



# NEWS RELEASE

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

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## What Should Greater Lansing's Visitors Know? The New 2017 Visitor Guide Has All the Answers

**GREATER LANSING, Mich.** – The Greater Lansing Convention & Visitors Bureau (GLCVB) is pleased to announce its 2017 production of the Greater Lansing Visitor Guide is now available.

This yearly publication, which is free of charge, circulates to visitors and residents alike. The guide offers its readers maps of the area along with information about dining, shopping and attractions. Visitor Guides are distributed at Michigan Welcome Centers, local hotels, visiting meetings and conventions, sports tournaments and other high traffic locations.

“Over 4.8 million visitors travel to the Greater Lansing region each year, generating over \$602 million in economic impact,” said Tracy Padot, Vice President of Marketing Communications for the Greater Lansing Convention & Visitors Bureau. “The Visitor Guide is an integral tool for enhancing our guest’s experience by giving them an insider’s scoop of the area.”

Padot noted Lansing-based photographer, Thomas Gennara, captured much of the 84-page guide’s photography and that each section of the Visitor Guide provides top things visitors might want to know like:

- 5 Free Things to do in Lansing
- 5 Places Your Kids are Gonna Love
- Top 5 Unique Restaurants that Foodies Will Love

Visitor Guides are available in both print and digital format and can be ordered or downloaded at [www.lansing.org](http://www.lansing.org). Visitor Guides can also be picked up in person at the **Greater Lansing Visitor Center – East Lansing**, 549 E. Grand River Ave., East Lansing, or at the **Greater Lansing Convention & Visitors Bureau**, 500 E. Michigan Ave., Suite 180, Lansing.

*The mission of the Greater Lansing CVB is to positively impact the area’s economy by marketing the region as a travel destination. For more information about the Bureau visit [www.lansing.org](http://www.lansing.org).*

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