



Antrim County **TALKING ABOUT TOURISM**



Dr. Sarah Nicholls, Associate Professor with Michigan State University, is giving a talk about tourism on June 23. (Details below in the black box.)

Tourism is an important part of northern Michigan's economy and is one of the state's largest industries. Antrim County has many natural resources, such as the Chain of Lakes, and developed resources, such as golf courses and a ski resort. This combination makes Antrim County a prime tourist destination.

"We're pleased and excited to have Sarah travel to our community," said Patti Savant, Executive Director of the Bellaire Chamber of Commerce. "New ideas are always welcome. We hope to learn things that will enhance what we're doing locally."

Pure Michigan's *2012-2017 Michigan Tourism Strategic Plan* was prepared by Dr. Nicholls. Her research focuses on the planning and development of tourism. A special interest of Dr. Nicholls' is agriculture-based tourism and culinary tourism. The Antrim County Board of Commissioners is sponsoring her presentations.

Talking About Tourism will be presented twice on
Thursday, June 23, 2016
10 a.m. at the Elk Rapids Governmental Center
315 Bridge St. • Elk Rapids
and 3 p.m. at the Kearney Township Hall
4820 Aero Park Dr. • Bellaire

For more information, please call the Antrim County Administration Office at 231-533-6265 or email us at countyadmin@antrimcounty.org

