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NEWS RELEASE

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GLCVB Delivers Holiday Cheer to Boost Weary Hospitality Industry

The hospitality community has been one of the hardest hit throughout the pandemic. In 2020 the industry saw restrictions on large gatherings, restaurants shuttered, attractions moved their activities to virtual programming and staffing issues impacted businesses across mid-Michigan.

We are so thankful that a year later we are in a much different position. Vaccination rates continue to rise and projections show an increase in demand for conventions, meetings and sports tournaments. With those positive thoughts in mind, the Greater Lansing Convention and Visitors Bureau (GLCVB) wants to embrace the season of giving by giving back to our weary hospitality partners that have weathered the storm.

The GLCVB plans to distribute over 150 gift baskets full of locally sourced treats to hotels and event venues across Greater Lansing, December 7-8, 2021.

“Our members and event facilities have done their best to keep their heads above water for the last 18 months. We wanted to share a small kindness with them to let them know we truly appreciate their efforts. Traditionally, the region welcomed over 5.3 million visitors annually which generated \$682 million dollars in economic impact. We want to do everything we can to help the region get back to those pre-pandemic levels,” said Julie Pingston, CDME, CMP, CTA GLCVB President & CEO.

The gift baskets of locally sourced treats are just one way the GLCVB is showing its appreciation. The organization has been working hard throughout the year to help move the industry forward including:

- Heightened advocacy efforts to bring recognition to the hospitality industry, both locally and at the state and national levels.
- Working with local businesses to insure they continue to receive critical member benefits until the hospitality community has fully recovered.
- Notifications and educational opportunities on marketing initiatives, PPP loans, grant opportunities, COVID protocols and more.
- Promotion of the Greater Lansing Safe Pledge – which has signed on over 150 local businesses.
- Implementation of a “Safe Meetings” webpage and video to promote the area as a safe destination for meetings and events, highlighting our hotels and facilities to event planners.
- Targeted marketing efforts to reach community members as well as future visitors. Showcasing our restaurant, retail, attraction and hotel members through blog posts and social media.

While the GLCVB is optimistic for the future, for many, things may still be difficult, and every hospitality organization has been affected differently by the pandemic. The GLCVB believes in our #LoveLansing businesses. With local support we can make our hospitality community stronger than ever before.

To learn more about the GLCVB, visit their newly refreshed website at: www.lansing.org.

*The vision of the GLCVB is to inspire visitors and community partners to love Greater Lansing as much as we do!
Which goes hand in hand with our mission, to promote the region as a visitor destination to impact the area's economy.*

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