

**FROM  
HANDSHAKES  
TO  
#HASHTAGS**

 **visitdetroit.com**  
DETROIT METRO CONVENTION & VISITORS BUREAU

211 W. Fort St., Ste. 1000 | Detroit, MI 48226 | 313-202-1800

GET CONNECTED:      #DMCVB2018

# A MESSAGE FROM THE CEO

Dear Industry Partner,

I think we can agree that 2017 was one for the record books in terms of our local hospitality industry. All economic indicators— average income, consumer spending, the Dow Jones, hotel occupancy rates and average daily rate — were positive. Leisure travel across America boomed despite political turmoil, terrorist acts and terrible weather events. And, the **Detroit Metro Convention & Visitors Bureau (DMCVB)** and **Detroit Sports Commission (DSC)** booked some very high-profile events for metro Detroit. It was a great year.

This year, our industry is still poised to succeed. Our tourism product improves every day and the media attention is making our region hard to ignore. We have evolved from “America’s Great Comeback City” to a region that is a viable, exciting destination today. For that reason, we will soon launch a new advertising campaign that is action oriented and speaks to the region today and in the future. Stay tuned.

We will also host 40 high-profile groups with attendance of 1,000 or more in 2018, generated from the DMCVB and DSC. The largest groups include **FIRST Robotics**, 40,000 attendees; **National Black MBA**, 21,000 attendees; **NCAA Division I Men’s Basketball Tournament** (first- and second-round games), 30,000 attendees; and the **USA Volleyball Girls’ Junior National Championships**, 40,000 attendees.

The 2018 DMCVB Marketing Plan outlines all of the major initiatives the bureau will execute this year to increase awareness of the metro Detroit tourism product and to attract leisure and convention groups to metro Detroit. We encourage you to look through this plan regularly and contact us when you have questions or when you see opportunities to get involved. In fact, to get the most value from your membership, we encourage you to:

- Participate in sales familiarization tours and trade shows by contacting **Jennifer Miller** at 313-202-1943 or [jmiller@visitdetroit.com](mailto:jmiller@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.
- 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](http://visitdetroit.com). For assistance, contact **Leanna Sullivan** at 313-202-1852 or [lsullivan@visitdetroit.com](mailto:lsullivan@visitdetroit.com).
- Use our Partner Portal or website to upload events and deals to [visitdetroit.com](http://visitdetroit.com).
- Follow us and join the conversations on **Facebook**, **Twitter**, **Instagram** and **LinkedIn**.
- Sign up to receive leisure email updates.
- 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](mailto:rmonforton@visitdetroit.com), or **Deanna Majchrzak** at 313-202-1999 or [dmajchrzak@visitdetroit.com](mailto:dmajchrzak@visitdetroit.com).

We are looking forward to another amazing year marketing and promoting our region and welcoming visitors worldwide. Thank you for your partnership.



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

Larry D. Alexander  
President and CEO

# MARKETING SEGMENT

## LEISURE

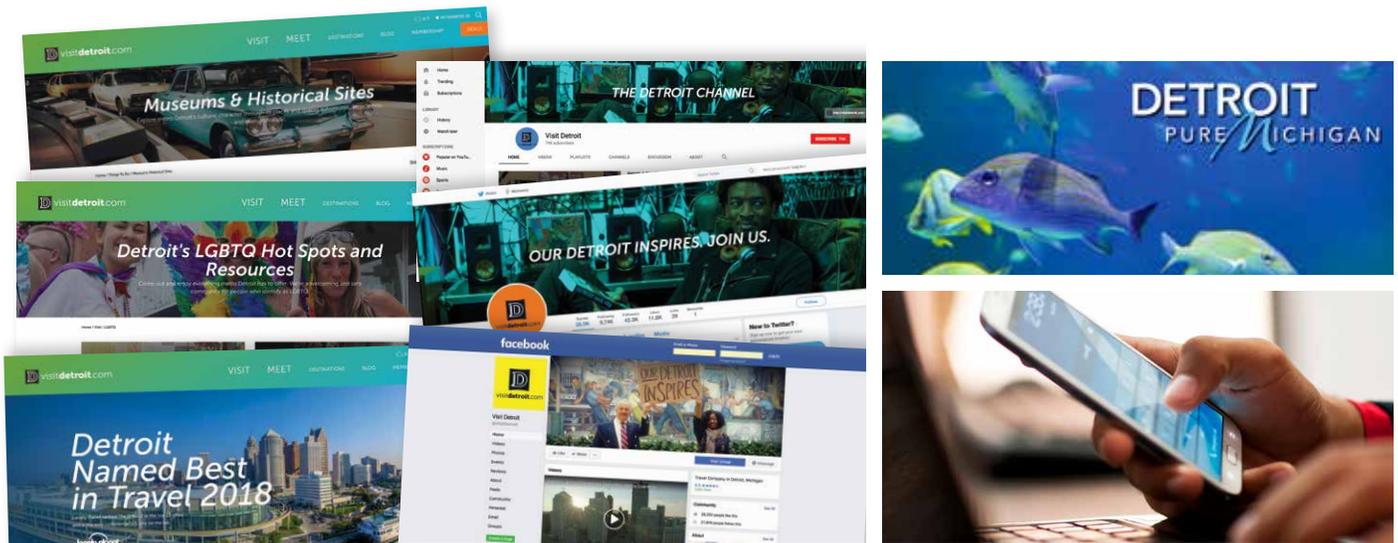


### Objectives

- Focus leisure marketing efforts on the key markets of Chicago, Cincinnati, Columbus, Cleveland, Indianapolis and Pittsburgh.
- Launch new integrated advertising/marketing campaign that focuses on future new development and attractions.
- Develop and implement year-two initiatives for the LGBT market.
- Identify new opportunities to market to Millennial and Generation Z population, using non-traditional channels.
- Create program/initiatives to showcase that metro Detroit is a safe, vibrant destination to counter inaccurate perceptions of safety in the region.
- Continue media hosting, trade show attendance, regional media visits and other PR efforts that ensure metro Detroit's tourism product remains prominent in 2018.
- Identify and implement new PR initiatives that tell new, engaging stories about Detroit to keep national attention focused on the region.
- Increase emphasis on suburban family-fun attractions.

# MARKETING SEGMENT

## LEISURE CONT'D



### Strategies

#### ADVERTISING

- Shift the majority of advertising focus on digital where interest, bookings and ROI can be tracked.
- Supervise the development of creative and the launch of a new advertising campaign to replace "America's Great Comeback City" and focus on the future.
- Place LGBT advertising in select publications.
- Focus on advertising that targets travelers based on their behavior online (i.e. TripAdvisor, Expedia).
- Invest in Pure Michigan partnership program. Update creative; focus on two passions — urban DNA and Lake Effect.
- Add subtle safety messaging that showcases vibrancy and offers visitor testimonials in advertising.

#### INTERACTIVE

- Develop social media content inspired by Millennials.
- Launch a YouTube channel hosted by young influencers that are experts on fashion, food, sports, etc.
- Accelerate quality and quantity of content through formation of Gig Hub that provides bloggers the opportunity to pitch blog ideas and write on various subjects.
- Attend member and community events to post live updates.
- Promote content on Facebook, LinkedIn, Weibo, Alibaba and Paid Search.
- Increase social advertising on Facebook that will motivate non-Detroiters to vacation or meet in Detroit.
- Change composition of Facebook audience from locals to prospects.
- Promote D Discount Pass to increase downloads 20 percent over 2017.
- Promote regional events, festivals and attractions to increase visitation to metro Detroit.

# MARKETING SEGMENT

## LEISURE CONT'D



ONE D DISCOUNT PASS SAVES

# 20%

OR MORE TO THE BEST ATTRACTIONS IN DETROIT!

**PARTICIPANTS**

THE ADVENTURE PARK AT WEST BLOOMFIELD	LEGOLAND DISCOVERY CENTER MICHIGAN
AUTOMOTIVE HALL OF FAME	LUCKY STRIKE ENTERTAINMENT
CHARLES H. WRIGHT MUSEUM OF AFRICAN AMERICAN HISTORY	MICHIGAN SCIENCE CENTER
FORD PIQUETTE AVENUE PLANT / MODEL T AUTOMOTIVE HERITAGE COMPLEX	MOTOWN MUSEUM
THE HENRY FORD	OUTDOOR ADVENTURE CENTER
	SEA LIFE MICHIGAN AQUARIUM
	WHEELHOUSE DETROIT

See reverse side for attraction discount details:  
Go to [visitdetroit.com/discount](http://visitdetroit.com/discount) to view an updated list of participants and available offers.

Love your time in Detroit with The D Discount Pass from visitdetroit.com. Save 20 percent or more when you present the pass at each participating attraction.

Offer valid Jan. 1, 2018 through Dec. 31, 2018.

Plan your trip at [visitdetroit.com](http://visitdetroit.com)  
Questions? Contact us: 800-DETROIT (338-7648), [info@visitdetroit.com](mailto:info@visitdetroit.com)

**THE D DISCOUNT PASS**

Love your time in Detroit with The D Discount Pass from [visitdetroit.com](http://visitdetroit.com).  
Visit any of the participating attractions, in any order.

Offer valid Jan. 1, 2018 through Dec. 31, 2018.

 [visitdetroit.com](http://visitdetroit.com)

Show this pass and save 20 percent or more at participating attractions.  
Go to [visitdetroit.com/discount](http://visitdetroit.com/discount) to view an updated list of available offers.

### 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, TravMedia Marketplace, North American Travel Journalists, Travel Media Showcase, Discover America Toronto, IPW Media Marketplace.
- Host relevant journalists throughout year and broaden base to include bloggers and other digital influencers.
- Host a family fun-themed press tour and host another Millennial-themed event for local bloggers.
- Improve local media awareness through partnerships at events such as Hometown Tourist Day. Serve breakfast to editorial staffs at local television stations.
- Partner with Windsor CVB on media booth at Detroit Grand Prix.
- Partner with Travel Michigan on media events out of town.
- Hold media desk side briefings in key markets of New York, Chicago and Washington, D.C.
- Encourage LGBT publications to write about local product.
- Repeat and expand Hometown Tourist Day in Campus Martius Park. Consider print/radio and broadcast partners.

### PRINT AND DIGITAL PUBLISHING

- Complete phase two development items on website.
- Add quality videos to website to complement magazine features.
- Focus on website analytics to determine content development based on travelers' needs.
- Partner with Downtown Detroit Partnership on Eat, Stay and Play map to increase distribution and reduce duplication of efforts.
- Create family-fun itinerary on website to attract family reunions and leisure visitors.
- Create new sales/attendance videos to enhance new advertising campaign.
- Publish 200,000 copies of *Visit Detroit* magazine twice a year; continuing to enhance the quality and deliver timely, relevant information to members.
- Update D Discount Pass on ongoing basis.
- Add quality content to website to support marketing programs and visitor needs.
- Develop advertising sales program, including print, digital and social.

# SALES AND MARKETING SEGMENT

## DOMESTIC GROUP TOUR



### Objectives

- Successfully integrate the domestic group tour segment into the marketing department, combining with the international effort to create a tourism unit.
- Create a new tourism specialist position that will lead the effort under the leadership of a tourism manager.
- Provide marketing support to assist in securing tour groups coming to metro Detroit.
- Research domestic tourism market to identify the experiences travelers desire on a group tour.
- Spearhead metro area attractions meetings three times a year to keep members abreast of group-tour initiatives, provide an outlet for members to collaborate and educate the membership on industry news and trends.
- Identify trade shows, advertising and other opportunities to promote the domestic group-tour effort.

### Strategies

#### ADVERTISING

- Utilize targeted trade publications to promote metro Detroit as a desired group-tour destination.

#### INTERACTIVE

- Integrate digital marketing and social media efforts into group-tour segment when appropriate.

#### TRADE SHOWS

- Attend the following trade shows: National Tour Association; American Bus Association; Ontario Motor Coach Association; International Inbound Travel; Receptive Tour Operators (RTO) Summit East and West.
- Develop relationships and promote group tour to domestic receptive tour operators through trade shows, fam tours, sponsorships and memberships as appropriate.

# MARKETING SEGMENT

## INTERNATIONAL



### Objectives

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

### Strategies

#### ADVERTISING

- Participate in Brand USA co-op advertising program to drive visitation from international markets. Focus on 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, 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 initiatives 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.
- Leverage new board of directors position on US Travel to identify opportunities to further increase visibility of metro Detroit.

#### 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 and 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.

#### PRINT AND DIGITAL PUBLISHING

- Identify, organize and improve international translated destination assets on website, including print, digital and video.

# SALES AND MARKETING SEGMENT

## CONVENTION/MARKETING



### Objectives

- Implement plan that focuses more on mass-market print and digital advertising to reach meeting planners, and less on trade publications.
- Create experiential opportunities for meeting publication editors in metro Detroit to showcase revitalized convention center and enhanced hotel product.
- Utilize business-to-business retargeting campaigns that serve up digital advertising as online meeting planners are searching out Detroit or other Midwest meeting locations.
- Apply new creative campaign to meeting publications by end of first quarter.
- Produce a quarterly sales newsletter to distribute to database.
- Identify social media channels that will create the best opportunities for sales account managers to reach clients.
- Develop community relations plan to encourage local organizations to bring their meetings to Detroit.
- Promote the newest product downtown —the new Little Caesars Arena and The District Detroit, in conjunction with Detroit Sports Commission.
- Promote the variety of meeting venue options in the suburbs and downtown.
- Provide marketing support to assist in securing family reunions coming to metro Detroit.

### Strategies

#### SALES

- Continue to grow relationships with third parties that handle corporate business.
- Continue to identify pharmaceutical opportunities that produce large meetings as well as short-term business.
- Grow business opportunities through American Express.
- Work with sales research analyst to identify meetings with a history of meeting in the Midwest.
- Direct sales efforts to include personal sales calls, telemarketing, industry conference and trade shows, site visits and bid presentations.
- Continue to pursue meetings/conferences that have history of meeting in Detroit region.
- Emphasis on inviting qualified customers in for 2018 familiarization tours scheduled around major events.
- Continue with Michigan Society of Government Meeting Planners (SGMP) and SGMP sponsorships.

# SALES AND MARKETING SEGMENT

## CONVENTION/MARKETING CONT'D



### SALES cont'd

- Implement a presidents forum that will encourage the partnering of organizations within the city, region and nation to look at Detroit as an innovative incubator for vibrant conversations and a perfect destination for future conversations.
- Expand the current relationships with key representatives and plan to host a luncheon with key diversity and inclusion officers in the region who represent Fortune 500 companies that can support the funding of key conventions that are planned for the future.
- Maintain a strong Detroit presence in the Washington, D.C. association community by attending regular industry events.
- Work with sales research analyst to identify associations with history of meeting in the Midwest.
- Continue to foster relationships with third parties who represent associations.
- Review lost business, especially in Maryland and Virginia, to qualify/solicit future RFP opportunities.
- Attend industry conferences and trade shows that are association based.
- Determine key cities and make sales calls to customers that meet in the Midwest.
- Continue attending industry shows and events that are geared toward the religious meeting planners.
- Form a local coalition of religious influencers who support Detroit and will help bring national programs here.
- Work with third parties that handle the religious market.
- Work with hotels so proposals are complete as cost is critical to selecting a location.
- Determine accounts that have previously considered Detroit and solicit them for future opportunities.

# SALES AND MARKETING SEGMENT

## CONVENTION/MARKETING CONT'D



### SALES *cont'd*

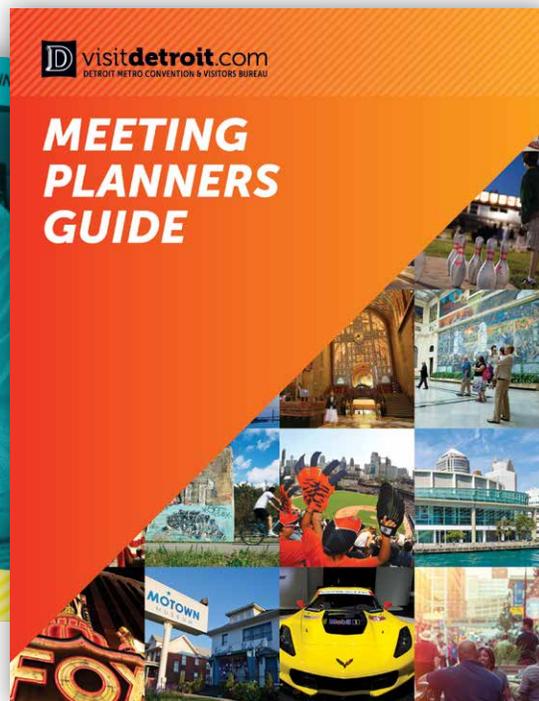
- Make regular sales calls in Lansing to prospect for new opportunities as well as maintaining market share.
- Host a client event in Lansing during 2018.
- Review lost business reports to re-evaluate and qualify association accounts that have historically not considered Detroit or left for other reasons.
- Continue participation in Meetings Michigan.
- Provide multiyear incentive to secure groups rotation for Detroit.
- Grow partnership with local UAW.
- Work with area union properties to determine union strategy and groups to solicit.
- Continue the family reunion seminar event in the fall.
- Expand marketing and social media coverage.
- Attend family reunion conferences at competitive locations to look for new ways to strengthen our event.
- Work with local charities to help promote the seminar.

### ADVERTISING

- Emphasis on advertising on third-party booking sites such as TripAdvisor and Expedia, understanding that meeting planners are also leisure travelers.
- Aggregate testimonials and positive headlines to serve up to meeting planners in publications and on websites and social media as proof points of Detroit's revitalization.
- Support sales sponsorships (i.e. HelmsBriscoe, Cvent and ASAE) to increase advertising opportunities.
- Develop subtle safety messaging in advertising. Promote reduced crime statistics as needed to support the sales effort and react to negative publicity.
- Identify national publications that the DMCVB can affordably use to amplify its advertising message.
- Utilize targeted trade publications to promote metro Detroit as a desired family reunion destination.

# SALES AND MARKETING SEGMENT

## CONVENTION/MARKETING CONT'D



### INTERACTIVE

- Utilize LinkedIn as the tool for sales account executives to create awareness of the region and market to meeting planners.
- Re-orient web editorial calendar to add content that drives hotel bookings and RFP submission.
- Optimize lead conversion opportunities on the website.
- Create social media “menu” for planners to select that will best reach their clients.
- Develop customized content for VIP conventions.
- Develop plans to support incoming conventions with on-the-spot information about the destination.
- Create sales content by market focus (i.e. associations, corporate, family reunion).
- Attend trade shows as necessary to provide social media support.
- Update sales digital blasts and e-vites.

### PUBLIC RELATIONS

- Host press tour for meeting trade editors during North American International Auto Show (NAIAS) Charity Preview.
- Host individual trade publications on an ongoing basis.
- Leverage relationship with Crain’s Homecoming event to encourage ex-pats and local organizations to hold their meetings in Detroit.
- Leverage advertising partnerships for value-added editorial in trade publications.
- Invite trade media to attend sales events in key markets.
- Attend hotel and attraction openings and renovations in order to promote new product to trade press.

### PRINT AND DIGITAL PUBLISHING

- Complete phase two development items on website.
- Add quality videos to website to complement magazine features.
- Focus on website analytics to guide content development based on meeting planner needs.
- Continue to develop meetings success stories for website.

# 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.
- Targeted emphasis on 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.