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## **Governor's Tourism Award Recognizes Chateau Chantal Winery & Inn**

TRAVERSE CITY, Michigan (March 21, 2011) Chateau Chantal of Traverse City and Hospitality Manager Brian Lillie were singled out in tourism awards handed out today in Kalamazoo by Michigan Gov. Rick Snyder.

Chateau Chantal's bed and breakfast was among nine Michigan inns that collaborated with the Michigan Lake to Lake Bed and Breakfast Association and two other organizations to win the **2011 Governor's Award for Innovative Tourism Collaboration** in the category of tourism marketing and promotion. The other two collaborators were Insideout Solutions, a Washington State web developer, and Travel Michigan. Four awards were given in four categories at the annual Governor's Conference on Tourism.

The bed and breakfast collaboration won for its cutting-edge website, new in 2010; for its successful use of blogging and social media; for e-marketing efforts through Pure Michigan; and for the avalanche of publicity and goodwill generated by 33 member inns' participation in B&Bs for Vets.

Chateau Chantal donated nine rooms this past Veteran's Day, an effort that was highly appreciated by Veterans Service Officer Joe Meredith, "I would again like to express my thanks for a wonderful treat that you provided for Veteran's Day. It will remain a special memory. After all these years, it was especially nice to be recognized for my tour in Vietnam. Times have changed a lot since those days of the 1960s; and your generosity was truly appreciated." The response to this offer was so overwhelming that Chateau Chantal now offers a Military/Veterans special November-April midweek of 50% off.

The other B&Bs mentioned, along with their innkeepers, as having played a significant role in aspects of the collaboration were: Adventure Inn of North Lakeport; Grand Victorian, Bellaire; Kalamazoo House, Kalamazoo; Munro House, Jonesville; Prairieside Suites, Grandville; Sheridan House, Fremont; State Street Inn, Harbor Beach, and White Rabbit Inn, Lakeside.

Michigan Lake to Lake Bed and Breakfast Association's website can be found at [laketolake.com](http://laketolake.com). Chateau Chantal's website is [www.chateauchantal.com](http://www.chateauchantal.com).

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