



TTRRC

TRAVEL, TOURISM, AND RECREATION RESOURCE CENTER

Michigan State University

News Release

From: Travel, Tourism, and Recreation Resource Center

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Three Exciting New Events Announced for Michigan's Tourism Industry

EAST LANSING—If you work in any sector of Michigan's travel, tourism or outdoor recreation industries, there are three upcoming events that will interest you. Mark your calendars and plan to join us!

April 17 & 18, 2005

REGIONAL TOURISM EXPO: Lake, Manistee, Mason, Newaygo & Oceana Counties

Discover how the wide variety of exciting tourism products existing in these counties complement one another. Taste, hear, and see the secrets unlocked! Plan to attend this exciting Tourism Expo at the Ramada Inn & Convention Center of Ludington where you can set up an information booth to showcase your products and services, attend educational sessions, or just learn about the region and how you can partner with other businesses. Look for more details in the next issue of the *Michigan Tourism Business* e-newsletter at www.imninc.com/tourism or call 1-877-420-6614 (toll free) for additional information.

May 3, 2005

MICHIGAN TOURISM OUTLOOK AND LEGISLATIVE CONFERENCE

Learn about how Michigan's tourism industry fared last year, as well as how it is forecast to perform in 2005. Then, find out more about the state's legislative processes and how you can get involved in lobbying for the issues that directly impact your business and meet with your legislators. This innovative conference will be held at the Sheraton Lansing Hotel. Details will follow in the next issue of the *Michigan Tourism Business* e-newsletter at www.imninc.com/tourism and at www.tourismcenter.msu.edu. Conference sponsors include: the Michigan Hotel, Motel & Resort Association (MHMRA); the Tourism Industry Coalition of Michigan (TICOM); the Travel, Tourism & Recreation Resource Center (TTRRC); and Michigan State University Extension (MSUE).

May 9, 2005

CLIMATE CHANGE AND MICHIGAN TOURISM WORKSHOP: Decision Support for Industry Stakeholders

Researchers at Michigan State University are in their third year of developing innovative planning tools that tourism businesses and destinations in any sector of Michigan's diverse tourism industry can use to better understand the impacts that changing climate and weather variability have on their operations. In addition, an online Historical Weather Tool containing daily data for weather stations across the region from 1960 through 2002 is nearing completion. Gaining access to this data will be an invaluable resource for anyone involved in tourism planning. Plan to attend a workshop at the Soaring Eagle Casino & Resort in Mt. Pleasant where you will be introduced to these new tools and will be able to learn directly from climatologists how Michigan's climate may be changing and what those changes might mean for your business or destination in the future. Details will follow in the next issue of *Michigan Tourism Business* e-newsletter at www.imninc.com/tourism and at www.tourismcenter.msu.edu. This project has been generously funded by the U.S. Environmental Protection Agency (USEPA).