

DIGITAL PRESS KIT: [bit.ly/PostcardsFromGR](https://bit.ly/PostcardsFromGR)

## ***“Postcards from Grand Rapids” invites friends and family to visit Kent County and West Michigan***

*Experience Grand Rapids launches campaign to boost tourism, delivering thousands of free postcards*

**GRAND RAPIDS, MICH.** (Sept. 2, 2020) [Experience Grand Rapids](https://www.experiencegrandrapids.com) launches today [Postcards from Grand Rapids](https://www.experiencegrandrapids.com/postcards-from-grand-rapids), a campaign encouraging residents to invite friends and family to visit West Michigan. Starting September 2 through October 31, community members can send free, personalized postcards in the mail through Experience Grand Rapids’ website. Participants will be eligible to enter to win overnight stays at partnering hotels.

“Nearly 50% of travelers who come to the area are visiting friends and family,” says Kate Lieto, Director of Marketing for Experience Grand Rapids. “West Michigan continues to be an ideal travel destination, and now we’re calling on locals to invite their loved ones and to help boost our local economy,” says Lieto.

### **HOW IT WORKS**

To send a free postcard, visit [PostcardsFromGR.com](https://www.postcardsfromgr.com) and choose one of three designs (listed below). Write a personalized message, enter the recipient’s mailing address, and Experience Grand Rapids will handle the printing and postage. The postcards come in three designs to highlight some of Kent County’s most popular activities:

- **Beer City:** Breweries are a tourism staple, with 15% of travelers reporting it as an activity they do while in town. This number is more than double the national average of 6%.
- **Beaches and parks:** Outdoor recreation is a significant attraction to the region, with 12% of travelers visiting beaches and 11% visiting national and state parks.
- **Tours and experiences:** Friends and family are some of the best tour guides, and 7% of visitors report enjoying the area’s tours and experiences.

Experience Grand Rapids has partnered with area hotels to offer overnight giveaways. Participants will be eligible to enter to win free hotel overnight accommodations.

For more information on *Postcards From Grand Rapids* and to send a personalized postcard, visit [PostcardsFromGR.com](https://www.postcardsfromgr.com).

###