



NEWS RELEASE

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Lansing Guide Digital Publication Now Available for Tablet Users

LANSING, Mich. –The Greater Lansing Convention and Visitors Bureau (GLCVB), is pleased to announce the availability of the Lansing Guide digital publication in the Apple® App Store and Google Play. The digital publication was designed and developed in collaboration with CiesaDesign for visitors to the Greater Lansing region based on the award-winning Greater Lansing Visitor Guide.

Lansing Guide’s goal is to showcase the region’s assets and encourage travelers to choose Lansing as a destination. The digital pub features interactive articles, videos, and photos of the region and rich regional maps that, once downloaded, are available on the user’s device regardless of Internet connectivity.

CiesaDesign presented the GLCVB with data that convinced them to create an interactive replica of the print Visitor Guide, including a [market research survey](#) completed in February 2012 that estimated that approximately 53 percent of all iPad owners had installed Lifestyle applications on their device; 39 percent travel applications. Additional data from [The Economic Times](#) suggested that 40 percent of iPad owners had household incomes of \$100,000 or more.

“This is one more communication tool for us,” said Tracy Padot, vice president of marketing communications for the GLCVB. “We want to be present on the platforms where our visitors are consuming information about the region. With digital readers gaining popularity, the next logical step for us was to develop a piece for tablet users that complemented our award winning print visitor guide and smart phone app. Our collaboration with CiesaDesign made that possible.”

CiesaDesign has designed the print Visitor Guide for more than 10 years with the GLCVB. “The new digital publication represents the next iteration in publications,” said Michael Sundermann, creative director for CiesaDesign. “The look and feel of the digital pub matches the brand of the visitors guide, but the interactivity it provides the user is something only a tablet device can deliver.”

The Lansing Guide digital pub fills the space between the printed Visitor Guide and the Greater Lansing Mobile App that was created for on-the-go access to events and attractions around greater Lansing. The mobile app is already available for [iPhone®](#), [Android](#) and [Blackberry®](#) smart phones.

Technical Specifications:

The Lansing Guide digital pub is free in the [Apple App Store](#) (250 MB Download; Requires iOS 4.0 or later) and in [Google Play](#) (3 MB Download; Requires Android 2.2 or later).

The mission of the Greater Lansing Convention and Visitors Bureau is to positively impact the area's economy by marketing the region as a travel destination.

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