

## **Notes from March 27 Visioning and Goal-Setting Session: Research and Technical Assistance**

### **Defining the Theme and its Significance**

Research needs in Michigan: the need for statewide database of customer with deep descriptions, creation of subsection of the same database of real visitors, over time, modeling and projecting, usable statewide and local (county level)

Data driven decisions, neutral party, funded, database of visitors/motives, workforce (what are our jobs)

Data driven reinforce actions provable metrics give us saleable sound bites and did you know

Weak, *illegible*, lose assumptions, accessible only to those who have resources

Research needs might include things like where tourism employees see future needs and what types of education is needed for jobs that may be available. What do international and domestic travelers want/expect of our tourism brand. Funding a model or stats that benefit all industry

Research and tech is vital to all tourism because technology is one of the primary ways people use to plan and integrate trips. This means seeking out and using emerging tech to help people help themselves. For instance, pointing tourist to Albright systems- a smart phone app that maps areas of accessibility for people with disabilities in participating locations and encouraging destinations to include their location in the database Making sure that research info needs of the industry is inclusive rather than selective- include needs tourists with disabilities, what their spending power is, where they want to spend money, etc.

Product, market research and marketing impact research. Along with assistance in treating benchmarks and best practice for the state. Ongoing assessment of the areas of research to maintain standards and to inform decision making (access- persons with disabilities, educational needs/economic impact studies)

Unsure of the current statutes. Individually businesses maintain information but a statewide consolidation of info is question and dissemination of info (lagging and leading indicators). Better metrics and key performance indicators

Ability to capture info that helps increase tourism to MI. Processes and key performance indicator processes and info systems. Better metrics/KPIs to indicate how we are doing at increasing tourism, both lagging and leading indicators

Current metrics/KPIs are not reliable and seem to be weighted in the direction of lagging indicators. Need to influence state process decisions to ensure better info collection for decision making

I believe research is one of the most important aspects of tourism programming, planning and advocacy. Research defines our audience, their needs and desires, and substantiates our work. It also gives us benchmarks for future planning and allows us to effectively explain tourism's benefits to our elected officials.

I am new to the industry in Michigan, and have worked in the industry in Illinois for 13 years. I find research statistics hard to find and there should be a central reporting for state and county research, and provide economic impact numbers.

## **Defining the Future of the Theme**

Broad collaborative effort. Accessible, sustainable, used at all levels, for marketing

Clear understanding of the state's tourism assets region  
Common language- story telling is provable and consistent  
Clear statewide understanding of what success looks like-metrics understood by all- both lagging and leading

Local communities have info is relevant, recent, and accessible for them to make more sounds business decisions  
As a state we know our visitors and are able to better communicate with them based on that data from a state perspective as well as on local levels  
Public/privately funded and centrally located somewhere

Inclusive rather than selective  
There is consumer facing data, rather than just internal to the industry  
Data is dynamic, changing with emerging trends and shifting demographics

One portal that allows access to the data  
Funded by Michigan public-private section- non profit  
Data is mapped geographically and publicly disseminated  
Public caucuses on tourism and development  
Intentionally inclusive of persons with disabilities  
Dynamics- information base (we know our guests)

Central, shared repository for tourism org's across the state (online)  
Balanced set of reliable, leading and lagging key performance indicators  
State-level org that influences process decisions to ensure collection of info to support decision making  
Primary market research plan and org to feed central repository  
Public/private sectors shared research mode

Greater research participation from individual DMOs  
A central repository for state, county, tourism research  
A strategic plan for the state's tourism efforts

## **Elements of a Goal Statement**

Aggregation of community traveler info to a central point

Public-private

Organization models

Funded, accessible, online system that has accurate data about travel to MI. Also set and monitor aligned statewide tourism goals/metrics for success

Develop a statewide repository of research data (lagging and leading) through a public/private funding source that is available for the state as whole as well as locally available

Inclusive demographics

Dynamic

Leading and lagging indicators

Accurate

Accessible within and outside of the industry

Establish a set of balanced leading and lagging indicators, a set of processes and systems to capture and report this info

Supported by a private/public partnership

This should include both qualitative trend type info and consumer behaviors, as well as quantitative data

Pro-active

Informed decision making

Statewide accessibility

Sustainable

Reliable and valid

Leading and lagging indicators

Accessible and current