



FOR IMMEDIATE RELEASE:

Media Contact: Amy Judge, Marketing Coordinator
Burnsville Convention & Visitors Bureau
12600 Nicollet Ave, Suite 100
Burnsville, MN 55337
amy@burnsvillemn.com
952.895.4690

Burnsville Convention & Visitors Bureau to Celebrate 30 Years

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January marks the beginning of the Burnsville Convention & Visitors Bureau's ("Experience Burnsville") 30th Anniversary. Since 1987 Experience Burnsville has dedicated itself to stimulating ever increasing visitor traffic to the area, with resulting income for both the hospitality industry and the general business community.

When local residents think of Burnsville, they don't often think of a vacation destination, but visitors will tell you differently. "Our nine hotels, great dining options, attractions like Buck Hill, the Ames Center and Burnsville Center, along with our convenient location near popular Twin Cities attractions like Valleyfair, Mall of America®, and the Minnesota Zoo draw many visitors each year," states Executive Director, Amie Burrill. "Visitors enjoy being able to experience everything the area has to offer without the inconveniences of staying in the city."

It is estimated that every dollar invested in Minnesota state tourism marketing returns \$7 in state and local taxes. Overall, the Minnesota travel and tourism industry generates \$13.6 billion dollars in gross sales every year, employs 254,400 full- and part-time people and generates \$878 million in state sales tax (Explore Minnesota Tourism).

Experience Burnsville is guided by a very professionally diverse and impressive Board of Directors. Members include: Jenni Faulkner (City of Burnsville), Mayor Elizabeth Kautz (City of Burnsville), Nathan Kremer (Best Western Premier Nicollet Inn), Jeff LaFavre (IAG Commercial), Melissa Meyer (Burnsville Center), Warren Mosier (Cornerstone Copy Center), Suzi Ohlhues (UTC Aerospace Systems) and Peter Wright (Minnesota Zoo).

Experience Burnsville is dedicated to promoting Burnsville as a vibrant destination of choice featuring a rich and diverse mix of culture, arts, shopping, accommodations, dining and attractions. "Tourism and hospitality in Burnsville plays an important role for both the hospitality industry as well as the Burnsville community," states Elizabeth Kautz, Mayor of Burnsville and Chairperson of Experience Burnsville. "It contributes full-time and part-time employment for the citizens of our city, helps foster economic development and provides an enhanced quality of life for those who live, work and play here and the City of Burnsville takes great pride in the hospitality it shows its guests."

Residents and visitors are invited to join Experience Burnsville in celebrating its 30th Anniversary with a visit to one of our many fine tourism/hospitality venues or by visiting www.BurnsvilleMN.com to find all the ways eat, play and stay in Burnsville!

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About the Burnsville Convention & Visitors Bureau:

The Burnsville Convention & Visitors Bureau is Burnsville, Minnesota's Destination Marketing Organization (DMO), a not-for-profit 501(c)(6), founded in 1987 to increase the volume and spending of visitors to the community.