



FOR IMMEDIATE RELEASE:
May 6, 2019

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Experience Grand Rapids Invites Locals to Celebrate National Travel and Tourism Week

Explore Grand Rapids using Culture Pass GR, Vamonde and other EXGR resources

Grand Rapids, Mich.- Experience Grand Rapids (EXGR) invites locals to explore the Grand Rapids area during National Travel and Tourism Week from now through the 11th using EXGR resources such as Culture Pass GR and Vamonde. National Travel and Tourism Week is an annual event in the travel community put on by the U.S. Travel Association.

“National Travel and Tourism Week is when travel and tourism professionals across the country celebrate the value travel holds for the economy, businesses and personal well-being,” said Doug Small, CEO and President at Experience Grand Rapids. “During this week, we want to encourage locals to invite their family and friends to come and explore all the fun things Grand Rapids and Kent County has to offer. We also want to better educate people about the resources we have available.”

Destination marketing organizations (DMO) like EXGR have a few roles, one of them is to assist visitors, whether they are in town for leisure, convention or business travel, by providing helpful information about the area. EXGR does this through a variety of channels such as their website, social media and blogs.

For 2019, EXGR is promoting two newer initiatives to get locals out and about with their out-of-town friends and family:

- **Vamonde:** Vamonde is a national adventure app built for city and cultural discovery that guides visitors to the sights and stories that make travel memorable. EXGR has contributed several adventures such as Art Around the Corner, Grand Rapids Brunch Spots, Mountain Biking in GR, and more. The app is available in the Apple Store, Google Play and on desktop.
- **Culture Pass GR:** Culture Pass GR is a three-day pass to seven downtown cultural attractions that costs \$24. The seven attractions include: Grand Rapids African American Museum & Archives, Grand Rapids Art Museum, Grand Rapids Children’s Museum, Gerald R. Ford Presidential Museum, Grand Rapids Public Museum, John Ball Zoo and Urban Institute for Contemporary Arts. The pass also includes additional offers and discounts to several arts and culture organizations such as Broadway Grand Rapids, Grand Rapids Treetop Adventure Park, and Opera Grand Rapids.

EXGR will also be promoting different city highlights throughout the week on social media. Follow the channels for information on activities in outdoor recreation, arts and culture, music, food, craft beverages and more.

“This week also allows us to highlight the importance of travel and tourism to our local economy,” explained Small. “According to the findings from Longwoods International, visitor spending in Kent



County generates over \$1.3 billion. These dollars help build the tax base and go back into the businesses and resources, such as our hotels, restaurants, parks and trails, cultural attractions and more. Spending by visitors also supports local businesses, provides jobs for over 30,000 people and contributes to making life better for our community.”

To learn more about Vamonde visit: <https://www.vamonde.com/channel/experience-grand-rapids/49>

To purchase a Culture Pass GR, go to: <https://culturepass.experiencegr.com/>

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