Choose Lansing
Plan On Something Greater
MEMBERSHIP INFORMATION
Choose Lansing™ invites you to partner with us in advancing the vision of the Lansing region as a desirable community to work, live and visit. Choose Lansing™ membership provides access to more than 5.3 million visitors each year. Our networking events provide members the opportunity to showcase your business and meet new prospects. Together, we can help you meet your business objectives and positively impact the area’s economy.

Thank you for your interest in becoming a member of Choose Lansing™.

On behalf of Choose Lansing™ and the entire hospitality community, I want to thank you for your time and consideration.

Our main goal as a destination marketing organization is to attract leisure and business visitors to the region. These out-of-town guests are your ideal customers.

In the following pages you will find valuable information on why a membership with Choose Lansing™ will greatly impact your business and help promote the Greater Lansing region as a great destination to visit. If there is any additional information you would like, or questions you need answered, please contact me at (517) 377-1410 or mnay@lansing.org.

Julie Pingston
CDME, CMP, CTA
President & CEO

Melissa Nay
CTA
Membership and Community Outreach Manager

Lansing.org
Each year the Greater Lansing region welcomes 5.3 million visitors! Once they arrive visitors inject new money into our economy by staying in hotels, eating in restaurants, shopping, visiting attractions and attending sporting events. They spend money on transportation, to get here and to get around. Visitor spending generates over $682 million dollars in economic impact each year!

TOURISM COUNTS FOR YOU! You can be a vital part of some very important local economic development. Every visitor leaves behind money and takes with them positive impressions of Greater Lansing that they can share with others. By becoming a CTA you can turn every visitor experience into a positive one!

**TOURISM COUNTS FOR YOU!**

*From the Anderson Economic Group.*

### VISITOR IMPACT ON GREATER LANSING

Tourism Counts in Greater Lansing! A Choose Lansing™ membership won’t just help strengthen local tourism; it will strengthen your business! Each year, 5.3 million visitors spend more than $682 million on lodging, meals and shopping in the Greater Lansing region (see infographic on right). Reach them with an affordable membership which offers you exposure in promotional materials and numerous networking opportunities every year.

### WHO ARE WE?

Choose Lansing™ is a regional, non-profit entity focused on bringing visitors of all kinds to the tri-county area. Also known as a Destination Marketing Organization (DMO), Choose Lansing™ works with local hospitality partners to promote the Greater Lansing region to meeting and event planners, sports tournament directors, as well as leisure travelers. With over 60 years of experience in promoting Michigan’s Capital City to the visiting public, Choose Lansing™ has established itself as an economic catalyst and resource for tourists and residents alike.

### WHEN PEOPLE SPEND MONEY HERE,

Each year the Greater Lansing region welcomes 5.3 million visitors! They spend money on transportation, to get here and to get around.

### WHERE DOES IT GO?

Visitor spending generates over $682 million dollars in economic impact each year!

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**Tourism Counts in Greater Lansing!**

5.3 Million Annual Visitors

$682 Million in Direct Spending

11,000 Local Jobs

**TOURISM COUNTS!**

*From the Anderson Economic Group.*
Because your membership will help us promote the Greater Lansing region as an excellent place to shop, dine, play and explore to the 5.3 million annual visitors, which helps generate over $682 million in local economic impact. And receive these outstanding member benefits:

Business Listing on our Two Mobile Friendly Websites Lansing.org and LansingSports.org
- Upload photos, coupons, discounts, special offers and packages.
- A link to your web site.
- Linked to our site which improves your SEO.

Choose Lansing™ Member eNewsletter
- A monthly digital communication to members containing Choose Lansing™ and local hospitality news, upcoming member events, a regional convention calendar and much more.

QR Links in the Visitor Inspiration Guide
- This is Choose Lansing™’s premier marketing publication. The Visitor Inspiration Guide is designed to promote the Greater Lansing area to visitors, meeting planners, tour operators, convention delegates and residents. Choose Lansing™ hospitality members receive mentions and links to listings on lansing.org via QR Code.

Visitor Center in downtown Lansing
- Placement of your business brochures for distribution for hospitality members.
- Information booth at Lansing Center staffed for large conventions by Choose Lansing™, with referrals to local members.

Access to the Confidential Convention Calendar
- Listing of upcoming meetings/convention/sporting events.
- Promote your business directly to event planners coming to town.

Referrals and Sales Leads for Hotels & Meeting Facilities
- Choose Lansing™ makes referrals on behalf of members for products, meeting venues, and services needed by visiting groups. Regularly, member information is distributed at major conventions, events and trade shows.

Signature Events
- Educational Seminars & Networking socials.
- Members Only Facebook Page, a place to share your events and learn about tours. Tag us on your post for likes and shares.
- Choose Lansing™ Welcome Signs are provided to you as a member benefit. These can be displayed at your front entrance. Each month we send inserts, welcoming groups and sporting events to Greater Lansing.
- Choose Lansing™ Annual Meeting.
- Choose Lansing™ Annual Holiday Showcase Event.
- So much more!

Because your membership will help us promote the Greater Lansing region as an excellent place to shop, dine, play and explore to the 5.3 million annual visitors, which helps generate over $682 million in local economic impact. And receive these outstanding member benefits:
MEMBERSHIP INVESTMENT
(Membership investment is classified as a tax deductible business expense.)

- General (up to 49 employees) .......................................................... $250
- Corporate (50–199 employees) .......................................................... $400
- Corporate (200+ employees) .......................................................... $650
- Additional Location(s) (additional business owned by same firm) .......... $125
- Non-Profit .......................................................................................... $125
- Member of Merchant Association (under 25 employees only) ............ $125


PRORATED DUES
(Dues are prorated based on the month joined. Membership renews in July each year.)

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EXPAND YOUR HORIZONS, BECOME A CTA
The Greater Lansing Certified Tourism Ambassador Program is a nationally recognized program focused on equipping area residents and hospitality staff with best-of-class customer service skills and a detailed knowledge of the many assets in the region.

Tourism counts—and so do great first and last impressions!

What separates the Greater Lansing Certified Tourism Ambassador program from other training programs is that it’s a certification program designed to enhance the visitor experience in our community. Employees and volunteers who complete the program receive a credential and accompanying initials that can be used behind the person’s name to denote as a Certified Tourism Ambassador® (CTA).

WHAT’S IN IT FOR ME?
- Provides a meaningful credential
- Increased business, higher tips
- Builds valuable skills
- Career advancement
- Networking opportunities
- Receive regular advice and updates
- Rewards and incentives

REGISTER FOR YOUR CTA CLASS TODAY!
For just $20 participants take a half day course and then an open book exam to become a CTA. This well-recognized designation comes with a stylized lapel pin and a lot of new-found pride in the region.

“I love being a CTA in Greater Lansing. It helps me open doors and showcase all that is wonderful about this community to everyone I meet!”

Heather Copper Kim, CTA Producer,
Rathburn Insurance
Greater Lansing CTA of the Year

Scan this QR Code to learn more about our CTA program.
HOW DOES CHOOSE LANSING™ HELP DRAW VISITATION TO THE REGION?

When individuals are considering a meeting, event or even a day trip to Greater Lansing, Choose Lansing™ is there to act as community concierge, working to ensure a first-rate visit. By leveraging key print and digital promotional materials, Choose Lansing™ communicates the region’s many assets.

HOW IS CHOOSE LANSING™ DIFFERENT FROM A CHAMBER OF COMMERCE OR ECONOMIC DEVELOPMENT CORPORATION?

Unlike a Chamber of Commerce or a local economic development entity, Choose Lansing™ is dedicated solely to visitors to the region and the unique impact they provide to the local economy. While new business development in the community is critical, drawing in out-of-town customers is also vital. For example, visitors to the region account for 17% of all Greater Lansing restaurant sales—that’s $143 million dollars every year.

HOW IS CHOOSE LANSING™ FUNDED?

Choose Lansing™ is funded through marketing assessments/occupancy taxes (taxes people pay when they stay in a Greater Lansing hotel room) and membership dues. No regular city or state tax paid by residents goes to fund the organization in any way.

WHO ARE YOUR MEMBERS?

Any Greater Lansing business can join Choose Lansing™, but most of Choose Lansing™’s members offer products and services that appeal to visitors; hotels, restaurants, shopping centers, attractions, golf courses and more.

WHAT RESOURCES DOES CHOOSE LANSING™ PROVIDE TO LEISURE TRAVELERS?

Choose Lansing™ provides several key resources to visitors and area residents alike. The Lansing Visitor Inspiration Guide is a printed piece full of area festivals and all there is to see and do in the area. Our award winning, and mobile friendly website LANSING.ORG is a solid online resource for events, attractions, dining, nightlife and more.

WHAT RESOURCES DO CHOOSE LANSING™ AND THE LANSING SPORTS COMMISSION™ OFFER CONFERENCE AND SPORTING GROUPS?

Choose Lansing™ and the Lansing Sports Commission™ (LSC) roll out the red carpet to make meeting and sports groups feel welcome and to ensure a productive event. From coordination of property bids to site tours to pre-promotion, registration services, welcome bags and endless restaurant and attraction recommendations Choose Lansing™ works to make visiting groups see Greater Lansing as a home away from home.

KEY COMPONENTS OF CHOOSE LANSING™

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