



NEWS RELEASE

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Greater Lansing CVB Announces Tourism Data from Local Economic Impact Study & Future of Tri-County Tourism Visioning Project

LANSING, Mich. – The Greater Lansing Convention and Visitors Bureau (GLCVB), along with at the Anderson Economic Group, is pleased to formally announce its findings from an in-depth study in a report commissioned by the GLCVB entitled: *Tourism Related Benefits in Greater Lansing's Economy*.

Tourism is an often overlooked portion of the Greater Lansing economy. The reality, however, is that the industry generates over \$472 million in spending at local businesses and employs nearly 6,400 local residents. This report presents the findings of the study, providing the GLCVB and other community stakeholders with a measuring stick by which continued programs and investments can be evaluated. The report includes 2012 data surrounding the spending patterns of both day visitors and overnight guests to the region, and their impact on local businesses like restaurants, retailers, hotels, state sales tax and more.

“Our hope for this report is to take these up-to-date numbers and continue to educate community stakeholders on the importance and impact of tourism in our region,” said Jack Schripsema, President and CEO of the GLCVB. “Our 4.7 million annual visitors to the region have a large impact on the success of local businesses and ultimately the quality of life for area residents.”

The study's findings showed that of the \$472 million spent by tourists annually at businesses in Greater Lansing, \$367 million is taxable under Michigan's sales and use tax. With Michigan's sales and use tax rate at 6%, tourism spending in Greater Lansing contributed more than \$22 million to the State of Michigan in sales tax revenue. The multiplier effect of this spending resulted in more than \$681 million in regional economic impact and \$140 million in additional income and earnings for workers in Greater Lansing in 2012.

Future of Tri-County Tourism Visioning Project

In conjunction with the report, the GLCVB has engaged Dr. Sarah Nicholls professor of Geography and Community, Agriculture, Recreation, and Resource Studies at Michigan State

University to assess the current status of, and future potential for, tourism development in the tri-county region. Dr. Nicholls worked closely with Travel Michigan to lead the tourism strategic planning process for the state of Michigan in 2012.

The GLCVB plays a vital role in marketing the tri-county region as a desirable tourism destination. Because tourism is a diverse sector with multiple constituents, the GLCVB will be soliciting broad input from community stakeholders. This information will be the guide for the GLCVB's long range strategic plan.

Input will be solicited via a series of four stakeholder forums, to be held in four different locations in the Greater Lansing area in mid July. All GLCVB members as well as all other tri-county hospitality related businesses, municipalities and other stakeholders are welcome to participate. *For example: Accommodations providers; bars and restaurants; transportation providers; natural and cultural attractions (e.g., local, county and state parks; golf courses; historical attractions; museums; sporting venues); events/event organizers; retailers; local and county government officials.*

For a copy of the report or additional details on the tourism visioning project, please contact Tracy Padot, Vice President of Marketing Communications for the GLCVB at tpadot@lansing.org.

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

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