

The Case of Mackinac: Tourists Wish to See Behind the Scenes

Getting a glimpse of what goes on behind the scenes is the latest trend in tour packages. The tourism industry calls them affinity tours and the concept is nothing new to Mackinac Island business people, including those who attended the National Tourist Association convention in Detroit, which was chaired by Chris Shepler of Shepler's Mackinac Island Ferry. "Visitors don't want to sit and watch," said Mr. Shepler. "They want to do." The meeting was attended by 450 tour operators from all over the country and some 2,500 tour suppliers.

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