



[www.glin.net/tourism/circletour](http://www.glin.net/tourism/circletour)



# About the GLIN Online Circle Tour

- Through the Commission-managed Great Lakes Information Network (GLIN: [www.great-lakes.net](http://www.great-lakes.net)), tourists with inquiries can access basic maps and links to major points of interest
- “Tourism / Circle Tour” is one of six primary sections on the Great Lakes Information Network; others include Great Lakes, Environment, Economy, Education, and Maps/GIS
- The Circle Tour section on GLIN is extremely popular, averaging 200,000 “hits” per month (for all pages)



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About the photos (©Mahan)

### Tourism Topics

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## Great Lakes Circle Tour

[Lake Superior](#) | [Lake Michigan](#) | [Lake Huron](#) | [Lake Erie](#)  
[Lake Ontario and Seaway Trail](#)



\*This map is for informational purposes only and should not be used as a road map. Click on the map for a larger image.

[About the Circle Tour](#)

### What's New

#### [Following fall](#)

[Chicago Tribune \(8/30\)](#)

A special report on fall color routes in five states around the Great Lakes region.

#### [Michigan Historical Markers web site](#)

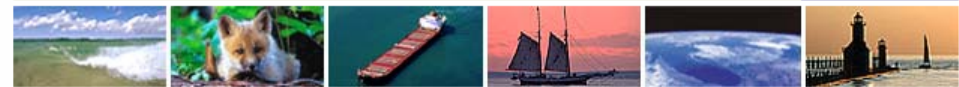
[\(8/24\)](#)

Visitors and history buffs will enjoy this survey of the designated historic sites in Michigan. These markers have been erected as part of a program begun in 1955, and continues under the direction of the State Historic Preservation Office of the Michigan Department of History, Arts and Libraries.



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The Great Lakes Environment Economy Education Maps and GIS Tourism



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Tourism Topics

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- Biking
- Birding
- Boating
- Camping
- Canoeing & Kayaking
- Cruises
- Fall Colors
- Festivals
- Golfing
- Hiking
- Hunting & Fishing
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Lake Michigan Circle Tour

What's New | General Resources | Circle Tour Road Route | Cities and Towns | Lodging and Camping | Parks and Recreation | Related Resources

Lake Superior | Lake Michigan | Lake Huron | Lake Erie | Lake Ontario and Seaway Trail | Circle Tour home



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About the Circle Tour

What's New

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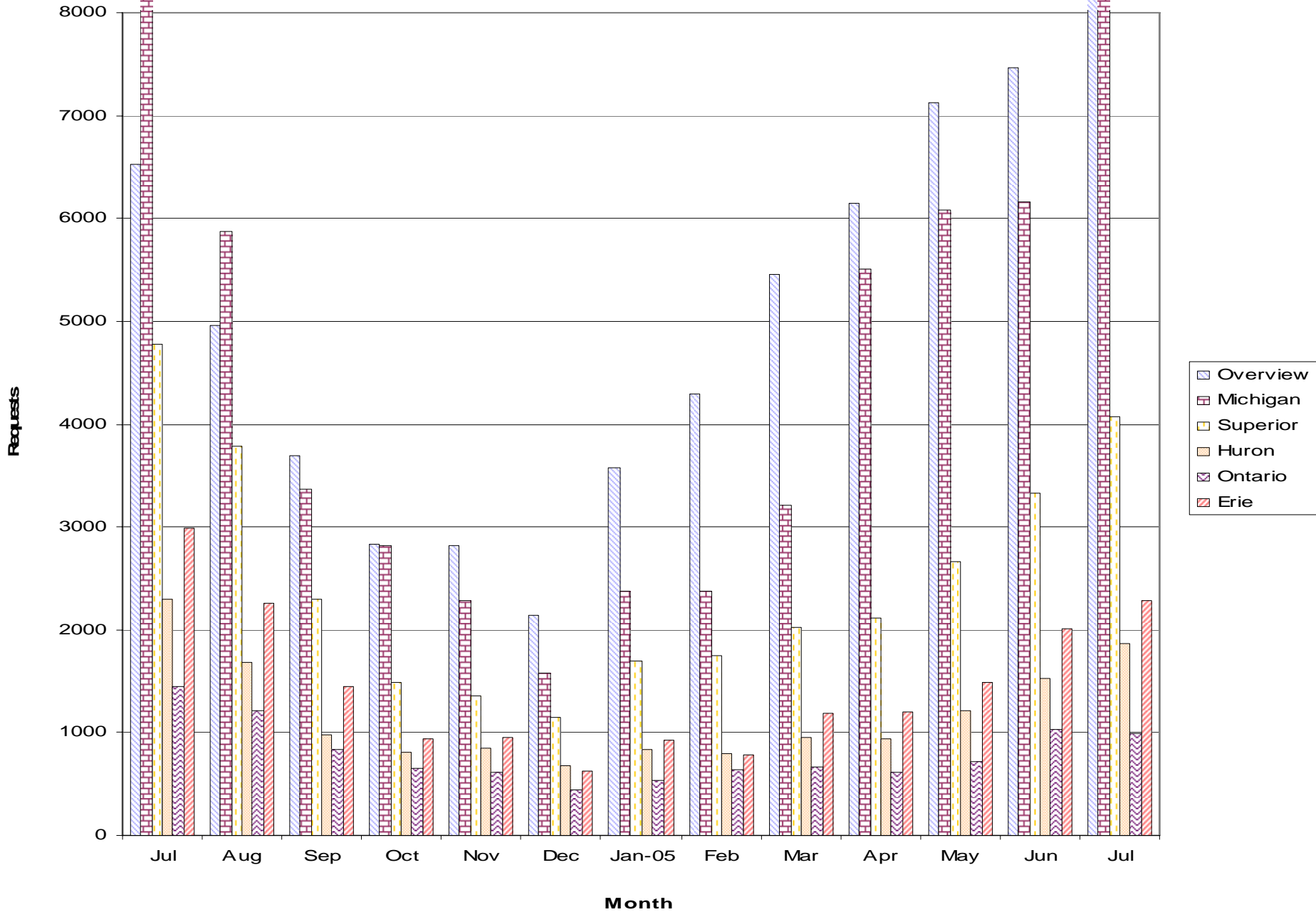
Chicago Tribune (8/30)  
A special report on fall color routes in five states around the Great Lakes region.

Annual September Adopt-a-Beach Event

Alliance for the Great Lakes (8/22)  
Take part in this one-day event that works to rid shorelines and waterways of trash. The shoreline cleanup takes place Saturday, September 17, 2005, 9 a.m. to noon on beaches and tributaries along Great Lakes coastal areas in Michigan and Illinois.

Search GLIN for more news items about Lake Michiga Go

# Circle Tour



- Many successful state/provincial tourism campaigns exist, but there is limited marketing of the entire five-lake tour; the Great Lakes Commission (i.e., GLIN) is the only regional voice for the Tour

- The Commission fields hundreds of Circle Tour inquiries per year via email and phone

- Most-requested items: Maps, guidebooks, photos and traveler reviews



# Proposed new tools for marketing the Circle Tour

The Commission proposes two, large-scale products:

## **An interactive, multimedia Circle Tour experience online.**

This “virtual” Circle Tour would include maps (customizable by user); images and brief descriptions of natural and cultural attractions; suggested seasonal mini-tours; and more

## **A comprehensive guidebook and laminated pocket map.**

The guidebook would mirror the content of the online multimedia Tour but be portable for use on the road. Vacationers will be able to track their route and Tour highlights on a pullout map. Focus on historical highlights of Circle Tour locales, annual local and regional events and photos.



[www.glin.net](http://www.glin.net)

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