What is LAMI?

Lakes Area Marketing Inc. (LAMI), is a for-profit corporation owned by the Chamber of Commerce. It is funded and staffed in part by the Chamber, and governed by lodging members with the purpose of promoting the Alexandria Lakes Area.

Any lodging facility that is a Chamber member is also a part of LAMI and can participate in all meetings and events.

LAMI uses many effective marketing tools to bring visitors to the Alexandria Lakes Area , which in turn benefits our lodging members.

The Chamber provides staff to administer various aspects of LAMI including the budget and marketing initiatives. The Chairperson of LAMI is an appointed lodging owner/manager and sits on the Executive Board of the Chamber of Commerce. All LAMI members are encouraged to attend monthly meetings. Agenda items are reviewed and approved by the majority in attendance at meetings.

Meetings

Meetings are held on the second Wednesday of each month (excluding June and July) at 10 am at the Legacy of the Lakes Museum. All LAMI members are encouraged to attend meetings to share their thoughts and ideas.

ALEXANDRIA
Lakes Area Chamber of Commerce

206 Broadway St, Alexandria, MN 56308
320-763-3161 | info@alexandriamn.org
www.alexandriamn.rg

LAMI

Lakes Area Marketing, Inc.

A division of the Alexandria Lakes Area Chamber of Commerce

Visitors Guide

The Alexandria Lakes Area Visitors Guide is published annually promoting the lakes area as the ultimate vacation destination. 55,000 copies of this guide are distributed locally through the Chamber Visitor Center and area businesses, at regional Sports Shows, and mailed upon online and phone requests nationwide.

This publication highlights numerous area attractions, entertainment, dining and lodging options in the lakes area.

Contact the Chamber of Commerce for advertising opportunities.

Opportunities

LAMI members are encouraged to get involved in various marketing committees. These committees include the website committee, budget committee, Visitors Guide committee, and the marketing committee. Please call the Chamber of Commerce if you are interested in volunteering for LAMI.

Social Media

Lakes Area Marketing, Inc. maintains a social media presence to continually promote the lakes area. Stay connected through our Facebook and Twitter pages!

Vacation Alexandria MN

Visit Alexandria MN

Website

www.VacationAlexandriaMN.org

The LAMI website features lodging, dining, fishing, things to do, shopping and more. Book your stay in the Alexandria Lakes Area by using the online booking engine that is available to LAMI members at a discounted rate. Webervations can be linked directly to a lodging facility's reservation system with automatic updates.

Fishing Reports

Weekly fishing reports for the Alexandria Lakes Area are provided by local fishing guide, Joe Scegura all year long. Visual and audio fishing reports can be found on the LAMI website.

#RealAlexMN

Sports Shows

LAMI promotes the area at five regional Sports Shows each year. The locations include: Minneapolis, MN; St. Paul, MN; Fargo, ND; Sioux Falls, SD; and Cedar Falls, IA. The booths are staffed by volunteers of the LAMI committee and community members.

Prospect Lists

Weely prospect lists are distributed to the members of LAMI. The leads are generated through Visitor Guide requests from our website or via phone call, and also from Explore Minnesota Tourism. They may be used by the LAMI members to reach out to visitors and potential customers.

Budget

LAMI is funded by the Chamber of Commerce and from the profit in Visitors Guide advertising sales. Volunteer LAMI members meet in November to plan the next years' budget.