

Discover Kalamazoo and the Calhoun County Visitors Bureau invites members of the Society of American Travel Writers on a FAM Tour to Southwest Michigan in September 2025!

Head from Detroit where you'll stop first in Battle Creek:

Welcome to Calhoun County. Located in Southwest Michigan, we're home to Battle Creek, the birthplace of Cornflakes. Don't miss out on the summer Cereal Festival or the awesome things we have going on all year round. Including the cities of Marshall and Albion, we have world-changing history, lots of green spaces, giraffes to feed at the zoo, some of the best golf in the country, and a Vegas-style casino. And don't miss out on all of the delightful restaurants and breweries. We are sure your visit will be full of great memories and good times.

And then continue your travels to Kalamazoo:

When you visit Kalamazoo, you'll find a vibrant community that welcomes curiosity. Whether it's the hum of creativity in our art scene, the peace of a quiet trail, or the opportunity for a hands-on experience, Kalamazoo is a place that sparks something in everyone.

Expand your horizons and visit the world-class Air Zoo aerospace and science museum or marvel at classic vehicles at the Gilmore Car Museum. Wander through our historic pedestrian mall, discovering local flavors and hidden treasures. And when you're ready to recharge, the lakes, trails, and parks of Kalamazoo County are waiting for you.

Kalamazoo is where city energy meets laid-back charm. So what'll it be? Morning hike through natural wonder? Lunch and a pint at Bell's Brewery?

Fun awaits you in Kalamazoo!

Pricing includes all transportation, two nights of lodging, activities, and meals. A \$50 Visa gift card will be included for breakfast on your own on Monday morning. Alcohol and gratuity will be extra for the dinner at Brick and Brine on Monday night.

Lodging:

- A two-night stay at the newly renovated [Radisson Plaza Hotel & Suites](#) in the heart of walkable downtown Kalamazoo
- Check in: Sunday, September 14th
- Check out: Tuesday, September 16th

Activity Level:

All activities within this itinerary are rated at a level 2 or below, with light to moderate walking both indoors and outdoors at area museums/attractions. The one exception is the Kalamazoo Nature Center at an activity level 3 with light hiking on trails.

Accessibility Statement:

We want to welcome all visitors to Southwest Michigan. We will work with guests to do all that we can for accessibility needs. Please contact us at least one month in advance to discuss accessible accommodations. This would include accessible transportation, hotel room, and any needs for the activities described below.

Battle Creek / Kalamazoo Itinerary:

(min. 2 guests and max. 5 guests)

- **Sunday, September 14th**
 - **9:30 am:** Ground transportation from Westin Book Cadillac in Detroit, MI to Horrocks in Battle Creek, MI (1 hr. 50 min.)
 - **11:30 am – 12:45 pm:** Exploring [Horrocks Farm Market](#) with lunch provided (activity level 2)
 - **12:45 – 1:00 pm:** Transportation from Horrocks to Binder Park Zoo
 - **1:00 pm – 3:30 pm:** Tour and exploration of [Binder Park Zoo](#) (activity level 2)
 - **3:30 pm – 4:00 pm:** Transportation from Binder Park Zoo to Radisson Plaza Hotel & Suites
 - **4 pm:** Check in at the [Radisson Plaza Hotel & Suites](#) in downtown Kalamazoo
 - **5:00 pm – 5:10 pm:** Transportation from Radisson Plaza Hotel & Suites to Bell's Eccentric Café
 - **5:15 pm – 6:00 pm:** Tour of the original brewing facility and beer sampling at [Bell's Eccentric Café](#) (activity level 2)
 - **6:30 pm:** Dinner at Bell's Eccentric Café
 - **8:00 pm:** Transportation from Bell's Eccentric Café to Radisson Plaza Hotel (or continue to explore downtown Kalamazoo on your own, suggestions provided)

- **Monday, September 15th**
 - Breakfast at the location of your choice! (using the \$50 Visa gift card provided, list of suggested locations will be available)
 - **8:45 am:** Transportation from the Radisson Plaza Hotel & Suites to the Kalamazoo Nature Center
 - **9 am – 11:30 am:** Visit to the [Kalamazoo Nature Center](#) (activity level 3 with hiking along easy to intermediate trails) for education and light hiking outdoors
 - **11:30 am – 12:00 pm:** Transportation from the Kalamazoo Nature Center to Gilmore Car Museum

- **12:00 pm – 3:30 pm:** Lunch, tour and exploration of the [Gilmore Car Museum](#), North America's largest automobile museum (activity level 2 with moderate walking indoors and outdoors)
- **3:30 - 4 pm:** Transportation from the Gilmore Car Museum to Radisson Plaza Hotel & Suites
- **4 – 6:30 pm:** (Optional) On your own, exploration of local shops and experiences along the [Kalamazoo Mall](#)
- **6:30 pm:** Dinner at [Brick and Brine](#), located inside the Radisson Plaza Hotel & Suites [**Note: alcohol and gratuity not included*]

- **Tuesday, September 16th**
 - **7 am – 9:30 am** Breakfast at your leisure at the [Morning Dish](#), located inside the Radisson Plaza Hotel & Suites (included in trip costs)
 - **9:30 am:** Check out at the [Radisson Plaza Hotel & Suites](#)
 - **9:30 am – 9:50 am:** Transportation from Radisson Plaza Hotel & Suites to Air Zoo Aerospace & Science Museum
 - **9:50 am – 12:00 pm:** Tour and exploration of the [Air Zoo Aerospace & Science Museum](#), a Smithsonian affiliate (activity level 2 with moderate walking indoors and outdoors)
 - **12:00 pm:** FAM tour finishes; if needed, transportation available from Air Zoo to the [Kalamazoo Battle Creek International Airport](#)