

Michigan Upper Peninsula  
Regional Tourism Asset Inventory

## **Asset Inventory Website Q & A**

May 17, 2009

The Regional Tourism Asset Inventory is the first phase of a People and Land funded project intended to help build economic prosperity by supporting and encouraging sustainable nature and cultural tourism throughout Michigan's Upper Peninsula. Before we can encourage tourism, we need have a comprehensive list of places, or **assets**, tourists may want to visit. The asset inventory will be performed by development organizations, tourism associations, chambers of commerce, governments and others using a web-based information management system. This document provides a brief introduction to the project and project website.

### **What is an asset?**

An asset is a place you can stand. It is a dot on the map. For this project, it is a place that someone interested in a nature-based experience or a culture-based experience would want to visit. Also, an asset can be a service those visitors may need or want to use when they visit.

### **Where is the website?**

It is at <http://www.miup.info>.

### **Who can use the website?**

Anyone can browse some of the asset information. In order to add or edit assets, you need to have an account and log in to the website. Persons attending the training sessions on May 18 to 20, 2009 will get accounts. To get an account at another time, please contact Chris Rector at Northern Initiatives, **906-226-1680** or [crector@niupnorth.org](mailto:crector@niupnorth.org).

### **What is the Asset Inventory website for?**

In this phase, the goal of the website is simply to store asset inventory information. Later phases will use the information gathered in this phase to support marketing efforts, build websites for potential visitors, and provide data for development analysis, among other things.

### **What is an example of an asset?**

Any place that can be represented as a point on a map can be an asset: A museum, an interesting rock outcrop, a trailhead, a restaurant, a lighthouse, a visitor center, a waterfall, a historical marker, a canoe launch, a fishing platform.

### **What should NOT be considered an asset?**

Any place that has large geographic scope should **not** be entered as an asset. Places like a city, village, township or county; geographic features such as rivers or mountains; organizational entities such as state and national parks. While important, these places are too large to be considered as a *single* asset. Rather, they are usually made up of multiple assets. A city will have a museum and a restaurant. A river will have many places to launch a kayak or fish. A national park will have visitor centers, campgrounds and trails.

**What do I need to know about an asset to add it to the inventory?**

To start, you will need to know the asset's common name and be able to locate it either with an address or by finding it on a map. You'll need to know generally what would attract people there (Is it a trail, a lighthouse or a restaurant? If it's all three, you'll have to pick the **one** that seems most obvious!). You'll have to know what people can do there (Can they hike, learn something or eat there?). You should write a short description of the asset. One or more digital pictures of the asset would help. Finally, you should know something about how and when people can visit the asset.

**Once we have added a bunch of assets, then what?**

A group of asset managers will review each asset and perhaps edit it for consistency. Toward the end of summer 2009, decisions will be made about possible "products" to be created from the asset information. One possibility being discussed now is an interactive website for potential visitors that would allow the user to search for assets of interest to them (e.g. "Show me all the places where I can scuba dive!"), create a customized itinerary for a visit, get driving directions, and comment on their experience. Another possibility would be to package all of the information, pictures and documents from the inventory on a DVD-R or CD-R and distribute it to organizations that can use the information to create brochures, targeted advertising campaigns, or regional information maps or websites.

**Who do I call if I have questions about or problems with the website?**

If the question or problem is of a technical nature (e.g. "How do I add activity notes again?", "I submitted an asset and I got an error message!", "I am trying to post a picture, but it just sits and spins!"), please contact LIAA at **231-929-3696** or **support@liaa.org**.

If your question is about the project or the asset inventory process, please contact Chris Rector at Northern Initiatives, **906-226-1680** or **crector@niupnorth.org**.