

Discover Kalamazoo



Kalamazoo County Convention & Visitors Bureau

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**Kalamazoo to Participate in 25th Annual
National Tourism Week Celebration
May 10-18, 2008**

Kalamazoo, MI – Kalamazoo will be joining hundreds of other cities, states and businesses nationwide in the 25th annual National Tourism Week celebration, sponsored by the Travel Industry Association of America (TIA). The goal of National Tourism Week is to recognize the important contributions made by the travel and tourism industry in improving the country's economy, enhancing the perception of the nation domestically and internationally and recognizing the cultural and social benefits created by travel and tourism.

“National Tourism Week provides a wonderful opportunity for our organization to promote the positive role tourism plays in the economic health and well-being of Kalamazoo County” said Greg Ayers, President of the Kalamazoo County Convention & Visitors Bureau. “Travel and tourism dollars are a major source of income for our business community, provide thousands of direct and indirect local jobs and contribute significant tax dollars our citizens might otherwise have to pay,” added Ayers.

To celebrate this important event, the Kalamazoo County Convention and Visitors Bureau will be hosting a luncheon on Tuesday, May 13, 2008 at 11:30 a.m. in the Cityscape Event Center located on the Kalamazoo Mall. The featured speaker will be Gary Hernbroth, an industry leader who specializes in teaching front-line and management team members how to provide a “Wow!” level of service that retains customers and enhances a positive hospitality experience throughout the community. In addition to Mr. Hernbroth's presentation, a portion of the luncheon will be devoted to acknowledging the important contributions the travel and tourism industry has made in the local community. The luncheon registration cost is \$30 per person or \$200 for a table of eight.

For more information and to register for the luncheon, please contact the Kalamazoo County Convention & Visitors Bureau via telephone at (269) 488-9000 or via e-mail at generalinfo@discoverkalamazoo.com.

The Kalamazoo County Convention and Visitors Bureau, Inc. strives to increase revenues for Kalamazoo County and positively impact the economy of Kalamazoo County by marketing the community as a popular meeting and tourism destination.

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