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## MILITARY REUNION PLANNERS CONVERGE ON GREENE COUNTY FOR GRAND TOUR OF AVIATION HERITAGE AND HISTORY!

The Greene County Convention and Visitors Bureau (GCCVB) will be hosting 76 meeting planners from 38 military groups for an invitation-only familiarization tour (FAM) from June 8<sup>th</sup> through June 12<sup>th</sup>. Altogether, these planners represent as many as ten thousand potential room nights for Greene County hotels. Utilizing a standard industry formula, the economic impact on the local economy of all of these groups would exceed \$1,250,000.00.

Although the GCCVB has been specifically targeting military groups for more than a decade, three years ago, the Bureau began focusing increasing attention on this market. This military reunion planners FAM is the culmination of that effort. During this four-day FAM, the planners will experience first-hand the accommodations, restaurants, and attractions that make the Greene County area so attractive to military reunions. "Military reunions are important," according to GCCVB Executive Director John Abel. "They

absolutely represent a strong niche market for us, but we are proud to have veterans here because of who they are and the service they have provided for this country.”

The military and aviation heritage portion of the tour will include personalized attention from the National Museum of the United States Air Force and the Dayton Aviation Heritage National Historical Park. The FAM will also focus on the small-town charm and cultural heritage of the area with visits that include the Historic Clifton Mill, the Village of Yellow Springs, and Young’s Jersey Dairy.

The FAM will also give these military reunion planners a taste of the personal attention they can expect from Bureau staff when they return with their respective groups. “I love working with these folks,” says Kathleen Young, a GCCVB Sales Manager and organizer of the FAM. “There are so many stories and they have done so much for our nation. It is an honor to sit down beside them and listen to them talking together.”

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