



MEDIA ADVISORY

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Greater Lansing Convention & Visitors Bureau to Hold Annual Meeting and Announce Community Champions

MEDIA EVENT: GLCVB Annual Meeting - Tuesday, February 21, 2017

WHO: The Greater Lansing Convention and Visitors Bureau (GLCVB) staff, Board of Directors as well as area hospitality industry staff and other regional community leaders.

WHAT: Executive leadership of the GLCVB will give an overview of the highlights and successes of a record-breaking 2016. Among notable 2016 achievements to be discussed, **for the first time in the history of the GLCVB, Greater Lansing surpassed 1 million hotel rooms consumed for the year, driving regional hotel occupancy to an all-time high of 64%.** Additionally, the 4th annual selection of Greater Lansing Community Champions will be recognized and the Greater Lansing Sports Authority Partner and Sports Volunteer of the Year, will be presented with awards as well.

WHERE: Kellogg Hotel and Conference Center
219 South Harrison Road, East Lansing

WHEN: Tuesday, February 21, 2017

8:30 a.m. – Registration, Networking, Breakfast Buffet

9-10 a.m. – GLCVB Presentation & Awards

10:00 a.m. – Conclusion

WHY: To gain a better understanding of the critical and multi-tiered impact of tourism on Greater Lansing's economy and interview GLCVB executive leadership as well as newly-awarded Greater Lansing Community Champions.

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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