Integrated Assessment Ideas

• Preserving a Sense of Place and Community Character
• **Natural/Cultural/Maritime Heritage and Resources Tourism**
• Incorporating Modern Technologies

---

**Natural/Cultural/Maritime Heritage and Resources Tourism**

• Balance the tourism portfolio
• *Market NE MI as a maritime heritage and nature-based tourism destination*
• Capitalize on TBNMS for enterprise
• Use TBNMS as gateway center

Topics to cover
• Cross-marketing
• Vertical and horizontal coordination
• Regional marketing
• Business support and development
IA ideas: Tourism

Marketing a product or service

What is the value of a coffee bean??

• The Commodity: Coffee beans
• Create a Good: Brew a cup of coffee
• Provide a Service: Pour a cup of coffee and serve it to someone
• Market an Experience: Charge for the setting and feeling customers enjoy when drinking the coffee

Citing/Crediting the work of: “The Experience Economy” (1999) by B. Joseph Pine II and James H. Gilmore

IA ideas: Tourism

How do people connect to this place?

• Historic
• Natural
• Recreational
• Cultural
• Scenic
• Archaeological

Experience!!

Contributions by Sandra Clark, Michigan Dept. of History, Arts, and Libraries
IA ideas: Tourism

Maintain, Grow Traditional “products”

Boating

Sportfishery

$4 Billion Economic Value

Over 1 million Michigan boaters

Enjoying the beach!

IA ideas: Tourism

Diversify Tourism Portfolio!

55,000 waterfowl hunters, 2 million bird-watchers

Kayaking trails

55,000 waterfowl hunters, 2 million bird-watchers

Geology Tours?

over 120 Michigan Lighthouses

State and Federal Underwater Preserves
Connect with other Community Tourism Assets:

- Harbors, Towns, and Ports
- Commerce “Lake Huron Bluewater Highway”
- People Power of the Great Lakes
- Fins, Fur, and Feathers

Tell the others:

Continue to “package” assets under additional regional stories/themes.
AIA SDAT Recommendations related to marketing:

- Focus tourism marketing on drawing customers already using I-75 corridor

- Key "sellable" assets in their description:
  - Lake Huron and Thunder Bay,
  - Natural Resources,
  - Pastoral Landscapes, and
  - Coastal Cities and Villages

- Diverse coastal tourism can thrive with minimal new coastal [infrastructure] development;

- Focus on interpreting & wayfinding among existing assets

AIA SDAT recommends:

- Focus development efforts to city-centers, rebuilding downtown vitality

- Support, sustain local businesses – seek opportunities for expanding

- Encourage entrepreneurial business/product development of local products and markets

- Tourism is only one part of economic development mix
U.S. 23 Heritage Route: Priority Projects

- Marketing and Promotion
- Transportation Enhancement
- Tourism Enhancement
- Environmental protection
- Beautification

Implement and utilize this management plan as a platform for developing delivering regionally coordinated brands, interpretive products, and marketing strategies.

IA ideas: Tourism

Utilize existing asset inventories, maps, and interpretive products to their fullest – make these available!

- Develop WEB site, connect to existing tourism bureaus and chambers
- Emphasize and connect to motorized, non-motorized land and water pathways
**IA ideas: Tourism**

**“Ecosystem Approach” to interpreting and marketing**

Rockport/Besser Natural Area as an Example:

- DNR property, they manage and interpret ecological/geological natural resources
- NOAA TBNMS partnerships in interpreting historical/heritage aspects, such as CZAR and deep draft port used to load raw material for Mackinaw Bridge

**IA ideas: Tourism**

**Capitalize on TBNMS**

- 40-mile point light
- Thunder Bay National Marine Sanctuary
- Rockport/DNR
- Sturgeon Point Lighthouse/Alcona Historical Society
CROSS MARKET through PRODUCTS!
...create opportunities to connect and thread region together

- ALGONQUIN PROVINCIAL PARK
  EXAMPLE: Interpretive products tell stories of specific trail loops, but regionally thread story of entire Park together

**IA ideas: Tourism**

Support coordination of “regional” investment by agencies, rather than asset by asset approach, such as:

- DNR State Parks:
- MDHAL/TBNMS

Maritime Heritage:

Developing a regional plan for properties as collective package
**Vertical Coordination and Partnership Opportunities?**

**LOCAL:**
(Township, City, County)
- Natural
  - Ex) Alpena Twp. Nature Preserve
- Cultural
  - Ex) Alcona Historical Society

**STATE:**
- Natural
  - DNR Properties
  - Thompson’s Harbor, Rockport, Negwegin
- Cultural
  - MDHAL

**FEDERAL:**
- Natural
  - USFWS Island Wildlife Refuges
- Cultural
  - NOAA TBNMS

**Regional Marketing Support**

- State: MDHAL/Travel Michigan
- Federal: Seek Scenic Byway Designation
- International: National Geographic Geotourism
- Funding Opportunities:
  - Preserve America Grants
  - Coastal Management Grants
IA ideas: Tourism

**Build Capacity to Support Business Development**

- Support Entrepreneurial business development (such as CEC)
  - Expanding existing business
  - Building new (Birding, kayaking, etc.)

- Industry Support – Professional Development Materials and Training for Coastal Businesses
  - Protect and grow existing coastal tourism related businesses (charter fishing, marinas)

IA ideas: Tourism

**Successful Tourism Businesses Contribute to Marketing Ability:**

**Australia:**
- “only bigger businesses participate and contribute to Tourism Australia work”;
- regional marketing “call center” solely funded through business market budgets

**NE MI – support efforts to:**
- Sustain existing coastal dependent tourism businesses (i.e., work that addresses current business issues/needs and helps to find market niches for charter fishing industry or marinas/boating industry)
- Per AIA SDAT, query existing local business needs, what do they need to grow and expand (i.e., dive shop expanding to charter dive/snorkel business)
- Recruiting and supporting new coastal tourism entrepreneurs (i.e., a kayaking business) – make strong linkages with NE MI Economic Development’s “Creating Entrepreneurial Team”
Support Diverse and Multi-uses

- AIA SDAT:
  - “Commercial and sport fishing, sailing, motor boating, kayaking, canoeing, diving, snorkeling, swimming, beach activities, or simply strolling along water’s edge can all thrive without new coastal development”
  
  - Develop for access and use by residents and local visitors first; tourism can be a secondary outcome fostered from “sense of place” authenticity

- Support tourism in all seasons
  (i.e. early spring birding, fall colors, winter recreation)

- Extend Existing Summer Tourism Seasons:
  Example)
  Lake Huron Charter Fishing Trips By Month

<table>
<thead>
<tr>
<th></th>
<th>Apr 06</th>
<th>May 06</th>
<th>June 06</th>
<th>July 06</th>
<th>Aug 06</th>
<th>Sept 06</th>
<th>Oct 06</th>
</tr>
</thead>
<tbody>
<tr>
<td>05’</td>
<td>1%</td>
<td>9%</td>
<td>19%</td>
<td>31%</td>
<td>30%</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>04’</td>
<td>1%</td>
<td>10%</td>
<td>16%</td>
<td>29%</td>
<td>30%</td>
<td>13%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>
DIFFERENTIAL PRICING?

:: a pricing strategy in which a company sets different prices for the same product on the basis of differing customer type, time of purchase, etc;

Can this apply to Charter Fishing Industry?
- Reduce price in slow months
- Provide incentives to existing fishing related customers to repeat visit

IA ideas: Tourism

Tourism Market Research

- Tourism Market Research, particularly that which supports growth of tourism-related businesses
  - Tourist Satisfaction
  - Trends

- Wayfinding research (per AIA) – how easy to find assets?

- Local Business Needs (per AIA SDAT) – what do existing local businesses need to sustain, grow, and attract quality employees

- Combine research efforts where possible to reduce costs (i.e., Marine Sanctuary diving research linked with DNR Creel Surveys?)
Strategic areas of “actions”

- Environmental Protection and Management
- Ecotourism Industry Support, Development
- Infrastructure Development
- Community Development
- Research
Queensland

Has facilitated...

- Consumer and industry ecotourism research and product development
- Self-help guidelines published to assist government, industry, and community to implement best-practices
- Ecotourism training workshops
- Web-based Clearinghouse
- Nature/ecotourism accreditation program
- Facilitating broad community involvement in ecotourism planning and product development
- Tourism management system for Queensland protected areas

The Scenery...

Daintree World Heritage Area

Great Barrier Reef World Heritage Area
• A **GREAT** charter experience....

• Did everything right, from:
  – Safety briefing
  – Showcasing the reef
  – Celebrating the day

• Connected us with other area attractions and experiences—making a good trip **GREAT**!
Regional packages vs. cross-promotion

PACKAGES: Customer package deals. Discount to purchase all-in-one package prior to arrival.

A LA CARTE: Attractions marketed individually; but businesses sell other products to their customers, linking them to other opportunities. Incentive is $\$, a 20% cut off the top to book reservations/collect payment.
Visitor Management focused on Resource protection

Tourism Strategy:
• Attract customers based on high profile attractions (i.e. Great Barrier Reef);
• once customer “captured”, work to “reduce growth of visitor pressure on icon sites by focusing on alternative regional ecotourism opportunities
• Customer “education” through quality service standards

Resource & Tourism Management and Marketing carried out locally...

Developmental Support for Local “sub-regions” or Destinations
Local Tourism Venues promote specific attractions, activities, and interpretive products
Regional Support:
Document and widely share ideas and “best practices”

IA ideas: Tourism
**Marketing Strategy:**

- "Branding" their Regional Product: Regional coordination and marketing strategy to inventory and link natural, historic, and cultural assets to create an enhanced visitor experience.

- Capture visitors along coastal corridor to stay additional days or repeat visits.

- Use of Web to provide consistent message and marketing tools:
  - Business Support
  - Media Resources
  - Tourist Information

**IA ideas: Tourism**

Regionally Capitalizing on the WEB!

http://www.coastalohio.com/index.asp
MARKETING - information for Visitors:
• Things to See and Do
• Visitor Information
• Events, Activities, News
• For More Information
  – Maps, Interpretive Guides, etc.

IA ideas: Tourism

MARKETING through “stories” or “themes”:

Lake Erie Landscapes
- Bays, Ports and Harbors
- Forests and Farmlands
- Glacial Islands
- Grasslands and Savannas
- Lakes and Beaches
- Rivers and Streams
- Wetlands

Lake Erie Cultural History
- Legacy of Freedom
- Patterns of the People
- Pursuit of Leisure
- The First West
- Working Waterfronts

Lake Erie Natural History
- Geological Influences
- Glacial Beginnings
- Smoke on the Water
- Renaissance

The image contains text about web product features, marketing strategies for tourism, and various themes and landscapes related to Lake Erie.
Regionally Coordinated “Brand”, focused around marketing a diverse Coastal Tourism Portfolio...

...linkages to local visitor bureaus or “sub-regions”, who continue to develop and market their own local “products”

IA ideas: Tourism

Interpretive Materials Available to Visitors – Natural, Historic, and Cultural

Not quantity resources, but a quality strategy for organizing and disseminating in a regional context
Examples of Coastal Access Opportunities in NE MI

State-owned Coastal access/properties...

Maritime Heritage Highlights

FREE Advertising

- ID publications for target audiences
- Freelance writer
- Visit the region
2. Olympic Peninsula
Capitalize on Motorized Trail Maps to enhance wayfinding

IA ideas: Tourism

Huron Greenways

This document prepared with financial assistance from:

The Michigan Department of Environmental Quality, Outdoor Recreation Program.

Special acknowledgments to:
Mary Ann Nicholas for her vision, passion, and commitment which led to the development of the Lake Huron Greenways Initiative.

Jim Pfaff for his donation of time, photography, cover design and document layout. The authors thank you for your support and assistance.

Additional acknowledgments to technical assistance and participation in the Lake Huron Greenways Program:

Sara Doolittle, Director, SWRI; Mary Ann Nicholas, Project Director; Janet Swenson, Project Director; Jon Willhite, Project Director; Teri Mesick, Project Director; Pat Anderson, SWRI.

The author(s) wish to thank the many individuals and organizations that have contributed to the development of the Lake Huron Greenways Program.