

**Michigan Tourism Strategic Plan Project
Western UP Stakeholder Listening Session
Issue Areas Comments/Feedback
May 12, 2006
Iron Mountain, MI**

Importance by vote (red dots):

Industry Organizations and Leadership (26)

Funding (26)

Collaborations and Partnerships (21)

Human Resources - Training,/Hospitality/Leadership (20)

General Promotion (Media) (18)

Research and Market Segmentation (12)

Public Policy and Government Relations (9)

Note: At the time this session was held, Training/Leadership and Visitor Experience had been combined into the Human Resources category. After further consideration, they were added back as two separate category for all remaining sessions.

1. Industry Organizations and Leadership (26)
 1. Who is credible representative of the industry? (outside the government)
 2. Better coordination between various industry associations

2. Collaborations and Partnerships (21)
 1. Collaboration: regional (with other states) and international
 2. Equal recognition of different parts of states
 3. Acceptance of “each other” within regions and sectors
 4. Too many tourism organizations (at different levels)
 5. What is the *brand* of Michigan? What is Michigan’s *common vision*?
 6. Collaboration with non-tourism people, ie. Legislators, etc.
 7. Stress the variety-lodging, dining, and activities to help the small businesses enjoy their place in the scheme of things.
 8. Enlist the cooperation of the businesses that want to keep their businesses in Michigan.
 9. Business needs schools.
 10. CVBs acceptance of non-accommodations assessment paying entities – such as campgrounds, RV parks, etc.
 11. We are too parochial, we should not be competing against each other – we should become area focused (card)

3. Funding (26)
 1. Where will the funding come from? (If tourism is recognized enough, maybe it should from general funds.)
 2. Wisconsin – gaming tax and car rental tax to fund with state promotion
 3. DNR parks and recreation also needs a stable funding source. Currently 0% tax funded.
 4. Use tax ROI generated from tourism promotion to fund tourism.

5. Need to educate legislators every term-limit.
 6. Casino \$\$ withheld should be given for tourism promotion. We supply infrastructure for sovereign nations that just want to collect and not donate (card)
 7. 1% gas tax would generate \$27, 000, 000 (card)
4. **Research and Market Segmentation (12)**
 1. Trends also in other industries (e.g. logging industry)
 2. Land use
 3. What is a recognized source(s) of data that industry can use? (a lot of data collected by individual entities)
 4. Consolidated source/place for “storing data”
 5. General travel trends, expectation (e.g. children’s expectations)
 6. Use Welcome Centers for surveys (card)
 5. **Public Policy and Government Relations (9)**
 1. Donations (organizations) to support (present/potential) legislators
 2. Tourism needs a PAC (political action committee) to work with the legislature.
 3. Tourism candidate “creation”
 4. Tribes are sovereign nations – how do we (tourism) interact/communicate with them?
 6. **General Promotion (Media) (18)**
 1. Long term plan for defining markets (beyond 5yrs)
 2. Identify internal and external markets.
 3. If “diverse” California can develop a common plan, so should a diverse Michigan.
 4. What are the perceptions of other states towards Michigan?
 5. Educate media about what Michigan has to offer.
 6. Need advocates in media.
 7. Nebulous brand images with niches?
 8. Is Michigan too big for one brand?
 7. **Human Resources - Training,/Hospitality/Leadership (20)**
 1. High school graduates do not see “tourism” jobs as low-paying, not enough for career development and to support family
 2. Tourism industry provides training to young people that move to other industries
 3. Development of tourism entrepreneurs
 4. Community ambassadors – educate and develop

Other (none)

Comment Cards:

Cell phone upgrades, WiFi – people want to stay connected