



NEWS RELEASE

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Greater Lansing to Host Over 21,000 Visitors In Next 14 Days

LANSING, Mich. – The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce the region will host three large events generating an influx of over 21,000 visitors to the region that are expected to generate over \$8 million in economic impact.

The largest of the three events is the 2013 Odyssey of the Mind World Finals. The event is held on the campus of Michigan State University from May 22-25, bringing over 16,000 guests from 33 different states and 12 different countries. Over 825 teams and their supporters, parents and tournament officials will occupy over 10,000 area hotel rooms and thousands of university dorm rooms during their stay. Opening ceremonies, social events and, the reason for the event, hundreds of scientific competitions, will occur at over fifteen different buildings across campus. The potential economic impact for the event is expected to reach well over \$7 million dollars.

In addition, the Greater Lansing Sports Authority (GLSA), a division of the GLCVB, welcomes two large athletic tournaments this month. The USTA Midwest Level Three Memorial Weekend Tennis Tournament will take place at Court One North, Michigan State University and over a dozen Greater Lansing high schools. The event will bring over 2,500 athletes, coaches and fans to the area over the holiday weekend. The 2013 Midwest Women's Bowling Tournament kicks off on May 18, the first of eight weekend competitions at Royal Scot, ultimately welcoming over 3,200 bowlers from 27 different states for a three to four day stay. The two events combined are expected to generate nearly \$1 million dollars in economic impact.

“We’re extremely proud to show off our community and its many assets to this large influx of guests,” said Jack Schripsema, CTA, President and CEO of the GLCVB. “Local hotels will be near capacity and we’re anticipating a huge economic impact for area businesses of all kinds.”

For more information about the Odyssey of the Mind World Finals please contact Brandie Putnam at (517) 449-1408 or bputnam@lansing.org. For more information about the sports events mentioned above please contact Mike Price at (517) 449-1406 or mprice@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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