

# WHY TOURISM MATTERS

## WHEN

**March 30, 2017**  
**4pm - 6pm**

## WHERE

**Siskiwit Reception Hall**  
**26070 Pine St, Calumet, MI**

**PRESENTATION GIVEN BY DR.  
SARAH NICHOLLS**  
*AUTHOR OF The 2012-2017 Michigan  
Tourism Strategic Plan*

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**FOR ALL  
INTERESTED  
BUSINESSES**

## R.S.V.P.

**By March 27th to the  
Keweenaw CVB  
906-337-4579  
info@keweenaw.info**

## FREE EVENT

**Presentation starts at  
4pm with light  
hors d'oeuvres &  
discussion after**

## PRESENTED BY:



**Michigan  
Technological  
University**