



News Release – For Immediate Release

From: Travel, Tourism & Recreation Resource Center, Michigan State University

Contact: Lori Langone, 517-432-0292, langone@msu.edu

Date: May 2, 2006

“Exploring the Future of Tourism in Michigan’s Upper Peninsula”

East Lansing—Michigan Tourism industry leaders will converge at Pine Mountain Resort in Iron Mountain, Michigan on May 11 and 12, 2006 for an Upper Peninsula Tourism Conference that will focus primarily on exploring the future of tourism in Michigan’s Upper Peninsula.

Interested participants will include convention and visitor bureau and chamber of commerce employees, business owners and operations managers, community representatives, festival and special event planners, industry association representatives, hoteliers and general managers, government agency employees, university faculty interested in tourism, and others. Registrations for the event are still being accepted.

The conference will begin with a tour of local tourist attractions followed by an evening reception on Thursday. Friday’s program will include breakfast, followed by a welcome, presentations on the topics of “U.P. Visitor Profile,” “Changing Climate and Impacts on Michigan Tourism,” and “Strategic Plan for Michigan Tourism” where attendees will learn about a new state-wide initiative to develop the first ever tourism strategic plan for Michigan. Following the presentations, conference attendees will participate in the first of seven scheduled state-wide listening sessions to discuss the issues faced by tourism interests in Michigan and the priorities for the new industry strategic plan. After lunch, the comments from the listening session will be summarized, and there will be opportunity for further discussion on the issues raised. A late afternoon legislative panel discussion is planned but will be dependent upon the attendance of local legislators and/or their staff.

A promotional brochure containing a registration form, and a conference program, may be downloaded at <http://www.tourismcenter.msu.edu/buttons/ConferencesWorkshops.htm> or you may request information by contacting Lori Langone at 517-432-0292 or langone@msu.edu.

The Upper Peninsula Tourism Conference is being sponsored by the Upper Peninsula Travel and Recreation Association (UPTRA); the Travel, Tourism and Recreation Resource Center (TTRRC) at Michigan State University; and Michigan State University Extension (MSUE).