

•MSU Extension program institutes:

- Greening Michigan Institute
- Agriculture and Agribusiness Institute
- Children and Youth Institute
- Health and Nutrition Institute



Andy Northrop, M.A.

Greening Michigan Institute Educator, Chair for Tourism Group

An Introduction  
to

Understanding Tourism for Michigan  
Communities  
(UTMC)

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# Agenda

- What is it?
- Examples
- How has it been used
- Where and with Whom
- Actions & Results
- Plans for 2015, 2016...

# What is it?

- 2-3 Hour workshop facilitated by MSU Extension Tourism Faculty intended to:
  - Increase knowledge of best practices to maximize assets
  - Increase awareness of existing community assets
  - Acknowledge tourism as a strategy for prosperity

# What is it?

- Understanding Tourism for Michigan Communities (UTMC) :
  - Educate
    - Global, National, Statewide, and Local Figures
  - 
  -

# Educate:

## Global Tourism

- International Tourism is up 5% (+52 million tourists globally)
- Russia & China – leading in growth for ‘outbound international travel’
  - China 28%
  - Russia 26%
- International visitation to the USA is up 5.2%
  - 25% increase from China
  - 20% increase from Brazil
  - 10% increase from Australia
  - 6% increase from Canada
- Tourism accounts for 1/8 of all jobs in the USA
- Tourism is a top 10 employer for the 48 states

2014 Michigan Tourism Review – Nicholls & McCole, MSU Faculty

# What is it?

- Understanding Tourism for Michigan Communities (UTMC) :
  - Educate
    - Global, National, Statewide, and Local Figures
  - Build Awareness
    - New trends, magnitude of innovation and industry, new concepts to explore
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# Build Awareness

## Niche Markets

- Heritage/Cultural Tourism
- Nature-based Tourism
  - Eco
- Food-based Tourism
  - Agricultural Tourism
  - Culinary Tourism
- Voluntourism



# What is it?

- Understanding Tourism for Michigan Communities (UTMC) :
  - Educate
    - Global, National, Statewide, and Local Figures
  - Build Awareness
    - New trends, magnitude of innovation and industry, new concepts to explore
  - Conversation Starter
    - Sets the stage for examples, collaboration, innovation, partnership development

# Conversation Starter

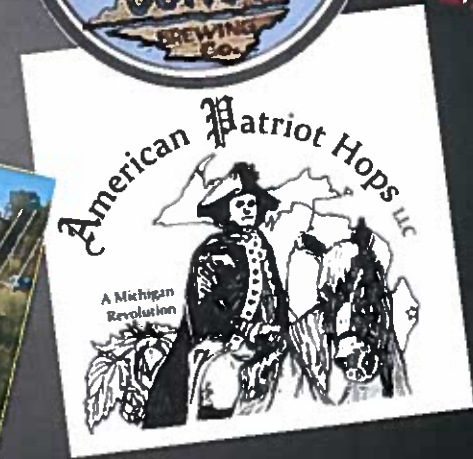
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## Sustaining Ag & Culinary Tourism:

- Connects with local culture
- Showcases uniqueness
- Preserves culture and educates
- Strengthens businesses and community



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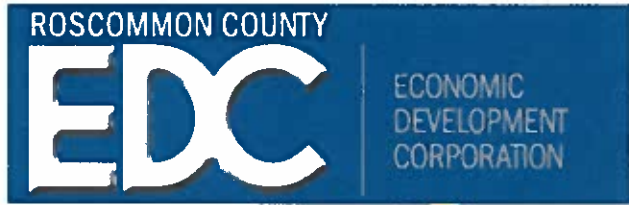
Andy Northrop, northro5@anr.msu.edu

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# Where & Who?

- Chambers of Commerce
- Civic Organizations
- City/Community Planners
- Community/County Events
- Specialty Groups (Hops growers, Brewers, Farmers)
- Open Invitation/General Public
- Colleges & Schools

# 2014 Partners



# 2015 Partners



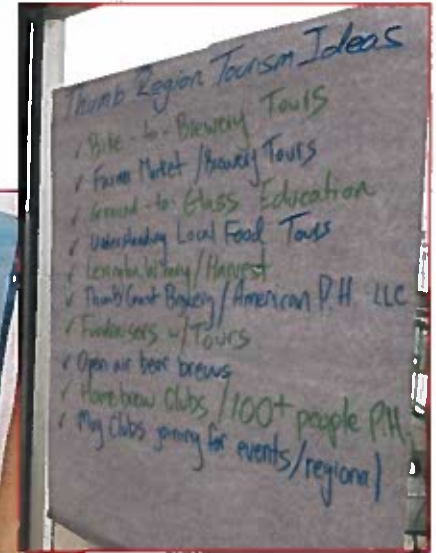
# Who?

(2014 Numbers)

- 7 programs
  - In person & online
- 150+ people reached across 16 counties & Canada
- People/Professions:
  - County Officials, Businesses, Faculty, City Planners, Entrepreneurs,
  - Residents (retirees, minorities, parents, young adults,
    - %57 Women, 60% college grads, 34% some college

# Results:

Strengthened partnerships with Hops Industry, Breweries, and Ag-tourism



Innovative tourism concepts & business ideas



Regular Committee Meetings in NE-Michigan & Thumb region

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# UTMC Plans for 2015

- More *emphasis* on:
  - Entrepreneurship & Tourism
  - Youth & International Communities
  - Connecting Community to Industry

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# Upcoming Programs

<http://msue.anr.msu.edu/events>

- **Michigan Township Association (Retreat)**
  - 2:15 p.m., September 13<sup>th</sup>, Boyne Highlands Resort
- **Arenac County EDC & MSU Extension Tourism Team**
  - 6 – 8:30 p.m., September 15<sup>th</sup>, Saganing Tribal Conference Center
- **Manistee Chamber & MSU Extension Tourism Team**
  - 6 – 8:30 p.m., September 16<sup>th</sup>, Manistee ISD
- **National Extension Tourism Conference (NET)**
  - October 28<sup>th</sup>; Galveston, Texas



# Team Plans for 2015+

- *First Impressions:*
  - Extension Program
    - Structured visitation unannounced by
      - Tourism faculty
      - Partnering Communities/Counties/Cities
  - 
  -

**Pilot Communities Wanted for 2015-2016!**

# Team Plans for 2015+

- *Additional Areas of Focus:*
  - *Peer-to-Peer Travel: What it means for you and Michigan*
  - *How to hold a Zero-Waste Event*
  - *Greening your Resort(s)*
    - *Reducing Waste, Conserving Energy = Saving \$\$*

**Interested Communities Wanted for 2015-2016!**

Tourism Team, working Statewide for MI communities!

- **Andy Northrop**, Port Huron
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