

## Be a Part of the Pure Michigan Tourism Industry: Things You Need to Know and Do!

As a part of the implementation of the 2012-2017 Michigan Tourism Strategic Plan (MTSP), the tourism industry is eager to help Michigan's niche activities and attractions learn more about how they can get involved with industry efforts and more effectively market themselves. We have therefore prepared this listing of things you should know and can do to become a more active member of the Pure Michigan effort. Most of the items are relatively quick and easy to complete, and many of them are free!

- Be social! Maximise your online/social media presence (Facebook, Twitter, Instagram, Pinterest, etc.). Learn more about social media strategies and keep up-to-date with trends via Travel Michigan's Social Media Learning Library: <http://www.michigan.org/industry/social-media-learning-library/>
- Check out other industry resources posted by Travel Michigan at: <http://www.michigan.org/industry/>
- Add your property/site, event or deal/package to michigan.org:
  - Add your property/site: <http://www.michigan.org/add-property/>
  - Add your event: <http://www.michigan.org/add-event/>
  - Add your package/deal: <http://www.michigan.org/add-deal/>
- Apply to use the Pure Michigan logo at your site and in your materials: <http://www.michiganbusiness.org/logo-request/>
- Attend the Pure Michigan Governor's Conference on Tourism each spring.
- Join and make use of the marketing expertise of your local Convention and Visitors Bureau (CVB) or Chamber of Commerce (CoC):
  - List of Michigan CVBs: [http://visitmichigan.org/member\\_info.html](http://visitmichigan.org/member_info.html)
  - List of Michigan CoCs: <http://www.2chambers.com/michigan2.htm>
- Join the MI Tourism Collaboration, Cooperation and Partnerships Toolbox and/or the Michigan Forum on International Tourism (these are LinkedIn groups formed to support the industry as a result of the MTSP – search for the group name on LinkedIn and submit a request to join or contact Sarah Nicholls for an invite).
- Consider developing a marketing plan for your site or entire niche. Use the marketing plan template attached, or, if you would like to see the Michigan Bicycle Tourism Marketing Plan and/or learn how to have the process facilitated for you, contact Sarah Nicholls.
- To learn more about Michigan's tourism industry, or to educate community members and government officials in your area, consider hosting a speaker at your next informal gathering, annual conference, county commission/township board meeting, or any other event. *Why Tourism Matters* talks can be customized to range in length from quick 10-minute overviews to half-day in-depth workshops (contact Sarah Nicholls for more information).