2025 MACVB Education Conference

Sept. 29 - Oct. 1, 2025

HOLLAND, MICHIGAN
CONVENTION + VISITORS BUREAU

MACVB
Michigan Association of Convention and Visitor Bureaus

Conference Locations

Tulyp Hotel
(0.6 mi to Civic Center)
61 E 7th Street
(616) 796-2100

Courtyard by Marriott
(0.6 mi to Civic Center)
121 E 8th Street
(616) 582-8500

Holland CVB
78 E 8th Street
(616) 394-0000
Open 9am-5pm daily

Holland Civic Center Place
150 W 8th Street
(616) 928-2000

▪ ▪ ▪ **Walking Route**

Restaurants

New Holland Brewing
66 E 8th Street
(616) 355-6422
Open Monday-Tuesday
11am-10pm

Curragh Irish Pub
73 E 8th Street
(616) 393-6340
Open Monday-Tuesday
11am-10pm

Big Lake Brewing
13 W 7th Street
(616) 796-8888
Open Monday-Tuesday
11am-10pm

Waverly Stone
20 W 8th Street
(616) 392-5888
Open Monday-Tuesday
11am-9pm

Big E's Sports Grill
(located inside the Courtyard by Marriott)
121 E 8th Street
Open 11am-11pm

Hops at 84 East
84 E 8th Street
(616) 396-8484
Open Monday-Tuesday
3pm-11pm

Hopcat
80 W 8th Street
(616) 499-6269
Open Monday-Tuesday
11am-11pm

Coffee Shops

Bistro at the Courtyard by Marriott
(located inside the Courtyard by Marriott)
Serving Starbucks coffee
121 E 8th Street
Open 6:30am-10pm

Lemonjello's Coffee
61 9th Street
(616) 928-0699
Open 6:30am-5pm

The 205 Coffee Bar
205 Columbia Ave
(616) 422-7098
Monday 8am-1pm
Tuesday 7am-5pm

Foxtail Coffee
57 E 8th Street
(616) 369-2081
Open Monday – Tuesday
6:30am-9:00pm

Bowerman's on 8th
2 E 8th Street
(616) 738-3099
Open Monday – Tuesday
8am-6pm

Koffie Café
(located inside the Tulyp Hotel)
61 E 7th Street
(616) 796-2100
Open Monday – Tuesday
7am-11pm

Shuttle Information

MAX Special Run Tuesday, September 30 ONLY

Courtyard by Marriott
7:15am – 8:15am
(0.6 mi to Civic Center)
Pick up at the Courtyard Hotel and drop off at the Civic Center. Continued loops.

4:45pm – 5:45pm
Pick up at the Civic Center and drop off at the Courtyard. Continued loops.

9:15pm – 10:15pm
Pick up at the Civic Center and drop off at the Courtyard. Continued loops.

Tulyp By Hilton
(0.6 mi to Civic Center)
7:15am – 8:15am
Pick up at the Tulyp Hotel and drop off at the Civic Center. Continued loops.

4:45pm – 5:45pm
Pick up at the Civic Center and drop off at the Tulyp Hotel. Continued loops.

9:15pm – 10:15pm
Pick up at the Civic Center and drop off at the Tulyp Hotel. Continued loops.

Conference Schedule

Note: *All sessions are in the Great Hall unless otherwise noted.*

Day 1: Monday, September 29, 2025

1:30 pm – 2:45 pm	Marketing Shirtsleeves (members only)– MarketView
1:30 pm -2:45 pm	Sales Shirtsleeves (members only)- MarketSide
2:00 pm - 5:00 pm	Vendor Set-up - Great Hall
3:00 pm – 5:00 pm	MACVB Membership Meeting (members only) - MarketView
5:00 pm – 6:00 pm	Continued Vendor Set-Up (as needed) - Great Hall
5:00 pm - 6:00 pm	Check-in to hotels and refresh for the evening
6:00 pm – 6:15 pm	Meet at the Tulyp Hotel (top floor) for reception sponsored by Holland CVB
6:15 pm – 8:30 pm	Reception and dinner at the Tulyp Hotel sponsored by the Holland CVB
8:30 pm – 10:00 pm	Enjoy networking and beverages on your own Visit the Holland CVB table at the reception for more information

Note: *The Tulyp Lounge is open until 10:30 pm. Big E's (located inside the Marriott) is open until 11:00 pm*

Please wait until Tuesday morning to bring auction items to the Civic Center due to set-up/security needs. Thank you!

Silent Auction

Place your bids on a variety of gifts and packages at the 25th Annual MACVB Silent Auction. Monies raised will benefit the MACVB PAC. Checks should be made payable to "MACVB PAC". Personal checks and credit cards only. No corporate checks can be accepted per state of Michigan PAC laws. Minimum bids must be met, or the item will be returned to the donor. All winning bids are "final".

Need a digital copy?

Scan the QR code to view or download the digital version of the 2025 MACVB Conference map. Access it anytime on your phone or tablet!

Day 2: Tuesday, September 30, 2025

7:15 am – 8:15 am	Shuttle from hotels to Holland Civic Center *sponsored by Holland CVB*
7:30 am - 8:30 am	Vendor & Silent Auction set-up - Great Hall
7:30 am - 8:30 am	Strolling Breakfast & visit with vendors - Atrium/Great Hall
8:30 am – 9:45 am	Opening Keynote **"Perfect Pitch: The Science of Getting People to say "YES" to Your Ideas"** Tom Martin, Converse Digital
9:00 am – noon	WJR Live Broadcast – Live Broadcast in the Atrium *sponsored by the Holland CVB and Travel Michigan*
9:45 am -10:15 am	Morning Break - Visit Vendors & Silent Auction – Atrium/Great Hall
10:15 am -11:30 am	General Session Speaker **Harnessing the Power of Generative AI** Justin Gibbs, Miles Media
11:30 am -11:45 am	Break, Visit Vendors and Silent Auction
11:45 am - 1:00 pm	Lunch - Great Hall
1:00 pm - 1:15 pm	Visit Vendors – Atrium/Great Hall
1:15 pm - 2:15 pm	Breakout Session I **A Holistic Lodging Portrait of MI** Bram Gallagher, AirDNA Marketside **First Impressions Tourism Assessment** Andy Northrup, MSU Extension MarketView West **Crisis Management** Boileau & Co. MarketView East
2:15 pm - 2:45 pm	Afternoon Break - Visit Vendors, *sponsored by Granicus/Simpleview*
2:45 pm - 3:45 pm	Breakout Session II **A Holistic Lodging Portrait of MI** Bram Gallagher, AirDNA Marketside **First Impressions Tourism Assessment** Andy Northrup, MSU Extension MarketView West **Crisis Management** Boileau & Co. MarketView East
3:45 pm - 4:45 pm	DMO Round Tables - **AI in Marketing** - moderated by Katherine Bitely and Trenton Bulat MarketView West **Internal Policies and Compliance (PA 59, ESTA, State of MI filings, etc.)** moderated by Linda Freybler and Julie Pingston MarketView East
3:45 pm - 4:45 pm	**Pure Michigan Accessibility Grants Update** Marketside
4:45 pm - 5:15 pm	Visit Vendors – Atrium/Great Hall
4:45 pm - 5:45 pm	Shuttle runs to hotels and back to the Civic Center for dinner (optional), *sponsored by Holland Visitors Bureau*
5:15 pm - 6:15 pm	Reception in the Atrium - *sponsored by Advance Travel & Tourism*
6:15 pm - 7:30 pm	Dinner - Great Hall Live auction immediately following dinner/50/50 Rafffle & Heads + Tails
7:30 pm - 10:00 pm	Game Night- Marketside, *sponsored by Advance Travel & Tourism*
9:15 pm - 10:15 pm	Shuttle runs to the hotels, *sponsored by the Holland Visitors Bureau*

Note: *The Tulyp Lounge is open until 10:30 pm. Big E's (located inside the Marriott) is open until 11:00 pm*

Day 3: Wednesday, October 1, 2025

7:45 am	Recommended hotel check-out time
8:00 am - 9:00 am	Strolling Breakfast and visit with vendors - Atrium/Great Hall
9:00 am - 9:45 am	General Session **"Experiences are the Soundtrack of Our Life: Leveraging Visitor Experiences to Drive Visitation"** Tom Martin, Converse Digital
9:45 am	Announcements
9:50 am - 10:30 am	General Session **"Community Superpower: Resident Sentiment Towards Sporting Events"** Jennifer Stoll, Cimarron Global Solutions sponsored by Longwoods International
10:30 am	Silent Auction Closes
10:30 am - 10:45 am	Break- Foyer, *sponsored by 2026 Conference Host*
10:45 am	Announcements
10:45 am - 11:45 am	General Session DMO Panels - Speed Round **Panel 1: Economic Impact Reports** Sarah Miller, Destination Ann Arbor Kayla Pionk, Go Great Lakes Bay Brad Barnett, Visit Keweenaw facilitated by Jamie Furbush, Frankenmuth CVB **Panel 2: Parks Panel** Andy Kenyon, City of Holland, Parks & Rec Director Scott Reinert, South Haven Rec Authority Administrator Dan Bonner, Muskegon Luge Adventure Sports Park facilitated by Linda Hart, Holland CVB
11:45 am	Break, Vendor Tear Down. Final Silent Auction items to be picked up Please pay a final visit to our sponsors/vendors and thank them for their support!
Noon - 1:30 pm	Vendors Teardown Exhibits Lunch Buffet for Sponsors/Speakers/MACVB members- Marketside (Optional) Boxed Lunches to Go
1:30 pm	Departure