

Update on the Michigan Tourism Strategic Plan

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Depts of CARRS & Geography, MSU
Dearborn, November 9, 2012

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Preparing the next Michigan Tourism Strategic Plan

The Four Main Components of the Plan

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➤ VISION

➤ GOALS

➤ OBJECTIVES (what)

➤ SUGGESTED STRATEGIES (how)

➤ IMPLEMENTATION

By Dec 31 2012

session on implementation at
Governor's Conference in April

~ increasing levels
of specificity,
measurability and
time-sensitivity ~

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Participation

- * Evaluation of previous plan – 140
- * Vision vote – 261
- * Visioning/goal setting session – 100
- * Summer meetings – 264
- * Fall survey – 150

*“For the industry,
by the industry.”*

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Advisory Council

- Donald Coe, Black Star Farms
- **Rick Hert, West Michigan Tourism Association**
- **Patty Janes, Grand Valley State University**
- Chris MacInnes, Crystal Mountain Resort and Spa
- Gordon Mackay, Indian Trails
- **George Moroz, The Henry Ford**
- Jim Northup, Pictured Rocks National Lakeshore
- Mike O'Callaghan, Detroit CVB
- Barry Owens, Treetops Resort
- Christine Rector, Northern Initiatives
- Annette Rummel, Great Lakes Bay Regional CVB
- Dan Sippel, formerly mlive Media Group
- Maia Stephens, MI DNR Parks and Recreation
- Brad Van Dommelen, Traverse City Convention & Visitors Bureau
- Rick Winn, Amway Hotel Corporation
- Steve Yencich, MI Lodging and Tourism Association
- **Jennifer Zieger, Fairfield Inn & Suites by Marriott Livonia**

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Thinking Ahead to 2013

- * TC as facilitator
- * Committees for each goal – in place early 2013
 - * Use existing work teams as foundation
 - * One TCer and one ACer to Co Chair
 - * Add members from industry
- * Won't necessarily achieve everything by 2017
- * Will likely need to prioritise

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The Vision



Michigan is one of America's favorite four seasons travel experiences



The Goals and Objectives



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GOAL ONE

Collaboration, Cooperation and Partnerships

Foster a culture of public-private collaboration, cooperation, and partnerships – across the state and beyond – to **continue to unify the tourism industry** and help grow Michigan's economy.



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GOAL ONE

Collaboration, Cooperation and Partnerships

Objective One: Grow and strengthen partnership programs and communicate their success to the industry.



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GOAL ONE

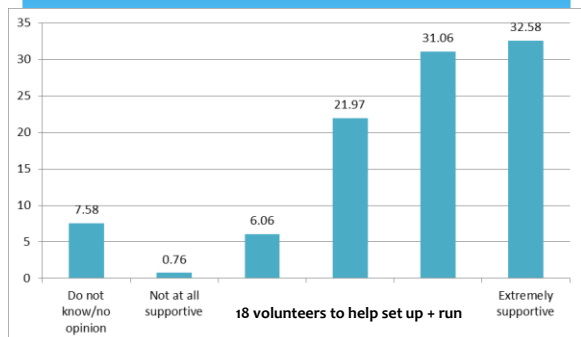
Collaboration, Cooperation and Partnerships

Objective Two: Establish an online statewide toolbox or clearinghouse to support collaboration, cooperation and partnerships.

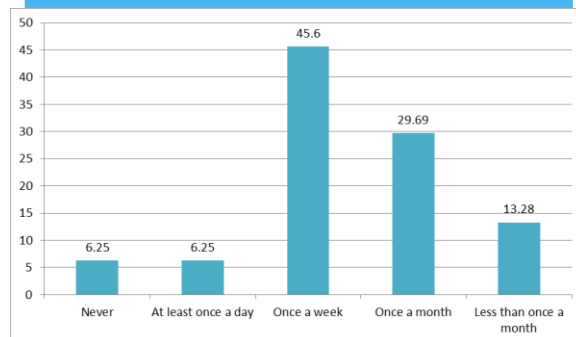


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Please indicate the level of your support for the establishment of an online toolbox or clearinghouse (n=132)



If such an online toolbox or clearinghouse existed, how frequently do you think you would use it? (n=128)



GOAL ONE

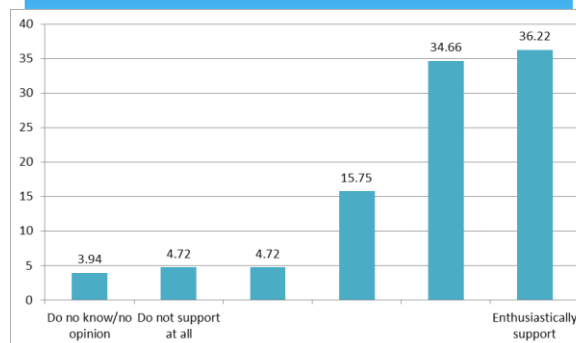
Collaboration, Cooperation and Partnerships

Objective Three: Encourage the establishment or revitalization of regional tourism development organizations.



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Support for Regional Tourism Groups



GOAL ONE

Collaboration, Cooperation and Partnerships

Objective Four: Increase the number and diversity of participants in the annual Governor's Conference on Tourism and in the associated industry awards programs.



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GOAL TWO

Funding

Secure adequate and stable funding for all strategic plan initiatives.



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GOAL TWO

Funding

Objective One: Increase funding for the Pure Michigan tourism campaign to \$50 million by 2017 and establish Michigan in the top five highest funded states for tourism marketing.

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GOAL TWO

Funding

Objective Two: Identify sources of and raise sufficient funds to meet costs of other (non-promotion/marketing) strategic plan initiatives.

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GOAL THREE

Product Development

Enhance infrastructure to support the delivery of a world class Pure Michigan travel experience.

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GOAL THREE

Product Development

Objective One: Support the improvement and increased awareness of the quality, connectivity and diversity of tourist transportation options into and throughout the state.

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GOAL THREE

Product Development

Objective Two: Support the establishment and showcasing of Michigan as a state with a diverse, extensive and high quality network of motorized, non-motorized and water-based trails.

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GOAL THREE

Product Development

Objective Three: Enhance the visitor's in-state travel experience.

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GOAL THREE

Product Development

Objective Four: Increase access to capital for travel-related businesses.

GOAL FOUR

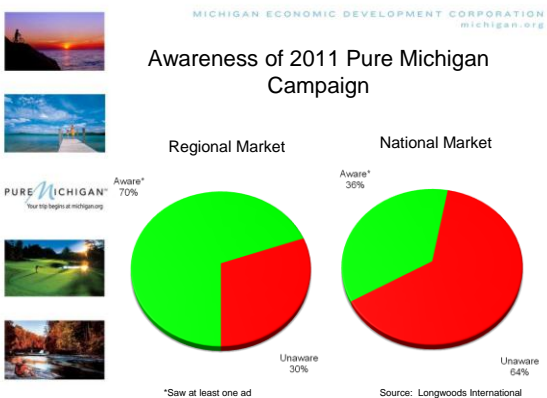
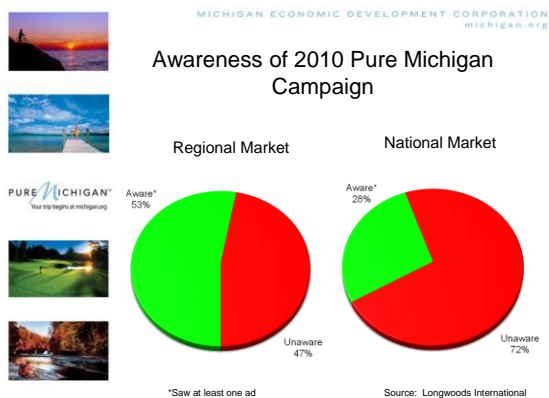
Promotion, Marketing, and Communications

Strengthen and grow the Pure Michigan brand through effective mediums at the regional, national and international levels to attract first-time and repeat visitors.

GOAL FOUR

Promotion, Marketing, and Communications

Objective One: Increase regional and national awareness of the Pure MI campaign from 70% and 36%, respectively, in 2011, to 80% and 50% by 2017.



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Promotion, Marketing, and Communications

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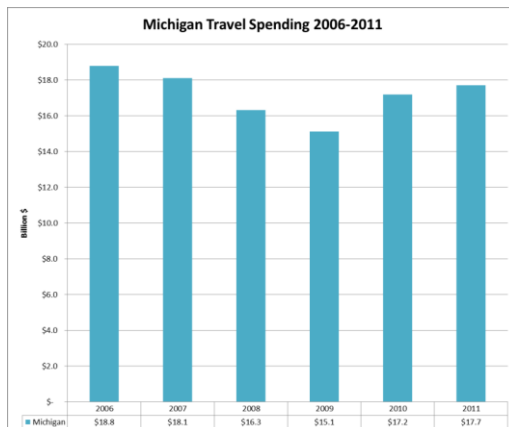
GOAL FOUR

Promotion, Marketing, and Communications

Objective Two: Increase visitor spending from \$17.7 billion in 2011 to \$21.5 billion in 2017.



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GOAL FOUR

Promotion, Marketing, and Communications

Objective Three: Increase ROI from \$4.90 in 2011 to \$6 by 2017.



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GOAL FOUR

Promotion, Marketing, and Communications

Objective Four: Improve Michigan's desirability as a place to visit (*per the Portrait of the American Traveler Report*) from 28th in 2010 to 15th or better by 2017.



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GOAL FOUR

Promotion, Marketing, and Communications

Objective Five: Increase the Pure Michigan campaign's presence in international markets.



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GOAL FOUR

Promotion, Marketing, and Communications

Objective Six: Increase the number of Canadian visitors to Michigan from 1.54 million in 2011 to 2.15 million by 2017.



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GOAL FIVE

Public Policy and Government Support

Empower the industry to encourage policy-makers at all levels to support the travel industry.



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GOAL FIVE

Public Policy and Government Support

Objective One: Improve understanding of the value of tourism and support for the tourism industry among state legislators, county and local officials, businesses and residents.



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GOAL FIVE

Public Policy and Government Support

Objective Two: Improve existing and develop new organizational structures to enhance public sector interaction with and support of tourism policy and planning activities.



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GOAL SIX

Research and Technical Assistance

Establish a central, easily accessible and inclusive information system to capture and share timely and relevant industry research.



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GOAL SIX

Research and Technical Assistance

Objective One: Define and prioritize the research and technical needs of the other seven plan goals.



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GOAL SIX

Research and Technical Assistance

Objective Two: Develop a financially sustainable online information system to capture and share relevant industry research.

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GOAL SEVEN

Resources and the Environment

Be internationally recognized for our stewardship of – and rich opportunities to experience – our natural, cultural and heritage resources.

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GOAL SEVEN

Resources and the Environment

Objective One: Support and expand efforts to inventory resources critical to Michigan tourism and communicate results to relevant entities.

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GOAL SEVEN

Resources and the Environment

Objective Two: Identify key issues facing and threats to the integrity of Michigan’s tourism resources and raise awareness of and support for these issues.

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GOAL SEVEN

Resources and the Environment

Objective Three: Raise the profile of Michigan’s tourism industry as a national leader in resource quality and stewardship.

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GOAL EIGHT

Service Excellence

Foster a culture of service excellence that allows us to deliver on the Pure Michigan promise.

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GOAL EIGHT

Service Excellence

Objective One: Define “service excellence” and “The Pure Michigan Promise” and share these definitions with the industry.



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GOAL EIGHT

Service Excellence

Objective Two: Improve our D.K. Shifflett leisure visitor satisfaction scores and maintain a ranking in the top five states.



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2009-2011 Leisure Visitor Opinion

		US	MI
Satisfaction	2009	7.8	7.5
	2010	8.3	8.4
	2011	8.4	8.5
Value	2009	7.7	7.3
	2010	8.0	8.2
	2011	8.2	8.4

Note: on a 10-point scale, 10 = highest

Source: D.K. Shifflett, 2010, 2011

State	2009	2010	2011
New Hampshire	8.23 (1)	8.64 (1)	8.58 (2)
Alaska	8.03 (2)	7.21 (51)	8.33 (12)
Tennessee	8.02 (3)	8.12 (10)	8.33 (12)
Kentucky	8.00 (4)	8.16 (7)	8.20 (26)
South Dakota	7.97 (5)	8.22 (6)	8.65 (1)
Oklahoma	7.91 (6)	7.91 (21)	8.21 (25)
Nevada	7.87 (7)	7.87 (26)	8.05 (36)
Missouri	7.86 (8)	7.89 (23)	8.24 (20)
Alabama	7.84 (9)	7.76 (36)	8.29 (17)
South Carolina	7.84 (9)	8.31 (3)	8.45 (6)
Michigan	7.18 (48)	8.11 (11)	8.30 (16)

GOAL EIGHT

Service Excellence

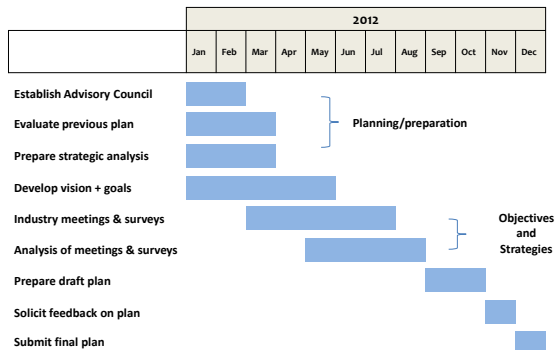
Objective Three: Establish and increase satisfaction and intention to return/recommend levels among national and international visitors.



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Next Steps

Timeline



Draft of Main Body of Plan

* Public review starting ASAP



Versions of Final Plan

- * One page – vision and goals
- * Eight-ten page – preamble, summary of process, vision, goals, objectives
- * Full plan – everything
 - * With and without appendices
 - * PDFs, online only



Thank You!!

Discussion,
Questions, Comments?



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