



MEDIA ADVISORY

Media Event – Wednesday, March 13, 2019

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

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 2018 for the GLCVB and the local hospitality industry. The region reported a strong 62.8 percent occupancy rate for 2018, and overall hotel room demand increased to over 1,037,000 hotel room nights, according to Smith Travel Research (STR) data. Additionally, the Greater Lansing region experienced an increase in Average Daily Rate (ADR), or average cost per rented hotel room in 2018 compared to the previous year. Presenters will also offer a glimpse into key 2019 organizational initiatives. The 6th 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: University Club of Michigan State University
3435 Forest Road, Lansing

WHEN: Wednesday, March 13, 2019

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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