Tell your story to the world

Detroit Metro Convention & Visitors Bureau
Membership Brochure
The DMCVB is the one and only organization that markets and sells metro Detroit as a convention and tourism destination to the world. Becoming a member connects you and your business to the hospitality industry in unmatched fashion. As a member, you will be provided with invaluable resources designed to help keep your business a top consideration with visitors, ranging from the individual leisure and business traveler and small tour group to the thousands of conference and convention goers that march into metro Detroit each year. It's all about connections, and it all begins with you.
Be a voice for The D. This is our Detroit — we all have the ability to make a lasting impression.

Become a member of the Detroit Metro Convention & Visitors Bureau and together we can tell the world how amazing our region really is.
You’re a part of a great American city with amazing institutions and traditions ranging from the Thanksgiving Day Parade and The Henry Ford to the Fox Theatre, Detroit Institute of Arts, Detroit Zoo, Somerset Collection and beyond. Detroit has an energy that can’t be contained — that’s fueled by all of us. We’re honest, authentic and we are who we are. When you become a member, your business becomes one more reason to visit Detroit.

15.5 million visitors make their way to metro Detroit, spending $4.47 billion every year.*

*According to an independent study conducted by CIC Researchers, metro Detroit hosted 15.7 million visitors in 2008 who spent $4.92 billion.
Be one more reason for someone to visit Detroit.
One voice. One region.

Join our elite club and you will gain a vital connection to the hospitality industry that can’t be found anywhere else. Helpful resources will be at your fingertips to put your business top of mind with visitors, ranging from the individual leisure and business traveler and small tour group to the thousands of conference and convention goers that come to metro Detroit each year.
YOU INVEST IN THE D when you invest in a membership.
From a compelling website to a simple hello at a hotel desk, first impressions make a big difference. Our tireless staff, award-winning website and beautiful magazine propel our image, promoting members and The D with true impact, changing perceptions every day.

As the only organization in metro Detroit charged with promoting our region, your support means a stronger foundation for us to develop the resources and materials we need to get the job done. Join and collaborate with us to champion the continuous improvement of our region as a dynamic and memorable tourism destination.

DMCVB key marketing elements include:
- Visit Detroit Magazine
- VisitDetroit.com
- MeetDetroit.com
- Visit Detroit Blog
- Social Media Outlets
- Public Relations
- Media Relations
- Advertising Campaigns
- Event Sponsorships

A beautiful photo, a magnificent story or a kind act inspire possibilities.
Some people call it Karma.

We call it smart business.
When you give, you get something back.

The benefits of being a member can go beyond a listing in our magazine or on our website, but you have to do more than just sign up. The more effort you put into your membership, the greater the return.
• Get to know other industry partners and DMCVB staff through our regular networking mixers and events held throughout the metro Detroit area, such as the Bureau Annual Meeting and Recognition of Service Excellence Awards.

• Gain access to the Partner Portal, a 24/7 members-only gateway to all the latest goodies and news nuggets about events, goings-on and exclusive membership opportunities.

• Get Leads and Referrals

• Receive services leads and call center referrals and respond to inquiries from meeting planners interested in your product or service for their upcoming event.

• Receive the monthly member newsletter and monthly updates.

• Opt to receive access to audiovisual materials.

• Opt to receive weekly updates on booked, pending and lost meeting/group tour business.

• Promote your business with a 25-word listing in award-winning Visit Detroit magazine, a valuable resource produced twice a year that helps visitors make the most of their stay. DMCVB members receive one listing based on their primary business category. Placed in 32,000 hotel rooms in Wayne, Oakland and Macomb counties, 200,000 copies distributed each issue.

• Get the Word Out

• Promote your business with a 40-word listing on www.visitdetroit.com. Site averages more than 120,000 user sessions per month. Opt to be listed in multiple areas on the site.

• Participate in co-op advertising campaigns.

• Have a presence on www.meetdetroit.com.

• Be included in media and public relations campaigns and special publications.

• Get Social

• Gain exposure for your business as part of our social media strategy. We’ll help promote events and deals or increase interaction via social channels like Facebook and Twitter.

• Receive priority mentions in our Experiences in The D blog, which showcases major attractions or special features that would interest the leisure traveler.

• Get Educated

• Attend quarterly educational seminars that provide you with valuable information for marketing your business.

• Participate in FAM and site tours with DMCVB sales staff.

• Sign up frontline staff in Ambassador Training.

Contact us for details on how to create your membership benefits package.
WANT TO KNOW HOW YOUR BUSINESS CAN CONNECT TO THE TOURISM INDUSTRY?

CONTACT ANGELA GILLIS, ACCOUNT EXECUTIVE MEMBERSHIP (313) 202-1973, AGILLIS@VISITDETROIT.COM
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