

▶ WE START WITH OUR AWARD WINNING ITINERARIES AND CUSTOMIZE THEM SPECIFICALLY FOR YOUR GROUP

▶ WE WORK HARD TO OBTAIN THE VERY BEST RATES POSSIBLE FROM DESTINATIONS AND LODGING : WE UNDERSTAND PRICE POINTS. WE UNDERSTAND YOUR BOTTOMLINE IS IMPORTANT.

▶ WE UNDERSTAND THAT THE CUSTOMERS SATISFACTION IS THE NUMBER ONE PRIORITY AND ALL GOOD THINGS FOLLOW FROM THAT.

ISSUE 1 | VOLUME 1 | YEAR 2010

Lake Huron *focus*

ADDRESSING THE NEEDS OF TOUR OPERATORS TO ACHIEVE SUCCESSFUL TOURS IN NORTHEAST MICHIGAN.

Lake Huron Hosts Tall Ships 2010

Imagine your group on a Lake Huron tour boat cruising across Saginaw Bay to an island lighthouse built in 1857 where they will be treated to a entertaining history presentation and traditional Great Lakes dinner at the light keepers home. On the way they get a chance to pass "up close and personal" to some of those magnificent tall ships while they are under full sail and making their into the Saginaw River for the Bay City Michigan Tall Ships Celebration scheduled for July 15th through the 18th 2010.

Bay City is the official host port in Michigan for the American Sail Training Association's Tall Ships fleet . This Gala event drew over 250,000 people in 2006 and features 3 ½ days of mostly free family fun events including interactive tall ship tours. The Tall ships will then be several days departing the area.

The Charity Island Excursion Cruise Line will be scheduling some of their Award winning dinner cruises to Big Charity Island to coincide with the arrival and departure of these Tall Ships. The tall ships route into the Saginaw River takes them within three miles of the Charity Island Lighthouse.

Michigan Sunrise Tours is the exclusive booking agent for Big Charity Island Excursions for the Tall Ship Celebration and can provide invaluable help in creating an itinerary around this event that will have your group talking about this experience for years. We know how to make the *tour operator* the Hero ! !



Tall Ships Arriving in 2006
An exhilarating maritime experience:

Call today to learn why so many tour operators depend on Heidi Dewald to ensure their tours are successful!

989 -876 -6018

Or visit www.michigansunrisetours.com



Charity Island Lighthouse Dining Adventure

Charity Island Excursions is owned and operated by Robert & Karen Wiltse. They are the only residents on this 300 acre Island and they share their island home and their unique story with their dinner guests each evening. Robert's history presentation touches on the unique archeological site located on Charity Island will provide the tour group with a very memorable and moving story of one of the Island light keepers from years past and his experience with the Oconto shipwreck.



Gravelly Shoals lighthouse sits Just three miles from Charity island and marks the channel for Tall ships arriving in July of 2010.

Michigan Receptive Receives Governor's Award For Innovation in Group Travel

"We use our knowledge of Michigan's "out of the way" destinations as well as its Premier destinations to help tour operators build unique itineraries that really sell.

"The tour operators' profit is as important to us as it is to them, but it starts with creating tours that people want to purchase."

Heidi Dewald, Michigan Sunrise Tours



Heidi Dewald center, with Charity Island, and Thunder Bay Resort, Recognized for *innovation in collaboration* in tourism and Group Travel

Frankemuth – Detroit- Grand Rapid- Petosky- Mackinac

We can take the stress out of itinerary planning!

" Our first Goal is Customer Satisfaction. If we get that right the tour Operator is profitable and that Is what our job is about , bringing real value to the Tour operator! "



Governors Award for Innovation in Tourism

Next Weeks Issue:

Thunder Bay Elk Viewing & Gourmet Dining on Thunder bay River

Lets create a successful tour for you group today, Call me, Heidi Dewald at 989 876 6018 Or visit our website for tour ideas

WWW.MICHIGANSUNRISETOURS.COM