

Michigan Tourism

Visioning for the Future

2012-2017 Goal Setting Session

March 27, 2012

Welcome! Today you are joining one of the first planning sessions for Michigan's Tourism Industry. It is a goal-setting session for the next five-year plan. As an industry stakeholder, your input is critical.

Please review the list of plan themes outlined below. Please join those at the table that is marked with the theme that most interests you and be ready to put your creative mind to work!

1. Collaboration, Cooperation and Partnerships (yellow)
2. Funding and Financing (grey)
3. Natural Resources and the Environment (green)
4. Product Development (pink)
5. Promotion, Marketing, and Communications (blue)
6. Public Policy and Government Support (lilac)
7. Research and Technical Assistance (red)
8. Service Excellence (orange)

Session Agenda

1:30 - 3:30 pm

Welcome	George Zimmermann, Travel Michigan Patricia Mooradian, Michigan Travel Commission
Where the Plan Will Take Us	Sarah Nicholls, Michigan State University (MSU)
Objectives for the Session	Bonnie Zoia and Ginger Hentz, MSUE Facilitators
Getting to Work: Setting Goals	All
Report Out	All
Next Steps	Sarah Nicholls

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Meet and Greet - Michigan Tourism Style !

Please introduce yourself (and meet someone else) by answering and asking each of the following three questions....each question with a new person! Wait for the chimes, then switch!

Question 1

When you can take a week off, where is your favorite place to go in Michigan?

Question 2

If you had to entertain a special business associate from out-of-town, where in Michigan would you take her/him for the day?

Question 3

For people who don't live in Michigan, what is it that they are missing?

1.

2.

3.

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Looking Around: Defining What Is

Write down the Plan theme you are working on: _____

Take a few minutes to write down your thoughts in answer to these questions:

1. What does _____ [your table's Plan theme] mean to the Michigan tourism industry? That is, what is its significance?
2. How do you see things now in Michigan related to _____ ?

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Looking Ahead: Defining the Future

*Imagine for a moment that you are suddenly called away from Michigan and gone for five years. You return in the year 2017 to resume your life and work. You check into the tourism scene and are thrilled to find an industry that is thriving. In fact, Michigan has become one of America's top travel destinations. In particular, you notice that _____ [your table's Plan theme] was extremely instrumental in making this happen. In **general terms**, what do you notice is different in the area of _____ to create this flourishing tourism economy in 2017 Michigan? Record below 3-5 bullet points of what is different related to your table's theme.*

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Goal Statement Handout

Goal Criteria

1. Statewide application
2. Action statement - begins with a verb
3. Specific, concise and brief
4. Lofty enough to inspire commitment and action
(but not pie-in-the-sky)
5. Strategic enough to anchor objectives and strategies

In the space below, on your own, silently record some words or bullet point phrases that you feel should be part of a broad statement describing “what” the overall goal should be for your table’s plan theme area. If you have time, try to arrange those words into a goal statement that encompasses the above criteria.