater number of general populace from being unaware of Michigan to "raging fans of Michigan"
- Strategies
 - Take command of Michigan travel ideas direct input into travel guide from CVBs
 - Must include all landmarks that make Michigan unique
 - Top 10 attractions must always be in travel guide
 - Greater focus on CVBs
 - Generic MI is not effective
 - We are a state of two peninsulas with a giant bridge that binds us
 - Blue Water=Unique, cool, not hot like the rest of the nation
 - Improve websites= other state's are better

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- Objectives
 - Data access
 - Energy technologies
 - Embrace blowback (i.e., John Kerfoot)
 - Experiential/unique attractions
 - GIS
 - Viral marketing
 - Embrace 3.0, create incentive
 - Educate (especially regional)
 - Target marketing, emerging markets, demographics analysis
 - International partners, reduced bureaucracy
 - Strategy: increase frequency of commercials. Focus on landmarks, use known brands, four seasons
- Objective: Work together on the UP attraction
- Objectives
 - Increase number of commercials by __%
 - Increase direct links from regional/national to “Pure MI” by __%
 - Promote/market to travel planners, real estate investors throughout region/country create incentives to refer
 - Identify what regions currently “responding” concentrate on expanding
 - Everybody “brand” → Pure MI
 - Private
 - Strategies
 - Increase frequency of commercial!
 - Designate more money
 - Lobby legislators to support money
 - Identify landmarks what are they based on survey or estimated criteria
- Objectives
 - Pure MI campaign effective medium is regional landmarks and are the names of the landmark
 - Partnerships with international travel like we do now
- Objectives
 - Know brand through industry and business international market to those who can afford travel. Establish landmarks for state with location and name
 - When you’re hot, we’re cool
- Objectives
 - Promote all season outdoor opportunities
 - Michigan has many reasons to get off the couch and enjoy the outdoors
 - Educate public as to the many opportunities that are out there

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- Objectives
 - To make MI a household association with visitation, adventure travel at national and international level
 - Detroit- is known as the intercity
 - Michigan is known as the *illegible*
- Miscellaneous strategies
 - Coordinate known MI brands with Pure MI and distinct landmarks in advertising
 - Market to international visitors who can afford travel. Airline mags?
 - Name distinct landmarks for consistency

Ypsilanti, July 16 2012, Eastern Michigan University

Flip Charts I

- Objective: make the Pure MI brand more inclusive to all stakeholders
 - Strategies
 - More vibrant advertising- a change from soft, dreamy to exciting and vibrant . MI is alive and lively!
 - Consider marketing themes under Pure MI= stay to play prison paradise horse trails
 - From Alpena to Empire ride your horse. From prison to paradise do time in Jackson. From hell to Holland Pure MI has it all!
 - By 2013 identify and produce a Pure MI ad focused on a genre/market segment (not geographical)
 - Invite stakeholders to form teams around the genre/market segments
- Objective: Increase __% of repeat visitors to MI, especially during lower volume seasons
 - Strategies
 - Utilize Pure MI blog database to have visitors identify their interests
 - Target market to current visitors
 - Branded materials to website to add visitors
 - Increase number of mediums that have opportunities for interactive contact by the traveler
- Objective: Increase __% of international visitation to MI
 - Strategies
 - Start measuring influx of international visitors
 - Create messaging that speaks to the international consumer
 - Increase budget for international marketing to \$1 million by 2014
 - Target marketing to increase visitors from within US that are foreign born and may return to their home country and continue promoting MI

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- Add feature to make Pure MI website and information available in languages of targeted countries
- Educate the MEDC that tourism is economic development and should be included in their economic development programs i.e. China

Flip Charts II

- Objective: Increase __% of web hits on Michigan.org that convert to actual visits
 - Strategies
 - Clickable categories on the website for each area, for example: nature, arts, history, camping, museums, festivals, etc.
 - Inbound marketing more data to analyze what they need to get them to visit
 - Create user friendly mobile apps
 - Fewer click-throughs

Individual Objectives and Strategies Sheets II

- Objectives
 - To increase international business travel to MI
 - To place MI as the number one destination for Asian travel in the US
 - To increase S. American travel to MI
- Objectives
 - Increase funding of MI campaign on international level
 - Define ROI of spending for international visitors
 - Meaning of Pure MI, identify promise
 - Grow Pure MI brand
 - Install measurement devices for tracking
 - Influx of international visitors
 - Mediums: Pure MI, YouTube for everyone (saves money), interaction with visitors
 - Strategies
 - By 2013, offering area is highlighted arts and culture, sports, history, heritage, etc.
- Objectives
 - Make more attractions, resources, and events more well known through PMC
 - Make information more accessible to the public in US and abroad through apps, social media, etc.
- Objectives
 - Increase international awareness from inside and outside the US (Asian markets residing in CA or other Midwest and European visitors on 2-3 visit)
 - Mich.org translate
 - Year round appeal seasonal attractions (not necessarily repeat)

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- Objectives
 - To date, the Pure MI campaign has focused on nature, wineries, golf, and the geographical beauty of the state. “Pure MI” works for that. It’s time to be all-inclusive and include Michigan’s rich history, culture, and arts. Shall another word be added to “Pure” or a new slogan be developed? Perhaps: Michigan- Pure, Past and Present! Then more than only “pleasant” pastimes can be included
- Objectives
 - Stay and play- more inclusive to all
 - Branded items to the website
 - In-kind marketing
- Objectives
 - Enlarge and develop Pure MI brand to include historic and cultural aspects of MI to appeal to broader base of out of state and international visitors
 - Develop digital resources to inform potential visitors of MI opportunities
 - Make more accessible

Port Huron, July 18 2012, Maritime Center

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

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- 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

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- 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)

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- 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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Dearborn, July 19 2012, The Henry Ford

Facilitator Notes I

- Diversify demographics of those visiting MI by increasing young urban professionals visits as well as other groups by 10%
 - Come visit your neighbors family we'll supply the _____
 - Focus on NY, Chicago, LA, Atlanta
 - Families make available affordable packages on website
 - Market to motorcycle groups
- Diversify the attractions and target populations in Pure MI campaign to "Music is Pure MI, Arts and Culture Is Pure MI, Sports is Pure MI"
 - Focus on arts smaller productions, little known venues. Local should be emphasized
 - Focus on urban agriculture
 - Volunteer tourism
- Increase desire of out of state visitor to visit MI to top ten
 - Strategy, research what makes MI uniquely desirable and types of experiences
- Market Detroit as "place to be reborn". Ground zero for art and music. People seeking place to start again. Trigger state wide pride, like Super Bowl Chrysler commercial
- Promote literary trail, the trail. Elmore Leonard, Hemmingway, Thomas Edison, Henry Ford, Motown Museum
- Music heritage
- Create events around people
- Motorcycle, wine and bike tours. Brewery trails and tours packages for shoppers "dollar stores!"

Individual Objectives and Strategies Sheets I

- Objectives
 - Increase Pure MI brand as defined by research numbers
 - Increase partnerships
 - Expand focus on international travellers beyond current countries
 - Increase social networking followers
- Objective: Develop application for smartphones
- Objectives
 - Grow the Pure MI ads in magazines that are on domestic and international flights
 - Build a partnership with the various means of transportation (greyhound, Amtrak) and work in collaboration to get the brand out that way

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- Raise the tax film incentives back to 26 million it brought money in for all industries in MI plus allowed for new businesses to form. It brought people here who normally would not come and were even interested in purchasing homes
- Objectives
 - Strengthen relationships with neighboring states
 - Identify meaningful partners
- Objectives
 - Non English speaking media
 - Positive views of Detroit outside of Downtown
 - Twitter, Facebook, web
 - Hispanic, radio, TV, web
 - Multi lingual
 - Visit family
 - Come home
 - Use foreigners as testimonials
 - Neighbors
- Objectives
 - Engage more groups or define existing partners and be more through with these
 - Define existing partnership, evaluate their role find ways to enhance and develop partnerships
 - Broader participation among desirability

Flip Charts II

- Objective 1: Increase the Pure MI brand awareness by 20% outside MI
 - Strategies
 - Continue existing mediums of advertising and increase “unique experience” content (breweries, exceptionally good music, Motown, rebirth of entrepreneurship, self opportunities to witness or experience)
 - By revising ads to emphasize urban rebirth
- Objective 2: Increase visitation from regional, national, and international sources by 10%
 - Strategies
 - Establish MI as destination
 - Build travel agents, airlines, promote MI
 - Create statewide packages
- Objective 3: Strengthen existing partnerships in Pure MI campaign strategically and forge new relationships
 - Strategies

Promotion, Marketing, and Communications

- Partnerships, evaluate to match through state of MI
- Compute ROI to entice new investors
- Benchmark successful partnerships (Mack, TC)
- Develop multi-year contracts, in for long haul. Sense of stability
- Objective 4: Determine annual allocated budget for PMC
 - Strategies
 - Diversify budget, target to each country pending
 - Love the rebirth of Detroit, the place to go for a new start
 - Form of communication (billboard, web, print)
 - Spend money wisely, not all eggs in one basket
- Objective 5: Increase digital presence of Pure MI
 - Strategy: visit MI app (attractions, art, heritage)
- Objective 6: Diversify the attractions in Pure MI and target populations to include urban tourism
 - Strategies
 - Pure MI site
 - Brewery tours package
 - Wine tour packages
 - Fall bikes tours
 - Packages for shopping malls and outlet shopping
 - Diversify attractions by Pure MI ads, research events that drew visitors, create subcategories (music, art, sports)
 - Music is Pure MI, arts and culture
 - Show ads of the nightlife, ballgames and tailgating, major plays and small production plays, music festivals, concert of colors, etc.
- Objective 7: Increase partnership in Pure MI campaign to include transportation and neighboring states by growing website hits
- Objective 8: Diversify demographics of those visiting MI by increasing young urban professionals visits/tourism and other groups by 20%
 - Strategies
 - Come visit your neighbors, we'll support the ____
 - Ads to young urban professionals
 - Families, make affordable offers online
 - Visit family Latinos (AZ, CA, NM)
- Objective 9: Celebrate MI- born citizens through commemorating their identity
 - Strategies
 - Living or dead
 - Welcome to the world, welcome to MI

Promotion, Marketing, and Communications

- Objective 10: increase products of non English Pure MI ads domestically and internationally by 10%
- Objective 11: Increase ranking of out of state visitors desire to visit MI to top ten
 - Strategy: identify kinds of expectations (food, beer, city, birding) and target marketing around that experience

Facilitator Notes II

- Strengthen existing partnership in Pure MI campaign and strategically forge new relationships
 - Evaluate dollar to dollar match through state of MI
 - Lower cost of entry for partners with smaller budgets but valuable experiences to participate
 - Computing the ROI to entice new investors
 - Benchmark successful partnerships (Henry Ford, Mackinac Island, Ann Arbor, Traverse City)
- Increase visitation from regional, national, and international sources by 10%
 - Establish MI as destination
 - Build relationships with travel airlines internationally and travel agents (like direct flights from Germany to DTW)
 - Increase travel packages for families and environmentalists
- Increase digital presence of Pure MI by creating a “Visit MI” application and creating web banners, Facebook ads, strategy maps, QR codes, twitter, blogs
- Determine annual and allocated budget for PMC
- Analyze best medium for each market
- Diversify budget target to each

Bellaire, July 23 2012, Shanty Creek Resort

Flip Charts I

- Objective 1: Co-op partnership with airlines into MI regional markets
 - Strategies
 - Airline packages (specials)
 - Media in markets (SFO, LAX, SAG, OKL, MIA, ATL) with Delta/United fly into GR/TC
 - Buy into these markets

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- Objective 2: Visitor testimonials specific from region they came from
 - Strategy: Conduct research intercept survey. Filter good candidates to film
- Objective 3: Increasing value- promote the value. The experience
 - Strategies
 - Compare “big city” vacation costs to Michigan
 - Branding service level, like southern hospitality
- Objective 4: Partnerships value (ROI). Cost effective partnerships and inclusion of other entities (within region and state not involved in Pure MI, ex: state heritage, local, government, etc.) to grow the brand
 - Strategies
 - Reach out to other state programs, regional, economic development organizations, small business associations, regional government entities, etc.
 - Encourage regional collaboration on promotion
- Objective 5: Continue to increase online participation for both industry and visitors
 - Strategy: within industry promote what we have, mention in ad
- Objective 6: Establish a sister partnership with city/areas from one of the BRIC nations
 - Strategy: Establish exchange program for college students deployed throughout state with various language skills (BRIC)
- Objective 7: Baseline the entire PMC goal so we know where we are now
 - Strategy: Research- specific to goal parts
- Objective 8: Expanding media spending to the closest international locations (Toronto, etc.)
 - Strategies
 - See the US in MI (beaches, ski, wines, cultures, Henry Ford, Meijer Gardens)
 - Pure MI campaign during NHL season (TV- CBC and radio)

Individual Objectives and Strategies Sheets I

- Objectives
 - Value, brand service development
 - Define the entire goal, research specific to goal parts
- Strategies
 - Set baseline for measuring this goal. Brand, partnerships and member plus results, attract, return
 - Define regional information like to travel to “top ten”

Promotion, Marketing, and Communications

- Objectives
 - SF/LA/SD/Orlando/MI/ATL: media purchase in those markets. Create campaign (co-op) with Delta or United to “experience Pure MI.” Value driven vacation package. Include airfare and car rental
 - Toronto and Montreal: heavily advertise during NHL season. Recreation, beaches, skiing, boating, golf, cultural, Henry Ford, Meijer Gardens. Value: better value.
 - Strategies
 - Co-op partnerships with Delta and United to increase MI brand awareness and interest from markets most likely to fly into Detroit/Grand Rapids/Traverse City. Expand co-op packages with auto rental to see the state
 - Expand international media spend into closest major international metro e.g., Toronto by 2015

- Objectives
 - Cost effective partnerships, value
 - Diversification to all media, all tourist related industries
 - Strategies
 - Pure MI/Travel MI, partnerships with CVB and CVB partner with local businesses or destinations

- Objectives
 - Continue to increase online participation (mi.org and Twitter) for visitors and industry. Plus 50% in 5 years
 - Foreign language
 - Strategies
 - Increase online metrics by 50% in 5 years via online partnerships with industry (we mention it in our tweets, etc.)
 - Scholarships/exchanges for students, employed locally and known as a resource. Advantage in home countries BRIC

- Objectives
 - Increase inclusion of entities on the regional level
 - Create diversity of topics under the brand for visitors to comeback for more experiences
 - Strategies
 - On a regional level, bring/identify different entities not under Pure MI. Reach out to other state programs, regional EDOs, small business associations, regional government entities

- Objectives
 - Create (a) synergetic partnerships that link industries that produce a “webbed” (?) i.e. agritourism
 - Establish a partnership in a “sister” province/state in a top 5 international country that would encourage travel between the two

Promotion, Marketing, and Communications

- Brand the service side of MI hospitality, i.e. southern hospitality
- Strategies
 - Brand the MI hospitality i.e. a (?) that connects to value (service=value)
- Objectives
 - Increase spending per visitor
 - Increase actual visits (web= numbers, visits number 28) and desire to visit
 - Promote value
 - Increase regional collaboration
 - Strategies
 - Compare cost of MI to CA, FL, Chicago
 - Chambers, cities work together
- Objectives
 - Word of mouth, build testimonials on Pure MI (?)
 - Strategies
 - Employ researchers to conduct surveys around state
 - Conduct surveys and ask for volunteers to video/record their impressions

Flip Charts II

- Objective 1: Involve townships and counties with assets that they have for promotions with Pure MI “co branding and coat tailing”. Get back to marketing similar resources. Include private enterprise to incorporate Pure MI
 - Strategies
 - Multiple groups working together to increase buying power and impact
- Objective 2: Pure MI increasing communication of its programming aptitudes
 - Strategies
 - NWMCOG, MML, etc.
 - Input in planning and zoning news. Mark Wykoff- MSU land institute
- Objective 3: Communicate brand strategy outside tourism industry (industry, gas stations, etc.)
 - Strategies
 - Pure MI lowers taxes email to all
 - MEDC industry cross over promotion, blue and green logos
- Objective 4: Communicate on unique experiences available in MI as a “whole” list (i.e. trails: quilt, golf, etc.)
 - Strategies
 - MI wide awards in different areas. Sleeping Bear, best lake, best golf, list on mi.org

Promotion, Marketing, and Communications

- Key activities during slower months that have potential to grow (not April, May, June, July, or August)
- Graduate programs focus on creating groups of similar events festivals etc. that can be promoted as possible trail or other
- Objective 5: Better Pure MI “branded” items (i.e. clothing, etc.). Selection and quality
 - Strategies
 - Links from Pure MI to retailers in the program
 - Apparel manufactured in MI for quality and organic items
 - Better selections for Pure MI branded products (stickers, beach balls, cozies)
 - Add MI made goods to mi.org, quality
 - Partner logo wear available
- Objective 6: Pure MI partner with other retail/MI based companies
 - Strategy: leverage other companies (like Coke), find other large retail companies to expose outside of state for Pure MI (Ford, beer, wine)
- Objective 7: Promote communication in a medium that best fits the 3 markets: region, national, and international
 - Strategies
 - Holy grail advertising (Olympics, World Cup, Super Bowl)
 - Pure MI app, web links to partners, festivals, stories, reviews
- Objective 8: Increased Pure MI staffing
 - Strategy: Internships

Individual Objectives and Strategies Sheets II

- Objectives
 - Partner with other retail companies like Coke (i.e. Pure MI golf ball, Pure MI ski brand, sports teams, Michigan based, Ford?, leverage retail space and exposure
 - Strategies
 - Leverage other partnerships (like Coke), find other large retail companies to gain exposure for Pure MI brand, Ford?, beer/wine, gain exposure outside of state
- Objectives
 - Create an application for access by 2014 involve township/counties as partners in assets they have for promotions in Pure MI
 - Create Pure MI links in each regional or combine web pages in 2012
 - Strategies
 - PLN and ZONE MAG council of government (?)
 - Website link to partners, Tree Tops, pro shop shirts, shanty creek hat etc.
 - Links to Pure MI and back to partners app

Promotion, Marketing, and Communications

- Objectives
 - Allow private enterprises to incorporate Pure MI brand and content in a controlled and approved manner to expand reach. QC?
 - Strategies
 - Holy grail media buys: Super Bowl, Olympics, World Cup
 - Internships
- Objectives
 - Regional national and international
 - Co branding between products and cities and counties of a region combined with entire state to maximize impact
 - Promote communication in medium that best fits each of the three marketing (regional, national, international) example language or electronics of both
 - Follow up communication or review of experience to better meet return needs and hopes
 - Inform on unique experiences available and activities
 - Strategies
 - International language on website
 - Marketing that is state/regional/international (target Chicago, Indianapolis, etc.)
 - Multiple agencies each placing advertising at the same time in a publication or TV, radio to increase buy power and awareness
 - Programming
- Objectives
 - Grow brand and partnerships
 - Revise Pure MI site for new traveler user experience... increase new user time and base)
 - Incorporate Pure MI brand into all state owned signage (message to municipalities for increased attraction signage) and replace old sunset
 - Work with products made in MI to include logo on packaging (not just food)
 - Communicate brand strategy outside of tourism industry (increase grass roots awareness of impact)
- Objectives
 - Better Pure MI apparel (organic, MI made)
 - Quality partnership opposed to quantity- not oversaturated market (tone down regional)
 - Pure MI membership for discounts
 - Get back to marketing resources of state
 - Strategies
 - Work with apparel manufacturing in MI to make quality items
 - Add MI goods to Michigan.org website

Promotion, Marketing, and Communications

Lansing, July 26 2012, The Lexington Lansing

Flip Charts I

- Objective 1: Increase visibility of Pure MI brand nationally and internationally
 - Strategies
 - Focus on grow and made in MI
 - Identify opportunities to reach international students, increase visitation of their friends and family
 - All MI CVBs and Travel MI websites translate languages
- Objective 2: Increase awareness within tourism industry of impact of film industry
 - Strategies
 - Utilize maps being done by film office places used for shooting
 - Group tour promote film location for business tour
 - Focus what has been filmed capitalize
 - Partner film office Travel MI both MEDC
 - Movies made with a Michigan theme
- Objective 3: Increase destination marketing for niche markets and increase awareness of concerns/needs of industries among Travel Commission/ Pure MI to entice people here
 - Strategies
 - Identify additional products to promote (skiing, camping, snowmobiling) covering all seasons
 - Capitalize on the historic nature of the area
 - This could happen with a website like US heritage route 23 or the Up North Trails initiative website
 - Design marketing plan for niche industry. Incorporate 5 new markets in advertisements
- Objective 4: Increase visibility of Pure MI brand in international markets
- Objective 5: Increase number of partners connected to Pure MI brand and dollar impact
 - Strategies
 - Incorporate the MI scenic byway program into Pure MI
 - Include local government agencies, use Pure MI branding on their websites etc.
 - Identify and reach out to organizations representing lifestyles, products, and events not currently visible in Pure MI advertisements and promotion
 - Increase Pure MI partners to \$5 million and 50 partners and identify both non financial and revenue generating partners

Promotion, Marketing, and Communications

Facilitator Notes I

- Increase involvement of scenic byways
- Highways, promoting beautiful roads
- Look at asset inventory
- Historic byways
- Identify government agencies to utilize Pure MI brand
- Increase (?) of Pure MI internationally to China, on food products (Welch), connect with MI food producers
- Increase awareness of film industry impact
- Film industry missing opportunity to be a part of it. \$50 million
- Tag credits with Pure MI quit filming gritty DTW (\$200 million of spending)
- More tours
- Create (?)...
- 1,2,3 star incentives/rewards
- To define what a partner means, benefits
- Identify who partnerships are and benefit how
- Grow to 50 partners to \$5 million, identify financial and non financial partners
- Increase destination markets for niche markets. Water, golf, general vs. Henry Ford
- Camping is general, untapped pool of people
- No one from golf etc. puts up dollars for Pure MI ads
- Motorcycles (destination rides), boating, snowmobiling, skiing, cultural places, Art Prize, Broad Art Museum
- Expose more people to Pure MI brand
- Letting film in CA that Pure MI exists
- What partnerships are strategic in that film industry
- Favorite tours
- Not depict just Detroit but pretty parts of MI
- Pure MI needs to be aware of other industry concerns and needs to entice people to get there (diverse parts of markets)

Individual Objectives and Strategies Sheets I

- Objectives
 - Take a look back at what has been accomplished and who the players have been. Who is not a player? What segment of the tourism industry is still undiscovered? Look to the segments of the tourism industry who have been highlighted (golf, boating, ag, urban) and see what their results are!
- Objectives
 - What is the partnership agreement, benefits, stakeholder agreements
 - Pure MI campaign attracts visitors, what about industry
 - Highlight the benefits, loyalty to state (?)

Promotion, Marketing, and Communications

- Objectives
 - Focus on film \$50 million budget for 2013 (twice that of tourism) to show Michigan product and introduce to world. CA and FL showcase product on TV and movies
 - Tag (?) credits with Pure MI
 - Plots set in MI
 - Quit filming “gritty” Detroit, showcase the positive
 - Movie tours, film sites, map them, work with group tours to highlight film sites
- Objectives
 - Partnerships
 - Include other government agencies (ag, EDC, MDOT, etc.). Products to help adapt and grow brand (careful not to dilute brand)
 - Increase number of partners by X amount
 - Identify other tourism partners for advertising campaign
 - Grow revenue from partners to \$5 million up to 50 partners
- Miscellaneous
 - Better communications between departments (state)
 - Automotive
 - Michigan brand products
 - Paid and non paid partners

Flip Charts II

- Objective 1: By 2017, have MI’s ranking as a desirable state to visit rise to #6 (national)
 - Strategies
 - Market MI opportunities that mimic other desirable destination state’s draws
 - Partner with other destinations state’s for combining travel opportunities
 - Aggressive email marketing campaign targeting precious MI visitors, encouraging them to return (ex: invite them back for fishing or hunting in MI, offer hotel/restaurant packages)
 - Integrate with customer promise score
 - Increase Pure MI advertisements in other states
 - Offer out of state incentives
- Objective 2: By 2017, MI is in top ten desirable states for international visitors
 - Strategies
 - Develop foreign language toolkits to assist in vacation planning
 - Develop more foreign language communication messages (email/web content)
 - More presence in international media
 - Partner with or create program for international students to become Pure MI ambassadors in their home country
 - Identify international partners through tourism contacts to assist in promotion and partner development

Promotion, Marketing, and Communications

- Research the interests of tourists from the BRIC
- Objective 3: Retain #1 ranking of tourism website and Facebook page and establish ranking of other similar sites (e.g. YouTube)
 - Strategies
 - Interconnect all social media campaigns to emphasize all links (contests)
 - Don't change, keep doing what you do and do it better
 - Change to be more regionally focused and one-stop shop more user-friendly
- Objective 4: Increase awareness among smaller organizations/businesses about benefit and access to Pure MI resources
 - Strategy: Niche efforts in smaller areas
- Objective 5: Increase # of cool destination sites to draw people here e.g. cultural, leisure, social destinations
 - Strategies
 - Develop interest based partnerships to coordinate promotion around a certain activity/geographic area (ex: snowmobiling, fly fishing, duck hunting)
 - Have city-county level competitors for cool new tourism ideas
 - Draw international participants to new activity competitions (ex: photography, art, writing, etc.)
 - Find clusters of cool destinations connected by trails, and advertise!
 - Establish national tourism conference platform i.e. host brand USA
- Objective 6: By 2017, increase by 100% regionally, 75% nationally, and 5% internationally the awareness of MI as a destination
 - Strategies
 - More presence in popular media
 - Create blog for international outdoor photographer promoting MI as a top destination for great photo ops

Facilitator Notes II

- BY 2017, national ranking #6 as desirable state to visit
- Use EM (?) to communicate internationally focused Pure MI campaign with many languages
- Photos
- Ag, promote diversity of state ag and social issues
- Create blog for outdoors
- Photos for partners with advertising and publications
- Travel promotions communications idea for international, outdoor photos
- MI, destination for photographers
- *Completely illegible...* organizations and businesses about Pure MI campaign what's in it for them and how to connect to it

Promotion, Marketing, and Communications

- Increase number of cultural and other generic more final interests destinations to draw people into state. Positives of Detroit Art Museum, leisure destination
- 2017 20% of international tourists come to MI annually
- Retain number one rating of website and establish ranking of other similar sites e.g. YouTube
- Identify international partnerships ... *illegible*... to assist with promotions and to support (?)
- By 2017, 100% regional awareness, 75% nationally, increase by 5% annual as destination

Individual Objectives and Strategies Sheets II

- Objectives
 - Focus on positive aspects of Detroit
 - Focus on diversity of state
 - Generate more destinations by 2017 (e.g. art prize)
- Objectives
 - By 2017, our national ranking of desirable state to be within top 6
 - Continue to be number 1 website
 - By 2017 X% of international tourists
 - Strategies
 - Identify all the gems in MI, Detroit, cultural, hunting, ag, skiing, hiking, waterfalls, there's something for everyone
 - Develop interest-based partnerships to coordinate promotion around a certain activity/geographic area
 - Aggressive email marketing campaign targeting previous visitors encourage them to return for smaller (or new) adventure (ex: come back this year for fishing or come back in the fall for color tours/waterfalls)
- Objectives
 - Increase awareness of how potential partners can work with Pure MI on campaigns. How do the partnerships work? What is in it for both partners?
- Objectives
 - Use email listserv mechanisms to distribute regular communications to current and potential visitors
 - Retain number one ranking of website and FB page and increase value of other sites
- Objectives
 - Utilize social and traditional media to promote Pure MI
 - Identify international partners through tourism contacts to assist in promotion with established tour groups

Promotion, Marketing, and Communications

Kalamazoo, July 30 2012, Holiday Inn West

Flip Charts I

- Objective 1: Broadening reports back from visitors to MI for continuing Pure MI campaign (i.e., testimonials, context, anecdotal)
 - Strategies
 - Stay on cutting edge of social media opportunities
 - Reward submission of “memory moments” online (photo accompanied) to provide qualitative feed back for Pure MI and CVB promotional use. Aim for 1,000 submissions first year, 12 month timeframe, 10 prizes ranging from “return trip” to inclusion in next campaign
 - More requests for continuing feedback
 - Tie into a contest/promotion

- Objective 2: MI is in top places to visit (no longer 37th)
 - Strategies
 - Everyone in MI needs to know how important tourism is to the economy
 - A place to come to not just to pass through
 - Next goal for Pure MI and our convention
 - Continue nationwide campaign
 - Further define markets, expand into more markets when appropriate
 - Re-evaluation new and existing partnerships to determine best promotional angle (one size does not fit all in partnerships)
 - All goals and strategies for all goal themes should fit under this objective!
 - Collaborations and partnerships should be created with the goal of putting MI in top 10 places to visit
 - Funding and financing should be aimed at putting MI in top 10 places to visit and so on

- Objective 3: Increase percentage of urban/rural travelers in MI in summer (June-September)
 - Strategies
 - Hub and spoke development
 - Increase percentage of travelers, focus on urban areas of MI. What major attractions draw our guests... tie into i.e., S.H. Fest and Taste of Kalamazoo
 - Tie into kids and family. How do you attract them for their family vacation in June through August? Social media moms! Dollar amount back to schools and an amount to a scholarship for MI students?
 - Focus on distance from high populated area or summer attractions (i.e., Kalamazoo is 45 minutes to South Haven) and tie into urban experience
 - Understand visitation trends to urban vs. leisure destinations in summer months
 - Bigger focus on urban/rural areas in social media, media FAMS etc.

Promotion, Marketing, and Communications

- Objective 4: Validate conversion from entry to visitation being consistent throughout the industry (audience industry stakeholders and elected official)
 - Strategies
 - Visitor survey and hotels
 - Develop industry wide conversion methodology to determine effectiveness of advertising to inquiry to actual visitation
 - Surveys and questionnaires at hotels and attractions
- Objective 5: Broaden “niche” market advertising/promotion. Further define “our” markets. Exp versus region
 - Strategies
 - Identify unique attractions i.e., brew pubs, wineries, historical sites
 - Niche market social media i.e., Meet ups etc.
 - Support vertical market development teams e.g., ???
- Objective 6: Broaden national and international markets and address the negative image of MI
 - Strategies
 - Multi-lingual, target four season visitors (e.g., boating, color tours, snowmobiling, skiing, fishing)
 - Determine which international visitors are most likely to travel to MI then identify the promotional opportunities to communicate to them effectively
 - Broaden and continue current efforts

Individual Objectives and Strategies Sheets I

- Objectives
 - Focus on culinary
 - What is the next city/county highlights?
 - How do destinations get involved? (email, web, blog, Facebook)
 - Is there an entire state message?
 - 45% of travelers come June-August, raise 5%, focus on shoulder months
 - How is spending tracked?
- Objectives
 - MI as a destination increases to top 10 states
 - Continue nationwide campaign
 - Further define markets
 - Re-evaluate partnerships to see what is most effective, one size does not fit all within partnership parameters
 - Continue to move the needle on how many people are aware of Pure MI
 - Continue nationwide campaign and continue to evaluate markets and mediums

Promotion, Marketing, and Communications

- Objectives
 - Transition of activity from inquiry into actual travel to the state
 - Determine ways to market leisure activity to business travelers
 - Communicate consistently accurate visitor spending data to media
 - Identify ways to have residents help attract visitors to the state
 - Audience: industry stakeholders and elected officials, goal is to validate conversion from inquiry to visitation
 - Audience: residents of the state of MI, goal is to empower them to promote and encourage visitors
- Objectives
 - Create a constant “buzz” about MI as a place where there are cool things happening (social media, VFR, job creation)
 - Overcome negative image of MI in the minds of potential national and international visitors (bridge, relentless positive action)
 - Develop niche markets to get deeper into traveling groups with special interests (wine, food, history, natural resources, boating, birding, cycling, music, sports). Move beyond the general tourist
 - Hub and spoke development
- Objectives
 - Broaden MI’s appeal as family-friendly state in digital media by soliciting “memory moments” online through submission of photo and accompanied anecdote, prizes at end of year for 10 best memories
 - Goal for submission in a 12 month year is 1,000
- Objectives
 - Develop national and international advertising campaigns
 - Multiple media, internet (travel sites, social networks, search engines), TV, cable, print, radio
 - Feature unique natural, historic, and cultural resources
 - Keep information current and up to date

Flip Charts II

- Objective 1: Continue to commit to current Pure MI marketing strategy by new word smith copy with same delivery
 - Strategies
 - Integrate technology into campaign
 - Keep Tim as the voice and keep current production style for 5 years
- Objective 2: Broaden footprint of MI.org by ?
 - Strategies
 - Increase Facebook and other social media

Promotion, Marketing, and Communications

- Give ability for CVBs to pull statistics on people visiting their listings on the Pure MI website
- Make it easier for CVBs to upload information on their assets to the site. Upload data for events
- Ability to link to each assets social media
- Objective 3: Explore new diverse audiences and expand print and physical and online advertising to new and unexpected places
 - Strategies
 - Sponsorship or TMPI program (tourism marketing partners initiative) for special events deemed “Pure MI” (marathons)
 - Interactive experiences, creation of smart phone app and games (Jib Jab, e postcards)
 - Additional advertising in Delta foreign cities that come into Detroit
 - Unexpected ad sites, place ads in surprising places such as on a commuter plane between Detroit and Chicago or an international flight or in a movie trailer of a movie benefitting from the film incentives (tax rebates) or on clothing exports made in MI
 - Incorporate out of state story, experience, visit, memory, My Pure MI
- Objective 4: Itinerary builder, create a “hotwire” type booking agent for northern MI... MI site. Make it easy to plan vacation
 - Strategies
 - Itinerary builder that includes all properties and/or a booking widget i.e., ARES or similar widget with the commission going to fund the Pure MI campaign
 - Build “Disney World” style all-inclusive booking widget for Pure MI website
 - Links to other attractions within one hour drive
- Objective 5: Reallocate some marketing dollars to convince and fund MI infrastructure improvements for tourism
 - Strategies
 - Gain support for new four lane freeway from Greenbay to I75
 - Gain support to finish 131 to Traverse City
 - Regional collaboration and involvement with government officials/state and local
 - Educate Michiganders on importance of access
 - Direct department head of government to have a tourism line item

Individual Objectives and Strategies Sheets II

- Objectives
 - Grow the TV/online advertisements for the international market
 - Expand the print advertising (ex: on a plane, on exported products from MI, in movies filmed in MI that benefit from tax) in reward unexpected places

Promotion, Marketing, and Communications

- Increase the online presence of Pure MI with social/interactive sites or applications
- Create a sponsor program for events like a marathon to advertise to out of staters
- Create a passport-like program in partnerships with hotels
- Objectives
 - Regional collaboration to cross market, cross promote, and or combine efforts to bring in more visitors (i.e., wolverine line 194 corridor)
 - Strengthen/expand the Pure MI website so it's easier for CVBs tourism partners to market their assets and their events, etc. (ability to upload information, to link to social media, to pull statistics on people visiting the Pure MI site who looked into their page) and to broaden footprint of MI.org
- Objectives
 - Track Pure MI advertisement outcomes to encourage increased funding
 - Identify new markets with current visitor information (Wisconsin ?)
 - Increase Pure MI exposure at foreign Delta airport terminals (flying direct to DTW)
 - Create a one stop shopping site for booking northern MI vacations online
 - Continue current creative strategy by industry artists to submit their copy ideas
 - Allocate marketing funds toward convincing MI to improve roads to Traverse City area from the south and to I75 from the Green bay area
 - Out of state, story teller experience/visit/memory story, "my Pure MI"
 - Better integration of technology
 - Communicate events to tourism stakeholders (if we don't know, can't promote)
 - Make tourism 2nd largest
 - Create experiences people don't now they want to do yet
- Objectives
 - Explore new diverse audiences for our radio advertisements
 - Evoke memories that stretch across generations
 - Winter here not Utah or Switzerland (?) besides radio and TV (??)

Frankenmuth, July 31 2012, The Bavarian Inn Lodge

Flip Charts

- Objective 1: Increase ROI to \$4.90 out of state visitors (international at par as a state)
 - Strategies
 - Measure existing market effectiveness (Travel MI)
 - Develop medium plan as results unveiled
 - What is getting visitors here vs. just aware
 - Clearly identify target markets e.g. international needs different exists
 - Find out how people found out about MI and barriers to travel here

Promotion, Marketing, and Communications

- Objective 2: Increase length of stay
 - Strategies
 - Develop itinerary builder feature to MI.org
 - Develop kid friendly road trip, around state, various destinations (east to west, not just north and south)
 - Passport concept
 - Sport teams, discount rate for shoulder date e.g. Sunday 25 room
 - Plan vacation for them, live travel agent or concierge, itineraries by target market
- Objective 3: Develop Pure MI campaign, 42 partners, increase types of MI experiences (e.g. urban, overcome image)
 - Strategies
 - Campaign should visually represent all MI experiences
 - Four seasons, make it easy to get info and get into MI consistently
 - Evaluate what is being promoted and exclusively and push inclusive nature and does site not promote all
- Objective 4: Increase frequency of visits (four season)
 - Strategies
 - Communicate piece to share how to get recreation equal
 - Promotion campaign for four seasons
 - Card (frequent MI visitor)
 - Card to pass to a friend (MI resident to non resident)
 - Cross promotion/databases with variety snowmobiles and shopping centers
 - Highlight some location, four different experiences
 - Give promotion to summer visitor to get them here in winter

Facilitator Notes

- Snowmobile and ATV
- Increase communication
- Cross market opportunities to visitors, extend stay, come to UP travel through, purposeful
- Get people to purposeful
- Increase east west opportunities
- Increase extended stay and for frequency average length of stay...
- Develop campaign for kid friendly road trips
- Four seasons, travel path opportunities, not just north to south, make east to west, passport concept
- Increase frequency
- Mediums, increase 4.9
- Measure effectiveness of existing marketing and communications e.g. number of website visitors

Promotion, Marketing, and Communications

- Are people traveling more, messages relevant to people
- Campaign more representative of all types of MI experiences (Kroger and agriculture)
- Address negative image of MI, urban opportunities, not a singular message, pure fun in theatre
- Experience theme concepts
- Consistent message
- Natural message
- Urban
- Three largest spending counties, increase number top 3 areas themes and concepts
- Target market

Individual Objectives and Strategies Sheets

- Objectives
 - Further promote Pure MI as a four season destination by using media promoting MI's natural resources and recreation
 - Fairly promote regions of the state
- Objectives
 - Experience marketing advertise the experience
 - Focus on creating experiences and themes and stories
 - What is our image, how do we focus our image and portray that Pure MI image, how are we perceived?
 - How do we keep and maintain the experiences for four seasons, really have a planner for all events experiences for all seasons
 - Not just natural beauty, because that isn't everything we have
 - How can we learn from each other in different markets/regionally, nationally
- Objectives
 - Campaign for a kid friendly oratorio
 - Get fit in MI
 - Improve negative image of parts of MI
 - Improve infrastructure exit 675 on off ramp
 - Promote area tournament
 - Strategy: Fit campaign, promote bike riding, canoeing
- Objectives
 - Total communications for all players of Pure MI program
 - Partnership with like organizations
 - Promote your passion and beliefs
 - Secure all available funding
- Objectives
 - How do we get there?

Promotion, Marketing, and Communications

- Attract mediums: online, website, social media, TV, radio,
- How to market internationally
- Retain: service element, activities with all four seasons, visit four times a year and get completely different experiences
- Sponsorships of events (race)
- More partnerships
- Continued use of brand in many MI departments/state communication

- Objectives
 - Increase Pure MI campaign funding
 - Social media: website traffic and ease of navigation
 - Highlight counties that produce most spending
 - Destination collaboration
 - Pure MI brand has become exclusive
 - Mi.org
 - Cooperative advertising
 - Travel north/south vs. east/west
 - Increase awareness

- Objectives
 - All tourist destinations large/small need to be committed
 - Pure MI natural resources, big cities, ethnicities
 - We need to see commonalities, repeat and return
 - Print media, tour creator, billboards, radio, TV
 - International airline magazines, what is MI? How do we get people to go their own way to see the beauty of our state?
 - In Chicago, would half the people say they would go to MI to see ___?

Grand Rapids, August 2 2012, Grand Valley State University

Flip Charts I

- Objective 1: Cross promote Pure MI brand with x more organizations/meeting facilities/MI based businesses that protect brand within the tourism industry by third quarter 2013
 - Strategies
 - Provide a Pure MI package that people can share with others as they promote individually
 - Mine tourism database and invite venues and CVBs to join brand 40% participation
 - Involve MI organizations directly related to tourism to support/promote/wear Pure MI brand, especially organizations that are nationally/internationally recognized (sport teams)

Promotion, Marketing, and Communications

- Review who has adopted (insurance)
- Sell MI first, city, organization
- Objective 2: Increase international efforts from 3% to __ by 2017
 - Strategies
 - Create Asian/far east office/staff
 - Develop cross cultural materials
 - Develop messages beyond Detroit MI based organizations who w/c international to support Pure MI
 - Offer sales mission to MI advertisement partnerships
 - Utilize effective means of communication in other countries to target international markets use what appeals to their interest
- Objective 3: Increase ROI from \$4.9 to \$6 by 2017
 - Strategies
 - Increase length of stay visitors through __ in the markets (fish people)
 - Three different experiences, river, lake, and multi seasonal
 - Measure market effectiveness and gap between awareness and action
 - Conduct survey at end of campaign and record results for ROI and brand recognition
- Objective 4: Increase branding messages beyond existing toward greater than niche markets (festivals, culture, arts, harvest, waterways, etc.)
 - Strategies
 - Develop partnerships with areas and specific organizations specialized in these niche markets (charters, boat, hunting) CVBs
 - Website more creative
 - Partnerships develop affordable partner opportunities
 - Life expectancy of Pure MI? When and how is the concept and message evaluated?
 - Diversity marketing plan to include GLBT, black, Hispanic, Asian

Facilitator Notes I

- Vision, four season experiences, increase business travelers
- Market MI's affordability
- Collaboration, study types of partnerships and reason why
- Evaluate market effectiveness (Facebook, Twitter, etc.)
- 21 and up leisure travel (non resident)
- Non residents greater than residents for the first time (54% are us)
- Partner with service side
- Increase ottio? (4%) 25/75 business/leisure split
- 53% region aware Nov-Feb
- October decrease

Promotion, Marketing, and Communications

- 28 national aware
- Increase NE, NW, UP %
- Increase desirability of MI as a destination (28 current)
- 79% auto, 40 VFR, 34 vacation, 50% paid hotels is staying FR
- Get MI resident to promote and reward them, portrait of the average traveler, develop sales force, call a friend
- Increase international travel, train people in languages (BRIC)
- Increase rank from 28 to 10
- Increase Kent City percent
- Pure MI merchandise, blog, YouTube, Flickr, Facebook, Twitter, etc.)
- Increase ROI
- Create campaign that overcomes barriers of why not MI
- Increase rank from 14th in leisure
- Website to be enhanced (8.6 million hits/14,000 listings)
- MI travel ideas
- Increase percent multi season appeal
- Return visitors length of stay, create campaign, no need to go south, spend spring break with us
- Measure impact of these experiences (3 previous bullets)
- Study if we deliver what we say, national image
- Collaboration/partnerships
- 42 partners (match)
- Advertisement partner (MIS, Coke)
- Makes sense to partner with those who serve similar markets (Delta, Florida, or other state)

Individual Objectives and Strategies Sheets I

- Objectives
 - Visual sites recorded from past visitors
 - Higher ranking
 - More money reasonably spent on MI advertisements
- Objectives
 - Attract more out of state travelers that spend more
 - Increase advertising to older travelers
 - Try and attract work with publications in different countries, grow more China, Brazil, in travel
 - Increased ranking to top 10 from 28
- Objectives
 - To gain placement on places that are visited by national and international travelers
 - Change the opinion of MI (our reputation of failing and desolate etc.)
 - To become known nationally such as Vegas campaign

Promotion, Marketing, and Communications

- Focus on certain things about MI such as landmarks, places etc. (ex: Statue of Liberty)
- Objectives
 - ROI to \$7.5 (double)
 - Portrait top 10 (top 20 at least)
 - National awareness, 75% (regional 90%)
 - Spending to \$20 billion
- Objectives
 - Increase intent to travel to MI for leisure Longwoods measure
 - Increase ROI of advertising to \$7 for every dollar
 - Track the share-ability of current visitors and reward those that encourage others to visit
 - Develop MI loyalty program with states Great Lakes. Measure effectiveness with number of loyalists within target areas
 - Raise level of MI tourism assets throughout the south and southwest target year 1-3 goals
 - Strategy: loyalty program with neighboring states
- Objectives
 - Increase number of social media outlets, number of likes, Tweets, followers etc.
 - Expand the Pure MI campaign to...
 - Increase involvement in USA campaign
 - More collaborations with regional states to promote the region to other international countries

Flip Charts II

- Objective 1: Increase awareness from __ to __ of both regional and national numbers
 - Strategies
 - Invest into the Pure MI campaign. Funding need to continue. Governor and legislators have to believe in the campaign
 - Collaborate with regional and national organizations to build relationships and cross promote(e.g., art museum with NY Whitney?) (e.g., regional consertive (?) effort, seems hidden) Do a cross promotion with Florida we'll send you ours if you send us yours
 - Invest in marketing Pure MI social media, invest in encouraging sharing, existing heavy focus on TV and radio, how to increase other mediums (especially social media, engaging, not just number of fans)
- Objective 2: Increase ROI investment from \$4.90 to \$6.99
 - Strategies
 - Promote more activities that have a higher ROI, boating, fishing, city travel

Promotion, Marketing, and Communications

- Promote culture and cities along with woods and water
 - Broaden awareness of regional assets with segmented campaigns that directly ties into Pure MI brand (e.g., Holland, Dutch influence)
 - Advertise to out of state hit the hot states. South, Midwest, for summer travelers. Out of state travelers spend more money
 - Improve awareness of ease of travel to and around MI
 - Show more of what to do in the state. Where many would be spend (ex: art festivals, events, concerts, etc.)
- Objective 3: Improve negative reputation of MI (measures)
 - Strategies
 - Encourage people to become MI fans! Loyalty program with visitors and locals
 - Do a campaign about the state showing the good things about all of the state Business moving to the state, Google, Dell, etc.
 - Further promote the natural beauty, family friendly and unique experiences MI has to offer
 - Honestly embrace challenges and define the unique attributes of the transitional/innovative spirit. What does it mean to live, work, and create in MI?
 - Embrace MI cities
 - Do side campaign to highlight “good” local things going on. Revive cool cities
 - Show, embrace, and feature some of the negative cities. Feature them in some advertisements, instead of golf courses
 - Objective 4: Increase position from 28th preferred leisure location to top 10
 - Strategies
 - Chose 5-10 focused activities/themes and build consistent messaging (fine dinners, snow sports, arts and cultural institutes, great lakes, water sports, etc.)
 - Show the musts you have to see like statue of liberty in NY. What should be on MI’s bucket list like Traverse City and Tahquamenon Falls
 - Promote concept play on words. Tackle the reality for many outside MI that this is “flyover” country or to pass by on Indiana toll road
 - Focus on MI as popular, cool TV show, cool movie, cool family, etc.

Individual Objectives and Strategies Sheets II

- Objectives
 - Increase international visitation/reach to the top 5 international markets BRIC, UK, Germany, France
 - Increase market share in IL and OH markets
 - Increase state promotional budget for greater reach, make it comparable to IL
 - Create better partnerships with MDOT for signage and aesthetic
 - Involve Travel MI and individual DMOs in travel outreach

Promotion, Marketing, and Communications

- Objectives
 - Grow the ROI to \$6
 - Multi-lingual website/landing pages
 - MI business industry need to embrace the Pure MI brand as their own
 - \$50 million secure revenue stream
- Objectives
 - Four seasons of festivals of events
 - Promote MI as “fun” and memorable, exciting
 - Creative partners
 - History heritage harvests, arts, unique waterways
 - International events (Cherry Festival)
- Objectives
 - Increase international efforts in Japan, UK, Brazil, Germany
 - Strategies
 - Partnership offer travel agent visits (sales mission) to foreign target markets for all advertising partnerships
 - Approach auto companies in MI for cross branding opportunities
 - Provide foreign language translation services to DMOs
- Objectives
 - Increase brand Pure MI recognition from surveys (regional and national) by 5%
 - Cross promote Pure MI branding with all state and county CVB organizations by 3rd quarter 2013
 - Cross promote Pure MI brand with all meeting facilities in state by third quarter 2013
- Objectives
 - Provide more niche marketing opportunities regionally (fishing, hunting, recreation sports)
 - Make information for travelers more readily available once they arrive to MI (follow up to the brand website!)
 - Large MI companies embrace Pure MI and organizations

Other Objectives

- Increase intent to travel or leisure travel
- Increase engagement of tourism organization from 14,000 to 20,000
- Increase brand recognition regionally and nationally by 5%
- Increase shoulder seasons (Oct-Feb)
- Increase market share in Midwest states from (let DMOs engage in regional Pure MI/Travel MI activities)
- Increase MI resident involvement (website, Facebook, twitter, etc.)

Promotion, Marketing, and Communications

- Increase initial travel to MI from __ to __
- Increase awareness to south and southwest regions and increase visitor ship (places too hot in the summer time from __ to __)

Houghton, August 13 2012, Franklin Square Inn

Flip Charts

- Objective 1: Secure funding for promotion that addresses necessary increases as the market place dictates (X% of gross to promotion)
 - Strategies
 - Increase funding in \$5 million increments based on ROI results
 - Lobby legislation set up an increase in funding
 - Money to help with marketing all levels
 - Develop accepted percentage of tourism spending to go directly into promotion
- Objective 2: Keep websites up to date and revise search to enable consumers to search by specific location
 - Strategies
 - Training on effective marketing
 - Focused message
 - Develop and disperse best practices for websites
 - Do not let mi.org be dollar driven, allow visitors to drive information
 - Focus on regions
- Objective 3: Define product and market and connect in order for vertical markets to communicate
 - Strategies
 - Regional marketing as an economic development tool restore EDCs
 - Update websites all entities keep current
 - Target markets for UP: Milwaukee, Madison Chicago, Minneapolis, Des Moines, Omaha
 - State "Pure MI" advertising in product/trade magazines
- Objective 4: Increase air travel to the UP by 25%
 - Strategies
 - Set up partnerships with carrier to plan package flights to and from other destinations to UP
- Objective 5: Marketing to out of state user fees
 - Strategies
 - Online offer to purchase
 - Offer promotion to neighboring states for state user fees

Promotion, Marketing, and Communications

Facilitator Notes

- Secure funding for promotion that addresses necessary increases as the market place dictates
 - X % of gross to keep adequate promotion
 - Establish a formula
- Keep site updated (mi.org and all regional and local sites)
- Site should not be dollar driven; revise mi.org so specific information based on consumer choice
- Stickers, window decals, make available onsite
- Increase neighbor states through deals for those regional states. Promotion approach for out of state fees
- Define product and market and connect. Are entities approachable? Effective and specific communication into vertical markets
 - Develop variety of mediums
 - Develop communication
- Economics of place and focus on message
- Better define what we offer
- Look at LP and UP separately before combining. Two prong approach to marketing
- Increase air travel to the UP by 25% increase

Individual Objectives and Strategies Sheets

- Objectives
 - Secure funding that addresses necessary increases in the market place
 - Leverage a MI product to incorporate the brand
- Objectives
 - Update web Pure MI and faults
 - Area for international markets
 - Keep forward attitude as changes
- Objectives
 - Increase neighbor states visitor number
- Objectives
 - Stickers on business doors listed website and QR codes
 - Newsletter for the business
 - Choose a liaison to facilitate partnerships in a town and region etc.
 - Get airports to offer service from certain areas to our smaller airports. Get sticker on plane
 - Increase air travel to the UP

Promotion, Marketing, and Communications

- Objectives
 - Offer user programs to neighboring states. Promotion approach
 - Make site more visitor friendly, don't let it be user fees and dollar driven and remember the visitor may know nothing about MI
 - Continue to fund Pure MI
 - Help make partnerships available in more rural areas
 - Better integration with local small business
 - Capture next tier of states
 - When capturing data look separately at UP before combing all data to insure entire state needs are met (no representation from west end on this project)
- Objectives
 - Define market, product, who is responsible to connect the two, funding
 - Ask Tom
- Objectives
 - Participate with all local entities that are actively marketing or have started an ad campaign
 - Training on effective marketing
 - Money to help with marketing
 - Place making, economics of place, quality of life issues, attraction focused message to get people to want to live, work, and play in our region
 - Regional marketing as an economic development tool
 - Focused message like "wilds of MI" carried to the cities and towns etc.
 - Strategies
 - Training on effective marketing
 - Money to help with marketing