

## Why Partner with Experience Grand Rapids?

We know this decision to partner with Experience Grand Rapids may come at an inopportune time for your business, as the hospitality and tourism industries continue to struggle with the financial strain caused by the pandemic. But investing in tourism and convention marketing with Experience Grand Rapids is one of the most efficient and cost-effective moves you can make for your business right now.

In 2019, community support helped us persuade more people than ever to visit Grand Rapids/Kent County. **More than 19 million people traveled to the area for business and leisure, and they spent \$1.47 billion on goods and services while they were here.** Some of those dollars were most likely spent in your business.

As vaccines continue to roll out and travel starts to rebound, it is vitally important that we reinforce our marketing efforts to ensure that our destination stands out amidst all the others that will be competing for tourism dollars.

Our 2021 marketing initiatives include:

- **New Website.** ExperienceGR.com is the number one resource for both travelers and area residents looking for things to see and do – even during 2020, the site averaged over 3,000 visitors a day – and we’re making it even more enticing, relevant and accessible.
- **Social Media.** We will continue to enhance our social media presence, which engages travelers (and your potential customers) like no other medium. We currently have 225,000+ followers across channels.
- **Pure Michigan.** We’re continuing to partner with the state travel agency on a regional marketing approach to attract leisure travelers.
- **Meetings & Conventions.** We continue to work to “fill the pipeline” with events far into the future, ensuring a steady stream of potential customers for you.
- **Multicultural Business Development.** We will continue to help our partners and the community at large create a culture that promotes inclusivity and belonging.
- **Community Engagement.** We will continue to drive business to our partners via our Restaurant Week GR, Beer City Brewsader®, Craft Pass and Culture Pass programs.

We’re fully aware that most in our industry are operating on a very tight budget right now. We hope you will see the benefits and invest in what promises to be a bright future for our destination.

If you have any questions or would like to learn more, please reach out to our Director of Marketing, Kate Lieto, at 616-233-3553 or [KLieto@ExperienceGR.com](mailto:KLieto@ExperienceGR.com). We thank you for your support and look forward to partnering.