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PROFESSIONALS.
ELEVATING
EVENTS.*



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A MESSAGE FROM THE CEO

Dear Industry Partner,

For several reasons, 2016 was an incredible and memorable year at the Detroit Metro Convention & Visitors Bureau (DMCVB). Internally, we revised our brand identity to reflect the exciting changes taking place in our region. We hosted conventions, high-profile prospective groups and large media familiarization tours, which relied heavily on your support and partnership. Together, we strengthened our capabilities as a tourism destination, and we are thrilled we made a lasting impression on our guests.

The DMCVB is eager to keep the momentum in 2017.

In 2017, we will maintain and evolve the "America's Great Comeback City" message. It continues to resonate with visitors, media, residents and employees. We want to leverage the recognition by capitalizing on The D's unique features, hustle and heart.

The DMCVB has developed a number of strategic initiatives to deliver this enhanced message to our audiences. Those strategies are outlined in this 2017 marketing plan.

We encourage you to look through this plan regularly. Not only will you learn what the DMCVB is doing to attract visitors to the region, but you will also learn how you can get involved. Here are a few ways you might consider engaging with the DMCVB:

- Participate in sales familiarization tours and trade shows by contacting Jennifer Miller at 313-202-1943 or jmiller@visitdetroit.com.
- Note publication dates for *Visit Detroit* magazine and make sure your listing is up to date for the magazine as well as our website, visitdetroit.com. For assistance, contact Leanna Sullivan at 313-202-1852 or lsullivan@visitdetroit.com.
- Consider advertising in the award-winning *Visit Detroit* magazine, which is published by the DMCVB and distributed to guest rooms of all metro Detroit hotels. [Click here for rates, specs and contact information.](#)
- Use our Partner Portal to upload events and deals to our website, visitdetroit.com. This information may be used for DMCVB social media channels, the Visit Detroit Blog, e-newsletters and e-blasts.
- Follow us and join the conversations on Facebook, Twitter, Instagram and LinkedIn.
- Sign up to receive our leisure e-newsletter.
- Sign up to receive our convention sales e-newsletter and email updates for hotel news, to see which conventions have booked metro Detroit and more.
- Share news about your business with our public relations team that regularly reaches out to media across the country and in some international destinations. News should be sent to Renee Monforton at 313-202-1951 or rmonforton@visitdetroit.com, or Deanna Majchrzak at 313-202-1999 or dmajchrzak@visitdetroit.com.

In order to support our sales and marketing initiatives going forward, this year we will rely on two important studies. The studies are Detroit's Intellectual Capital Profile and the Tourism and Hospitality Workforce Analysis. The Intellectual Capital Profile highlights the back story of 10 industry segments in Detroit that are thriving and contribute the most to the region's economic well-being. The Tourism and Hospitality Workforce Analysis reviews the employees and the taxes that are generated from the industry.

All of us at the DMCVB wish you and your business a successful 2017, and we look forward to our continued partnership. Here's to another great year for tourism and hospitality in metro Detroit.



A handwritten signature in black ink that reads "L. D. Alexander". The signature is written in a cursive, flowing style.

Larry D. Alexander
President and CEO

MARKETING SEGMENT

LEISURE

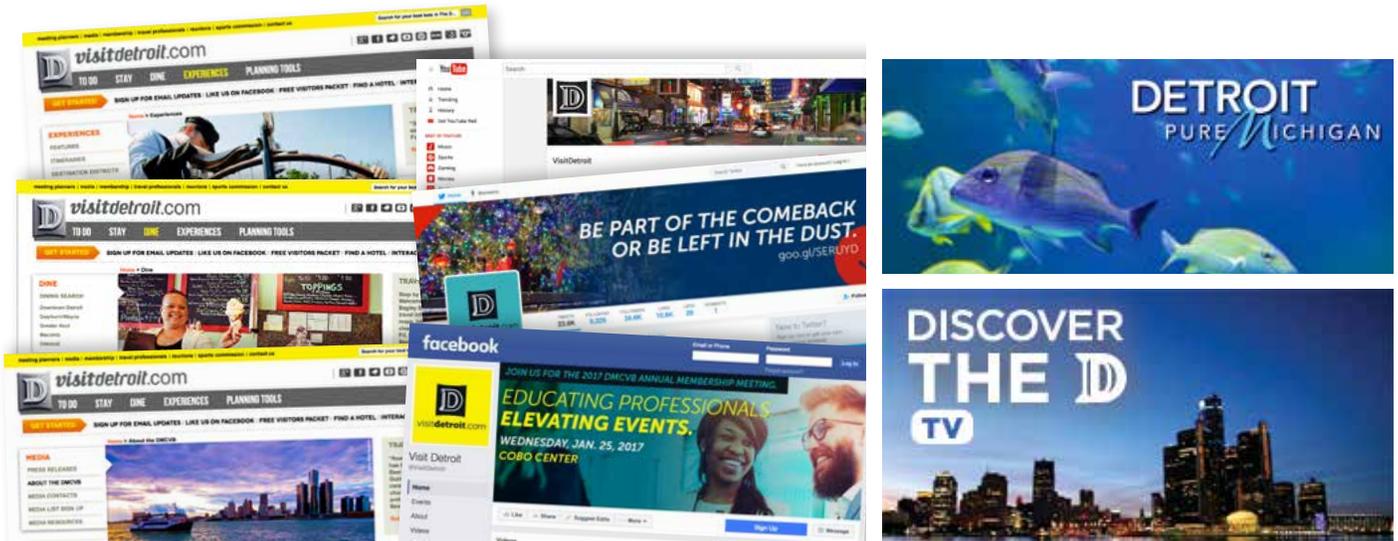


Objectives

- Implement integrated marketing campaign. Two markets will be targeted: adults, the primary market for downtown; and families, emphasizing new attractions in the suburbs.
- Reach markets in three- to five-hour drive radius, primarily in Ohio and Chicago.
- Implement year two of Hometown Tourist campaign. The goal is to create awareness of importance of tourism to the local market, primarily to secure sponsorships for convention groups and DMCVB initiatives.
- Launch phase one of LGBT marketing program, including membership in International Gay & Lesbian Travel Association, presence on website and attendance at various travel/local LGBT events to develop partnerships.
- Update current brand promise in ad campaign if warranted, after research of meeting planners and leisure travelers is complete.
- Launch new website that provides an enhanced digital experience to visitors and planners as well as supporting teams through improved analytics and best-in-class features.
- Execute new social media strategy that focuses on story driven content and integration with bureau and member marketing plans.

MARKETING SEGMENT

LEISURE CONT'D



Strategies

ADVERTISING

- Deliver a new ad campaign message that is the next evolution of “America’s Great Comeback City” based on results of research with travelers.
- Develop advertising creative that targets families and features new key attractions in suburbs such as Sea Life Michigan Aquarium and Jimmy John’s Field.
- Increase digital presence through TripAdvisor, Expedia, Hotels.com and other productive third party booking sites as identified by agency.
- Add Pandora Radio to media buy.
- Reach LGBT market through digital and print marketing opportunities.
- Investigate and implement one or more experiential advertising ideas that encourage visitors to participate in a branded experience and post photos to social media.
- Improve the quality and content of *Discover The D* TV on PBS and identify and expand its reach through new networks.
- Continue Pure Michigan partnership on regional broadcast buy.
- Incorporate digital advertising with print buys in various leisure magazines.

INTERACTIVE

- Increase content production of blogs, Facebook and LinkedIn.
- Focus social efforts on Facebook and LinkedIn for Detroit/brand messaging and Instagram for photos.
- Develop universal content calendar to share and integrate with DMCVB members and their social media channels.
- Perform trial run with Snapchat to determine usefulness as a promotional tool for the DMCVB.
- Host an annual influencer lunch for top bloggers, social media leaders and entertainment influencers for a discussion about Detroit.
- Continue sending monthly leisure e-newsletter to database subscribers.
- Develop and publish compelling blog content to attract potential visitors to sign up for monthly e-newsletter.
- Attend member and community events to post live updates.
- Create contests and social media giveaways to attract followers and promote member events and attractions.
- Expand Facebook advertising to increase followers.

MARKETING SEGMENT

LEISURE CONT'D



PUBLIC RELATIONS

- Attend and exhibit at travel media trade shows to reach leisure travel editors, including Society of American Travel Writers, Midwest Travel Writers Association, Travel Massive, TravMedia Marketplace, North American Travel Journalists and Travel Media Showcase.
- Expand airline opportunities with Delta and others. Secure presence in inflight publications. Create experiential opportunity on inbound Delta flight to promote the region and create social media engagement.
- Host a family-fun press tour to spotlight new attractions in the suburbs: Polk Penguin Conservation Center, Sea Life Michigan Aquarium, Legoland Discovery Center Michigan and Jimmy John's Field.
- Partner with Travel Michigan on a shopping and small towns press tour to emphasize suburban towns with signature restaurants and boutique shopping.
- Host a post-tour for the Society of American Travel Writers Central States Meeting.
- Create profile sheets for the LGBT market. Encourage LGBT publications to write about local product.
- Host qualified individual travel writers throughout metro Detroit.
- Repeat and expand Hometown Tourist Day in Campus Martius Park. Consider print, radio and broadcast partners.

PRINT AND DIGITAL PUBLISHING

- Complete merger of Visit Detroit and Meet Detroit websites mid-year.
- Develop and deliver a responsive mobile experience to address growing mobile usage.
- Continue to publish *Visit Detroit* magazine twice annually, enhancing the story content to include new attractions and events in the tri-county area. Primary distribution is metro Detroit hotels, visitors, convention delegates, meeting planners, reunion attendees and subscribers.
- Identify and organize LGBT assets on Visit Detroit website.
- Produce updated "Eat, Stay and Play" map.
- Update D Discount Pass on an ongoing basis as new members are added.
- Expand Visit Detroit blog presence highlighting attractions and events throughout region.
- Introduce improved analytics and monthly metrics to ensure that data drives website decisions.

OTHER

- Host second annual Discover The D Hometown Tourist Day in Campus Martius Park in conjunction with National Tourism Week.
- Repeat partnership with WJR Radio during National Tourism Week to highlight on tourism and its impact on the local market.

SALES AND MARKETING SEGMENT

CONVENTIONS/MEETINGS



Objectives

- Provide the sales team with the research-based marketing tools to entice meeting planners to consider metro Detroit as a viable destination for meetings.
- Develop a platform on crime to equip sales team with proactive, accurate information about the state of safety in metro Detroit.
- Develop marketing materials to target market segments of engineering, automotive, technology and pharmaceuticals.
- Update current brand promise in ad campaign if warranted, after research of meeting planners and leisure travelers is complete.
- Increase digital presence in all media geared to meetings market.

Strategies

SALES

- Promote metro Detroit hotels, Cobo Center and Suburban Collection Showplace at all trade shows and events.
- Include metro Detroit hotels, Cobo Center and Suburban Collection Showplace on sales calls if appropriate.
- Provide metro Detroit hotels, Cobo Center and Suburban Collection Showplace appropriate leads.
- Attend shows and solicit group tour market.
- Conduct site visits as needed with customers.
- Promote the family reunion seminar.
- Continue solicitation of state market, corporate specific.
- Conduct hotel site visits as needed with customers.
- Conduct core market strategy meetings with hotel directors of sales.
- Continue strategic partnership with Michigan Society of Association Executives, Engineering Society of Detroit, Society of Government Meeting Professionals, Maritz/Experient, Conference Direct, HelmsBriscoe, Association Management Company Inc. and others.
- Determine state association groups for Suburban Collection Showplace.
- Present at downtown hotel association monthly meetings.
- Conduct meetings to review citywide opportunities four times per year.

SALES AND MARKETING SEGMENT

CONVENTIONS/MEETINGS CONT'D



SALES Cont'd

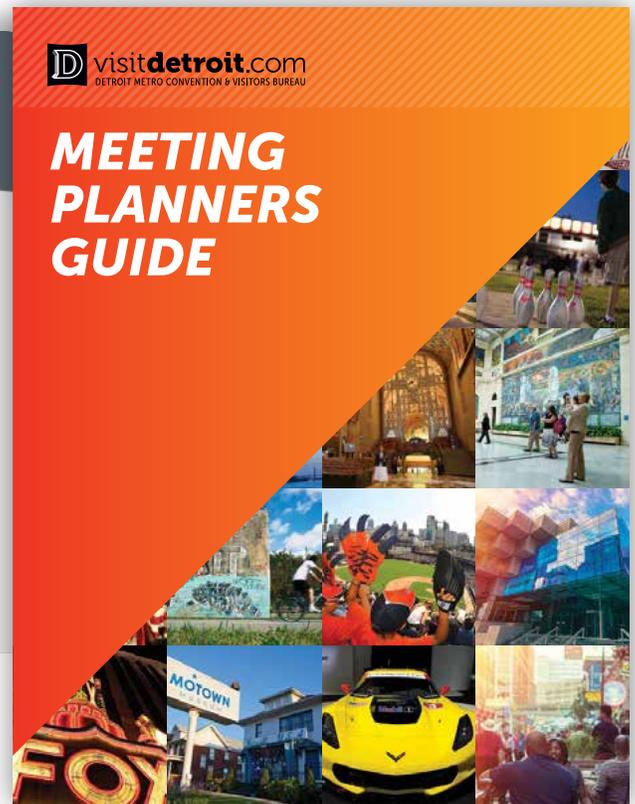
- Promote West Oakland multi-hotel partnership.
- Provide transportation, sponsorship and marketing support for all qualified groups.
- Establish core group strategy meetings in Wayne and Oakland counties.
- Continue to educate hotels on citywide business and the need to comply with timelines regarding bids, blocks and contracts.
- Establish citywide policies regarding contracting Cobo Center, Suburban Collection Showplace and hotels.
- Continue emphasis on targeted citywide opportunities determined by the DMCVB and Cobo Center.
- Post American Society of Association Executives (ASAE) follow-up with attendees.

ADVERTISING

- Secure prime advertising positions in leading meetings and conventions publications to promote key regional meetings assets such as Cobo Center, Suburban Collection Showplace and other meeting venues.
- Add digital presence to accompany all print advertising in meetings publications.
- Expand buy with Multiview to include search and site retargeting ads as well as ads that target key meetings such as ASAE and Council of Engineering and Scientific Society Executives (CESSE).
- Continue ASAE post-show momentum with targeting messaging and testimonial ads in association publications.
- Leverage sales partnerships to increase advertising opportunities.

SALES AND MARKETING SEGMENT

CONVENTIONS/MEETINGS CONT'D



INTERACTIVE

- Continuously update convention sales pre/post show digital e-blasts and invitations.
- Produce quarterly sales e-newsletter for sales database.
- Update three-part email welcome series for clients that register.
- Create a business-focused editorial calendar with dedicated writer to develop blog, magazine and other meetings related content.
- Implement a standardized interactive strategy for promoting incoming conventions based on size and prominence of group.
- Expand and update LinkedIn profiles of sales staff. Use LinkedIn to showcase DMCVB as a leader in education and meeting services.

PUBLIC RELATIONS

- Work with Cobo Authority and Suburban Collection Showplace to distribute quarterly news releases that outline coming events and updates on facility improvements.
- Host individual trade publications on an ongoing basis.
- Leverage advertising partnerships for value added editorial in trade publications.
- Attend hotel and attraction openings and renovations in order to promote new product to trade press.

PRINT AND DIGITAL PUBLISHING

- Complete the merger of VisitDetroit.com and MeetDetroit.com.
- Improve web assets for meeting planners, including up-to-date vibrant photos and a toolkit of other promotional resources for attendance building.

SALES AND MARKETING SEGMENT

GROUP TOUR



Objectives:

- Position metro Detroit as a prime destination for the group tour market.
- Integrate current advertising theme and tagline into all marketing efforts.
- Expand efforts into the LGBT market.

Strategies:

SALES

- Work closely with key attractions (The Henry Ford, Detroit Institute of Arts, retail and partners) to maximize opportunities domestically and internationally.

ADVERTISING

- Use targeted trade publications to promote metro Detroit as a desired group-tour destination for student youth groups, seniors and family reunions.
- Provide marketing support to assist in securing tour groups or family reunions coming to metro Detroit — i.e. print and radio.

INTERACTIVE

- Integrate digital marketing and social media efforts into group-tour segment when appropriate or part of an advertising buy.
- Ensure group tour is positioned prominently on the new Visit Detroit website, giving planners easy access to attendance building toolkit and destination information.

TRADE SHOWS

- Attend trade shows that draw group tour planners to discuss tour options and attract this market to metro Detroit.

PUBLIC RELATIONS

- Utilize targeted trade publications to promote metro Detroit as a desired group tour destination for student youth groups, senior and family reunions.

MARKETING SEGMENT

INTERNATIONAL



Objectives

- Implement an integrated plan to market metro Detroit to the international traveler, trade media and group tour operators, in order to incrementally increase travel to this destination from international markets. Target markets are the UK, Germany, China and Canada.

Strategies

ADVERTISING

- Participate in Brand USA's, co-op advertising program to drive visitation from international markets. Focus on the UK, Germany and China.
- Collaborate with Travel Michigan and Great Lakes USA on co-op advertising initiatives.
- Participate in co-op initiatives for America Journal and Essentially America.
- Support Great Lakes USA in promotion of Detroit on in-country websites.

PUBLIC RELATIONS

- Support Travel Michigan and Delta Air Lines efforts to attract familiarization tours for both international trade and media.
- Host individual international media with customized itineraries throughout the year.
- Work with Travel Michigan on new initiative to develop resources to help support the international traveler, including seminars with partners to educate them on the customs and the hospitality experience that should be delivered to other cultures — how to work with receptive operators and collateral in various languages.
- Provide marketing materials/training on the destination to airline employees who have direct routes into Detroit International Airport (DTW).

TRADE SHOWS/MISSIONS

- Partner with Great Lakes USA on sales efforts in the UK and Germany, including participation in two major shows: International Travel Berlin (ITB) in Germany, World Travel Market (WTM) in London and two sales missions.
- Attend Chinese sales mission coordinated by Travel Michigan to meet with customers.
- Attend IPW to meet individually with travel professionals to create Detroit products.

MARKETING SEGMENT

DETROIT SPORTS COMMISSION



Objectives

- Market the metro Detroit region as a premier destination for amateur and professional sporting events.
- Increase the visibility and brand equity of the Detroit Sports Commission (DSC) and its mission/success with the local community.

Strategies

- Targeted emphasis on national Olympic sport event opportunities.
- Targeted emphasis on LGBT and e-Sports event opportunities.
- Continued development of international opportunities.
- Collegiate strategy to include National Collegiate Athletic Association (NCAA) championship bids and other conference events.
- Continue "Scorecard" to measure results of DSC-hosted events.
- Continue to increase visibility and brand equity of the DSC and its mission/successes on the local community.
- Direct sales efforts to include personal sales calls, telemarketing, industry conference and trade shows, site visits and bid presentations.
- Market the region as a premier sports event destination through DSC e-newsletter, website and social media.
- Continue to strengthen relationships with local associations, universities and facilities that are partners in our efforts.