MOVIN’ AND GROOVIN’ IN THE MITTEN
MARKETPLACE FAM TOURS

JAN. 31–FEB. 10

visitdetroit.com
WELCOME TO PURE MICHIGAN

I am pleased to welcome the annual American Bus Association Marketplace and attendees of Busworld North America to Michigan, a state we love to share.

Michigan has something to offer every traveler, starting with various wildlife sanctuaries and zoos, amusement parks, and sports venues.

History buffs can quench their thirst for knowledge in countless exhibits at our world-class museums and historic sites. Artistic performances and theaters abound, satisfying cravings for culture with concerts and plays.

Outdoor enthusiasts have miles of towering sand dunes and a wealth of state and national parks and forests to explore. Michigan is dotted with thousands of inland lakes, streams and rivers that meander through an expansive wilderness, providing places to canoe, fish, swim, boat or go jet-skiing. Our quaint beach towns offer tranquil sandy shorelines, spectacular sunsets, cozy restaurants, unique shopping opportunities and other year-round activities that keep visitors returning.

This four-season state leaves you breathless at the sight of fall color tours; abundant lake-effect snow provides the perfect backdrop for first-class skiing and snowmobiling. Spring festivals celebrate and signal the change of seasons. The lazy days of summer are ideal for a day at the park, sailing aboard a magnificent "Tall Ship" or playing at the beach.

We invite you to explore Pure Michigan: two peninsulas, four seasons, countless activities. Let this truly majestic land’s unspoiled nature and authentic character revive your spirit.

Find out what you like best about Michigan by participating in these six regional familiarization tours. Visit michigan.org to learn more about what Michigan has to offer. Enjoy your stay!

Sincerely,

DAVE LORENZ
VICE PRESIDENT, TRAVEL MICHIGAN
Play in vibrant downtowns, drink in nightlife, explore the maker scene, check out world-famous craft breweries and more, in a region renowned for its cozy charm.

Kalamazoo

- First up, DIY candle making at the Kalamazoo Candle Company (KCC): make an artisan candle from 100% natural soy wax and fragrance oils with expert assistance from KCC candlemakers.
- While your candle is setting, explore the neighboring businesses at the Kalamazoo Mall. The 60+-year-old historic property is recognized as the first outdoor pedestrian mall in the country. Take in its revitalized art Deco buildings, specialty shops, chic restaurants, unique coffee cafes and lively brewpubs.
- Wander the Kalamazoo Institute of Arts (KIA) in operation since 1924. Browse more than 5,000 fine artworks in its collections. Explore touring and permanent exhibitions in 10 galleries. The KIA Kirk Newman Art School offers four terms of classes and its Gallery Shop features artwork by area artists and international artisans.
- At the Gilmore Car Museum, enjoy a nostalgic lunch and guided tour through hundreds of beautifully restored vehicles including a 1927 Ford Model T, a 1913 Rolls Royce and a 1920 Pierce-Arrow. North America's largest auto museum, the Gilmore displays more than 400 vehicles in over 220,000 square feet of exhibit and event space. You'll also see a restored and fully functioning 1941 Silk City Diner, a replica 1930s Shell station, seven on-site partner museums and so much more on the museum's 90-acre historic campus.
- Refuel with a classic Coke as you step back in time at The Blue Moon, Kalamazoo’s authentic 1941 diner. Nosh on amazing Chicago and Coney-style...
1. **PRE-FAM**

**BOLD BREWS AND MORE**

Hot dogs, soups, sandwiches and blue plate specials. Leave room for a slice of decadent homemade pie or a creamy-rich old-fashioned frozen custard cone.

- Get up close and personal with brewing at Bell's Brewery and Kalamazoo HQ, where beers like Amber Ale and Oberon were born. The first Michigan brewery to open an on-site pub and sell beer by the glass, Bell’s has grown to become a premier craft brew destination for the Great Lakes region. Bell’s distributes its products in 43 states and operates two facilities, a taproom, a concert venue and a unique beer garden. Start in Bell's Eccentric Café and finish in the General Store, where you can buy beer and gear.

- Sample a variety of unique brews at Handmap Brewing where purveyors use fresh Michigan produce to make traditional IPAs, full-bodied saisons, seltzers and ciders.

- Walk the antique truss bridges at Historic Bridge Park along the Kalamazoo River, one of the most photographed spots in Battle Creek.

- It’s fun and games at FireKeepers Casino before a cocktail reception and dinner. There are more than 2,900 slots, 70 table games and a 26-table nonsmoking poker room. They also have some of the best food in town.

**BATTLE CREEK**

Our Battle Creek tour kicks off with a drive through Leila Arboretum. The 72-acre park offers seasonal fun, whether it’s a summer music festival or sledding in winter. A highlight is Fantasy Forest, a sculpture collection where you’ll spot mythical creatures like centaurs and dragons.

- Learn about the connection between vegetarianism and corn flakes.

- Check out the city’s connection to the Underground Railroad, commemorated with a statue that’s the biggest of its kind.

- At the Battle Creek Regional History Museum, learn stories of people who have lived here, from Sojourner Truth to the soldiers out at Fort Custer.

- Visit Historic Adventist Village where the beginnings of Seventh-day Adventism are explained. Head to the Hart-Dole-Inouye Federal Center, originally a health spa called the Battle Creek Sanitarium, owned by the Adventists and run by the Kellogg brothers. (Yes, those Kellogg brothers.)

- Lunch at Clara’s on the River, the train station where pleasure-seekers arrived on their way to visit the world-famous Battle Creek Sanitarium.

- Get your fill of cereal history in Battle Creek — former home to more than 100 cereal companies — and then shop for souvenirs at the Battle Creek Welcome Center.

- Admire the art deco glory of the restored Milton building.

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**MARSHALL**

Marshall’s rich history and many Victorian-era homes and buildings have been preserved in a charming downtown that inspired author John Bellairs. Here, Adam Crosswhite settled his family after escaping slavery. Discover:

- The Franke Center for the Arts, a church-turned-auditorium that is home to the Marshall Civic Players and more. Among its original founders is Mary Coleman, the first female Michigan Supreme Court justice and chief justice.

- What it takes to be a master illusionist at the American Museum of Magic.

- Why there’s a Honolulu House in the middle of wintry Marshall. Pineapples are Marshall’s official symbol of hospitality; the house’s eccentric creator also included things like a staircase that doesn’t lead to any room.

- Cornwell’s Turkeyville, with more than 20 turkey dishes on the menu and delicious pie. After lunch, take a spin around the complex and discover a theater, barn and gift shop.

**BEFORE LEAVING THE MITTEN**

- Head to Albion and see where the deadly Purple Gang used to cut deals at the restored movie palace, Bohm Theatre.

- Taste beers at Albion’s Malleable Brewing Co. and order a side of poutine. Malleable’s burger was named No. 1 by Michigan’s Best.
WHERE BETTER TO START THIS ADVENTURE THAN FRANKENMUTH, ONE OF MICHIGAN’S TOP TRAVEL DESTINATIONS?

- Dine family style on world-famous fried chicken at Zehnder’s restaurant, a 2020 James Beard Foundation “America’s Classics” winner
- Bundle up and tour the 32 annual Zehnder’s Snowfest international snow and ice carving competition
- Visit Bronner’s CHRISTmas Wonderland, the world’s largest CHRISTmas store, which boasts 2.2 acres of retail space loaded with 50,000 trims and gifts under one roof
- See the Silent Night Memorial Chapel, a replica of the Oberndorf, Austria chapel, where the hymn Silent Night was first performed in 1818

WE’LL VENTURE INTO FRANKENMUTH’S DOWNTOWN

- Experience Zeilinger Wool Company hands on. Follow wool and natural fiber processing from shearing to finishing into cozy wearables and usable products.
- See a collection of uniforms and other artifacts of Michigan veterans of seven foreign wars and the space program at the Michigan Heroes Museum. Did you know? There are more Medals of Honor here than in the Smithsonian.
- Discover the Frankenmuth Historical Museum and its seven galleries that tell how Frankenmuth evolved from a German Lutheran missionary colony founded in 1845 into one of Michigan’s favorite tourist draws.
- Power-shop at Frankenmuth River Place, a Bavarian-themed outdoor mall with 40 stores and attractions. This venue hosts summertime festivals like the Frankenmuth Dog Bowl and the Funtown Chowdown Food Truck Festival.
- Savor traditional world-famous German fare and more at the Bavarian Inn Restaurant. Don’t miss the imported Glockenspiel that chimes the story of the Pied Piper of Hamelin daily after its 35-bell carillon plays selected melodies.
Jaunt into historic downtown Bay City for an adventure-packed day. Grab breakfast at the DoubleTree Hotel Bay City Riverfront, nestled on the riverfront and within a short walk of area parks and attractions such as the Bay County Historical Museum, Studio 23 Art Center, Delta College Planetarium and the Riverwalk. Hunt for treasures in downtown’s Bay City Antiques Center. Voted “Best Antique Mall” by AAA, it houses the state’s most extensive collection of quality regional dealers and European imports. Chow down on authentic Polish food at Krzysiak’s House Restaurant.

HIGHLIGHTS IN MIDLAND, SAGINAW AND BIRCH RUN INCLUDE:

- The Alden B. Dow Home & Architectural Studio, designated a National Historic Landmark in 1989, is an oasis of inspiring midcentury modern architecture. Situated in the middle of a pond, its interiors are alive with reflective light, soaring roof lines, diverging angles, brilliant color and the perfect balance of enticement and tranquility. The Alden B. Dow Archives, the repository for Dow’s architectural records, are maintained here.

- A walking tour of Dow Gardens, a 110-acre botanical garden designed by Herbert Dow, the founder of Dow Chemical Corporation, and the adjacent Whiting Forest with the nation’s longest canopy walk. Imagine experiencing the view from 40 feet into the treetops.

- Visiting Marshall Frederick’s Sculpture Museum at Saginaw Valley State University. Fredericks is renowned for his bust of President John F. Kennedy at the Kennedy Center in Washington, D.C., the Spirit of Detroit sculpture, and the Cross in the Woods in Indian River, Michigan. Galleries feature more than 1,000 plaster relief cast works, and the outdoor garden contains many finished pieces.

- The Castle Museum of Saginaw County History was originally built as a post office in 1897 in a French chateau-style. This building is now home to the Historical Society of Saginaw County. Examine displays on the area’s history, including archaeology, lumbering and automotive manufacturing.

- Dining at Tony’s I-75 Restaurant. Featured on The Travel Channel, Tony’s is famous for its hefty, super-stacked sandwiches, like its giant BLT loaded with 20 strips of bacon, and over-the-top desserts like a towering banana split heaped on half a gallon of ice cream.
IMMERSE YOURSELF IN THE FOLKSY CHARM OF SMALL TOWNS IN SEVERAL AUTHENTIC AND DIVERSE NORTHERN MICHIGAN COMMUNITIES BETWEEN LAKES HURON AND MICHIGAN

Get an insider’s look at popular Northern Michigan hot spots from Mount Pleasant, Clare, Charlevoix and Petoskey to Indian River, Alpena, West Branch and more.

- Discover the rich culture and heritage of the Anishinabe people at the Ziibiwing Center in Mt. Pleasant. See its premier collection of unique and rare North American Indian artifacts. Enjoy hidden gems, epicurean delights and the Four Diamond luxury of the Soaring Eagle Casino & Resort.

- Retrace the footsteps of notorious Purple Gang Prohibition bootleggers and barrel runners in Clare. Grab a “felony fritter” and a “midnight shift” coffee at the century-old Cops & Doughnuts Bakery (ask about its hidden staircase). Learn more about Purple Gang lore over lunch at the historic Doherty Hotel; sip signature cocktails at the Trap Door speakeasy.

- Tour Charlevoix’s Castle Farms, a 1918 structure modeled after castles in Normandy that once was an operating dairy farm and the area’s largest employer. See Charlevoix’s world-renowned Mushroom Houses, early-1920s stone and curvy thatched-roof houses, built without blueprints. Architect Earl Young “sketched” plans in the sand with sticks for builders.

- Lose yourself in Petoskey, the Land of the Million Dollar Sunsets. Highlights on this leg of your tour include dining at the iconic and historic Stafford’s Perry Hotel and the Bay View Inn, Hemingway History, Petoskey’s Gaslight District, the beautiful ‘Victorian Ladies’ in Bay View, and handcrafted chocolate and confections at Kilwins.
• Visit Indian River’s National Shrine of the Cross in the Woods. Home to the second-largest crucifix in the world, fashioned from a single Oregonian redwood tree.

• Catch a glimpse of elk on a horse-drawn carriage or sleigh ride at Thunder Bay Resort. Dine at Elk Antler Cabin on a chef-made dinner prepared on 125-year-old wood-fired stoves. Enjoy “Sunrise Side” wine pairings at this ABA Best of the Best-rated attraction.

• Inspiring curiosity in art, history, and science, the Besser Museum is three museums in one. Hold on to your seat in the state-of-the-art, digital dome planetarium while being transported to the edge of the universe. Step back in time with a stroll through the 19th century Avenue of Shops exhibit. View the last remaining Alpena Flyer automobile built in 1911 before entering the Native American gallery housing thousands of ancient artifacts.

• Explore the interactive exhibits at The Great Lakes Maritime Heritage Center in Alpena; feel the power of a Lake Huron storm while you walk the deck of a life-size schooner.

• Feel Alpena’s lumber era history while enjoying gourmet fresh lunch creations by Chef Eric Peterson at the Fresh Palate, located in the historic Center Building. Alpena’s charming downtown is situated at the intersection of the Lake Huron Sunrise Coast and the Thunder Bay River making for a unique atmosphere that creates a modern city at nature’s doorstep.

• Savor local wine, and shop at The Silver Lining in West Branch, a boutique tasting experience featuring Modern Craft wine.
Grand Rapids is a flourishing destination packed with small-town charm and abuzz with lots of dining, entertainment, shopping and cultural attractions. We make it easy for your motor coach group to share a memorable travel experience, with lots of great tour ideas and group-friendly services.
WHILE IN GRAND RAPIDS, YOU WILL:

- Spark your curiosity at the Grand Rapids Public Museum, Michigan’s oldest museum. Take in world-class exhibits featuring history, nature, cultural heritage and more. Locate the A-Z collection and take a ride on the vividly painted 1928 Spillman Carousel, which is one of only three known to have been produced by the company.

- Lunch at the Grand Rapids Downtown Market, home to 20+ artisan food shops, plus full-service restaurants. Shop everything from meats to sweets.

- Join Tours Around Michigan and Candice Smith, who can customize any tour specifically to your group. Her tours include, but are not limited to, history, art and libations.

- Visit the Gerald R. Ford Presidential Museum, one of America’s most entertaining presidential museums. See the Oval Office and the original Watergate burglar tools.

- Dine at Napa Valley-inspired Cooper’s Hawk Winery & Restaurant, where food and wine hold the power to forge lasting connections. The great wines begin in the vineyard; you can experience them in the Napa-style wine tasting room.

- Tour the Meyer May House and view a Frank Lloyd Wright Prairie house exactly as the architect intended. The restoration, presented by Steelcase, includes original furnishings and faithfully executed reproductions.

- Make your own candle at Wax Poetic Candle Bar. Blend fragrance oils that recall a favorite memory or mix up something that suits your mood and the season.

- Tour the world-renowned Frederik Meijer Gardens & Sculpture Park, voted one of the world’s 100 most-visited art museums. This expansive and spectacular botanical garden is home to many outstanding outdoor sculptures.

- Enjoy a delicious meal at the James & Shirley Balk Café at Frederik Meijer Gardens & Sculpture Park. Marvel at the café’s dazzling glass ceiling sculpture by renowned artist Dale Chihuly.

- Tour and shop at Robinette’s Apple Haus & Winery. Locally family-owned and operated, Robinette’s is open year-round. This fruit farm features a market, cider mill, bakery, wine tasting and more.

- Enjoy an authentic old-world Italian meal at Noto’s, recognized with the “Award of Excellence” from Wine Spectator since 2003 and “Best Awards of Excellence” since 2006. It is one of the top Italian restaurants in the country for Vino Superiore and has been lauded by Grand Rapids Magazine as a top 10 restaurant.
Few places offer the best of the outdoors, countless adventures, carefree days and jewel-colored sunsets whatever the season like the “Cherry Capital” Traverse City.

This winter wonderland excursion kicks off at Sleder’s Tavern, Michigan’s oldest continuously operating restaurant. Smooch Randolph the Moose before you belly up to Sleder’s 21-foot solid mahogany and cherry-wood bar.

- Explore The Village at Grand Traverse Commons, one of the nation’s most significant adaptive reuse and historic restoration projects. First used as a state hospital, and later an asylum serving Northern Michigan, this site is now home to destination dining, shopping and more.
- Learn about founder Dr. Munson’s “Beauty is Therapy” theory on patient care, former uses of other structures on the property, the purpose of the architecture and more.
- Venture through an unrenovated historic building and an expansive brick steam tunnel built in 1883.
- Taste wine at Left Foot Charley, where local grape and apple growers grow fruit specifically for its wine and ciders.
- Savor fresh, creative cooking and spectacular panoramic views of West Grand Traverse Bay at Harrington’s by the Bay.
WE’LL ALSO:

- Visit Light of Day Organics, purveyor of loose-leaf teas and Michigan’s only certified USDA organic and certified Demeter biodynamic tea farm.
- Explore the Philip A. Hart Visitor Center and Sleeping Bear Dunes National Lakeshore, voted “Most Beautiful Place in America” by Good Morning America viewers.
- Lunch at and sample delicious handcrafted cherry products at Cherry Republic.
- Taste wine and dine at Old Mission Peninsula’s Chateau Chantal winery and Old Mission Tavern restaurant.
- Learn the history, artistry and engineering of automated music at The Music House Museum, noted by Forbes as one of the 10 “reasons to visit” the area.
- Shop and dine in downtown Traverse City.
Metro Detroit is impressive in size, a collection of the city it’s named after and its six surrounding counties. And any of metro Detroit’s 3.5 million residents will tell you that the area never fails to make an impression to natives and visitors alike. This tour of Motown’s surprising suburbs shows why metro Detroit deserves a spot on everyone’s travel bucket list.

- Start out at The Zekelman Holocaust Center. This museum has been teaching visitors about the Holocaust and its legacy for more than 25 years. At the conclusion of this visit, you’ll participate in a discussion about powerful stories told here.

- Then tour Cranbrook, a National Historic Landmark and 319-acre educational campus, founded in 1904. See the work of world-renowned architects Eliel Saarinen and Albert Kahn, and sculptors Carl Milles, Marshall Fredericks and others.

- Get ready to power-shop at Somerset Collection, filled with 180 specialty stores guaranteed to dazzle, and later in the week, Great Lakes Crossing Outlets, home to 185 stores, restaurants and attractions.

**MOTOWN WAS DEFINED BY THE AUTO INDUSTRY, SO IT’S A MUST TO SEE AND DISCOVER:**

- The exclusive car collection at the GM Heritage Center
- Meadow Brook Hall, the Tudor-revival mansion of Matilda Dodge Wilson
- The gem of the region, The Henry Ford
- We won’t let you leave town without sampling Buddy’s Pizza. These Detroit-Style square pies are the product of hometown ingenuity, baked to perfection in forged-steel pans borrowed from local automotive plants. It’s arguably the first “square” pizza in the country.