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New Campaign Strives to Invigorate Residents to Love Lansing Like a Local

Why Are We Doing This?

LANSING, MI - Traditionally each spring the Greater Lansing Convention & Visitors Bureau hosts the city wide, Be A Tourist in Your Own Town event. Due to circumstances related to COVID-19 we have made the tough decision to cancel the event again 2021. However, the primary goal of the event was to shine a light on our many attractions and activities that make Lansing such a great place to live. Many of our hometown favorites like Impression 5 Science Center, the State Capitol, indoor entertainment centers and more, endured months of closures due to the pandemic. As we emerge into the “new normal” they need the community’s help to keep their doors open for future seasons of fun!

Therefore, the GLCVB’s goal is support local attractions and drive visitation, not just for a one-day event, but throughout the summer. With financial contributions from our generous 2020 BATYOT sponsors, the GLCVB will be launching a “Love Lansing Like a Local” advertising campaign in early June, encouraging residents to safely and responsibly enjoy our hospitality related businesses. We will be highlighting the many educational and ongoing learning opportunities that our attractions provide. Our multi-faceted outreach will include advertising with local media, social media and community engagement efforts.

What Residents Need to Know

The GLCVB has developed a comprehensive list of dozens of attractions and activities that are open. We’ve included their “COVID” protocols, admission fees, and what you need to know before you go. Residents can safely and responsibly support these local attractions as all have committed to the Greater Lansing Safe Pledge, showcasing their commitment to following CDC guidelines and putting their visitor’s health and well-being first. **All of that information can be found at lansing.org/lovelansing.**

Each week a different category of attractions will be highlighted throughout June and July. Watch for weekly GLCVB blogs, on-air segments on WILX-TV 10, articles in the Lansing State Journal and more. WLNS-TV 6 will be offering weekly contests for free giveaways throughout June and July.

continued



How You Can Help

Prior to the pandemic tourism in the Greater Lansing region generated \$682 million in economic impact. We anticipate that number to be cut in half in 2021. We know there is pent up demand for travel and we're hopeful that our residents can prove that if they can frequent a local business safely – they will serve as ambassadors for potential visitors. (If Aunt Sally posts to social media all the fun she and kids are having at High Caliber Karting – hopefully her family in Detroit will feel more comfortable coming to visit too.) But we can't do it alone. We need your help to amplify the message that Lansing area attractions are open and ready for business. Please consider any editorial opportunities that might showcase a local hospitality business. We are happy to be a conduit to help you connect with leaders at the participating attractions to hear their stories. The complete list of attractions open this summer can be found at lansing.org/lovelansing. We're also supplying you with graphics and social media posts that you can use and share on your channels, as well as, a short article for newsletters and other correspondence.

Thank You to Our Generous Sponsors and Supportive Media Partners:

"I cannot say enough kind words of gratitude toward our generous sponsors and media partners who made this campaign possible," said Tracy Padot, VP of Marketing Communications for the GLCVB. "The #lovelansing community really rose to the occasion to show their unwavering commitment to support our hospitality industry."

Campaign Sponsors: Jackson National Life Insurance Co., MSUFCU, Radisson Hotel Lansing at the Capitol, PNC Bank, Lansing BWL, Emergent Biosolutions, LAFCU, Marriott East Lansing at University Place, TownePlace Suites and Capital Region International Airport.

Media Partners: WLNS-TV 6, WILX-TV 10, Fox 47, Lansing State Journal, TownSquare Media, Midwest Communications, 517 Magazine, City Pulse, mlive, effectv and Adams Outdoor.

Want to learn more? Visit lansing.org/lovelansing or contact Tracy Padot, CTA, VP of Marketing Communications at tpadot@lansing.org.

For over 60 years, the mission of the Greater Lansing Convention & Visitors Bureau has been to promote Greater Lansing as a visitor destination to impact the area's economy. We strive to be the leading voice for the hospitality industry in mid-Michigan. Our central location in the state makes us an attractive destination for weekend getaways, conventions/meetings and sports tournaments. As home to the State Capitol, Michigan State University and world class attractions, dining and lodging – it's easy to inspire visitors to love Lansing as much as we do.

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