



Western U.P. Tourism Strategy Committee

11:00 am ET, May 10, 2021

Agenda

- Welcome & Introductions
- Context from Pandemic Response & Resiliency Plan
 - Regional Resilience
 - Building Social Connectedness
 - Tourism patterns
- What outcomes would you like to see?
- What information is currently missing, or what do we not understand?
- Draft scope of work
- Research and trend data
 - Airbnb data
 - Campground data/ map
 - Traffic counts (including Mackinac Bridge)
 - Study from GVSU (Grand Valley State University)
 - Others...
- Future meetings
- Adjourn

Connection Information

Join Zoom Meeting

<https://us02web.zoom.us/j/87197805636?pwd=bFRXby9UbEVzcmxhUzhKVW81RUE0QT09>

Passcode: 116227

One tap mobile

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Dial by your location

+1 301 715 8592 US (Washington DC)

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Meeting ID: 871 9780 5636

Passcode: 116227

Western U.P. Tourism Study/Strategy

Draft Scope of Work

STUDY

- Background of Pandemic Response & Resiliency Program
- Recent trends
 - Changes in travel patterns
 - Increased visitation to Western U.P. in summer 2020 (and 2021?)
- Regional Tourism profile; data
- Key tourism topics
 - Changing travel preferences (transportation, accommodations, etc.)
 - Seasonal patterns
 - Economic impacts
 - Resident/visitor dynamics
 - Industry challenges
 - New opportunities
 - Marketing and outreach
- Localized issues
- Projected trends

ENGAGEMENT

- Surveys
- Partnering with institutions within tourism industry
- Roundtable meeting(s) with public and/or key stakeholders