



Michigan Association of Convention and Visitor Bureaus

Testimony Presented by Sally Hallan Laukitis
Michigan House Committee on Natural Resources, Tourism and Outdoor Recreation
February 1, 2011
Room 307
House Office Building
Lansing, Michigan

Chairman Frank Foster

cc: Representatives Huuki, Schmidt, Damrow, Hughes,
Johnson, Pettalia, Haugh, Stapleton, Bledsoe, Slavens
Michigan Association of Convention & Visitor Bureaus
Tourism Industry Coalition of Michigan

Good morning Chairman Foster and members of the Committee. Thank you for the opportunity to appear before you. My name is Sally Hallan Laukitis. I am Executive Director of the Holland Area Convention & Visitors Bureau and also serve as President of MACVB, the Michigan Association of Convention & Visitor Bureaus. MACVB is a statewide organization of 45 Convention & Visitor Bureaus, both large and small, whose mission is *to serve as the advocate for its members through education and communication, while representing their legislative interests*. We are a passionate group of marketers, who love our product, love travel and tourism, and love Pure Michigan...I am here today to express MACVB's appreciation for your committee's support and emphasis on tourism, not only as a means to promote Michigan's economy, but also as a means to enhance the quality of life of Michiganders.

I should note that I am serving as the President of TICOM, the Tourism Industry Coalition of Michigan, this year. TICOM is a statewide tourism organization with a much

broader scope of membership, and serves as more of an umbrella confederation for all interested tourism businesses and related interests in the state.

I have provided the Committee with a list of the members of each of these organizations so you can see the scope and breadth of their interests.

There has already been much substantive testimony given on the benefits of the Pure Michigan campaign. Your time is valuable, so I will not repeat the previous testimony. I would like to point out however, that as individual CVB's, and collectively through the Michigan Association of Convention & Visitor Bureaus, we are all fully supportive of Travel Michigan and the Pure Michigan Campaign. As individual and collective members of TICOM, with a membership as diverse as the Michigan Snow Mobile Association, the Michigan Association of RV's and Campgrounds, the Michigan Retailers Association and the Michigan Grape and Wine Council, we are acutely aware that tourism is big business, not only for the state, but for our individual communities, regions, associations and businesses. Both MACVB and TICOM are proud of the role we play in driving our local economies and in our unified belief that tourism contributes significantly to Michigan's economic vitality and viability.

I would like to conclude by saying both organizations very much appreciate your consideration of full funding for the Pure Michigan program this year, as well as the inclusion of statutory enabling language to allow for such allocations in succeeding years. This legislation is extraordinarily helpful to our local and state tourism endeavors and we are fully supportive of HB 4160.

Thank you for your time and I would be happy to try to answer any questions you may have.



Michigan Association of Convention and Visitor Bureaus

PO Box 304, Stanwood, MI 49346

www.visitmichigan.org

The mission of MACVB is to serve as the advocate for its members through education and communication, while representing their legislative interests.

The following convention and visitor bureaus are members of the Michigan Association of Convention & Visitor Bureaus:

Alpena	Mackinaw City Area
Ann Arbor	Mackinac Island
Battle Creek	Manistee
Benzie County	Marquette
Mecosta County	Monroe
Cadillac	Mount Pleasant
Charlevoix	Muskegon
Clare	Newaygo
Coldwater	Petoskey
Bays de Noc (EsCANABA)	Blue Water (Port Huron)
Detroit	Great Lakes Bay Regional (Saginaw/Bay/Midland)
Flint	Saugatuck/Douglas
Frankenmuth	Sault Ste. Marie
Gaylord	Shiawassee County
Grand Haven	South Haven
Grand Rapids	Southwest MI Tourist Council (Benton Harbor area)
Grayling	St. Ignace
Harbor Country (New Buffalo)	Traverse City
Holland	Upper Peninsula Travel & Recreation Association
Jackson County	White Lake
Kalamazoo	Ypsilanti
Lansing	
Livingston County	
Ludington	



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www.mitourismcoalition.org

The mission of TICOM is to strengthen Michigan's travel and tourism industry as a vital component of economic development and quality of life through governmental advocacy, public relations, collaboration, and other promotional and educational efforts.

Association of Recreational Vehicles & Campgrounds of Michigan
Benzie County Visitors Bureau
Booth Michigan, Inc.
Calhoun County Convention & Visitors Bureau (Battle Creek)
Flint Area Convention & Visitors Bureau
Frankenmuth Convention & Visitors Bureau
Gammet Interactive, Inc.
Great Lakes Bay Regional Convention & Visitors Bureau (Saginaw, Bay City, Midland)
Greater Lansing Convention & Visitors Bureau
Holland Area Convention & Visitors Bureau
Lake Michigan Carferry
Livingston County Convention & Visitors Bureau
Ludington Area Convention & Visitors Bureau
Michigan Association of Convention & Visitor Bureaus
Michigan Association of Recreational Vehicles & Campgrounds
Michigan Boating Industries Association
Michigan Festivals & Events Association
Michigan Grape & Wine Council
Michigan Lake to Lake Bed & Breakfast Association
Michigan Outdoor Billboard Association
Michigan Retailers Association
Michigan Snowmobile Association
Michigan Snowsports Industries Association
Michigan Soft Drink Association
MSU – Travel, Tourism & Recreation Resource Center
Michigan Steelhead & Salmon Fishermen's Association
Mount Pleasant Area Convention & Visitors Bureau
Sault Ste. Marie Convention & Visitors Bureau
Southwest Michigan Tourist Council
The Henry Ford
Travel Michigan (honorary member)
West Michigan Tourist Association