

Knowledge Map General Discussion Notes

Topic	Discussion	Reference
General trends	people are short of time	
	go after people who are relatively close	
	package vacations for short time span	
	industry needs to make travel as easy as it can, shortness of time	
	Why really make it easy -	
	Easy - packaging is about perceived value - makes it easier for people to make decisions	
	Belief: people will perceive value if it is easy	
	How does Michigan get it's far share of dollars	
	Timeshares continue to grow and how does Michigan get their share	
	Ease of access - today's luxury is tomorrow's necessity	
	Really need to understand the Genx Geny - Boomers - what they want	
	Days drive from 50,000 people. Good news/bad news. What about the prestige of going to Michigan	
	Wish for more money to go to a bigger audience	
	Immediate gratification and speed - we NEED TO MAKE IT EASIER FOR PEOPLE - PLANNING CYCLES GETTING SHORTER - NEED TO GIVE THEM WHAT THEY NEED TO MAKE	
	Do we know what they need? Maybe yes/maybe no	
We are all agreed - that people are taking shorter vacations? We have data to prove that.	Get the data	
Michigan's resources take time - if you have never experienced - how do we make Michigan resources easier - EASE OF USE		
Population/aging population	Opinion: kids not looking for the same product that we looked for. They want it fast, now, high tech. Link high tech with what Michigan has to offer. Slow speed of experience is not cutting it.	
	Geo cacheing - gps - trak hidden things within the woods - option	
	Do have attractions that could attract younger individuals - skiing, snowmobile, could hit group	
	Importance of understanding all market segments - generally do we understand all the market segments - don't believe we understand and know.	need data for these groups.
	Baby boomers who are affluent - need to figure out how to serve that group. It is not just the baby boomers - also Gen x,y - infrastructure for all segments	

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	Disconnect to people we market to - people who have personal security needs and how do we communicate - walking in the woods - changing comfort levels with out-of-doors. Turn this around - people might like to experience that	
	Could look at technology answers for this segment issue of discomfort with the out-of-doors.	
	Lack of knowledge about what is in nature.	Make sure we have listening sessions with users. Not just 50 year old white guys
	Education about nature.	
	Look for non-traditional resources - agri-tourism. Got to drag kids - ex: looks for skate parts - non-traditional	
	Enormous contradictions - gap of what people want and what they are looking for how do you prepare them for experiences (flip-flops, etc.)	
	Show them what to do and how to do it.	
	Like to see what do the visitors want to do - then bring our structure to them	
	Most of the decisions being made are being made by women - don't know what that really means	Don't know how women make decisions and they impact travel
	We have diverse groups - man made amenities are lacking for the flip-flop person	
	As a person that is part of the non-traditional group who wants to experience - people are afraid of things they don't understand - how do I make that experience easier	Why is their a cultural gap in certain experiences
	Apply the infrastructure available and education required - how do we educate the children to educate them in development for adulthood	
	Missing the urban/wilderness experience - switch it out.	
The Visitor Experience		
	Interconnected to category above. Experience depends on the segment. Building experiences need to know what those sectors want. Missing knowledge	Knowledge gap
	Overlaps to marketing.	
	Marketing is about communicating - you need experiences.	
	do we have a clear vision of what the "experience" is.	

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	What really is our broad vision of what we are trying to do about experience - could build this if we understand the experience - and got this as a focus.	5 level phase for experience
	Example - for an experience - got people thinking - anticipating.	travel to and travel from
	Become the ambassador for the experience.	
	Our marketing challenge is not just external it is also internal.	
	What is missing - no mention about hospitality - "Hoosier hospitality"	
	Michiganians - battle of the concept - if you don't have a positive feeling about your state - how do you fix that - we have so much negativity. Why are Michiganians not excited about their state? Go back to the more positive attitude	
	Why did YES MICHIGAN WORK - why are Michiganians so negative. Getting beaten up in the news - get beaten up after awhile. National exposure. Very emotive - realistically have not had	
	Lot of talking about the demand side of experience - anyone attraction alone cannot deliver an experience - so	
	Exotic - why not think about yourself as different. From a regional market - not exotic - our beaches in Michigan are unique - need to understand what kind of a market we have	
	To a degree our winter is better than the nearby regional	
	Use patterns by region is good - not sure there is	
	Lack of knowledge about the state	
	Michigan is a victim of its own diversity	
	Clearly define who we are - something you have - that is your brand/your promise - then find the target markets who are looking for these experiences - who does that brand promise engage? Who is going to buy your brand?	concerned about silver bullet answer
Experience right now		
	Picnic - no flies	
	Good experience - people you are with, atmosphere, hospitality, expectations, comfort, weather, price	
	Quality = Exceeding expectations and the people I am with - friendliness; start by the expectations you set - what are they expecting how we meet that - need some creativity in the experience - training=provide the level of experience that be provided by your people = the way the experience is delivered	It is not just marketing & PR

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	Bad experience	
Infrastructure	Clean business, backyards, clean the area up.	Is there data about what people want to look at - for pleasant view/experience
	Wish for cleanliness - everybody clean up their business	
	Regional transportation networks - it is not easy in Michigan	
	Attractive environment for investment - look at how we attract more equity capital, what is needed?	What is the data that supports attractiveness
	What are the three things beyond return that investment people are looking for:	
	What could tourism do to impact this investment?	
	Work together rather than duplicative efforts? Pull together and tell a positive story? Being committed to telling a positive story.	
	Quality of life situation also - looking at technology - highway access, nearby airport.	Reliable data - not there. The whole mix of information - what are the trends, want to know that money is relatively secure.
	Reliable data that is consistent - and shareable	
	What is tourism?	
	Tourism is economic development in its purest form. Most economic models need to have partnership with citizens - need the help of the community	May not exist today in Michigan
Transportation	Construction on every single road from southern Michigan to northern Michigan is tough in the summer	
	Two edge sword - with I75 - have 5 year local plan that we are working on (MDOT)	
	Wish for one thing: get involved early for road construction activities letting them know how it impacts tourism.	
	Festival and tourism - we need to liven up the map on Michigan	
	Do we have the largest weigh restrictions on our highways - less weigh on the	
	collaboration - MDOT and Festival and tourism	

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	What about motor coach industry - definitely has changed - the coaches cost more/people riding - stop/stand/stare - people don't do this anymore - don't like it - has changed. Tours - going out of Michigan than into Michigan - not going camping. A lot of the groups come in they are not going camping. Like the state of Michigan - want a high tech hotel with casino attached. 5-7 day trips - go other places than Michigan. The Disneyway - Branson treat you like gold. We need to take our natural resources - got to change the hospitality. Safety is big deal. Will our cell phones work in Michigan? Why asked?	Think about cruise industry as a model. Clean up models, clean up area.
	Why is collaboration not happening as fully as we would like - not happening as clearly because tourism has not had a clear path forward to be clear.	
	Get them involved - Travis City, Mackinaw,	
Nature	There are lodges on the shoreline. The challenges - how many of these shoreline are available to the public? Look at how much is walkable. Michigan adventure - Disappoint - because they cannot be on the beach.	
	Resources - RT#2 - totally undeveloped - now private use - how do we preserve public access?	
	Perspective to "not litter beach" with hotels	
	Henry Ford Museum is connecting with the natural resources - that are compelling to the community. Have carved in stone - everything we do with significance - we do with partnerships	Another example of collaboration - lot of surprise factor.
	Working with lots of partners unique results.	
	Lack of time to think out of the box - very good example for Greenfield Village - but we lack time	Lack of conversation - curious
Land use/water use	Many conflicting interest. Very hard. No consensus. Individual vs. community.	State constitution
	What states have consensus (Oregon, Maryland)	
	2800 local units to make decision on land use. This state does not have a culture of working together on land use. Do not have a culture of working together. The constitution of Michigan may work against collaboration.	
	Public act 14 2003 - discussion - significant motion to Sunset this act - recognize DEQ - will not be able to supply lake/beach experience going forward. Has been very one sided. Ecological viewpoint as compared to tourism viewpoint.	

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	If you are all busy - how do you get engaged? Make the time/prioritize. Helps to have some financial incentive. Need to create opportunities to collaborate.	
	Tourism lacks a common voice. Emotion vs. "logic" - need to get involved	Come out with a common voice
	Common voice is important. Have been fortunate to have a very large wealthy base - due to our major industry - and now we are hurting. Collaborating - for tourism which is sustainable. Could be leading industry for state.	Emotion
	Consensus is lacking due to the state culture.	Culture
	One voice - gets everyone nervous - consider common voice as compared to one voice/consensus voice	Also - entrepreneurs - which is a large part of the business hurdle to innovation
	Discussion about small city in upper Michigan - sees there are not large boundaries between private and public groups. OVERARCHING GOAL - DOES THE CUSTOMER HAVE A GOOD TIME.	
PR	strong targeted markets - if they don't get a high quality product first	
	Excellent initiative Michigan alliances - worked well - opportunity to educate and pull together - Michigan Works agencies- embrace - interactive and engaging	
	Detroit convention bureau - collaboration - what does it take	Great model - good example of collaboration
	We need to begin at the beginning to decide who we are as an industry/as a state. As a member of a tribal organization - this makes it clear. (Tribes often lack what the common target is - same thing here) - need that before we can move forward	
	Lack hearing: very fastest outbound markets - China. Contrast - to another market - China - in comparison to Beijing	
	Known as the state as most hospitable. Why did it fizzle? - expensive program - Plan was never fully implemented. Regional skills alliance - tourism is held in high esteem - other places - people know what the heck they are doing. Training that says this is honorable, your work matters.	

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	Effort ended because there was not an ultimate group responsible for maintaining the initiative. Needs to be driven from grassroots - responsible governing body	Wisconsin model - Tommy Thompson - tourism was his favorite initiative
	Bothers me - second class citizenship role of tourism.	
	Hotelier of the year: training - comes to mind is that you can train it, it has to come from the top - believe it, do it, reward it - if you are not passionate about what you do - get out of it. Do what you do, do it well and lead by example.	
	Treat our guests and customers how we felt they needed to be treated. Always felt something was missing - 18 months ago - said to managers, lead people - paid for Dale Carnegie - for all employees (they had to go) - found out that she employed people who had no self esteem - Bavarian Inn - enjoyable experiences - must create enjoyable experiences for themselves first. And create enjoyable experiences with each other. Have fun. Now engaging coaching - Stephen Covey - working on her people.	Investing in people and not just brick and mortar.
	Tourism industry - really community that is a collection of industries	
	Clutter out there - so hard to get a message out there - need for sustainable brand.	
Markets	Yes and no - easy to come to - Easy to get to Detroit.	
	Also niche markets in Michigan - very broadbased advertising - missed opportunities in state	
	Visa restrictions today are just horrible for foreigners	
	Whole issue of what is required to cover the border with Canada - need to be part of the discussion	
	Why so quiet on PR and Marketing - PR does no good until we focus on what we are selling. Other states - Illinois - their communities work together.	
	Comment - silver bullet - solve - not solve the other issues - who are we	
	Illinois got frightened from Michigan (Just Say Yes) from - funding in Illinois is a solid stable force.	
	Somehow Michigan has to get out of their mentality -	State Mindset
	Too many markets - cool - making people feel good about it	
Agricultural tourism	Lots of fairs and festivals, get people to participate in those commodities.	
	Opportunities to partner on land use for tourism with agriculture	

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	Agi tourism - you pick opportunity - agri-tourism - Lots of opportunity - lots of crops. Lots more opportunity to promote tourism through agriculture - don't "blow our own horn" - common voice for the govt. Fair ground facilities - economic development - opportunity	
	Opportunity for collaboration - partnered with local family farms - Greenfield Farms - tell them where the food is coming from - preserve the family farm	Missed opportunity of the trend toward natural food and organic food
	Michigan has a russet potato that is just as good as the Idaho potato	
	Need to create infrastructure - need to sustain.	
	Too easy to say give more money - create a sustainable infrastructure that will implement things over a long period of time.	The plan will not be enough - need to think beyond
Cultural tourism	Define what cultural tourism and know what it means. Vs. Heritage tourism - attractions - distinct differences that should not be blended	
	You are some many different things -	
Weather	Big topic - weather channel itself - cancel winter	
	Embrace weather - making it easy to deal with cold weather.	
	Tools to help the tourism industry understand the impact of weather on your industry - one tool is going to give you access to how to understand historical weather patterns	
	Hate winter - but don't try to grab the haters.	
	Snowmobilers - have gone away from collaboration - need to work together - have to as it gets tougher to build networks	
	Pitch for winter - snow sports industry is growing - with younger population	
Boating	Lack an understanding of the different segments of the industry. Lack of knowledge of how money from one industry impacts other industry.	Why is Michigan always 3rd?
Trails	Don't appreciate	
RVings	Access - boating access - we are losing a large amount of waterfront area - non-marina - has long term tourism consequences.	
Golf course	Fluctuating water levels -	
Casinos	Need to figure out our uniqueness - concentrate on where we separate ourselves	What is different and outstanding?
Tourism - general		
Detroit		

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Technology	We are not a drive through state - cop-out	
	Websites - price sensitivity - coordinated websites that focus on what makes you stand out. Understand how this works for travel planning	
	Modern tourism - founded by Ford.	
	Contributor to problem.	
	What about regional partnerships? Think about relationships - observation - not sure we are ready to market beyond where we are right now - because - if we are going to be broadening our reach need to get educated ourselves.	
	Fuel - not noticeable that people are driving less	
	Fair industry is upbeat about 2006	
	Opportunities - UM takes credit for internet. Commercializing opportunities - life sciences - in Michigan - Michigan State/UM - can we commercial things for the benefit of Michigan	
	Price of fuel -	
	Big challenges for MSU - cannot keep up with the demand that people are looking for - need more research - fairly critical - when you have a Rate Return	
Funding	P2 - 32 - agriculture - for funding - is there anything like that in tourism	
Leadership/vision	Needs a champion	
	Where are we going to get the money to fund all of this?	
	At the end of the day - it is about money - are we all going to have to put something in to get something out.	
	Employment - our job - objective information - to demonstrate that our jobs are quality jobs, there are career opportunities	
	Misnomer - the entry level job is where you learn your work ethic - understand what our current levels are but understand the impact of that initial training	
	The money that is put in is the money we put in to promote	
	There is so much negative comments up in the post it notes - why?	
	Before we are negative - how about celebrating what has been done well. Need a more positive voice.	
	Opportunities for youth/elder - great industry	

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	Don't apologize that we train young people for jobs. Lots of job opportunities. One of the last professions that you can aspire to success even if you mess up.	
	Value of the jobs - those jobs are not highly portable - so they will not be displaced. Indigenous source of economy.	
	Needs to be some research - it is the foundation - where do you get money to organize - there is money - not much - economic impact and then show what you are going to do with the money - need the plan - get a public policy plan	
	Employment information - results from 500 - 50% were still in industry - of the group - very little difference across group - not much difference due to the quality of life	
	Industry comment - has a lot to offer the community - but how poorly it is understood by the community. Need political action and advocacy - walking the talk with our own resources.	