

NEWS RELEASE

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Calumet, MI. --- The Keweenaw Convention & Visitors Bureau, along with the Michigan State University Extension, Michigan Tech and Fitzgerald’s restaurant, will be hosting a presentation and discussion on “Why Tourism Matters” by Dr. Sarah Nicholls on March 30, 2017, from 4-6 pm at the Siskiwit Reception Hall in Calumet, MI.

“Sarah Nicholls is an Associate Professor with a joint appointment between the Departments of Community Sustainability, and Geography, Environment, and Spatial Sciences, at Michigan State University. Her work focuses on the role of tourism, recreation and parks in the creation of active, vibrant and sustainable communities in Michigan, the US and beyond. More specific themes of interest to Sarah include tourism planning, development, management and impacts in a variety of urban and rural settings; the implications of climate change for outdoor recreation and tourism; and, access and equity issues associated with distributions of parks and recreation settings.

During 2012, Sarah facilitated the development of the 2012-2017 Michigan Tourism Strategic Plan. Over the course of 2013-2017 she coordinated implementation of that plan on behalf of the Michigan Travel Commission and Travel Michigan. In 2013, Sarah received the Outstanding Achievement in Michigan Tourism Award from Governor Rick Snyder in recognition of this work.”

The Keweenaw Convention & Visitors Bureau, MSU Extension, Michigan Tech and the Fitzgerald’s Restaurant ask you to join us for an opportunity to hear about why tourism is so important to our area and discuss what’s coming next. Light hors d’oeuvres will be provided by the Fitzgerald Restaurant as well as coffee and juice.

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