Grand Haven
AREA
CONVENTION &
VISITORS BUREAU

Tourism Marketing Program 2026

GRAND HAVEN AREA
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OBJECTIVE:

To market the Grand Haven Area as a tourism destination with a

concentration on the fall, winter and spring seasons. We do provide marketing aspects to the summer season; however, we recognize the shoulder seasons and off season need more effort to draw visitors.

Grand Haven Area: Grand Haven, Spring Lake, Allendale, Coopersville, West Olive, Ferrysburg, Nunica

SERVICES:

- The CVB provides travel information to visitors. This information includes details on safe travel options to assessment paying lodging properties as well as all tourism related businesses and attractions. The CVB provides this travel planning information by way of phone, email, web and through in-person visits at the visitors center.
- The CVB marketing plan focuses towards a more balanced year around business by working to generate interest in the “off-season.”
- The CVB considers marketing cooperatives and alliances with local, regional and statewide tourist organizations.
- The CVB integrates the use of technology to facilitate the growth and accessibility of its assessment payers and that of all tourism related businesses and attractions.
- The CVB works to enhance the quality of life in the Grand Haven Area by speaking on behalf of the importance of tourism and cultural entities.
- The CVB informs the public, government officials and media on the economic advantages of the tourism industry; as well as the activities of the CVB on behalf of tourism industry.
- The CVB works as an advocate for the tourism industry and its related businesses.
- The CVB conducts “Familiarization” tours for Travel Michigan, travel writers, photographers, news media and tour groups.
- The CVB supports festivals, tournaments and special events via customer service and publicity.
- The CVB staff works to involve its members in assisting with the direction the marketing goals of the CVB.

THE FUTURE: INCREASE THE BOTTOM LINE FOR AREA TOURISM BUSINESSES

- Assisting individuals with safe travel information about the area
- Increasing off-season activity
- Use the CVB website to promote our year-around destination; focusing on the businesses and overall destination appeal
- Market travel getaways to magazines, newspapers and niche markets
- Promote activities that are not weather dependent
- Develop community awareness of the CVB and the economic impact of tourism. Keeping local policy makers informed.
- Product development: 1) Grand Haven Lighthouse Conservancy. Donate time and resources to promote the historic restoration of the iconic structures. Work together with the board to develop plans to open the lights to the public with a gift shop. Financially support and partner on advertisements as well as provide creative services for advertisements and marketing fundraising efforts. 2) Support local fundraisers through monetary contributions. 3) Donate funds to help support the Ottawa County Parks Foundation.

- Promote the Grand Haven Area destination to the national media in effort to capture the visitors interest and generate new business
- Expand the horizons of tourism marketing
- Target marketing
- Work toward higher occupancy for assessment payers on a year around basis
- Work with area CVB's on cooperative marketing
- Working with local industry during off-season
- Marketing as a small convention/meeting destination
- Encourage tourism related businesses to offer packages that utilize the areas attractions

CORE PERFORMANCE AREAS WITH STRATEGIC PRIORITIES:

Marketing

1. Raise awareness and recognition of the Grand Haven Area as a desirable travel destination.
2. Target the customers in the key geographic markets: In-State (Detroit, Lansing, Ann Arbor) Out-of-State (Illinois, Indianapolis, Ohio).
3. Promote the Grand Haven Area as a year-around destination.
4. Develop marketing themes where the Grand Haven Area has a distinct competitive advantage: beaches, water, maritime heritage, historic downtown shopping, unique festivals/events, u-picks and farm markets.
5. Develop and maintain cooperative marketing relationships with Beachtowns, Lakeshore CVBs, and Travel Michigan/Pure Michigan.

Visitor Information Services

1. Optimize the use of quality customer service and the travel inquiry fulfillment system.
2. Optimize the use of the travel information.
3. Enhance the integration of technology solutions.
4. Develop high customer service standards and training oriented toward the visitor.
5. Maintain a welcoming and informative Visitors Center to meet the diverse needs of the visitor and the communities of the Grand Haven Area.

Tourism Outreach

1. Expand communications to media relating to the Grand Haven Area news.
2. Meet with area lodging owners/managers at least twice a year.
3. Maintain communication with downtown businesses by way of Grand Haven Downtown Development Authority.
4. Travel Technology - optimize our system to provide up-to-date travel information online.
5. Work to educate and inform state legislators about the importance of travel and tourism locally and for Travel Michigan.
6. As a member of MACVB, GHACVB, stays informed on public policy making issues as it relates to the travel and tourism industry; thus, keeping our local community informed as needed.

PUBLICATIONS

- Visitors Guide
- Calendar of Events
- District-wide Tear Off Map
- Grand Haven Area Community Walking Tour Art Map
- Spring Lake Area Community Walking Tour Art Map

PRIMARY WEBSITE PAGES

- Home
- Events
- Things To Do
- Area Lodging - Assessment Payers
- Top 10 List
- Attractions
- Beaches
- Food and Drink
- Outdoor Activities
- Shopping

CVB ADVERTISING & PROMOTIONAL EFFORTS

The Visitors Guide for Grand Haven Area

- 50,000 printed annually in February
- Online version available
- Main tourism fulfillment piece for GHACVB
- 46 pages of travel information complete with lodging, attractions, restaurants, events, maps, and parks

Fall / Winter / Spring

- Establish a promotional campaign to drive interest in the shoulder/off-season
- Use all forms of marketing and promotion to help balance visitor traffic

Online Marketing Campaign

- Target markets
- Specific travel/visitor-based sites
- Graphic driven ads
- Digital Advertising
- Strong social media presence

ASSESSMENT PAYERS PROMOTIONAL OPPORTUNITIES

- Free listing of assessment payer information in the accommodations section of website & visitors guide
- Free assessment payer link to lodging home page
- Free CVB lodging report of availability of rooms during special events and weekends
- Free listing of lodging packages & promotions

Group & Association

- Meetings/Corporate Retreats
- Reunions/Family Gatherings
- Weddings
- FAM/Travel Writers
- Traveling Sports

Print Advertising

- Michigan Travel Ideas (Official MI Travel Guide)
- AAA Travel Guide
- Experience Michigan
- WMTA - Carefree Guide/Lighthouse Map
- Michigan Trails

Digital Advertising

- Work with marketing firm to determine best approach for our destination based on data, markets and messaging.
- Build brand messaging for 2025 with strong destination images that align with our appeal.

For questions please contact the GHACVB at 616 842-4499.