



Destination Development & Tourism Strategic Plan

Great Lakes Bay, Michigan

The Great Lakes Bay Regional Convention and Visitors Bureau worked with Hunden Strategic Partners to perform a real estate and destination assets analysis, also known as a destination development master plan, for the Great Lakes Bay Region. The region encompasses the Cities of Bay City, Birch Run, Chesaning, Frankenmuth, Midland and Saginaw.

HSP determined the area's assets and gaps in destination market segments including hotel, meeting, sports, entertainment, dining, retail, attractions and related developments/uses, as well as annual events/festivals, as these are a natural extension of the visitor, tourism and cultural infrastructure in destination developments, downtown areas, suburban areas and other entertainment districts. HSP used the leading destination market tool available – Destination Next – to dive fully into the analysis of the Great Lakes Bay region.

For each asset type, HSP assessed what currently existed in the market and what was missing. The report also included general trends analyses for each industry to help the Great Lakes Bay Regional Convention and Visitors Bureau understand if certain industries were trending up, down or were overbuilt. The report then included a comparison of what exists and what is missing to other regions and a “model” region. The key to a study of this nature is to build the right projects in the right places, with the most successful components. Proximity, critical mass and other factors were fully considered and critical to the overall creation of the tourism strategic plan.

Client: GLB Regional CVB

Time Period: 2017