



FOR IMMEDIATE RELEASE:
January 19, 2017

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EXPERIENCE GRAND RAPIDS LAUNCHES REIMAGINED VISITOR GUIDE FOR 2017

EXGR looks to inspire travel with a new, visually focused, guide to Grand Rapids

Grand Rapids, Mich.—Experience Grand Rapids (EXGR), the area’s official destination marketing organization, has reimaged its annual visitor guide, *The Experience™*, to a pocketbook sized, locally focused, and visually stimulating resource for visitors.

“We are attempting to reinvent how people look at a visitor guide,” said Janet Korn, Senior Vice President of Experience Grand Rapids. “We decided to create a magazine that inspires people to become interested in Grand Rapids using engaging photography and focusing on local tours and experiences. After their interest is sparked by looking through the visitor guide, we hope people will look for more information on platforms like our website to further plan their trip.”

The Experience™ features information on tours and experiences and the new Grand Rapids Glossary: Terms to Travel By. The Grand Glossary includes six unique terms highlighting many one-of-a-kind Grand Rapids travel experiences such as Brewsader®, Fambition, Trekreation, Tunetrotter, Biteseeing, and Artthrob. Each word is related to a Grand Rapids’ brand pillar such as food, music, and beer and accompanied by a 15-second video.

The online Grand Rapids Glossary is located at: <http://www.experiencegr.com/about-grand-rapids/glossary/>

There are 100,000 copies of *The Experience™* being distributed throughout Grand Rapids and Michigan to inspire travel. Visitors can get a copy at any of the Kent County area hotels as well as the Gerald R. Ford International Airport, Welcome Center at Grand Rapids Art Museum, and Michigan Welcome Centers.

The Experience™ can also be viewed and ordered online at: <http://www.experiencegr.com/trip-planning/visitors-guide/>

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About Experience Grand Rapids

Established in 1927, Experience Grand Rapids (EXGR), the areas’ official destination marketing organization, strengthens the region’s economic vitality and quality of life by marketing Grand Rapids/Kent County as a preferred visitor destination.