

PRESS RELEASE

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MANISTEE COUNTY VISITORS BUREAU HIDES 30 PRIZES THROUGHOUT AREA IN STATEWIDE SCAVENGER HUNT TO CELEBRATE NATIONAL TRAVEL AND TOURISM WEEK MAY 2-8

Manistee County one of 31 Michigan Destinations Participating in “The Great Michigan Scavenger Hunt” Celebrating the Power of Michigan Travel

MANISTEE, Mich., April 27, 2021 – While COVID-19 may have caused many Michiganders to hit “pause” on their travel plans last year, the [Manistee County Visitors Bureau](#) (Visit Manistee County) predicts that residents are more than ready to travel again this year, especially in their home state.

To get residents excited about traveling in Michigan and locally, Visit Manistee County is participating in “[The Great Michigan Scavenger Hunt](#)” in conjunction with [National Travel and Tourism Week](#), May 2-8. Manistee County joins 30 Michigan destinations in this statewide event hosted by the [Michigan Association of Convention & Visitors Bureaus](#) (MACVB).

“People have been staying safe and may have missed the chance to take an annual vacation, and now they’re aggressively planning that ‘breakaway’ trip,” said Sherri Protasiewicz, marketing coordinator at Visit Manistee County who is overseeing the Manistee County portion of the scavenger hunt. “Now more than ever, residents are focusing on in-state travel, and we want to support that local travel plus our strong tourism partners across the state. We’re all in this together.”

Starting May 2, residents should keep an eye out for hidden “treasures” at destinations around Manistee County – 10 sets of gift certificates valued at \$100 each in silver tins with the sticker “The Great Michigan Scavenger Hunt.” Hidden anywhere from a restaurant to a popular attraction, the 10 certificates are redeemable at cities throughout Michigan and could be for an accommodation, restaurant, retailer or attraction. Likewise, Visit Manistee County donated 10 sets of gift certificates redeemable at its [lodging partners](#) to be scattered throughout *other* Michigan cities to entice visitors to Manistee County. See the full list of [participating destinations here](#). Expiration dates vary by destination.

Visit Manistee County also added its own twist to the scavenger hunt to encourage residents to enjoy local attractions. In addition to hiding 10 certificates redeemable in other cities, it is hiding 20 \$25 gift certificates in corked glass bottles, redeemable at participating Manistee County restaurants. Thus, Manistee County residents have the opportunity to find up to 30 gift certificates the week of May 2-8. All local restaurant gift certificates must be redeemed by Dec. 31, 2021.

Residents can find clues for the hiding places on Visit Manistee County’s [Facebook](#) and [Instagram](#) pages at @ManisteePureMichigan starting Friday, April 30. And while no registration is needed to participate and claim a found gift certificate, Visit Manistee asks people to take a photo of themselves with the gift certificate and post on social media with #MIPowerofTravel and #MyManistee so the visitors bureau can showcase the winners (social media settings must be set to “public”).

“National Travel and Tourism Week recognizes the power of travel and the industry’s role in bringing back our vibrant communities,” said Protasiewicz, who serves on the marketing committee of the MACVB that is managing the event. “In Michigan, we want to celebrate the ‘power of travel’ through this statewide scavenger hunt by not only safely welcoming visitors back Manistee County, but connecting residents with our local attractions and those of other destinations around the state.”

Residents also have the opportunity to win a Grand Prize package – either a three-night stay at multiple Michigan hotels, a lodging voucher to a Michigan hotel selected by the sponsor, or travel and activity vouchers at a Michigan destination selected by the sponsor. Ten Grand Prize packages will be awarded total, and the specific prizes will be awarded randomly to the winners.

Applicants for the Grand Prize must post a photo of their favorite Michigan destination on social media and use #MIPowerofTravel (public privacy settings are needed to be entered to win). The Grand Prize participation period runs from May 2 at 12 a.m. to May 31 at 11:59 p.m. Visit Manistee County donated a one-night stay at the [Ramsdell Inn](#) as part of the program for someone to win in another region.

“The incredible participation in this statewide campaign has really showcased the travel industry’s willingness to work together, especially during the crisis we have all experienced this past year,” said Christie Bierlein, sales and marketing director of the Frankenmuth Chamber of Commerce and chair of the MACVB’s marketing committee managing the scavenger hunt. “With over 30 destinations participating and 200 gift cards, we’re hoping that the visitors who find them plan a trip to a place they’ve never been and find a hidden gem they didn’t know existed. Anytime we can bring awareness about the importance of the travel industry and the power of travel while encouraging collaboration among the destinations, it’s a great thing.”

For more information about “The Great Michigan Scavenger Hunt” including [official rules](#), visit michigan.org/scavengerhunt.

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About the Manistee County Visitors Bureau

Incorporated in 1997, the Manistee County Visitors Bureau (“Visit Manistee County”) is the official destination marketing organization promoting Manistee County to grow the local travel economy. The visitors bureau is a member of the West Michigan Tourist Association, Michigan Association of Convention & Visitors Bureaus, Michigan Restaurant & Lodging Association, Tourism Industry Coalition of Michigan and Manistee Area Chamber of Commerce. Information is available at VisitManisteeCounty.com, facebook.com/ManisteePureMichigan, instagram.com/manisteepuremichigan and twitter.com/manisteePureMI.

About National Travel and Tourism Week (NTTW)

Celebrated annually the first full week in May, NTTW was created by Congress in 1983 to elevate the economic power of travel in the United States. The 38th annual NTTW (May 2-8) spotlights the critical role that travel will play in driving economic recovery efforts and building the path forward through the theme “Power of Travel,” arriving at an opportune moment to recognize the importance to the U.S. economy of initiating a post-pandemic travel recovery. Visit ustravel.org/NTTW to learn more about National Travel and Tourism Week.