

**2012-2017 Michigan Tourism Strategic Plan
Service Excellence (SE) Committee Meeting
Schuler's Pub, Marshall, 10am - 3pm, January 21, 2014**

Agenda

1. Welcome – Sarah Nicholls and Larry Schuler
2. Introductions – All
3. Review of August 13, 2013 Meeting Notes
4. Update from September 20 and November 8 Travel Commission Meetings – Travel Commissioner Larry Schuler
5. Defining “Service Excellence” and “The Pure Michigan Promise” – Results of Industry Survey – All
6. Session on the Certified Tourism Ambassador (CTA) program at 2014 Governor’s Conference – Sarah Nicholls and Julie Pingston
7. Next Steps and Next Meeting – Sarah Nicholls
 - a. Adding more committee members
 - b. Meeting before Governor’s Conference (March 9-11, Grand Traverse Resort)
 - c. Report at Governor’s Conference (afternoon of March 11)

**2012-2017 Michigan Tourism Strategic Plan
Service Excellence (SE) Committee Meeting
Schuler's Pub, 10am – 2:30pm, January 21 2014**

Meeting Notes

In attendance: Larry Schuler (Co-Chair), Jennifer Zieger (Co-Chair), Kelly Brennan, Rick Hert, Julie Pingston, Chris Shepler, Sarah Nicholls, Louise Smith.

Absent: Julie Sprenger, Judy Zehnder-Keller.

Welcome – Provided by Sarah Nicholls and Larry Schuler.

Introductions – Made by all.

Review of August 13, 2013 Meeting Notes – Notes reviewed and approved, no changes or additions made.

Update from September 20 and November 8 Travel Commission Meetings – provided by Larry Schuler.

Travel Commissioner Larry Schuler updated the group on the TC meetings held since August 13 2013. Four new TC members as of September 2013. Most significant development = ongoing discussions re. governance and funding of MTSP. The TC is keen to take real leadership of this effort and to continue to align the industry. A TC subcommittee has been formed to discuss leadership and oversight, Chair Curtis will present this subcommittee's proposals re. a governance process and the structure of a funding mechanism to the TC for a vote at its next meeting (Friday January 24).

Brief Review of SE Goal/Objectives – Provided by Sarah Nicholls.

- *Objective One: Define “service excellence” and “The Pure Michigan Promise” and share these definitions with the industry.*
- *Objective Two: Improve our D.K. Shifflet leisure visitor satisfaction scores and maintain a ranking in the top five states.*
- *Objective Three: Establish and increase satisfaction and intention to return/recommend levels among national and international visitors.*

Defining “Service Excellence” and “The Pure Michigan Promise” – Results of Industry Survey – All.

An industry survey was conducted to ascertain industry members' interpretations of these two terms. A total of 323 usable responses were received, totaling 45 single-spaced pages

of input. Most commonly represented sectors were: lodging (38%), CVB (30%), festival/event (20%), restaurant/bar (18%), arts/culture (17%) (multiple selections were allowed). Geographic distribution of respondents: SE Lower (49%), SW Lower (37%), NW Lower (21%), NE Lower (14%), UP (9%). Sarah and Louise prepared word clouds of each set of responses, and also independently reviewed and then collated the most commonly employed as well as the most powerful or notable words/phrases. Group reviewed these summaries. Each group member then selected their preferred 3-5 terms for each item, and these selections were tallied. MUCH spirited discussion ensued! The final definitions, as agreed upon by the members present, are as follows:

Service Excellence: A.C.M.E. Ambassadors. Creating. Memorable. Experiences.

We are passionate ambassadors of Pure Michigan, committed to creating memorable experiences and igniting our guests with an undeniable desire to return to our state.

The Pure Michigan Promise:

We promise to take pride in exceeding your expectations with a heartfelt and unforgettable experience, leaving you eagerly anticipating your return to Pure Michigan.

Discussion re. audiences for these definitions: Service Excellence definition = internal, for industry members, in an attempt to create a shared understanding of what we mean by SE within Michigan's tourism industry, whatever the sector and wherever the location (above and beyond any corporate/brand mission or credo). Pure Michigan Promise = internal and external, so something we could share with guests as well as industry members.

Session on the Certified Tourism Ambassador (CTA) program at 2014 Governor's Conference – There will be an informational breakout session on the CTA program at the 2014 Governor's Conference (3:30-4:30pm, Monday March 10). Speakers = Mickey Schaefer (Mickey Schaefer & Associates/the Tourism Ambassador Institute; Renee Newman, Discover Kalamazoo; Julie Pingston, GLCVB; Lisa Verhil, Experience Grand Rapids).

Next Steps – Co-Chairs to present at MTSP meeting at Governor's Conference on March 11. Five minutes to cover: (i) Prioritization of objectives; (ii) Progress in 2013; (iii) Plan for 2014. Sarah will send some slides to Larry and Jen.

Next Meeting – Proposed that group meet again after Governor's Conference (April/May). Bavarian Inn Lodge in Frankenmuth or Schuler's in Marshall as potential host options.

Agenda Items for Next Meeting –

- How/where to share the definitions of SE and The PMP.
- Industry reaction to CTA session at Governor's Conference.