

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.

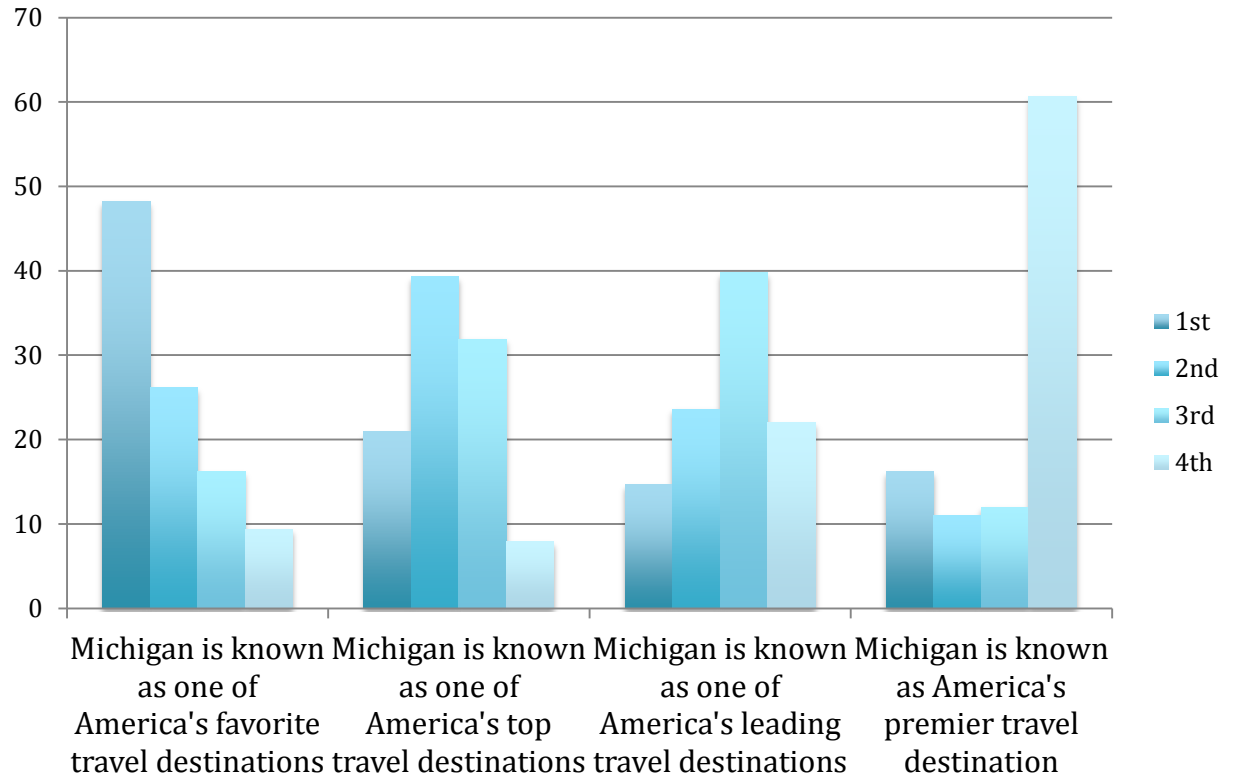
	n	%
Ranked one of the four	191	73.2%
No preference	47	18.0%
Did not like any	23	8.8%
Total	261	100.0%

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*
Michigan is known as one of America’s favorite travel destinations	92 48.2%	50 26.2%	31 16.2%	18 9.4%	1.9
Michigan is known as one of America’s top travel destinations	40 20.9%	75 39.3%	61 31.9%	15 7.9%	2.3
Michigan is known as one of America’s leading travel destinations	28 14.7%	45 23.6%	76 39.8%	42 22.0%	2.7
Michigan is known as America’s premier travel destination	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 in a second, longer version of this document. A listing of suggested alternatives 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.