<u>**Research and Technical Assistance**</u>

Sault Sainte Marie, July 10 2012, Best Western

Flip Charts

- Objective 1: Support the coordinated research needs for all the goals of the plan
  - Strategies
    - Before end of strategic plan
    - Each "goal team" clearly identifies research need

- Objective 2: Make information available to appropriate industry partners via an online resource
  - Available free to CVBs and for sale to others
  - Fee structure for access to data and reports
  - Strategies
    - Make database searchable and intuitive
    - Charge MEDC with research department with conducting tourism research
    - Identify universe of potential private/public partners (data)

- Objective 3: Assessment of current research resources (organizations and institutions)
  → Acquire, analyze, and disseminate… Identify resources for research information

Ypsilanti, July 16 2012, Eastern Michigan University

Flip Charts

- Comprehensive information database (GIS)
  - Connect research and projects with database needs- build comprehensive GIS database. Subdivide by interests
  - Expand interactive kiosks. Keyword searches with driving routes
- Create a subsystem to move people off the interstates (wine tours, blue highways)
- Increase awareness of MI geography and key land mark features (bridges, lighthouses)
- Translate existing data into a more consumer-friendly form for industry
- Understanding of what data is collected at what level (current at state level)
- Holes in existing data and varies by type
- Organizations to do a better job of record keeping
- Increase perception/understanding of collecting and sharing data
- Communication and coordination of shared data, local and state
- Expand collaboration at regional and state levels to collect and communicate information at local scale that can be scaled up to regional and state level
  - Quality standards for information collected and communicated up the ladder for local businesses
  - Understand what is being collected at the state level in what form and how communicated by the industry

Research and Technical Assistance

- Data all same wave length up to down and down to up

Dearborn, July 19 2012, The Henry Ford

Flip Charts

- Objective 1: determine what the industry's most urgent research needs are
  - Strategies
    - Develop and deploy an online survey to identify and prioritize data/research needs
    - Share specific data collected by individual businesses to data pool tourism development

- Objective 2: Determine who and where research data will be collected, disseminated, and managed
  - Strategies
    - Pure MI intraweb "log in" industry data
    - Pressure MSU to assume the role under its responsibility as a land grand institution

- Objective 3: Develop a monitoring strategy to make this resource self-sufficient
  - Strategies
    - Distinguish between data and research freely available to industry from data and research that's pay to play
    - Pay to play- give data to get data

- Objective 4: Tourism benchmarking beyond marketing data and info
  - Strategies
    - Use shared data… guide per site content and ads for needs as communicator by travelers
    - Conduct benchmarking research on: visitor satisfaction, national and international awareness, variety of tourism attraction inventory

Individual Objectives and Strategies Sheets

- Objectives
  - Pure MI intraweb Travel MI
  - Ingoing and outgoing data, supplied from travelers to industry partners to create norms

- Objectives
  - Determine what the industry's most urgent research needs actually are
  - Identify who and where research data will be collected and disseminated

Research and Technical Assistance

- Develop a monetization strategy to make this resource self-sufficient

- Objectives
  - Leverage university partnerships engage MSUE in helping to coordinate
  - Strategies
    - Engage faulty in meaningful ways to assist with this. Provide funding
    - Encourage support faculty collaboration

Bellaire, July 23 2012, Shanty Creek Resort

Flip Charts

- Objective 1: Develop a database
  - Strategies
    - Solicit professionals: RFP plan
    - Define database parameters

- Objective 2: Identify current customers
  - Strategies
    - Survey ask what they want and develop plan for giving it to them
    - Clone customer base

- Objective 3: Define tourism by SIC code
  - Strategies
    - Have MI Department of Treasury provide specific numbers by SIC by county, by quarter

- Objective 4: Pay to play, anonymous
  - Strategies
    - Create a model of dollars and database contribution
    - Economic impact studies by region, type, season

Individual Objectives and Strategies Sheets

- Objectives
  - Develop a database where information from individual businesses may be submitted and aggregate results disseminated for statistical and comparative purposes
  - Strategy: Only participants receive results

- Objectives
  - Define who/what is tourism
  - Begin with existing social networks

Research and Technical Assistance

- Michigan Department of Treasury, SIC (?)

- Objectives
  - Identify current customers
  - Find more like them
  - Solicit professionals, RFP plan
  - Pay to play with data

- Objectives
  - What is tourism?
  - What is goal of research and technical assistance?
  - What are we researching?
  - What data is being collected, and for whom?
  - Define who our research is going to use provided to, define what data we want to collect

- Objectives
  - Talk to local agencies/businesses to get information on specific demographics (not in season)
  - Where people are coming from
  - What they are spending and on what
  - Industry pay per job

Lansing, July 26 2012, The Lexington Lansing

Flip Charts

- Objective 1: Establish a governance agency to commission and deliver the RTA work by March 2013
  - Strategies
    - What should the Travel Commission's role be?
    - Approach state of MI/MSU/etc. with proposal
    - Identify best sources of information to meet RTA objectives
    - Establish milestones for completion
    - Establish bylaws of governance
    - Commission vendors to deliver RTA work

- Objective 2: Identify sources of sufficient funding to pay for an effective RTA agency concurrent with objective 1
  - Strategies
    - Know history of tourism funding
    - Secure $250,00 seed money

<u>**Research and Technical Assistance**</u>

- Objective 3: Educate the industry in making better use of data for individual and collective industry business decisions and endorsement (the measure) of the RTA agency
  - Strategies
    - Statewide traveling group to increase appreciation
    - Make use of best practice technology to deliver data
    - Determine who target audiences are $ their needs
    - Communication of key ideas to industry on "Why data?"
    - Write key messages to reinforce importance of data driven decisions
    - Give examples to businesses of how they can better compete with data and how the industry can compete

Individual Objectives and Strategies Sheets

- Objectives
  - Financial investment of X by X (including initial seed in 2012 of $250,000)
  - Commission neutral organization to develop research framework
  - Consider Enable Technology to support automation for shared information
  - Volunteer governance group over development and implementation
  - Write a value proposition for the industry partners. Why would they want this?

- Objectives
  - Figure out how to apply research to day-to-day business activities
  - Find the best sources of research information
  - Determine what the best method is for delivering information
  - Figure out who delivers the information

- Objectives
  - Develop a centralized clearinghouse that has a focus on linking groups doing similar work
  - Create measurement tools that are broadly applicable within the industry so as to have comparative value
  - Facilitate a process so more businesses generate and measure tourism impact

Grand Rapids, August 2 2012, Grand Valley State University

Flip Charts

- Objective 1: Easy access to timely and accurate (6 months to a year) data. General and specific DMO data
  - Strategies
    - Build or update the travel professionals portion of the state website to provide this information possibly password protected

Research and Technical Assistance

- Access to universe of data for Pure MI website
- Provide explanation and understanding of Mi.org website, analytics, something beyond click this

- Objective 2: Breakdown of data by county city, geographic boundary of each DMO
  - Strategy: Research broken down by MEDC research department as an MSU field research project by statistical interns

- Objective 3: Working together to gather information, including trends from a variety of sectors including restaurants, retail, attractions, state parks and forests, campgrounds, and lodging
  - Strategy: Ask each group representative or association to provide this information; form a task force to engage the groups associations

- Objective 4: travel MI to provide a service to DMOs to analyze their zip code lists to provide confidential claritas and prism market breakdown for local DMO free of charge
  - Strategy: Include as part of DMO advertising partnerships packages this service to DMOs

- Objective 5: Travel MI to provide their full results of all primary and secondary tourism research data to their DMO advertising partners regarding each DMO current target and potential target markets
  - Strategy: Download the information to a password protected portion of the website for DMO partners

- Objective 6: To define and clarify the role of Travel MI as the research department for the state's tourism industry

- Objective 7: Continue to evaluate the economic impact of tourism within MI
  - Strategy: study the awareness and intent to travel along with ROI of advertising investments

- Objective 8: Provide access to the research and interpretation of the research to improve local tourism marketing investments
  - Strategies
    - Require an evaluation of tourism investments (include as part of partnership costs)
    - Educate tourism organizations on the research findings, conclusions and reactions to the findings

Individual Objectives and Strategies Sheets

- Objectives
  - Travel MI to provide "source" to DMOs to analyze their zip code lists to provide confidential claritas and prism breakdown for local CVBs

Research and Technical Assistance

- Travel MI to provide all primary and secondary tourism data and anaylist research information to partners regarding their target markets and potential target markets

- Objectives
  - Provide timely and accurate statistics that can be used in a variety of applications and governmental discussions
  - Having these numbers and info available will lead to consistency of message
  - Ask or require individual DMOs and businesses and organizations to contribute to the information pool (CVBs, hotels, restaurants, associations, etc.)

Houghton, August 13 2012, Franklin Square Inn

Flip Charts

- Objective 1: Provide training
  - Strategies
    - Pure MI staff to provide regional workshops on how to effectively use resource
    - Pure MI area workshops and online workshops
    - Find out what plans are already in place and available

- Objective 2: Make it easy
  - Strategies
    - Get input from us regarding info
    - Show prototypes of information systems to pattern after

- Objective 3: Create a tour package
  - Strategies
    - Write a program to coordinate all available activities into a 1-3 day itinerary
    - Make it easy for businesses to update info
    - Already in place Keweenaw info UPtravel.com

- Objective 4: Cross populate with others
  - Strategies
    - Find funding to network various databases
    - We need to link together more effectively

Facilitator Notes

- Obtain relevant info from system
- To provide resource to effectively research best use of tourism dollars
- Non-bias knowledge source
- Easy to use and navigate
- Make it user friendly

Research and Technical Assistance

- Must cross populate with other information and regional business
- Provide ability to create tourism package
- Ability to create a map of regional tourism businesses
- Regional database of tourism outlets
- Provide training

Individual Objectives and Strategies Sheets

- Objectives
  - Where do I find out to get the best, more inclusive advertising for my money. Provide resource to guide us
  - Website, search engine optimization, must be useable
  - What makes a good tourism website (chamber, tourism and business lure to our area)
  - Facebook, twitter, blogs what best equals no time for all
  - We need useable day or weekly activity packages to offer tourists
  - Strategies
    - Training, workshops within a close distance not downstate for those in UP

- Objectives
  - Provide a resource to most effectively research the best use of advertising dollars to reach the most people for your industry
  - Access non biased information on best way to reach the most people
  - Provide training on the resources

Mackinac Island, August 15 2012, Grand Hotel

Flip Charts

- Objective 1: Define and prioritize the research needs of all the plan themes and the industry
  - Strategies
    - Survey the industry to identify research and technical assistance needs
    - Recommend to industry research priorities and cost to access

- Objective 2: Educate industry of value of investment in research
  - Strategies
    - Incorporate information sessions at industry meetings (annual conference etc.)
    - Post on Pure MI site the value of research
- Objective 3: identify members and structure of the public-private partnership (including fee structure)

- Objective 4: Identify, fund, and engage the researcher

Research and Technical Assistance

- Strategies
  - Solicit proposals (including review history)
  - RFP for services research

- Objective 5: Define our customers
  - Strategies
    - Ask industry for database lists of customers

Facilitator Notes

- Define and prioritize needs of all the plan themes
- Educate industry of value of investment in research
- Identify members and structure of the public/private (including fee structure)
- Identify, fund, and engage the researcher (avoid duplication)
- Define our customers

Individual Objectives and Strategies Sheets

- Objectives
  - Identify and prioritize research and technical assistance needs of industry
  - Clarify public and private partnerships, who?

- Objectives
  - Identify research needs of stakeholders
  - Educate industry regarding value of research
  - Identify, fund, and engage researchers
  - Strategies
    - Establish line of communications between public/private
    - Joint meetings rather than different organizations meeting separately
    - A centralized figure on organization should be the leader

- Objectives
  - Define needs of all themes in research in 30 days
  - Prioritize timeline before progressing
  - Who is our customer? Clone them