Revelations:
A View from Both Sides of the Tourism / Event Table

Trevor Tkach, CFEE
President/CEO
Traverse City Tourism
TRAVERESE CITY, MICHIGAN

• On the shores of Lake Michigan

• City population: 15,000
  County population: 90,000

• Tourism = $1.2 Billion economic activity in the region
9 of Michigan's most incredible, Pinterest-worthy wedding destinations (July 2017) - Detroit Free Press

50 Best Beaches in America (June 2017) - credit.com

2017's Best Beach Towns to Live In (June 2017) - WalletHub

100 Best Destinations Around the Word in Four Seasons (June 2017) - National Geographic

12 Of The Most Underrated Food Cities in America (June 2017) - BuzzFeed

Best US Cities for Weekend Breaks This Summer (June 2017) - DK Eyewitness Travel

Best Convention & Visitors Bureau (April 2017) - Michigan Meetings + Events

The Prettiest Town in Every State (May 2017) - The Daily Meal

21 Nicest Small Towns in America Everyone Should Visit Before They're 50 (April 2017) - Reader's Digest

Strongest Town (March 2017) - Strong Towns

24 Coolest Towns in the USA -- Leland (March 2017) - Matador Network

20 Prime Places to See Beautiful Cherry Blossoms (March 2017) - Cheapism

1 of 10 Best Walks in America: Empire Bluff Trail (March 2017) - Prevention Magazine

21 Best Beaches in the World (January 2017) - National Geographic

Top 10 Cities for Wine Snobs (January 2017) - Travel Channel

21 of the Best Small Towns in America (October 2016) - Architectural Digest

Blog for Lifestyle & Travel (September 2016) named Torch Lake one of the Top 10 Clearest Lakes in the U.S. You Have to See to Believe
NATIONAL CHERRY FESTIVAL

• 91 year history
• 8 Day Festival
• 150 events
• $3,000,000 annual budget
• 600,000+ attendees
• $25 million economic impact
• Non-profit
• Does not receive governmental funding
TRAVERSE CITY TOURISM

- Convention and visitors bureau (CVB) for the area
- 4,500 rooms in assessment
- Funded by 5% room assessment
- $6,000,000 budget
- Marketing, PR/Media, Sales, Visitors Center
BELIEFS OF THE FESTIVAL

• Festival is doing CVB’s job

• Festival is driving occupancy and rate in and around Festival-time

• Festival deserves compensation from CVB
NEW PERSPECTIVE

OLD JOB  NEW JOB
BELIEFS OF THE CVB

- Festival is taking advantage of 4th of July visitors
- CVB is promoting the Festival
- CVB funds start-up events in need time
CONFLICTING BELIEFS

Festival promotes TC & Festival

VS.

CVB promotes TC & Festival

Festival is driving occupancy & rate

VS.

Festival is taking advantage of existing demand

Festival deserves funding

VS.

Nope
Festival promotes TC & Festival
vs.
CVB promotes TC & Festival

• Festival - has to promote TC to establish credibility and relevance
• CVB - has to promote Festival because it sets TC apart
• Neither is fully aware of the others work
THE COME TO JESUS MEETING

Festival promotes TC & Festival
vs.
CVB promotes TC & Festival

• Festival was spending too much time and money on visiting media

• CVB needed to be more involved in media/PR leading up to and during Festival

• Created a shared media strategy for Festival time
SHARED MEDIA STRATEGY

Regional Media Blitz
Visiting Media

- Eliminated frivolous media visits
- Moved some of the expenses to the CVB
- Let CVB take the lead on most of the visiting media
- CVB promoted late summer early fall activity!
BOTH ARE RIGHT

Festival is driving occupancy & rate
vs.
Festival is taking advantage of existing demand

Occupyancy & Rate
• Truly is higher because of Festival

Taking advantage of the 4th
• Yes, people have vacation days, but...
  • Help with 4th of July Celebration
  • Many other regional Festivals and events on alternative dates
  • Programming issues (Air Show)
Festival is driving occupancy & rate
vs.
Festival is taking advantage of existing demand

- Demand can have a negative impact on experience and the value proposition
- Festival attendees are staying outside of district or in alternative lodging
- Open dialogue about moving Festival dates
This City Is the Most Expensive Summer Destination in the Midwest

1. Traverse City, Michigan $221
2. Lake Geneva, Wisconsin $207
3. Marquette, Michigan $194
4. Ann Arbor, Michigan $192
5. South Haven, Michigan $184
6. Madison, Wisconsin $182
7. Chicago, Illinois $176
8. Deadwood, South Dakota $174
9. Des Moines, Iowa $173
10. Detroit Lakes, Minnesota $172
FOCUSED LODGING MESSAGE

Show me the bookings!!

Summer is Here!

Summer’s endless days are made for making memories. Play along miles of super sand beaches, visit the magnificent Sleeping Bear Dunes, sail on a Tall Ship, watch a parade, go to a drive-in movie, or eat cherries (yes from the Cherry Capital of the World). Ride bicycles along miles of breathtaking trails or play a round of championship golf. Then revel in a fare-full of meals, sip local wine or beer, and watch the sun go down.

Order a Free Visitor Guide  ▼  Sign Up For Our E-Newsletter
Festival deserves funding

vs.

Nope

If not direct funding, then what?

• Expense relief
• Additional service
• How badly do you need the funding?
• What are you willing to do for more funding?
PAID ADVERTISING

Thanks for visiting!

Four seasons of fun!
Plan your next stay at TraverseCity.com

TraverseCity
TRUE NORTH
800-TRAVERSE
Would you move your dates?

Would you change your programming?

Would you start a new event?
Futures Study Update
DestinationNext

North America
- Bermuda
- Canada
- United States

Latin America
- Argentina
- Brazil
- Chile
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Panama
- Paraguay
- Peru
- Puerto Rico
- Uruguay

Europe
- Austria
- Denmark
- Estonia
- France
- Germany
- Hungary
- Italy
- Monaco
- Netherlands
- Norway
- Poland
- Spain
- Sweden
- Switzerland
- United Kingdom

Middle East/Africa
- Bahrain
- Israel
- Jordan
- Oman
- Rwanda
- South Africa
- Turkey
- United Arab Emirates

Asia Pacific
- Australia
- China
- Georgia
- Hong Kong
- Japan
- Malaysia
- New Zealand
- Singapore
- South Korea
- Taiwan
- Thailand

👋 433 participants
🌐 52 countries

DestinationNext Futures Study Update
Sponsor:
Funded by a grant from the Destinations International Foundation

Vision:
Provide destination organizations with a powerful assessment tool and practical actions and strategies for sustainable success in a dramatically changing world

Three Phases:
1. 2014 Futures Study on Key Trends & Opportunities
2. Scenario Model & NEXTPractices
3. 2017 Futures Study Update
• Personalized, Unique and Authentic Experiences
• Less Sales, More Strategic Partnerships
• Sustainable Tourism
TOP 25 TRENDS & STRATEGIES

12 New Trends

10 New Strategies
## Trend Differences: Regions

<table>
<thead>
<tr>
<th>TREND</th>
<th>U.S.</th>
<th>Canada</th>
<th>Latin America</th>
<th>Europe</th>
<th>Asia Pacific</th>
<th>Middle East/Africa</th>
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</thead>
<tbody>
<tr>
<td>DISRUPTION IMPACTS</td>
<td>MODERATE (34th)</td>
<td>LOW (46th)</td>
<td>MODERATE (16th)</td>
<td>HIGH (3rd)</td>
<td>HIGH (1st)</td>
<td>HIGH (8th)</td>
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<tr>
<td>Safety &amp; security at destinations becoming a brand differentiator</td>
<td>LOW (56th)</td>
<td>LOW (38th)</td>
<td>HIGH (2nd)</td>
<td>HIGH (9th)</td>
<td>HIGH (7th)</td>
<td>HIGH (8th)</td>
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<tr>
<td>Security risks hampering travel decisions</td>
<td>LOW (46th)</td>
<td>LOW (56th)</td>
<td>MODERATE (29th)</td>
<td>HIGH (10th)</td>
<td>MODERATE (18th)</td>
<td>HIGH (2nd)</td>
</tr>
<tr>
<td>FUNDING ISSUES</td>
<td>HIGH (6th)</td>
<td>MODERATE (14th)</td>
<td>LOW (67th)</td>
<td>LOW (75th)</td>
<td>LOW (74th)</td>
<td>LOW (68th)</td>
</tr>
<tr>
<td>Hotel taxes increasingly vulnerable to alternative politically based projects</td>
<td>HIGH (7th)</td>
<td>MODERATE (19th)</td>
<td>MODERATE (32nd)</td>
<td>LOW (62nd)</td>
<td>LOW (43rd)</td>
<td>LOW (59th)</td>
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<td>Governments facing pressure to reduce or eliminate direct financial subsidies to the tourism sector</td>
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DestinationNext Futures Study Update
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<thead>
<tr>
<th>Category</th>
<th>Relative Importance</th>
<th>Perceived Performance</th>
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<tbody>
<tr>
<td>Brand</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>7&lt;sup&gt;th&lt;/sup&gt;</td>
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<tr>
<td>Destination Performance</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
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<td>Attractions &amp; Entertainment</td>
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<tr>
<td>Accommodation</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
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DESTINATION STRENGTH – PROBLEM AREAS

Brand

• Iconic attractions & events
THANK YOU!