



## Great Lakes USA Increases Markets and Membership

The Great Lakes USA (GLUSA) is the Conference of Great Lakes and St. Lawrence Governors' and Premiers' regional tourism consortium in the USA. GLUSA's goal is to promote, foster and encourage travel to and within the region from key overseas markets. Leveraging GLUSA's "regional concept" provides members the ability to strategically grow their vital international business in a cost-effective way. Target markets include the United Kingdom/Ireland, the German-speaking countries of Germany, Austria and Switzerland and China.

As of July 1 2017, GLUSA started a full-scale China program including education, sales and marketing. Even though the Chinese are already coming, the Region still has a lot of work to do in preparation for Chinese travelers. GLUSA conduct a similar Chinese program to the current successful UK/German programs and include public relations, consumer publications, newsletters, social media, familiarization tours, sales mission, travel trade outreach and trade shows. After only one year of the China program, GLUSA signed strategic partnership agreements to develop traveling opportunities to the Great Lakes region with notable travel agencies in China including Shanghai Utour International Travel Service Co., LTD, Jin Jiang Travel, China Travel Service Zhejiang Group Co., LTD and America International Travel Service Inc.

