



# NEWS RELEASE

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## Public Invited to Help Shape Future of Mid-Michigan Tourism

**LANSING, Mich.** – The Greater Lansing Convention & Visitors Bureau plays a vital role in marketing the tri-county region as a desirable tourism destination, but we can't do it alone. **The future of the industry relies on partners like you!** 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.

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 at four stakeholder forums in July of 2013. Participants may choose the date and time of the forum that works best for them. Refreshments and free parking will be provided. See dates and registration link below.** All GLCVB members as well as all other tri-county hospitality related businesses, municipalities and other stakeholders are welcome to participate. This includes accommodations providers, restaurants, retailers, cultural attractions, golf courses, state parks, festival and event organizers and more.

“We’re looking forward to participation from a broad range of community stakeholders,” said Jack Schripsema, CTA, President and CEO of the GLCVB. “With this key local input and the guidance of Dr. Nicholls we’re going to generate strong data that will help shape the future of tourism for the region.”

**July 11** – 8:30 a.m. – 12 p.m. **East Lansing Marriott**, 300 M.A.C. Ave., East Lansing, MI.

**July 15** – 1 – 4:30 p.m. **Quality Suites Hotel**, 901 Delta Commerce Dr., Lansing, MI

**July 18** – 1 – 4:30 p.m. **Okemos Conference Center**, 2187 University Park Dr., Okemos, MI

**July 19** – 8:30 a.m. – 12 p.m. **Lansing Center**, 333 E. Michigan Ave., Lansing, MI

Visit [www.lansing.org](http://www.lansing.org) to register.

For additional details about the tourism visioning project, please contact Tracy Padot, CTA, Vice President of Marketing Communications at (517) 377-1419 or [tpadot@lansing.org](mailto: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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