



IMMEDIATE RELEASE

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Port Huron, MI – The Blue Water Area Convention and Visitors Bureau welcomes Michael Hensley as the organization’s new Executive Director, ready to lead the charge in promoting our vibrant area as a must-visit destination. Michael assumes the role held by Marci Fogal, who announced her retirement in mid-2024 after leading the organization for the last 26 years.

With a wealth of experience in the tourism industry, Michael is poised to drive growth and innovation within Michigan’s Thumbcoast tourism landscape. Michael has been with the Great Lakes Bay Regional CVB since 2017, currently serving as its Director of Tourism Marketing along with hosting a weekly podcast. He grew up in Warren, Michigan and spent many summers in Michigan’s Thumbcoast. As a professional Michael has attended meetings and events in Port Huron and St Clair County. He is very impressed with the progress and growth the area continues to make and looks forward to bringing his knowledge and experience to the region.

The Blue Water Area Convention and Visitors Bureau Board of Directors Chairman Lyle Davis expressed the board’s enthusiasm, stating, “We are thrilled to welcome Michael Hensley as our new Executive Director. His vision and expertise in the tourism industry will undoubtedly drive our mission forward, elevating Michigan’s Thumbcoast as a premier destination.”

The Blue Water Area Convention and Visitors Bureau is the official destination marketing organization for Michigan’s Thumbcoast. The CVB is dedicated to promoting Michigan’s Thumbcoast as a premier travel destination, attracting visitors, and contributing to the economic prosperity of the region.

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