



NEWS RELEASE

For Immediate Release – April 23, 2015

Contact: Tracy Padot, VP, Marketing Communications
(517) 377-1419 – tpadot@lansing.org

Greater Lansing CVB to Host Two Hospitality Events in Recognition of National Tourism Week

LANSING, Mich. – The Greater Lansing Convention and Visitors Bureau (GLCVB), through its Certified Tourism Ambassador (CTA) program, will host two hospitality events as part of National Tourism Week, May 2-10, 2015.

The first event is a CTA mixer at the newly renovated Cooley Law School Stadium on May 3rd. Along with networking, CTA's in attendance will be made aware of all the changes to the ballpark so they are equipped to share this info with the numerous visitors they encounter. The second event is a tourism impact awareness day for area taxi service organizations on May 7th. Taxi/transportation providers are encouraged to stop by the Greater Lansing Visitor Center at 500 E. Michigan Ave., Suite 180, Lansing from 9 a.m. – 4 p.m. for refreshments and information regarding the CTA program, the value of tourism in Greater Lansing as well as visitor information resources.

Greater Lansing's wildly successful CTA program seeks to educate and inspire front-line hospitality employees to be better equipped to provide a memorable visitor experience in Greater Lansing.

“Our downtown ball park and area taxi service are two major visitor first-impression touch-points for our community,” said Julie Pingston, CTA, Senior Vice President and Chief Operating Officer for the GLCVB. “National Tourism Week seemed like a fitting time to hold events at two strong visitor hubs and help refuel the enthusiasm of our nearly 500 Greater Lansing Certified Tourism Ambassadors.”

According to a 2013 study performed by the Anderson Economic Group, the Greater Lansing region welcomes 4.7 million visitors every year, generating an annual economic impact of over \$472 million dollars. While that influx of outside spending is great for local businesses, there is more; Lots of local jobs. Research shows that over 6,400 Greater Lansing area residents work in fields that help support visitors to the area. Last year, Greater Lansing residents earned \$140 million in wages working in the tourism industry and then used that money building a life in our community. A healthy tourism industry helps provide significant tax relief for area residents as well. Guests to our region pay taxes on fuel, lodging, food and much more. The total is an average of over \$22 million in state taxes annually and \$395 million to the Greater Lansing GDP.

For more information about the CTA program, visit www.lansing.org/cta. For more information about National Tourism Week visit www.ustravel.org/marketing/national-travel-and-tourism-week

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.

###