

# The Vote on the Vision

## The Process

Between March 19 and March 26, a poll was conducted to assess reaction to four potential vision statements. These four potential vision statements were as follows:

- (i) Michigan is known as one of America's top travel destinations;
- (ii) Michigan is known as one of America's leading travel destinations;
- (iii) Michigan is known as one of America's favorite travel destinations; and
- (iv) Michigan is known as America's premier travel destination.

Respondents were given the opportunity to:

- (i) rank these four options from most to least preferred;
- (ii) indicate that they had no strong preference between the four options, i.e., that they liked all four of them; or
- (iii) indicate that they did not like any of the given options.

Respondents were also given the opportunity to provide comments about the four options provided, as well as to make suggestions regarding additions, changes, etc. The results of the vote and the comments provided will be used to inform further discussion and development of the vision statement over the course of the summer, at the industry stakeholder meetings to be held across the state.

## The Results

As indicated in the table below, of the 261 individuals who voted, over 73% chose to rank one of the four potential vision statements provided. Another 18% of respondents indicated that they had no strong preference between the four options, i.e., that they liked all of them, while a minority, less than 9%, indicated that they did not like any of the options provided to them.

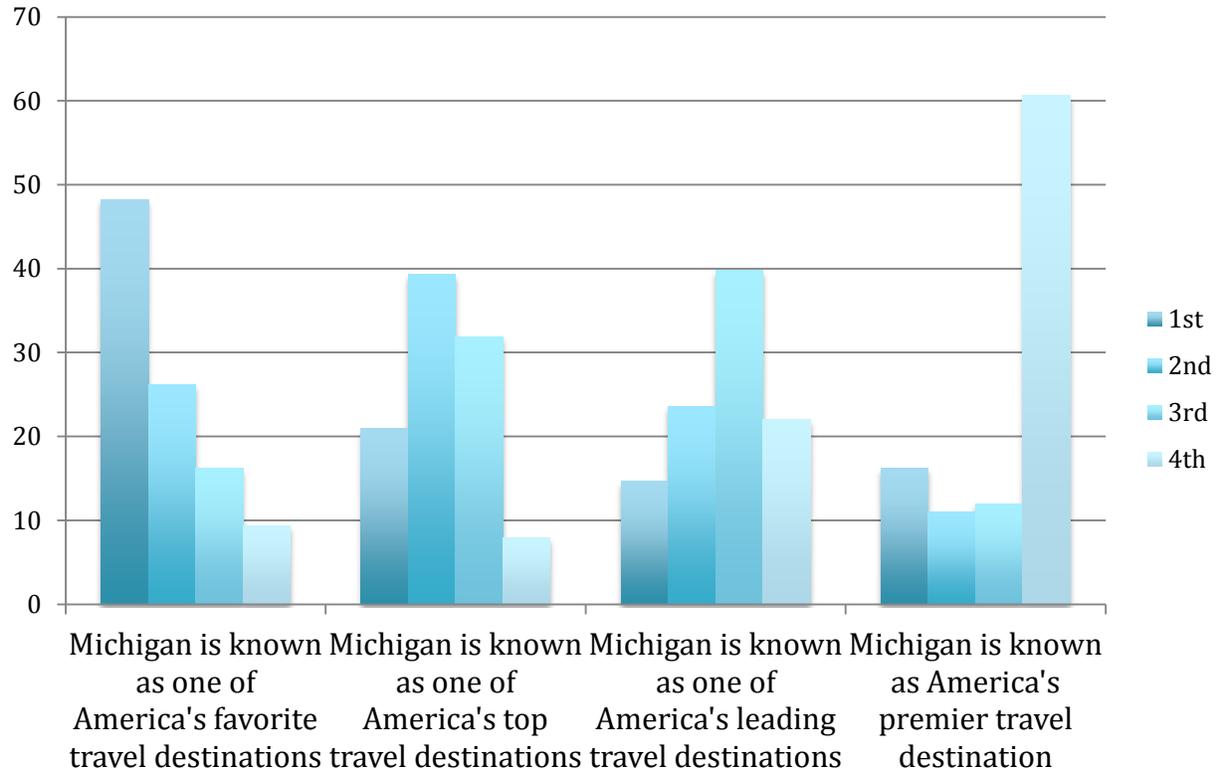
	n	%
<b>Ranked one of the four</b>	191	73.2%
<b>No preference</b>	47	18.0%
<b>Did not like any</b>	23	8.8%
<b>Total</b>	261	100.0%

Of the 191 (73.2%) respondents who chose to rank the four provided options, the preference for one option – *Michigan is known as one of America’s favorite travel destinations* – was clear. As shown in the table below and chart overleaf, nearly one half of these respondents placed this statement in the most highly ranked position and another quarter ranked it in second place, i.e., 75% of respondents ranked this statement as their first or second most preferred of the four options. The next most highly ranked statement – referring to Michigan as a *top* destination – was ranked as a first choice by nearly 21% of respondents and as a second choice by nearly 40% of respondents. In contrast, over 60% of respondents placed the statement pertaining to Michigan as a *premier* destination in fourth place.

	Rank 1	Rank 2	Rank 3	Rank 4	Mean*
<b>Michigan is known as one of America’s favorite travel destinations</b>	92 48.2%	50 26.2%	31 16.2%	18 9.4%	1.9
<b>Michigan is known as one of America’s top travel destinations</b>	40 20.9%	75 39.3%	61 31.9%	15 7.9%	2.3
<b>Michigan is known as one of America’s leading travel destinations</b>	28 14.7%	45 23.6%	76 39.8%	42 22.0%	2.7
<b>Michigan is known as America’s premier travel destination</b>	31 16.2%	21 11.0%	23 12.0%	116 60.7%	3.2

\* Ranked by mean score where 1 indicates the highest ranking and 4 the lowest

## Distribution of Vision Votes



## Open Ended Comments

Forty-seven respondents chose to add a written comment in addition to participating in the voting procedure described above. A tabular summary of these comments is provided below. Only “constructive” comments are summarized, e.g., if the comment made was “no comment” this is not summarized. A full transcript of the comments is provided at the end of this document. A listing of suggested alternative vision statements is provided over the page.

Nature of Comment	Number of Mentions (n = 47)
Be more specific in terms of offering – i.e., top, leading in what?	10
Extend focus beyond US, to international market	2
Highlight year-round nature of offerings	2
Include reference to making memories, memorable, etc.	2
Like favorite the most because it sounds the most friendly, affordable and/or down-to-earth	2
Needs to be more exciting/energetic	2

### Suggested Alternative Vision Statements

Tourism is the largest industry in the state of Michigan.

Michigan is one of America's top ten travel destinations.

Michigan is the premier travel destination of the Midwest.

Michigan is known as one of America's premier travel destinations.

Michigan is one of America's most beautiful travel destinations.

Michigan shines as one of America's leading travel destinations.

Michigan excels as one of America's leading travel destinations.

Michigan is an exceptional travel destination in the United States of America.

Michigan is one of America's best kept secret travel destinations.

Michigan is recognized globally as an attractive travel destination.

Michigan: a premier destination for travelers around the world.

Michigan is America's favorite travel destination offering activities to all people no matter what the season is---it's Pure Michigan!

By the year 2015, Michigan will be a premier American travel destination by achieving a top 10 ranking in the USTTAs travel destination report.

Comments Provided by Respondents (transcribed exactly as typed)

In my opinion, Michigan should keep promoting our beautiful state and all that it has to offer so that it does become the leading state for tourism.

I don't know if it is "known"

I like your vision suggestions too, but just for fun, how about this? "Tourism is the largest industry in the state of Michigan". I like it because it is measurable and because it and because I believe it is achievable. Tourism would then have the attention and respect it deserves from government, community and industry. You know, why not dream the dream.

Michigan is one of America's top travel destinations (delete "known as"). or consider... Michigan is one of America's top ten travel destinations.

Who states Michigan is the best, most, desired, etc. to use as a vision statement?? but if ..thanks

Michigan is America's most memorable travel destination.

"Michigan is the Premier Travel Destination of the Midwest"

Michigan is known as one of America's premiere travel destinations.

I don't think we are the premier, but "one of" is not taking a position. I believe we need to define our unique positioning in a stronger way. The premier what? The top what? Top travel destination for \_\_\_\_\_. We can't be everything to everyone and I do not think we will get the job done by being so open ended.

I don't think that the state can claim any of these statements. Michigan can play on it's beauty and build on the sentiments of the Pure MI campaign for recognition.

I think the beginnings of a vision are here but more needs to be added about what we want MI to be known for - tourism in general, woods and water, urban areas, one of a kind attractions - or all of the above and more - perhaps a statement about being one of America's top ten tourism states known for its many one of a kind attractions as well as ...to be determined through the visioning session...

Michigan - where memories are made. Las Vegas has the - "what happens here, stays here" - so lets spin ours.....

All the statements are pretty much the same - the choice is which describes Michigan, top, leading, favorite or premier... None seem very accurate or to be genuinely true...

Michigan needs to promote the resources we have the most of - the Great Lakes for boating, swimming, fishing, etc. Boaters need to know there is a safe haven every 60 miles along the

shoreline in case they need to get off the water. There should be more articles about our communities on the water where boaters can get slips then walk to dinner, stores, etc. Reach out to this group. They will spend money.

Preferred alternative: Michigan is an exceptional travel destination in the United States of America. (we are exceptional: Great Lakes, auto industry, history, 4 seasons, mileage of shoreline, etc.)

I like the use of the word "favorite" because it sounds more friendly and down to earth than the other choices. I think that I would like to see our state hi-light our "midwestern" friendliness.

I reason I put the primere location at the bottom is because Michigan is so diverse in its attractions. NYC may be premere, but Michigan is pure, homespun beauty.

Michigan: it's where smart folks take vacations, and get more fun per dollar! You can count on it. Purely brilliant.

In my experience, and I've worked all over the USA, Michigan is a favored travel desination. Most people recognize the attraction of the Great Lakes, beaches, dunes, the longest shoreline in the nations and history associated with shipping, boating and of course, the lighthouses. Throw in the year around activities like golf, skiing, snowmobiling, fishing, and simple driving, and you've got a destination second to none! I believe it is THE favorite travel destination for those in the know.

Michigan needs to focus on its strengths: Great Lakes, Great Lakes Beaches, Forested landscape, and Upper Peninsula being a "Five Star Wilderness". Other features include lighthouses, waterfalls, and islands.

The first vision statement is the one I prefer.

I think Michigan is excellant destination what ever the choice of words are.

Excellent food and merchandise available in many out lying areas. Create your own tour go upper or go lower but no matter where you head you'll find a surprise in every corner, including the thumb!

we need to use our natural resources to bring people to Michigan premier fishing destinations / remote and rural/// premier hunting ( if dnr get it together) Michigan has good canoeing and rafting rivers .. natural forests and many trails to explore and the u.p. abounds in new discoveries for the traveler lets get with it stop the overrun of the modern way and let the mom and pop joints flourish which is the charm to Michigan's backwoods adventures and travels ... we are killing a billion dollar industry that could bring revenue .. Get with it stop killing our resources and lets renew and use them.

There should be a statement added such as By the year 2015, Michigan will be a premier American travel destination by achieving a top 10 ranking in the USTTAs travel destination report.

Favorite sounds more like down to earth, affordable and family friendly. Put favorite first.

I think that it is a little bit of sales puffing to say that we are one of America's top travel destinations. Don't get me wrong. We should be. Our state is beautiful. I just don't think that we are there yet. How about: Michigan is one of America's best kept secret travel destinations?

The State of Michigan Welcome Centers are a wonderful resource for the State. They should be open everyday to help travelers find all the wonderful travel destinations. Understaffed centers need to be addressed as well.

Can what brings people here be incorporated?

Michigan has done a great job increasing its visibility in the US. In the next five years, people in the world should know Michigan has fine destinations. But to do so, we need to overcome the language barriers.

Should we include any niche info there? Like top travel destination for outdoor, year-round pursuits. Not sure if that's too limiting, but it seems our boating/golf/ski/natural resources set us apart from other states. Maybe we want to be the top destination for Eco-tourism, which would include the aforementioned recreation, as well as the wine and agriculture industries.

Michigan....not so pure

Michigan IS one of America's favorite travel destinations.

Just a suggestion: Michigan is America's favorite travel destination offering activities to all people no matter what the season is---it's Pure Michigan!

no comments

Premier sounds too expensive and luxury oriented, top sounds like Myrtle beach/high volume oriented like Mackinaw City, I like leading travel destination which in my mind takes into account a lot of different interests.

Why limit us to "America" when the real growth is global? So, try something like: Michigan is recognized globally as an attractive travel destination.

Needs to be a little more EXCITING!!

Think outside the box, outside the state, outside the US. Michigan should be a global destination. Try this one on for size: Michigan: a premier destination for travelers around the world.

Something about how many people have not yet discovered Michigan as a top destination One of the U.S.'s travel gems of a state, natural beauty, the different types of scenes in MI. The other statements seem so generic and do not differentiate.

The premier travel destination (for what, for who)? The top travel destination (for what, for who)? I think if you have a vision, you need to have a solid position and these are very open ended. I think we should have a unique and understood identity and a way to measure what we are striving for. I also believe saying "one of" offers up the same problem. The state needs to choose and own it's positioning.

Michigan is one of Americas most beautiful Travel Destinations

I am not sure of the point of this effort or why all of the vision statements suggestions seem to put us in competition with other states. Shouldn't our "common vision" be to communicate to the public (both nationally and internationally) what makes Michigan the amazing place that it is. I don't think we need to care about being the "top", "premier", "favorite", or "leader." I think we just need to recognize what makes us special and to make sure that others recognized it too.

Michigan is one of the world's top travel destinations given its world class fresh water sport fishery, world class golf destinations, world class beaches with 3000 miles of pristine shoreline with resorts that rival the best anywhere.

I don't like words such as "top" or "favorite" destination. They are mushy, over-used and attempt to describe too many other travel destinations. Let's face it: Michigan is not, for most people outside the state, a "destination". It is just another place to visit, like so many hundreds/thousands of others. We need to create an identity that is unique in the eyes of the jaded, under-financed, entitlement-demanding potential visitor looking for memorable good times. I still like the old "West Coast of Michigan", for example. That term is a grabber. How about a series of ads about discovering some of Michigan's "best-kept secrets", like old Singapore, the quaintness of the town of Marshall, the New England-like Great Lakes coastal areas all around the state?

It could have more energy to it. Something like Michigan shines as one of America's leading travel destinations or Michigan excels as one of America's leading travel destinations.

Michigan is a favorite travel destination. Logic: We attract travel from Canada, Mexico, South America, Europe and Asia. Everyone knows Michigan is in America.