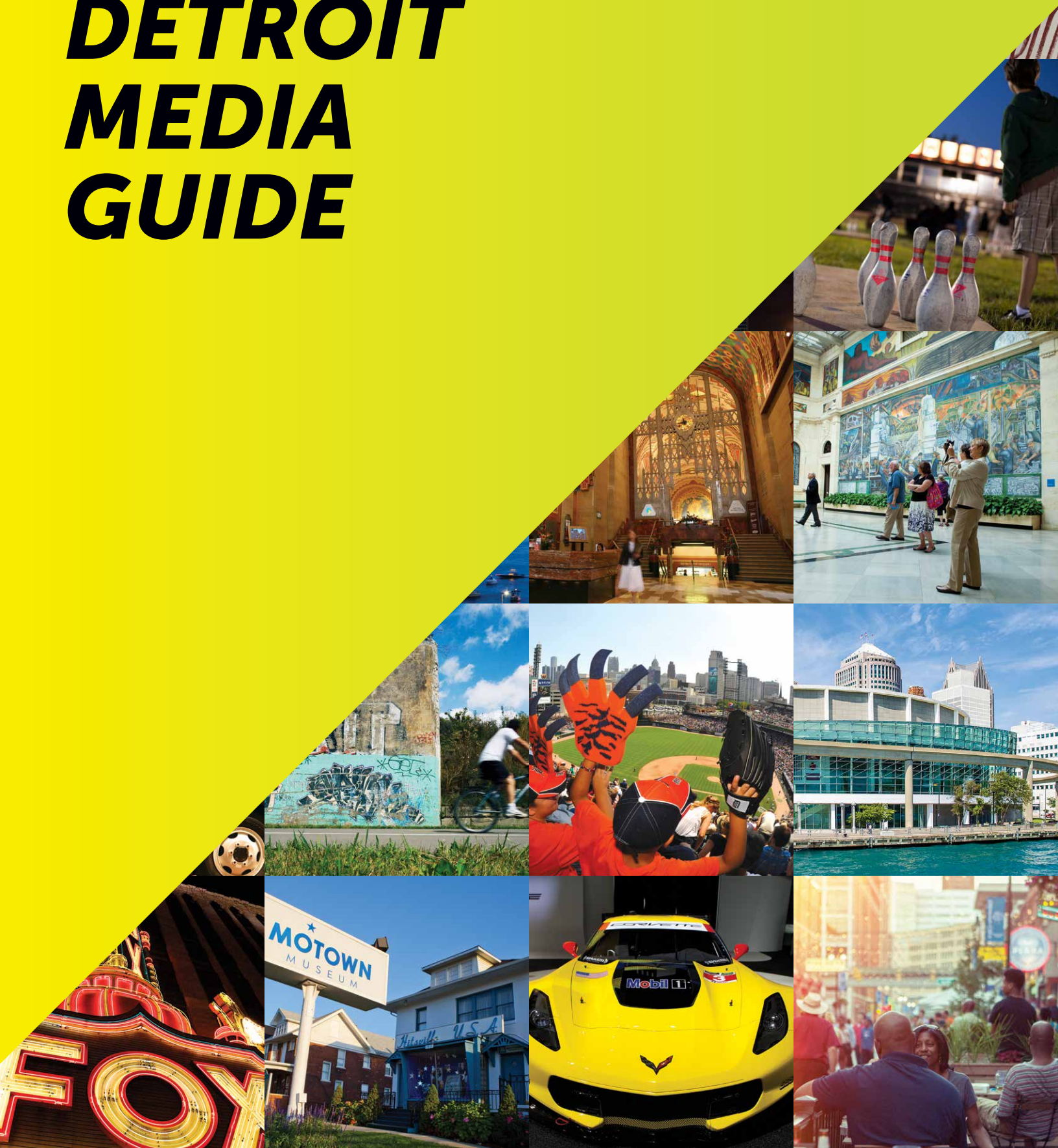


DETROIT MEDIA GUIDE



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WELCOME

EXPERIENCE THE D

We're a city in the now, growing and ready for anything.
Detroit. It's GO time.™



VITO PALMISANO

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WELCOME



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WELCOME

Right here. Right now. Detroit is a city on the rise. Feel it. Embrace it. Discover it in everyone you meet. Sure, some things about The D are the same. We're still a manufacturing town, but we've recently reinvented that. The city of makers is back, building something better, and the positive momentum will sweep you off your feet.

With all this change and so many new developments, you'll want to stay in the know. You're going to need the right connections, the best images and someone to help you get the facts you need. We've got you covered.

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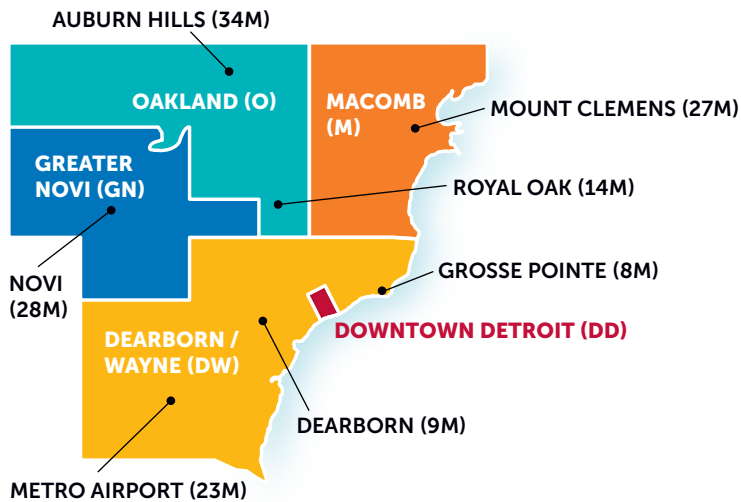
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You can also find many assets and resources online. Download images, view press releases and more at visitdetroit.com/media-resources.

DETROIT BASICS

Metro Detroit is impressive in size — covering nearly 2,000 square miles. That means there are a ton of things to do and see no matter your interests or tastes. Here are some basic need-to-knows for while you're with us.

Average Driving Distance to Downtown (in miles)



Metro Detroit is composed of three counties: Macomb, Oakland and Wayne. To make planning easier, the metro area is split into five destination districts: Dearborn/Wayne, Downtown Detroit, Greater Novi, Macomb and Oakland.

AVERAGE TEMPS (°F)



IT'S NOT HEAT IN DETROIT,
IT'S HUMIDITY.

You can expect pretty much every type of weather — rain, sun, snow, sleet or hail — on any given day. We have all four seasons here, which makes for great variety.

Record High Temperature

105°F/40.5°C in July 1934

Record Low Temperature

-24°F/-31°C in December, 1872

Average Snowfall

41.1 inches/102.75 centimeters

Average Wind

10.4 mph/16.64 kph

WE'RE THE MITTEN STATE

Ask any Detroiter where they're from, and they'll point to the bottom of their palm.



AREA CODES

248, 313, 586, 734, 810

EASTERN TIME ZONE

FOUNDED

July 24, 1701

CITY POPULATION

672,795

(U.S. Census Bureau, July 2016)

METROPOLITAN AREA POPULATION

3,861,066

(U.S. Census Bureau, July 2016)

ALTITUDE

581 feet (177 meters),
measured at the Detroit River

TOURISM NUMBERS

Number of visitors

19 million per year

Visitor spending

\$6 billion per year

Number of hotel rooms in metro Detroit

More than 42,000

Source: Metro Detroit Visitor Profile
MRS, LLC and Option Search
Nov. 2016

WE CALL IT POP,
NOT SODA.

DID YOU KNOW?

It is estimated that a new idea for a startup is generated in Detroit every 27 minutes.

Michigan Economic Development Corporation

The Detroit-Dearborn-Livonia metropolitan area ranks No. 1 among the country's 70 largest metropolitan areas for manufacturing employment growth.

Forbes

The Detroit area boasts the second largest concentration of engineers among the country's 85 largest metro areas, behind only Silicon Valley.

Forbes

The Detroit Garment Group fashion incubator allows Michigan-based designers at high-skill levels to create collections. The incubator hosts up to 10 designers at a time, for a one- to two-year period.

Detroit Bikes was the chosen manufacturer for an order of 2,500 custom cruiser bicycles for the Colorado-based New Belgium Brewing Company. The cruiser looks similar to the bike on the label of the brewer's popular Fat Tire Amber Ale.

Downtown Detroit has several newer breweries making distinct beers on-site, including Founders Brewing Co. Detroit, Jolly Pumpkin, HopCat, Brew Detroit and Batch Brewing Company. They join veteran downtown breweries such as Motor City Brewing Works, Traffic Jam & Snug and Atwater.



NEW DEVELOPMENTS IN THE D.

The Detroit area continues to experience an explosion of new business, agricultural initiatives and large-scale city improvement plans. Concentrated areas of startups, independent retailers, fine food establishments, big brand-name stores and entertainment options continue to surface, move forward and make headlines in Detroit, further proving that it's GO time.

EMERGENCE OF MAKERS AND MANUFACTURERS

Detroit may be best known as an automotive manufacturing town, but the influx of makers, high-tech innovators and manufacturers attracted to the city and planting permanent roots here are wide ranging. Detroit's growing portfolio of creatives is diverse, from luxury bicycle and craft beer makers to online retail giants, app developers, a burgeoning cut-and-sew industry and varied artists of poetry and paint.

- Detroit's first-ever Garment District is being created in partnership between Detroit Garment Group and Midtown Detroit Inc. The two have 27 Michigan-based companies eager to come together and locate within the garment district in Detroit.
- Detroit-based Shinola has become an internationally respected brand for manufacturing quality luxury goods, including bicycles and watches. In January 2019 the world's first Shinola hotel opened along Woodward Avenue with 129 guest rooms. This exquisite boutique hotel features specially-curated onsite shopping options—Madewell, Le Labo, Drought, Good Neighbor and Shinola along with dining concepts from award-winning chef Andrew Carmellini – San Morello, Evening Bar, The Brakeman and Penny Red's.
- In 2015, online retailer Amazon announced its new corporate office and tech hub would be located in downtown Detroit. A new multimillion-dollar Amazon distribution center opened in the Detroit suburb of Livonia in March of 2018..
- The \$148 million lightweight metals manufacturing institute announced by former President Barack Obama is located in the city of Detroit.

Microsoft moved its Michigan Technology Center to downtown Detroit in early 2018..

EMERGENCE OF MAKERS AND MANUFACTURERS CONTINUED

- Between 2007 and 2016, TechTown, Detroit's business innovation hub, has served more than 1,800 companies, created nearly 1,300 jobs and leveraged more than \$120 million in startup capital.
- The Venture for America fellowship program has a small colony of recent college grads in Detroit building small businesses, including Loveland Technologies, which creates databases and mobile app services that help catalog properties and their condition for government entities, developers and neighborhood groups.
- Detroit Venture Partners backs seed and early-stage startup teams in the city. It has worked actively to support the growth of the M@dison Block (now 70 startups and growing), Detroit's downtown tech ecosystem.
- Alternative energy-based businesses continue to populate the region, including the downtown-based Nextek Power Systems and Inventev, which was awarded a \$500,000 grant from the U.S. Department of Energy to develop components of a hybrid electric drive system.
- Now in its ninth year, Hatch Detroit, a champion for independents and entrepreneurs in the city, has expanded its retail role into six neighborhoods. Since 2011, 42 Hatch alumni businesses have opened up storefronts.
- The Detroit Creative Corridor Center (DC3) delivers programming to help creative entrepreneurs and enterprises grow revenue, acquire clients and build organizational capacity. DC3 was formed in 2010 through a partnership between the College for Creative Studies (CCS) and Business Leaders for Michigan (BLM) as a result of BLM's Road to Renaissance strategy. It has assisted over 250 businesses to start-up, grow or land in Detroit, leading to over 3,000 new jobs. These businesses include both growing and established design firms like Patrick Thompson Design and Shinola.

GREENING OF THE INFRASTRUCTURE

Detroit is positioning itself as a worldwide center for urban innovation as thousands of lots and vacant spaces in the city are being repurposed — some as parks and recreational spaces, others for agricultural production — and some are even being reforested with healthy trees. Community and urban gardens continue to sprout in schoolyards, parks and on city corners and private lots, providing a unique inner-city network for farm-to-table healthy foods. Working together, all of these managed green spaces are improving the community's social, economic and environmental health.

- The City of Detroit is teamed up with the nonprofit Greening of Detroit to plant tens of thousands of trees and clean up target districts in Detroit. Each year, Greening of Detroit recruits up to 5,000 volunteers to help plant, clean and work farms and gardens.
- D-Town Farm covers seven acres in the City of Detroit's Rouge Park. More than 30 different crops are grown on the farm, with produce sold to local restaurants and residents June through October.
- Green Garage is an incubator and business hub encouraging and supporting startups that are environmentally friendly and socially conscious. Nearly 50 businesses are housed in Green Garage's renovated warehouse, which uses almost zero energy.
- FoodLab is a diverse group of locally owned food businesses — caterers, bakers, picklers, distributors, corner stores, cafes — that are taking active steps together toward a more green food economy in Detroit.
- Eastern Market completed a \$8.5 million renovation of its Shed 5 in 2015, which includes a new food incubator and rentable test kitchen so wanna-be chefs and restaurateurs can transform the market's local produce into culinary creations on-site. Eastern Market is also home to the 2.5-acre Detroit Market garden, which supports farm apprentice programs and provides produce to local restaurants and food banks.
- Lafayette Greens is a raised-bed organic garden located in the heart of downtown Detroit that has an heirloom apple orchard, flowers and a variety of produce.

DID YOU KNOW?

Detroit's community gardens produce 200 tons of fresh fruits and vegetables per year.

Forbes

The number of urban gardens in Detroit has grown from fewer than 100 to more than 1,400 since 2000.

*Environmental Protection Agency,
Office of Sustainable Communities*

The Dequindre Cut Greenway, an urban recreational path, was recently expanded. The extension now makes the greenway nearly two miles and connects to more than 2 miles of bike lanes/greenways.

The completed portions of the east riverfront, along with its sister rails-to-trails greenway, the Dequindre Cut, are populated with approximately three million visitors annually who come to walk, run, bike, spend time with family and friends and take advantage of the quality of life opportunity a revitalized riverfront provides.

Detroit's Eastern Market now offers market days midweek during growing seasons to increase the availability of fresh produce to city residents.

Since 2014, the Hantz Woodland project has planted more than 20,000 trees and cleaned up nearly 2,000 vacant lots.

DID YOU KNOW?

For more than 50 years, the North American International Auto Show (NAIAS) has been a signature item on Detroit's winter calendar of events. For 2020, NAIAS is abandoning January for June. With warmer weather comes opportunities for engaging experiential experiences.

Corktown is Detroit's oldest neighborhood. It is listed on the National Register of Historic Places and is also designated as a city of Detroit historic district.

Midtown hosts 2 million visitors annually.
midtowndetroitinc.org

Midtown is home to 80 restaurants, 13 theaters, 12 galleries, 8 museums, 2 historic inns, 2 hardware stores, 2 radio stations, 2 dry cleaners, and a symphony orchestra — all within a few square miles, much of it walkable.

midtowndetroitinc.org

More than 774,179 people attended the North American International Auto Show (NAIAS) at TCF Center in 2019.

The glass-enclosed concourse area, three-story glass atrium and third-floor corridor glass ceiling of TCF Center provide enough natural light during the daytime hours to minimize using daytime lighting.

Suburban Collection Showplace is the home of Michigan's annual State Fair.

Novi's Toasted Oak Grill & Market received the *Wine Spectator's* 2019 Award of Excellence.

SURGING NEIGHBORHOODS

Downtown is joined by other concentrated areas, such as Midtown and Corktown, and some of the fastest developing neighborhoods of Detroit. All feature an abundance of new restaurants, galleries, community gardens and markets.

- In 2016, retail giant Nike opened a two-story 22,000-square-foot store on Woodward Avenue in downtown Detroit. Under Armour soon followed, opening its downtown Detroit store in April 2017.
- The Detroit Medical Center's \$8.2 million Midtown Marketplace brought 150 new jobs to Midtown, with Detroiters filling about 80 percent of the positions.
- The site of Old Tiger Stadium is under transformation, with the Detroit Police Athletic League headquarters and The Corner — a combination of apartments, townhouses and retail space — being built on the grounds.
- In the downtown enclave once known as Harmonie Park, a new jazz club, boutique hotel, art galleries and the headquarters of the Michigan Chronicle newspaper are all planned as part of the revitalized Paradise Valley Cultural and Entertainment District.
- A \$5 million project along Detroit's Avenue of Fashion is underway and set to include retail stores, restaurants and about a dozen apartments. Businesses started opening in 2017.
- The Sugar Hill Arts District is a developing project in Midtown, which includes the centerpiece N'Namdi Center for Contemporary Art and 71 Garfield, a mixed-use space and haven for artists and creatives to live and work.

MEETING PLACES GROW

After a \$279 million renovation, TCF Center in downtown Detroit features 723,000 square feet of exhibit hall space and 623,000 square feet of contiguous exhibit space. Another world-class convention center, Suburban Collection Showplace, is located in the metro Detroit region. It added an adjoining Hyatt Place hotel in 2013 and announced another expansion that will add thousands more square feet of meeting space by mid-2018.

TCF Center:

- A 40,000-square-foot Grand Riverview Ballroom, which can accommodate 3,500 theater-style or 2,250 for banquets.
- The 50,000-square-foot TCF Square exterior plaza and vehicle drop-off area for activities ranging from music and art events to a possible downtown farmers market.
- A glass-enclosed events space with floor-to-ceiling views of the Detroit River and Windsor, Ontario, skyline.
- An atrium that can host up to 1,200 people standing
- 100 meeting rooms
- In-house broadcast studio with video editing, sound stage, green room and satellite uplink.
- Free high-speed Wi-Fi throughout the building

Suburban Collection Showplace:

- 320,000 square feet of meeting space
- Additional 200,000 square feet of flexible event space being added by mid-2018
- Adjoining Hyatt Place hotel opened in 2013 with 124 guest rooms
- 32 meeting rooms
- 25,000 square feet of pre-function lobby space
- 214,000 square feet of multipurpose exhibit floor

SPORTS AND ENTERTAINMENT

Detroit and its surrounding area have seen a significant uptick in the number of new signature sports and entertainment destinations dotting the landscape.

- The new Little Caesars Arena and The District Detroit will encompass 50 blocks of thriving businesses, parks, restaurants, bars and event destinations. It will connect downtown and Midtown into one contiguous, walkable area. The cornerstone is the arena, the new home of the Detroit Red Wings and Detroit Pistons, which opened fall 2017.
- The Polk Penguin Conservation Center is the new \$29.5 million, 33,000-square-foot home to the penguin colonies at the Detroit Zoo.
- In spring 2019, Peppa Pig World of Play joined Round 1 Bowling and Amusement Center, Legoland Discovery Center and Michigan Sea Life Aquarium in Great Lakes Crossing Outlets in Auburn Hills.
- The new Jimmy John's Field in Utica is home to the United Shore Professional Baseball League, metro Detroit's first independent professional baseball league. The stadium seats about 4,000 and hosts about 75 games per season.

NEW FORMS OF PUBLIC TRANSPORTATION

Detroit is known for its efficient road system and how well it caters to travel via an automobile. Downtown proper expanded its public transportation infrastructure, adding a 3.3-mile circulating streetcar called the QLine in 2017. This \$140 million streetcar complements the elevated and automated light-rail system already running downtown, called the Detroit People Mover.

The QLine:

- Runs for 3.3 miles along Woodward Avenue between Congress Street and West Grand Boulevard
- Wait times ranging from 8 to 12 minutes
- Has 20 stations serving 12 stops

FAST – powered by SMART

- A new high-frequency bus service.
- Michigan routes provide a direct connection from Detroit Metro Airport to downtown Detroit every 15-30 minutes.
- Operates seven days a week, 5 a.m.-midnight.



QLine Streetcar

DID YOU KNOW?

The Detroit Red Wings have made it to the playoffs 25 consecutive years (1991-2016), the longest active playoff streak in pro sports.

Sea Life Michigan Aquarium features more than 5,000 sea creatures.

Peppa Pig World of Play Michigan brings the magical world of Peppa Pig to life! It will offer ten amazing play areas that will ignite children's imaginations and give them an exciting opportunity to have fun with their favorite little piggy in a unique setting, packed full of oink-tastic activities.

Legoland Discovery Center Michigan has a Miniland exhibit featuring iconic Detroit structures made with more than 1.5 million Lego bricks.

The Detroit Zoo's new Polk Penguin Conservation Center is the largest penguin facility in the world.

Detroit has more than 170 miles of bike lanes and greenways.

The Detroit People Mover stations feature more than \$2 million in mixed media and artistic expression.

NEW DEVELOPMENTS IN THE D

DID YOU KNOW?

A \$30 million renovation transformed the 70-floor Detroit Marriott at the Renaissance Center. Guest rooms number 1,246, with 52 suites. Offers 100,000 square feet of event space.

The David Whitney building, home to Michigan's first Aloft hotel, is one of only three surviving buildings in Detroit by the renowned architectural firm of Daniel H. Burnham & Co. Burnham is considered one of the most important American architects of all time.

The Detroit Foundation Hotel was named as one of the best new hotels in the world by Travel + Leisure in 2018.

The Hyatt Place Detroit Novi is attached to the Suburban Collection Showplace and Diamond Center in Novi, this hotel has 124 rooms and two suites.

Trumbull & Porter is a hip hotel and a short distance from historic Corktown's restaurants, shops and clubs, and just minutes from Comerica Park, Ford Field, TCF Center, Greektown and many more Detroit landmarks. Dine on contemporary American fare at Red Dunn Kitchen.



NEW AND REIMAGINED HOTELS

Metro Detroit currently has approximately 42,000 available hotel rooms that are competitively priced and full of amenities. Around 5,400 of these hotel rooms are downtown.

Aloft Detroit at the David Whitney

The iconic David Whitney Building rises to a new occasion as floors one through nine are repurposed for the Aloft Detroit. Elegant and modern, with 136 guest rooms and plentiful meeting space.

Cambria Hotel

A 154-room Cambria Hotel at 600 W. Lafayette Blvd. — as part of a \$47 million project that includes restaurants, a rooftop lounge and retail tenants — is slated to open in 2020.

Element Detroit

Located in the historic Metropolitan Building, the 110-room hotel opened in December 2018 and is the only extended stay property in the heart of downtown Detroit.

Foundation Hotel

Once the historic Detroit Fire Department headquarters, this 100-room independent hotel opened in May 2017. It was recently included on the list of *Time Magazine's* 100 Greatest Places 2018 and was also named one of the best new hotels in the world by *Condé Nast Traveler*. Guests enjoy an authentic Detroit experience in the first-floor restaurant, The Apparatus Room, run by Michelin-starred chef Thomas Lents.

Shinola Hotel

The world's first Shinola hotel opened along Woodward Avenue in January 2019 with 129 guest rooms. This spectacular property offers meeting and event spaces for groups from 12 to 200 and features specially-curated onsite shopping options and dining concepts from award-winning chef Andrew Carmellini.

The Siren Hotel

The historic 14-story Wurlitzer Building has been transformed into a 106-room hotel. The downtown structure, built in 1926, received a \$20 million makeover and opened spring of 2018. The hotel features an 8-seat restaurant, Albenia, that is helmed by James Beard nominee Chef, Garrett Lipar, the popular cocktail lounge Candy Bar, run by James Beard nominee Chef Kate Williams.

Temple Detroit Hotel

The \$72 million redevelopment of the former Standard Accident Insurance Co. building in downtown Detroit is slated to feature a 100 room hotel by Los Angeles-based sbe and 70 apartments. The interior will be designed by rock star Lenny Kravitz's New York City-based Kravitz Design.

Thompson Hotel

Opening in December 2020, this 25-story building with 228-rooms across 16 floors with luxury condos making up the top nine floors will be located in Detroit's Midtown.

West Elm Hotel

A 12-floor West Elm hotel project on Woodward Avenue is expected to begin construction in 2020. The \$50 million project involves leasing the adjacent Bonstelle Theatre from Wayne State University in a 45-year agreement.



Detroit Skyline

VITO PALMISANO

DESTINATION DETROIT

DID YOU KNOW?

Metro Detroit companies that made the Fortune 500 list (May, 2018)

- General Motors
- Ford Motor
- DowDuPont
- Penske Automotive Group
- Whirlpool
- Lear
- Kellogg
- DTE Energy
- Stryker
- Autoliv
- Ally Financial
- BorgWarner
- SpartanNash
- Masco
- Auto-Owners Insurance
- CMS Energy
- American Axle & Manufacturing
- Kelly Services
- Diplomat Pharmacy
- Universal Forest Products
- Cooper-Standard Holdings
- Meritor
- WABCO
- Visteon
- Steelcase
- Domino's Pizza
- Wolverine World Wide
- Herman Miller

*Source CBS Detroit

DETROIT ANEW.

New is a word familiar in the city.

New high-tech startups, creative incubators, conference spaces, restaurants, entertainment districts, retailers, world-class hotels and a sports arena. Plus, a new light-rail public transportation system along the city's main artery, Woodward Avenue. All these new things — and more keep coming — are signs that it's GO time. In fact, Detroit is unequivocally an IT city, one poised for continued success and one ready to play the perfect host.

EPICENTER FOR ENTREPRENEURSHIP

New tech and creative incubators continue to build buzz and business in Detroit. Initiatives such as Hatch, TechTown and Detroit Creative Corridor are nurturing hundreds of small-to-medium creative ventures and independent startups, helping draw in and employ thousands of young, highly skilled individuals in the city.



Detroit Aircraft

BILL BOWEN



Southwest Rides

DESTINATION DETROIT

DID YOU KNOW?

The 2019 Metro Detroit dining scene had a good showing with nine nods during the semifinal nomination round of the James Beard Foundation Awards.

Eater Detroit

Detroit was named first American City of Design by UNESCO.

Computerworld ranked Quicken Loans in Detroit and Credit Acceptance in Southfield as the best IT workplaces in the U.S. in their designated categories.

The creative sector is the third largest private sector employer in Detroit — behind health care and general business services and ahead of manufacturing, metals and hospitality — employing approximately 12,300 individuals.

Detroit Creative Corridor Center

Metro Detroit has been a center for the defense industry for more than 70 years, and is currently home to 24,000 related businesses.

Michigan Defense Center

Detroit Medical Center Hospitals have been recognized among America's Best Hospitals and America's Best Children's Hospitals by *U.S. News and World Report*.



Bigalora Wood Fired Cucina



Wright & Co.



Movement Electronic Music Festival

FACTORY FOR FINE FOODS

Detroit was named one of six "Unexpected Cities for the Food Lover" by *National Geographic* in 2017, claiming the title for North America. It's a city being heralded as an up-and-coming food epicenter, open and accessible with a diverse collection of new eateries and watering holes — from gastro pubs and distilleries to French bistros and burger bars, many featuring locally grown ingredients on their menus. No surprise that Zagat called Detroit one of the 30 most exciting food cities in America for 2017.

MECCA FOR MUSIC

Detroit is a musical mecca; the undisputed owner of the Motown sound and the place where techno beats first erupted. A host of world-recognized musical festivals and events take place every year, too, attracting celebrated artists from a variety of genres.

AN INTERNATIONAL DESTINATION

Metro Detroit is impressive in size — covering nearly 2,000 square miles — and serves as a major port connecting the Great Lakes to the Saint Lawrence Seaway. It is an international destination, sharing a border with Windsor, Ontario, Canada.

MADE IN THE D.

Sure, metro Detroit is the Motor City, thanks to Henry Ford and his pioneering ways. But the area is known for more than just the cars it helps produce. In fact, many people put items in their grocery store shopping carts that have been made in Detroit, including beverages, chips and bread mixes.

- Better Made potato chips
- Detroit Bikes
- Detroit Denim
- Detroit Surf Co.
- Domino's Pizza
- Elan candy
- Faygo beverages
- The Floyd Leg
- Garden Fresh Gourmet salsas, dips and chips
- Germack Pistachio Company
- The HoneyBaked Ham Company
- Jiffy bread and cake mixes
- Kowalski sausages
- Little Caesars Pizza
- Morley candy
- The Original Zip Sauce
- Rebel Nell
- Red Pelican mustard
- Sanders candy and ice cream topping
- Shedd's spread
- Stroh's beer
- Towne Club soda
- Velvet Peanut Butter
- Vernors ginger ale
- Vlasic foods

OTHER GREAT MADE-IN-THE-D INNOVATIONS:

- Carhartt work clothing
- Dardevle fishing lures
- Duraliner truck beds
- The Fathead brand, based in downtown Detroit
- Lionel trains
- Shinola watches, bikes, leather goods



FAST FACTS

From its earliest days to now, The D has made an impact not only on the nation but also the world. Although it's probably best known for putting the world on wheels, it can also boast a large number of other notable — and global — contributions, from being home to the first urban highway to having been the first city to have assigned personal phone numbers.



WHY DETROIT IS THE MOTOR CITY

- Headquarters for Fiat Chrysler Automobiles, Ford and General Motors and hundreds of tier-one and -two suppliers.
- Home of the **North American International Auto Show**, with more than 500 vehicles on display representing more than 50 worldwide companies.
- Henry Ford built his **first car** in Detroit in 1896.
- The **world's first concrete road** was built in Detroit in 1901.
- Henry Ford introduced an **improved assembly line in 1913**, revolutionizing the automotive industry and the manufacturing process in general.
- Home to the Ford Piquette Avenue Plant — **birthplace of the Model T** — the only example of an early Detroit auto factory still open to visitors.
- Home to the **historic dwellings of auto barons**, including Henry and Clara Ford (Fair Lane Estate), Lawrence Fisher (Fisher Mansion), Edsel and Eleanor Ford (Edsel & Eleanor Ford House) and Matilda Dodge Wilson (Meadow Brook Hall).
- Home of the **world's largest tire** — 12 tons and 80 feet tall — originally built as a Ferris wheel for the 1964 New York World's Fair.

WHY DETROIT INSPIRES

- Known for one of the richest collections of late 19th-century, **ethnic-based churches** in the country.
- Belle Isle, the **nation's largest island park within a city**, was designed by Frederick Law Olmsted, landscape architect of New York's Central Park.
- The Rev. Martin Luther King Jr. debuted his 1963 ***I Have a Dream*** speech at TCF Center in Detroit two months before its famous delivery in Washington, D.C.
- The Charles H. Wright Museum of African American History is the **largest museum in the world dedicated to the African-American experience**.
- The Arab American National Museum is the **first and only museum in the world dedicated to Arab-American history and culture**.
- The **Detroit Institute of Arts'** collection is among the top six in the United States.

WHY DETROIT ROCKS

- Home to the **Motown sound** founded by Berry Gordy Jr. in 1957.
- **Birthplace of techno** music and Movement Electronic Music Festival.
- Host of the **Detroit Jazz Festival**, the largest free jazz festival in the world.
- Has one of the largest theater districts in the country — **more than 13,000 theater seats** — and attracts major Broadway productions, headline entertainers, opera, dance, symphony and other performing artists.
- Hometown of more than **50 major entertainment, literary and sport figures** — from boxer Joe Louis and actor Tim Allen to singer Aretha Franklin and pilot Charles Lindbergh.
- Birthplace of such **rock, hip-hop and pop stars/icons** as Diana Ross, Madonna, Eminem, Kid Rock, Alice Cooper, Ted Nugent, Bob Seger, and Jack and Meg White of The White Stripes.
- **Sports stadiums double as concert halls** — Comerica Park alone has attracted major artists from Paul McCartney and The Rolling Stones to Bruce Springsteen, Taylor Swift and Rihanna.



WHY DETROIT IS A SPORTS FAN'S DREAM

- Detroit is the only city in America that houses all four of its professional sports teams — the **Detroit Tigers** (baseball), **Detroit Lions** (football) **Detroit Red Wings** (hockey) and **Detroit Pistons** (basketball) — in a central location, all within walking distance of each other.
- The Detroit Tigers won the **American League Central Division** champions four consecutive years — 2011, 2012, 2013 and 2014.
- We are **Hockeytown USA**, home to the Detroit Red Wings, who have 11 Stanley Cup wins, third highest in the NHL.
- The Detroit Red Wings have made the **Stanley Cup playoffs** for 25 consecutive years (1991-2016), the longest active playoff streak in pro sports.
- Home to **Garden Bowl**, America's oldest active bowling center.
- Cadieux Café is one of the only places in North America where you can **feather bowl**.
- If you believe **poker is a sport**: home of three downtown casino complexes — Greektown Casino-Hotel, MGM Grand Detroit and MotorCity Casino Hotel.
- On Monday nights, you can join hundreds of bikers for **Slow Roll**, a 12- to 15-mile group bike ride and social experience.
- The **Chevrolet Detroit Belle Isle Grand Prix** kicks off a summer series of car cruises, races and shows in southeast Michigan called **Autopalooza**.

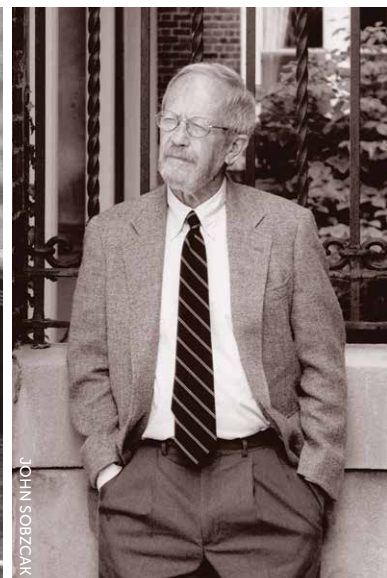
- Lake St. Clair was ranked one of the top 12 best bass lakes in America by *Bassmaster* magazine in 2017.
- The **APBA Gold Cup** hydroplane boat race on the Detroit River is a competition to win the oldest active trophy in motor sports.
- Try Fowling (a hybrid of football and bowling) at the Fowling Warehouse in Hamtramck.

WHY DETROIT HAS BRAGGING RIGHTS

- Detroit is actually **north of Canada** and shares an international waterway with Windsor, Ontario.
- Detroit was named first American **City of Design** by UNESCO
- Vernors, created by Detroit pharmacist James Vernor in the 1860s, is **one of the nation's oldest soda pops** still in production.
- In 1879, Detroit became the first city in the nation to assign **individual telephone numbers**.
- The **world's first convention and visitors bureau** — the Detroit Metro Convention & Visitors Bureau — was founded in 1896.
- The world's **first auto traffic tunnel** between two nations — the Detroit-Windsor Tunnel — opened in 1928 below the Detroit River.
- Joe Louis Barrow — The Brown Bomber and the **world's heavyweight boxing champion** in 1937 — was a native Detroiter.

- The nation's first shopping mall, Northland Mall, opened in the Detroit suburb of Southfield in 1957.
- When the Marriott at the Renaissance Center opened in 1977, it was the **tallest hotel** in the world.
- Home to the **world's only floating post office**, the J.W. Westcott II, serving international freighters on the Detroit River.
- Home to the **first Van Gogh painting** in a public collection in the U.S., *Self Portrait*, Vincent van Gogh, 1887, at the Detroit Institute of Arts.
- The **first mile of paved concrete road** was installed just north of the Ford Model T plant, on Woodward Avenue between McNichols and 7 Mile roads in 1909.
- The nation's **first urban freeway**, the Davison, was built in 1942.
- Home to the country's **largest island park within a city** — Belle Isle Park, Michigan's 102 state park.
- First city to have a **Tupperware party** (1950s).

Photos from left: World's Largest Tire; Belle Isle; Motown Museum; The Henry Ford; Comerica Park; Ambassador Bridge



From left: Martha Reeves;
Tim Allen; Elmore Leonard

FAMOUS DETROITERS.

Henry Ford may well be considered Detroit's most well-known person, but there are plenty of others who have made their mark both nationally and internationally:

- Tim Allen, actor and comedian
- Anita Baker, singer
- Kristen Bell, actress
- Selma Blair, actress
- Sonny Bono, singer and U.S. congressman
- Jerry Bruckheimer, film and TV producer
- Bruce Campbell, actor
- Alice Cooper, singer
- Francis Ford Coppola, film director and producer
- Dave Coulier, actor and comedian
- Meryl Davis, figure skater and Olympic champion
- Pam Dawber, actress
- Sherilyn Fenn, actress
- Aretha Franklin, singer
- Max Gail, actor
- Judy Greer, actress
- Green Hornet, radio character that debuted on WWJ Radio
- Julie Harris, actress
- Thomas Hearns, boxer
- Alex Karras, actor and football player
- Casey Kasem, radio star
- Keegan-Michael Key, actor
- Piper Laurie, actress
- Elmore "Dutch" Leonard, author
- Charles Lindbergh, pilot
- Lone Ranger, radio character that debuted on WWJ Radio
- Joe Louis, boxer
- Madonna, actress and singer
- Ed McMahon, television host
- Eminem (b. Marshall Mathers), singer
- Harry Morgan, actor
- Kid Rock (b. Robert James Ritchie), singer
- Ted Nugent, singer
- George Peppard, actor
- Della Reese, actress and singer
- Martha Reeves, singer
- Smokey Robinson, singer
- Diana Ross, actress and singer
- George C. Scott, actor
- Bob Seger, singer
- Tom Selleck, actor
- Tom Skerritt, actor
- J.K. Simmons, actor
- Anna Sui, fashion designer
- Lily Tomlin, actress and comedienne
- Blair Underwood, actor
- John Varvatos, fashion designer
- Robert Wagner, actor
- Charlie White, figure skater and Olympic champion
- Jack and Meg White, musicians
- Robin Williams, actor and comedian
- Stevie Wonder, singer

EXPLORE DETROIT

Metro Detroit is a large melting pot of ethnicities, activities, industries and lifestyles. A hub of cars, culture, gaming, music and sports. The area is physically massive, too — covering nearly 2,000 square miles.

To make planning easier, the metro area is split into five destination districts to help visitors navigate downtown Detroit and the city's surrounding counties and suburbs.



Explore Detroit



Henry Ford Museum

BILL BOWEN



Detroit Casinos

JACOB LEWKOW



Detroit Institute of Arts

BILL BOWEN



Greektown

JACOB LEWKOW



Greenfield Village

BILL BOWEN

THE DETROIT EXPERIENCE

Detroit is a city in the now, on the upturn. And you'll feel it — an optimism and liveliness — when you walk the streets, visit our cultural centers and casinos, go to professional sporting events, and meet the diverse collection of people living, working and playing in The D. Urban, energetic and moving forward, Detroit is all yours to discover.

CARS

Detroit is the birthplace of the automobile and modern-day assembly line. Our museums, car shows, racing events and auto baron estates will immerse you in everything automotive that the Motor City has to offer.

MAKE SURE YOU VISIT

- Autopalooza events
- Chevrolet Detroit Belle Isle Grand Prix
- Concours d'Elegance of America at St. John's
- Edsel & Eleanor Ford House
- Ford Piquette Avenue Plant
- GM Renaissance Center
- Henry Ford Museum of American Innovation, Greenfield Village and Ford Rouge Factory Tour
- Meadow Brook Hall
- North American International Auto Show
- Woodward Dream Cruise

CULTURE

Detroit is rich when it comes to cultural experiences. Celebrate African-American and Arab-American heritage in the city's museums. Taste regional foods in Mexicantown, Greektown and Hamtramck. Admire works of art both modern and ancient in our galleries. Walk the streets to see towering structures, some art deco and others Gothic-inspired.

MAKE SURE YOU VISIT

- African World Festival
- Albert L. Lorenzo Cultural Center
- Arab American National Museum
- Charles H. Wright Museum of African American History
- Cranbrook Art Museum
- Detroit Eastern Market
- Detroit Historical Museum
- Detroit Institute of Arts
- Greektown, Mexicantown and Hamtramck
- Holocaust Memorial Center Zekelman Family Campus
- Michigan Science Center
- Museum of Contemporary Art Detroit (MOCAD)
- The Guardian, Penobscot and Fisher buildings

GAMING

Detroit's three Vegas-style casinos are each destination resorts in their own right. Whether you're in the gaming rooms, dining at one of the many on-site restaurants, partying at a posh nightclub or lounging in your room, you'll feel like a winner.

MAKE SURE YOU VISIT

- Greektown Casino-Hotel
- MGM Grand Detroit
- MotorCity Casino Hotel

MUSIC

Motown. Techno. Jazz. Hip-hop. Detroit is your stomping ground for world-recognized musical festivals, where global and progressive artists of all genres come to play.

MAKE SURE YOU VISIT

- Detroit Jazz Festival
- DTE Energy Music Theatre
- Movement Electronic Music Festival
- The Fillmore Detroit
- Fox Theatre
- Michigan Lottery Amphitheatre at Freedom Hill
- Majestic Theatre
- Meadow Brook Amphitheatre
- Motown Museum
- United Sound Systems Recording Studios

SPORTS

Detroit is known for its sports and its sports fans. Be it in a stadium, field, rink or arena — game time is always a heart-thumping, cheer-filled event.

MAKE SURE YOU VISIT

- Detroit Hydrofest
- Chevrolet Detroit Belle Isle Grand Prix
- Collegiate Sporting Events
- Comerica Park, Detroit Tigers
- Ford Field, Detroit Lions
- Little Caesars Arena, Detroit Red Wings and Detroit Pistons
- Jimmy John's Field



Motown Museum

BILL BOWEN



Comerica Park

VITO PALMISANO

SHOPS & SHOWS

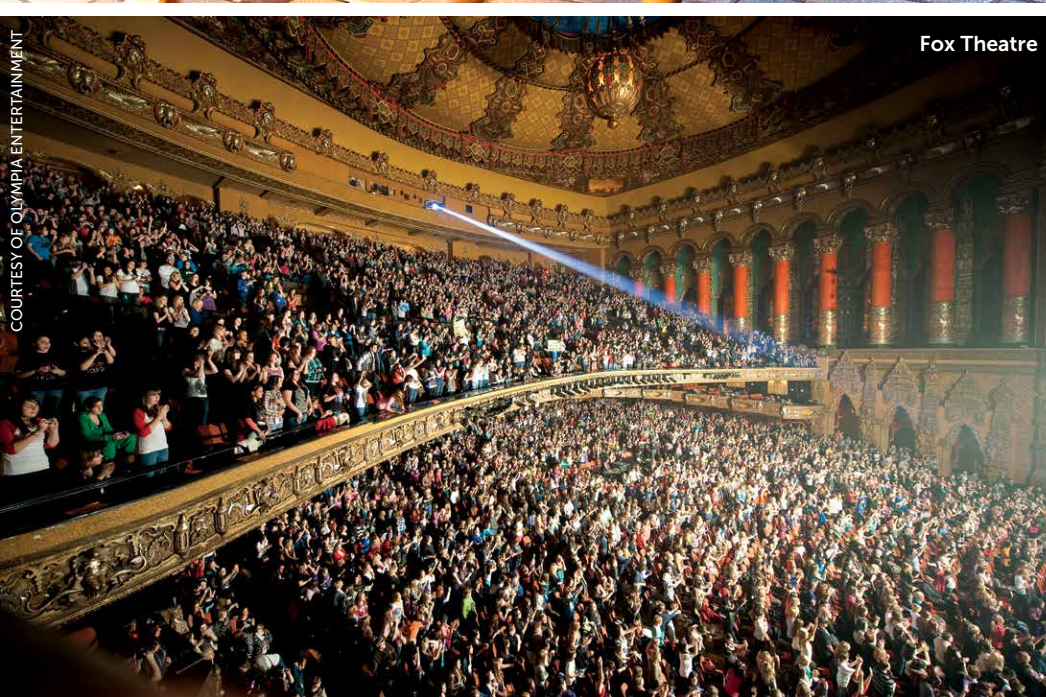
Detroit is a rising urban hot spot, more accessible than ever. Enjoy the new independent retailers and entertainment options popping up in downtown's Midtown and elsewhere. Outside the city, discover shopping districts, premium outlet centers, big-box stores, mega malls and upscale collections that feature hundreds of brand-name and bargain retailers. And find tickets to a mixed menu of comedy, dance and drama performances in one of the nation's largest theater districts.

MAKE SURE YOU VISIT

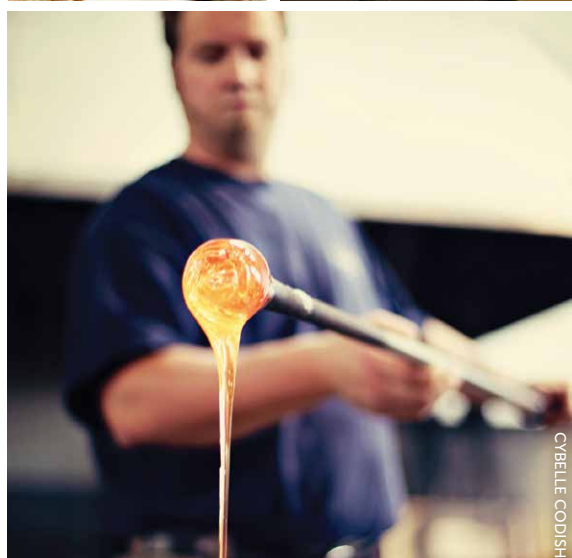
- Dearborn's Ford Community & Performing Arts Center
- Detroit Nike Community Store
- Detroit Opera House
- Detroit Symphony Orchestra
- Fisher, Fox and Meadow Brook theaters
- John Varvatos Detroit
- Macomb Center for the Performing Arts
- Shinola
- The Mall at Partridge Creek, Somerset Collection and Great Lakes Crossing Outlets
- Under Armour Brand House



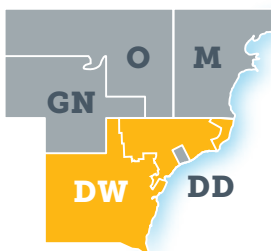
The Mall at Partridge Creek



Fox Theatre



DIVERSE. HISTORIC. URBAN COMFORT.



Metro Detroit's Dearborn/Wayne District is down-home historic. Here, The Henry Ford, one of America's greatest history attractions, invites all to peruse more than 26 million artifacts that personify the American experience — the Model T and the assembly line, the Rosa Parks bus, President Kennedy's limo and so much more.

Ford Motor Company claims this area as its headquarters, and college kids populate it as well, thanks to the Dearborn-based campus of the University of Michigan. Shoppers will find Michigan's only Ikea store in this district. Plus, a full array of ethnic communities — from Arab-American and Mexican to Italian and Polish — give Dearborn/Wayne tons of character and options when it comes to exploring dining, entertainment, cultural destinations and nightlife.

Clockwise from left:
The Henry Ford;
Tria; Arab American
National Museum; The
Glass Academy

Historical Attractions & Museum Highlights

ARAB AMERICAN NATIONAL MUSEUM

The Arab American National Museum is the first museum in the United States dedicated to telling the story and highlighting the contributions of Arab-Americans.

AUTOMOTIVE HALL OF FAME

Learn about the pioneers and leaders of the global motor vehicle industry. The Automotive Hall of Fame preserves the history of mobility by celebrating the creativity, toil and genius of the individual.

THE HENRY FORD

See JFK's limo, Rosa Parks' bus and thousands of uniquely American artifacts in Henry Ford Museum of American Innovation; 83 historic buildings, artisans and presenters in Greenfield Village; and watch the Ford F-150 being assembled on the Ford Rouge Factory Tour.

HISTORIC FORT WAYNE

This Civil War-era fort is opened to the public on special occasions and during the annual celebration of Detroit's birthday.

TUSKEGEE AIRMEN NATIONAL HISTORICAL MUSEUM

A place dedicated to telling the heroic stories of the determined young men who enlisted to become America's first black military airmen.

Shopping & Walkable Downtown Highlights

CITY OF WYANDOTTE

The city of Wyandotte, 12 miles south of Detroit, has a beautiful, lively downtown with art galleries, eateries, shopping and waterfront parks.

FAIRLANE TOWN CENTER

Fairlane Town Center is one of Michigan's largest shopping centers, with more than 140 unique stores, restaurants and national retailers. It's anchored by Macy's, Sears and JCPenney and boasts Michigan's largest H&M.

THE GLASS ACADEMY

A working artist studio that specializes in the glass arts, selling both functional and sculptural glasswork while offering a unique venue for entertaining and special events.

CITY OF BELLEVILLE

The downtown streets of Belleville play host to fun-filled events on more than 200 days each year. Shop for handcrafted goods, admire outdoor sculptures and dine along the shores of beautiful Belleville Lake.

Arts & Entertainment Highlights

DEARBORN'S FORD COMMUNITY & PERFORMING ARTS CENTER

One of America's most versatile gathering places with facilities for a variety of athletics, meeting & event space, and a cultural center offering theater, art, music and dance.

DETROIT REPERTORY THEATRE

This intimate theater is known for its race-transcendent casting and performances.

DID YOU KNOW?

The Manufacturing Innovation Theater, part of The Henry Ford's Ford Rouge Factory Tour, received a 2016 Thea Award for outstanding achievement for a brand experience from the Themed Entertainment Association. The Thea is one of the attraction industry's greatest honors.

Well-known industrial architect Albert Kahn designed The Dearborn Inn, which was one of the nation's first airport hotels in the 1930s.

The Islamic Center of America in Dearborn is the oldest Shia mosque in the United States.

Dearborn has one of the largest Arabic communities outside of the Middle East.

Ford Motor Company's world headquarters is located in Dearborn.

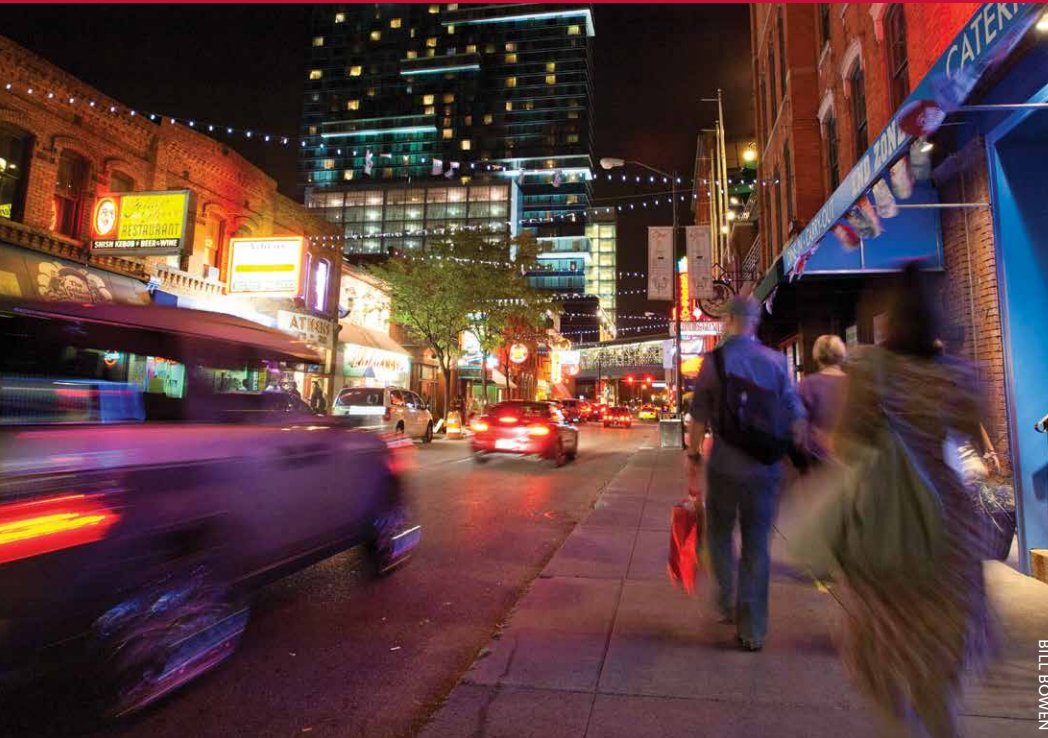
Dearborn serves as the international headquarters for apparel company Carhartt as well as Eppinger Manufacturing, maker of Dardevle fishing lures.

Walt Disney used Henry Ford's Greenfield Village in Dearborn as a model when creating Disneyland.

The Ikea in Canton is the Swedish retailer's only Michigan store.

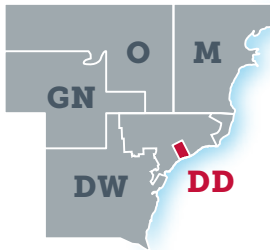
The Henry Ford Museum of American Innovation was named as one of the "coolest museums in the world" by The New York Times.

**There's plenty more to see
and do in Dearborn/Wayne.
For more information on
these locations and others,
go to visitdetroit.com.**



COSMOPOLITAN. INDUSTRIOUS. FRESH.

Clockwise from left:
Greektown; Shinola;
Campus Martius Park



Downtown Detroit is an international crossing that mixes things historic and legendary with elements modern and contemporary. A thriving, walkable international riverfront includes water fountains, butterfly gardens and a working carousel. Architecture from Albert Kahn and Isamu Noguchi lives next to all-night joints selling loaded Coney dogs and Prohibition-born speakeasies pouring locally crafted beer. Three Vegas-style casinos run 24/7. Must-see museums celebrate art, music, maritime and African-American history. Urban parks and friendly neighborhoods abound. Classic theaters, a bustling cultural district and hip hangouts entertain, and three sports stadiums rock.

Towns within Downtown

Detroit in and of itself has many concentrated areas:

GREEKTOWN

Grape leaves, flaming cheese (Opa!) and eggplant-layered moussaka; bakeries overflowing with baklava, sweet egg bread and tortes of all sorts.

MIDTOWN

Boasts unique art galleries, quirky independent retail shops and some of the best don't-want-to-miss cuisine you'll find in the city. Home to more than 80 restaurants, 13 theaters, 12 galleries, 8 museums, 2 historic inns and a symphony orchestra – all within a few square miles.

MEXICANTOWN

The service is always fast, and the food is always phenomenal. Order the botana (the guacamole is out of this world, fresh, creamy and begs you to double dip your chip).

CORKTOWN

Lots to do with tons of really cool hangouts and friendly pubs, Irish and otherwise. One infamous restaurant serves up barbecue paradise. The Yardbird (mustard sauce-soaked pulled chicken breast tossed with mushrooms, cheddar and topped with bacon) was a top contender in the Travel Channel's hunt for the best sandwiches in America.

HAMTRAMCK

This Polish enclave is full of good ethnic eats — think pierogies, paczki (super-dense, jelly-filled doughnuts), kielbasa, kraut and dill pickle soup. Just as rich is the music scene, where little hole-in-the-wall bars host live acts weekly.

Historical Attractions & Museum Highlights

CHARLES H. WRIGHT MUSEUM OF AFRICAN AMERICAN HISTORY

The world's largest institution dedicated to the African-American experience.

DETROIT HISTORICAL MUSEUM

A history showcase of southeastern Michigan. Includes the visitor-favorite *Streets of Old Detroit* and the Kid Rock Music Lab.

DETROIT INSTITUTE OF ARTS

Among the top 10 museums in the country, offering more than 100 galleries with art from ancient to modern times. See Diego Rivera's *Detroit Industry* murals.

DOSSIN GREAT LAKES MUSEUM

Located on Strand Drive on Belle Isle, the museum's focus is Great Lakes shipping and maritime history.

FORD PIQUETTE AVENUE PLANT/ MODEL T AUTOMOTIVE HERITAGE COMPLEX

The birthplace of the Model T — the most significant automobile of the 20th century. Come walk the floors where the first 12,000 Model T's were assembled.

MOTOWN MUSEUM

Long known as Hitsville USA, the museum is home of the world-famous Studio A, where The Temptations, Marvin Gaye and countless others recorded with the Funk Brothers.

DID YOU KNOW?

Detroit's Eastern Market now offers market days midweek during growing seasons to increase the availability of fresh produce to city residents.

There are 157 bars and restaurants within the one square mile of downtown Detroit. detroitexperiencefactory.org

Zagat named Detroit one of 30 "Most Exciting Food Cities in America" of 2017.

There's plenty more to see and do in downtown Detroit. For more information on these locations and others, go to visitdetroit.com.



BILL BOWEN



JASON VAUGHN

From left: Pewabic Pottery;
John K. King Used & Rare Books

DID YOU KNOW?

Celebrated fashion designer and Detroiters John Varvatos has a clothing store bearing his name in downtown Detroit, located on Woodward Avenue and John R.

A 22,000-square-foot Nike store opened in downtown Detroit on Woodward Avenue in 2016.

Baker's Keyboard Lounge in Detroit is considered by many to be the world's oldest continuously operating jazz club.

Lonely Planet ranked Detroit the No. 2 city in the world to visit in 2018

There's plenty more to see and do in downtown Detroit. For more information on these locations and others, go to visitdetroit.com.

Shopping & Walkable Downtown Highlights

CITY OF HAMTRAMCK DOWNTOWN DEVELOPMENT AUTHORITY

Visit one of the most ethnically and culturally diverse communities in the United States. Stroll Jos. Campau for dining, shopping and entertainment.

DETROIT ATHLETIC CO.

One of the few remaining remnants of game days at Old Tiger Stadium. Shop for a full selection of apparel, collectibles and artifacts for Tigers, Red Wings, Lions and Pistons.

DUMOUCHELLES ART GALLERIES

Retailer of fine arts, antiques and collectibles. Located near Millender and GM Renaissance centers.

JOHN K. KING USED & RARE BOOKS

Discover Michigan's largest rare and used book retailer, with four floors and thousands of volumes.

PEWABIC POTTERY

Founded in 1903 during the Arts and Crafts Movement, Pewabic is nationally renowned for its tile and pottery in unique glazes.

POLISH ART CENTER

The largest selection of Polish gifts outside of Poland.

Arts & Entertainment Highlights

CAMPUS MARTIUS PARK

Located in the heart of downtown, Campus Martius Park is Detroit's official gathering place — a year-round outdoor venue with gardens, performance stages, a summertime beach and winter ice rink.

DETROIT OPERA HOUSE/ MICHIGAN OPERA THEATRE

The restored 1922 theater is the home of Michigan Opera Theatre, which produces grand opera and presents a dance season.

DETROIT SYMPHONY ORCHESTRA AT THE MAX M. AND MARJORIE S. FISHER MUSIC CENTER

Orchestra Hall, one of Detroit's most prized cultural and historic landmarks.

THE FILLMORE

Host to a mixed bag of big-name concerts and curiously obscure shows, The Fillmore hosts the annual Detroit Music Awards.

FISHER THEATRE

See the best of Broadway at this showcase theater in the spectacular Fisher Building.

FOX THEATRE

Built in 1928 in the tradition of great movie palaces, the fabulous Fox Theatre hosts a variety of Broadway shows, drama, comedy and musical events.

DETROIT PRINCESS RIVERBOAT

Docked between TCF Center and the GM Ren Cen, this beautiful five-story riverboat hosts lunch, dinner and moonlight cruises, many of them themed and featuring live entertainment.

Downtown Detroit

The Detroit International RiverWalk

Spanning more than three miles, the Detroit International RiverWalk is a nature oasis in a bustling city. Stroll along it or bike it — rentals can be found right on the walking path — and enjoy water fountains, butterfly gardens, riverside restaurants and a working carousel in warmer weather.

The RiverWalk also passes through other downtown nature-filled gems, including William G. Milliken State Park and Harbor, Mount Elliott Park and the DNR's Outdoor Adventure Center, which has a kayak simulator, archery range and large aquarium that shows off the Detroit River's native species.

Running just north of the riverfront near William G. Milliken State Park and Harbor is the Dequindre Cut, a former railroad line turned pedestrian and bike path.

DETROIT RIVERFRONT CONSERVANCY

detroitriverfront.org

OUTDOOR ADVENTURE CENTER

michigan.gov/oac

WHEELHOUSE DETROIT BICYCLE SHOP

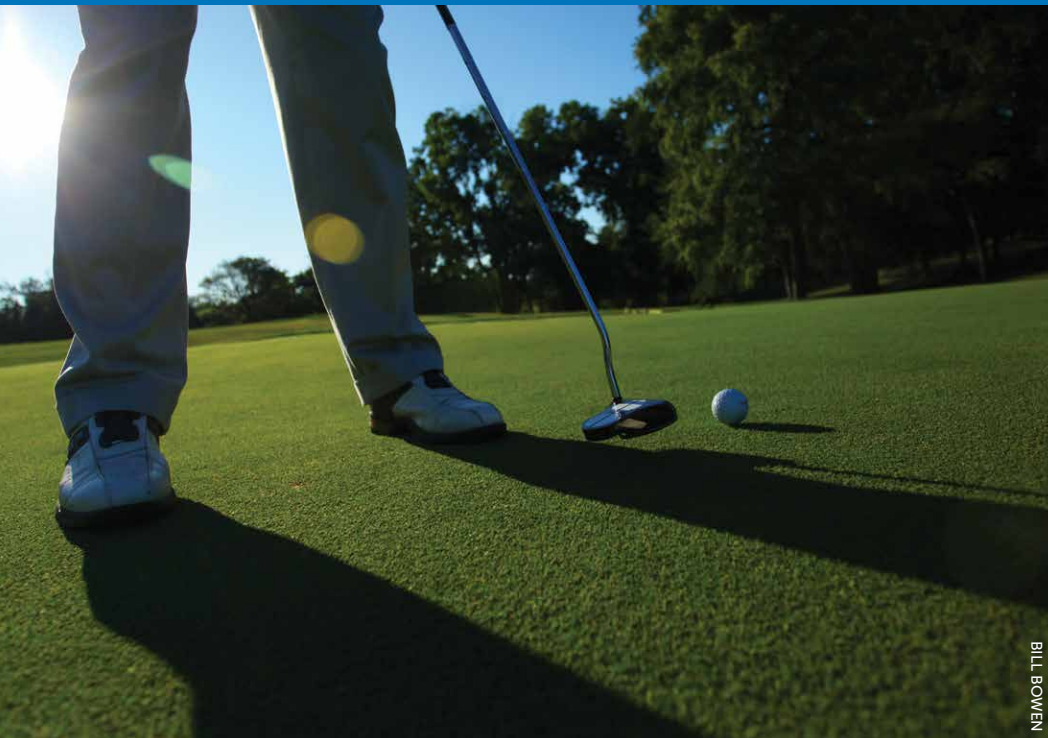
wheelhousedetroit.com

WILLIAM G. MILLIKEN STATE PARK AND HARBOR

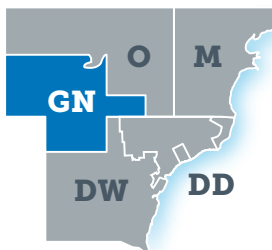
detroitriverfront.org

There's plenty more to see and do in downtown Detroit. For more information on these locations and others, go to visitdetroit.com.

From top: William G. Milliken State Park and Harbor; biking along the Detroit International RiverWalk



TRENDY. FRIENDLY. GREEN.



In the Greater Novi District, all shoppers will find their nirvana. Mall meccas abound. Quaint downtowns with friendly storefronts and indie boutiques welcome you to window-shop. And the expansive Suburban Collection Showplace is the gracious host of year-round specialty expos and trade shows. Foodies will satisfy their

cravings no matter their tastes with fine-dining options, soul food specialists, steakhouses extraordinaire and eateries dedicated to pub and grub. This district is also the perfect fit for those all about the open air. Greater Novi is known for its world-class golf, farm-like cider mills and Kensington Metropark, where lakes and rolling hills can accommodate all kinds of outdoor sport.

Clockwise from left:
The Inn at St. John's;
Twelve Oaks Mall;
Community Bowling
Centers; downtown
Plymouth

Historical Attractions & Museum Highlights

HOLOCAUST MEMORIAL CENTER ZEKELMAN FAMILY CAMPUS

This facility includes the Museum of European Jewish Heritage, the Holocaust Museum and the inspiring International Institute of the Righteous.

SHALOM STREET

Shalom Street is a hands-on children's museum. An exciting facility with more than 30 exhibits that teach universal values such as volunteerism, philanthropy, respect for nature and social responsibility, all in a fun, interactive manner.

Shopping & Walkable Downtown Highlights

DOWNTOWN PLYMOUTH

This historic downtown features galleries, unique shops and 24 restaurants and bars surrounding a town square that hosts concerts and festivals throughout the year.

LIVONIA CHAMBER OF COMMERCE

Visit the Plymouth Road Corridor, food and shops located on Haggerty Road and Laurel Park Place Mall.

PARK WEST GALLERY

America's No. 1 art dealer offers a wide selection of old and modern masters as well as contemporary and local artists.

TWELVE OAKS MALL

Nearly 200 stores and restaurants. Nordstrom, Macy's, Lord & Taylor, JCPenney, Sears and the Lifestyle Cafe Food Court are among the many diverse offerings.

Arts & Entertainment Highlights

COMMUNITY BOWLING CENTERS

Offering state-of-the-art scoring equipment and lanes, shoe rental and other public equipment. Centers also house pro shops, arcades and lounges.

THE INN AT ST. JOHN'S

A 27-hole golf course is on this wonderful campus that includes a luxury boutique hotel and fine dining at 5ive Restaurant.

LUCKY STRIKE ENTERTAINMENT

A 70,000-square-foot. entertainment facility including a full-service arcade, restaurant, bowling lounge and night club. Premier spot for corporate events and private parties.

TREERUNNER ADVENTURE PARK WEST BLOOMFIELD

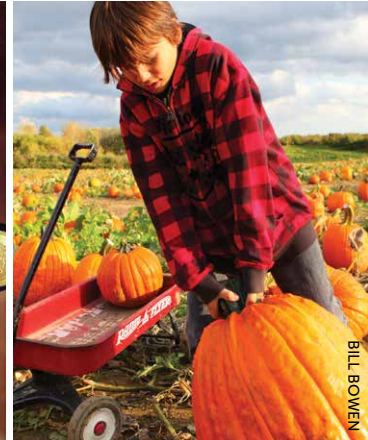
Treetop adventures featuring 13 zip lines, 130 challenges and five difficulty levels. Top area attraction.

DID YOU KNOW?

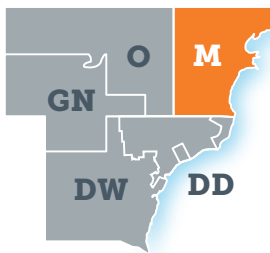
The Holocaust Memorial Center is the nation's first freestanding museum dedicated to the memory of the Holocaust.

Suburban Collection Showplace in Novi is Michigan's premier location for trade shows, expos and more, including the nation's largest golf show and The Michigan State Fair.

There's plenty more to see and do in Greater Novi. For more information on these locations and others, go to visitdetroit.com.



ACTIVE. NAUTICAL. LAID BACK.



Metro Detroit's "East Side" is a comfortable mix of waterfront fun, food, shopping, dining and the area's coolest nighttime hot spots. The Nautical Mile pairs a boater's paradise with friendly restaurants, marinas and bars on the glorious Lake St. Clair. Mount Clemens is locally legendary for its shopping, restaurants, nightlife and more. The Mall at Partridge Creek is the centerpiece of the M-59/Hall Road destination strip with its open-air and dog-friendly shopping environs. Here, you can buy that favorite pair of designer shoes and then step outside to play a game or two of bocce ball. An elegant and stately auto baron mansion that welcomes you to tour and places dedicated to the performing arts round out Macomb's energetic scene.

Clockwise from left:
Lake St. Clair; The Mall
at Partridge Creek;
Westview Orchards &
Adventure Farm; Filippo
Marc Winery

Historical Attractions & Museum Highlights

EDSEL & ELEANOR FORD HOUSE

The home of Henry Ford's only child, Edsel Ford. See original antique furnishings, an impressive collection of fine and decorative art, and much more in a breathtaking 60-room Cotswold mansion.

Shopping & Walkable Downtown Highlights

FILIPO MARC WINERY

A winery-on-premises facility. Sample before you buy products.

LAKESIDE MALL

A two-level center with nearly 180 stores, including anchors Macy's, JCPenney, Lord & Taylor and Sears.

THE MALL AT PARTRIDGE CREEK

An open-air shopping center featuring Nordstrom, Carson's, MJR Theatres and 90 more stores. A dog-friendly atmosphere.

WESTVIEW ORCHARDS & ADVENTURE FARM

A 188-acre family farm with a market filled with homegrown freshness.

NAUTICAL MILE MERCHANTS ASSOCIATION

A place for all seasons, the Nautical Mile offers attractions, entertainment, dining, shopping, sports, recreation and special events throughout the year.

STERLING HEIGHTS REGIONAL CHAMBER OF COMMERCE

This chamber serves more than 1,500 members in Macomb County. It has formed a hospitality committee and works with the DMCVB promoting Macomb businesses.

Arts & Entertainment Highlights

MICHIGAN LOTTERY AMPHITHEATRE AT FREEDOM HILL

Summer concerts at this outdoor venue are full of open-air fun. Acts range from country to retro rock.

INFINITY & OVATION YACHT CHARTERS

One of Michigan's unique venues. Premier yacht charter company providing an entertaining yachting experience for weddings, corporate parties and special events, as well as a Summer Cruise Series that's open to the public.

MACOMB CENTER FOR THE PERFORMING ARTS

This community-focused venue offers the style, space and grace to impress the most discriminating of audiences.

JIMMY JOHN'S FIELD

This new 4,000-seat stadium hosts minor league baseball, along with concerts, festivals and movie nights.

DID YOU KNOW?

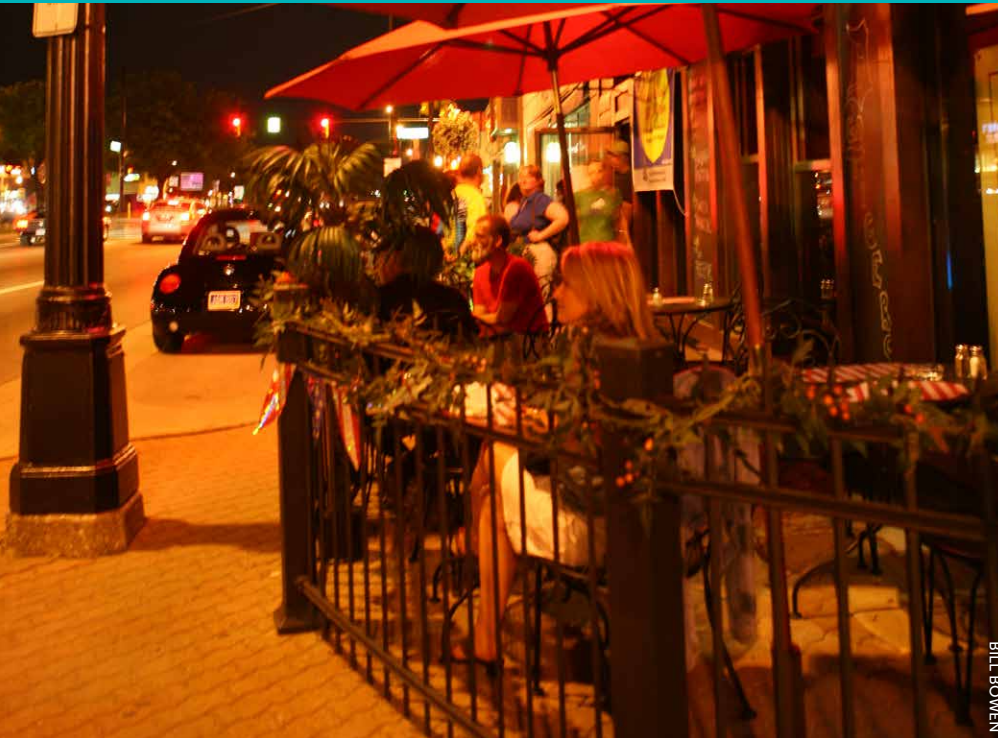
The Mall at Partridge Creek holds a Summer Sounds concert series late May through early September, featuring Motown, rock, jazz, country and more.

Selfridge Air National Guard Base and the on-base Selfridge Military Air Museum are about five miles from downtown Mount Clemens, one of the Macomb District's vibrant destinations.

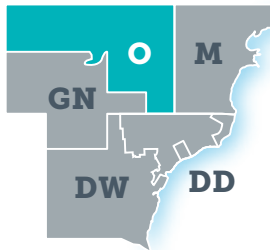
CNN put the Edsel & Eleanor Ford House on its 2013 list of the seven most outrageous American castles.

Macomb County will soon be home to a world-class fresh water nature center.

There's plenty more to see and do in Macomb. For more information on these locations and others, go to visitdetroit.com.



UPSCALE. CULTURED. FUN.



The Oakland District blends abundant green spaces with sprawling shopping, entertainment, art, sports and industry. Here, you can appreciate the finer things in life. The café scene. A fancy meal. Haute couture. Manicured parks and championship golf. Royal Oak is home to Detroit's hometown zoo, where the kangaroos and wallabies run wild without barriers or glass walls and the penguins deep dive in their new penguinarium. Shopping options are plentiful, with outlets featuring name brands and unbeatable prices right alongside upscale malls offering chic high-end designer collections. Posh downtowns? Oakland has several, with cozy tree-lined streets and one-of-a-kind boutiques. After dark, slip on over to Oakland's trendy Ferndale for fab dining, live music and comedic entertainment.

Clockwise from left:
Downtown Ferndale;
DTE Energy Music
Theatre; The Detroit
Zoo; The Detroit Shoppe
at the Somerset Col-
lection; Great Lakes
Crossing Outlets

Historical Attractions & Museum Highlights

DETROIT ZOO

An animal-lover's paradise. The new Polk Penguin Conservation Center is a must-see. This penguinarium gives visitors an insider's perspective on the living and diving habits of the tuxedoed birds from above and below in a 25-foot-deep aquatic area.

MEADOW BROOK HALL

This 88,000-square-foot Tudor Revival mansion is filled with authentic furnishings, priceless art and striking antiques.

Shopping & Walkable Downtown Highlights

BIRMINGHAM PRINCIPAL SHOPPING DISTRICT

An upscale center for art galleries, fine antique shops, unique boutiques, a wide range of dining venues, movie theaters, cultural activities and special events.

DOWNTOWN FERNDALE

A diverse, distinctive and vibrant urban downtown district with small-town charm.

DOWNTOWN ROCHESTER

Stroll down Main Street and browse the art galleries and unique shops, or indulge at one of the many fine restaurants.

GREAT LAKES CROSSING OUTLETS

The fully enclosed Great Lakes Crossing Outlets is the largest outlet center in Michigan, offering shoppers more than 180 retail and dining options, plus the Sea Life Michigan Aquarium and Lego-land Discovery Center Michigan.

SOMERSET COLLECTION

Features the most exclusive shopping in Michigan. Visit Nordstrom, Macy's, Swarovski, Ralph Lauren/Polo, Neiman Marcus, Saks Fifth Avenue, Tiffany & Co. and more.

Arts & Entertainment Highlights

EMAGINE ENTERTAINMENT & STAR LANES

A hot spot in downtown Royal Oak, this entertainment center has boutique bowling, pool tables, shuffleboard and more.

ROYAL OAK MUSIC THEATRE

One of the area's preeminent club-style concert venues, attracting world-class musicians and performers.

DTE ENERGY MUSIC THEATRE

This outdoor concert site offers everything from classical to heavy metal. Open late May through Labor Day.

COMEDY SPORTZ DETROIT/ THE IMPROV ADVANTAGE

Improv comedy is played like a sport here, with audience participation highly encouraged.

FIELDSTONE GOLF CLUB

18-hole premier golf club designed by Arthur Hills.

MARK RIDLEY'S COMEDY CASTLE

30-year-old nightclub featuring nationally recognized comedians.

MT. HOLLY SKI AND SNOWBOARD RESORT

Winter sports of skiing and snowboarding from mid-November to mid-March.

DID YOU KNOW?

The Detroit Zoo attracts more than 1 million visitors each year.

Meadow Brook Hall is the fourth-largest historic house turned museum in the U.S.

There's plenty more to see and do in Oakland. For more information on these locations and others, go to visitdetroit.com.



ITINERARIES

The following is a list of metro Detroit's unique sites, sights and tour ideas.

ART

Metro Detroit has fine and contemporary art, from refined spaces to intriguing artistic expressions on city streets. Institutions to consider:

- The Alley Project
- The Belt
- Cranbrook Art Museum
- Detroit Institute of Arts
- Detroit People Mover Stations
- Grand River Creative Corridor
- The Heidelberg Project
- Museum of Contemporary Art Detroit (MOCAD)
- Pewabic Pottery
- Russell Industrial Center
- Scarab Club

AUTO BARON HOME TOURS

Discover some of Detroit's dwellings, where former celebrity families once lived in ultra decadence. Visit these homesteads:

- Edsel & Eleanor Ford House
- Meadow Brook Hall (Matilda Dodge Wilson Estate)

AUTOMOTIVE ATTRACTIONS + MUSEUMS

Detroit is the Motor City and the home headquarters of Ford Motor Company, General Motors and Fiat Chrysler Automobiles. Explore the region's car culture:

- Automotive Hall of Fame
- Detroit Historical Museum
- Diego Rivera murals at the Detroit Institute of Arts
- Ford Piquette Avenue Plant
- GM Showroom at the GM Renaissance Center
- The Henry Ford — Henry Ford Museum of American Innovation, Greenfield Village and Ford Rouge Factory Tour

AFRICAN-AMERICAN HISTORICAL SITES

Detroit readily celebrates many heritages, including African-American traditions and legacies. There are many places to get educated and have fun in the process:

- Burton Historical and E. Azalia Hackley Memorial collections/Detroit Public Library
- Charles H. Wright Museum of African American History
- First Congregational Church's Underground Railroad Living Museum Tour
- Gospel Music Hall of Fame
- The Henry Ford — Henry Ford Museum of American Innovation and Greenfield Village
- International Memorial to the Underground Railroad (includes Detroit's Gateway to Freedom and Windsor's Tower of Freedom)
- John Freeman Walls Historic Site and Underground Railroad Museum — Windsor
- Motown Museum
- North American Black History Museum & Cultural Center — Windsor
- Sandwich Baptist Church — Windsor
- Second Baptist Church of Detroit
- Tuskegee Airmen National Historical Museum
- Uncle Tom's Historic Site — Windsor
- Walter P. Reuther Library Archives of Labor & Urban Affairs

Photos from left: Cranbrook Art Museum; Meadow Brook Hall; Ford Rouge Factory Tour; Charles H. Wright Museum of African American History; Detroit People Mover stations



CANADA/WINDSOR TOURS

Detroit's international neighbor, Windsor, Ontario, offers several activities, historical and otherwise. If willing to cross the border, here are some destination suggestions:

- Caesars Windsor
- Capitol Theatre & Arts Centre
- Ford City Walking Tour
- Dieppe Park
- Hiram Walker & Sons
- John Freeman Walls Historic Site and Underground Railroad Museum
- Queen Elizabeth II Gardens
- Willistead Manor
- Art Gallery of Windsor

GAMING

Enjoy the bells and whistles of slots and tables and/or the roaring excitement of horse racing on both sides of the Detroit/Windsor border.

Options include:

- Caesars Windsor
- Greektown Casino-Hotel
- Hazel Park Raceway
- MGM Grand Detroit
- MotorCity Casino Hotel
- Northville Downs
- Windsor Racetrack Slots

METRO DETROIT MUSEUMS

Detroit is steeped in all kinds of heritage and history, from the origins of the mass-produced automobile and historic architectural landmarks to Civil War-era forts. You don't have to travel far to immerse yourself in customs and culture.

Consider these:

- Arab American National Museum
- Automotive Hall of Fame
- Charles H. Wright Museum of African American History
- Cranbrook Art Museum
- Cranbrook House and Gardens
- Cranbrook Institute of Science
- Detroit Children's Museum
- Detroit Historical Museum
- Detroit Institute of Arts
- The Henry Ford — Henry Ford Museum of American Innovation, Greenfield Village and Ford Rouge Factory Tour
- Holocaust Memorial Center Zekelman Family Campus
- Michigan Science Center
- Motown Museum
- Museum of Contemporary Art Detroit (MOCAD)
- Tuskegee Airmen National Historical Museum

Photos from left: Michigan Science Center; Detroit Historical Museum; Belle Isle; GM Renaissance Center; casinos

ANNUAL EVENTS

The following is a list of major events that take place annually in metro Detroit. For a complete list, please go to visitdetroit.com/things-to-do-in-detroit.

JANUARY

Meridian Winter Blast, winterblast.com
Plymouth Ice Festival, plymouthicefestival.com

FEBRUARY

Autorama, autorama.com

MARCH

Corktown St. Patrick's Day Parade, detroitstpatricksparade.com
Marche du Nain Rouge, marchedunainrouge.com

APRIL

Detroit Tigers Opening Day, detroit.tigers.mlb.com

MAY

Flower Day at Eastern Market, detroiteasternmarket.com
Movement Electronic Music Festival, movement.us

JUNE

Chevrolet Detroit Grand Prix, detroitgp.com
Ford Fireworks, theparade.org
GM River Days, riverdays.com
Motor City Pride, motorcitypride.org
North American International Auto Show, naias.com
Stars & Stripes Festival, starsandstripesfest.com

JULY

Art in The Park, artinthepark.com
Concert of Colors, concertofcolors.com
Concours d'Elegance of America, concoursusa.org
Maker Faire at The Henry Ford, thehenryford.org
Orchard Lake Fine Art Show, hotworks.org/orchardlakefineartshow

AUGUST

Arab and Chaldean Festival, arabandchaldeanfestival.com
Detroit Sports Commission Prep Kickoff Classic, detroitssports.org
Michigan Renaissance Festival, michrenfest.com
Michigan State Fair, michiganstatefairllc.com
Spirit of Detroit HydroFest, detroitboatracess.com
Woodward Dream Cruise, woodwarddreamcruise.com

SEPTEMBER

Art & Apples Festival, artandapples.com
Arts, Beats & Eats, artsbeatseats.com
Detroit Jazz Festival, detroitjazzfest.com
DIY Street Fair, ferndalediy.com
Michigan Peach Festival of Romeo, michiganpeachfest.com
Northville Heritage Festival, northville.org
Tour de Troit, tour-de-troit.org

OCTOBER

Detroit Free Press Chemical Bank Marathon, freepmarathon.com
Fall Beer Festival, mibeer.com
Hallowe'en in Greenfield Village, thehenryford.org

NOVEMBER

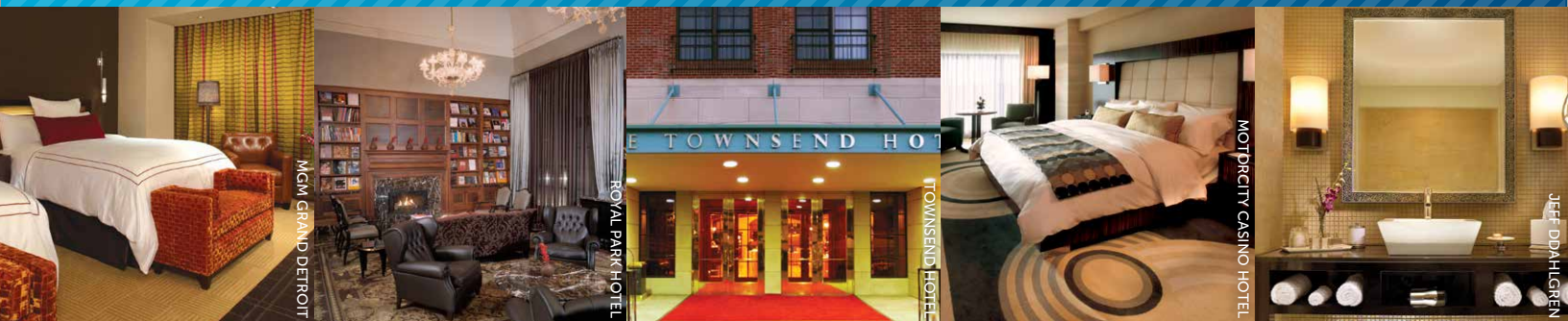
America's Thanksgiving Parade, theparade.org
Big, Bright Light Show, downtownrochestermi.com
Detroit Tree Lighting at Campus Martius Park, campusmartiuspark.org
Wayne County Lightfest, waynecounty.com

DECEMBER

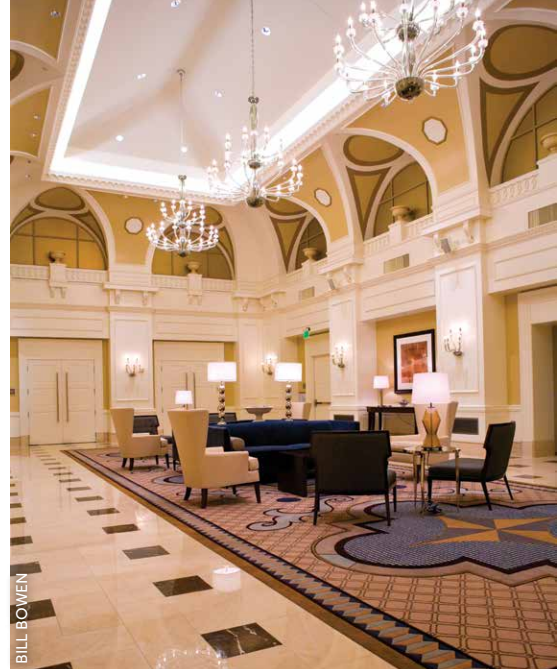
Holiday Nights in Greenfield Village, thehenryford.org
Kwanzaa Celebration at Charles H. Wright Museum of African American History, thewright.org
Noel Night, midtowndetroitinc.com

STAYING WITH US

Metro Detroit has a full menu of accommodation types. In most cases, the area's hotels are within a 30-minute driving radius of downtown.



ACCOMMODATIONS



42,000 AND COUNTING

With some 42,000 available hotel rooms, metro Detroit has a selection of accommodation options that can cover every need and price point. Major and trusted brands in the area's five destination districts include Hilton, Holiday Inn, Marriott, Sheraton and Westin.

DEARBORN/ WAYNE

Many of the hotels in this district are within approximately a 10-mile radius of Detroit Metro Airport.

MAKE SURE YOU CONSIDER

The Dearborn Inn

Designed by the well-known industrial architect Albert Kahn this Marriott Hotel was one of the nation's first airport hotels in the 1930s. Today, the 23-acre retreat also features reproduction homes of the famous Walt Whitman and Edgar Allan Poe.

The Westin Hotel

Detroit Metropolitan Airport was named the Best Airport Hotel by *Michigan Meetings + Events* for 2015.

The Henry, Autograph Collection

The winner of Trip Advisor's Certificate of Excellence in 2014.

DOWNTOWN DETROIT

There are 5,000 available rooms in Detroit's prime downtown real estate.

MAKE SURE YOU CONSIDER

Crowne Plaza - Detroit Downtown Riverfront

Located across the street from TCF Center, this upscale property is a 25-story, 367-room hotel.

Detroit Foundation Hotel

Detroit's former fire department headquarters has been newly transformed into a smoking hot 100-room hotel.

Detroit Marriott at the Renaissance Center

One of the tallest hotels in the Western Hemisphere, with nearly 1,246 guest rooms.

MGM Grand Detroit, Greektown Casino-Hotel, MotorCity Casino Hotel

Detroit's three full-service casino hotels are all within a mile or less of TCF Center and have a combined 1,200 rooms.

The Westin Book Cadillac Detroit

Legendary, restored and on the National Register of Historic Places. Rooms average 475 square feet.

GREATER NOVI

The Suburban Collection Showplace exhibition facility is at this district's epicenter, and a population of 30 or so hotels is within a 12-mile radius.

MAKE SURE YOU CONSIDER

Hyatt Place Detroit/Novi

Attached to the Suburban Collection Showplace includes 9,260 square feet of its own meeting space. A planned expansion scheduled to be complete in spring 2018 will add another 200,000 square feet to the convention center.

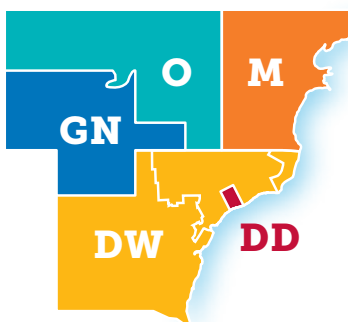
The Inn at St. John's

Was named the Best Hotel with Meeting/Event Space (fewer than 200 guests rooms) by *Michigan Meetings + Events* for 2016.

The Baronette Renaissance Detroit-Novi

One of the area's top hotels, with a Michigan lake retreat-like atmosphere.

For more information and a complete listing of places to stay, go to visitdetroit.com.



Opposite, clockwise from top left: The Dearborn Inn; The Westin Book Cadillac Detroit; Immerse Spa at MGM Grand Detroit; The Baronette Renaissance Detroit-Novi Hotel; The Inn at St. John's

MACOMB

A boater's paradise and a shopper's nirvana, this district has a set of hotel options within an easy drive of your recreational sport of choice.

MAKE SURE YOU CONSIDER

Wyndham Garden - Sterling Heights

Metro Detroit's only hotel with an indoor waterpark.

Hyatt Place - Detroit Utica

The award-winning chain's entry in Utica has an indoor pool and all the room amenities.



COURTESY OF WYNDHAM GARDEN-STERLING HEIGHTS

OAKLAND

This district offers a variety of value options as well as super-chic and trendy addresses.

MAKE SURE YOU CONSIDER

The Townsend Hotel

Voted one of the world's best hotels by *Travel + Leisure* and among the world's best places to stay by Condé Nast.

Holiday Inn Express & Suites

One of the official hotel partners of Great Lakes Crossing Outlets, Michigan's largest value-shopping destination.

Royal Park Hotel

Featuring 143 uniquely designed guest rooms and suites, this AAA Four-Diamond hotel has a private putting green, fly-fishing spot and bocce ball courts.

For more information and a complete listing of places to stay, go to visitdetroit.com.



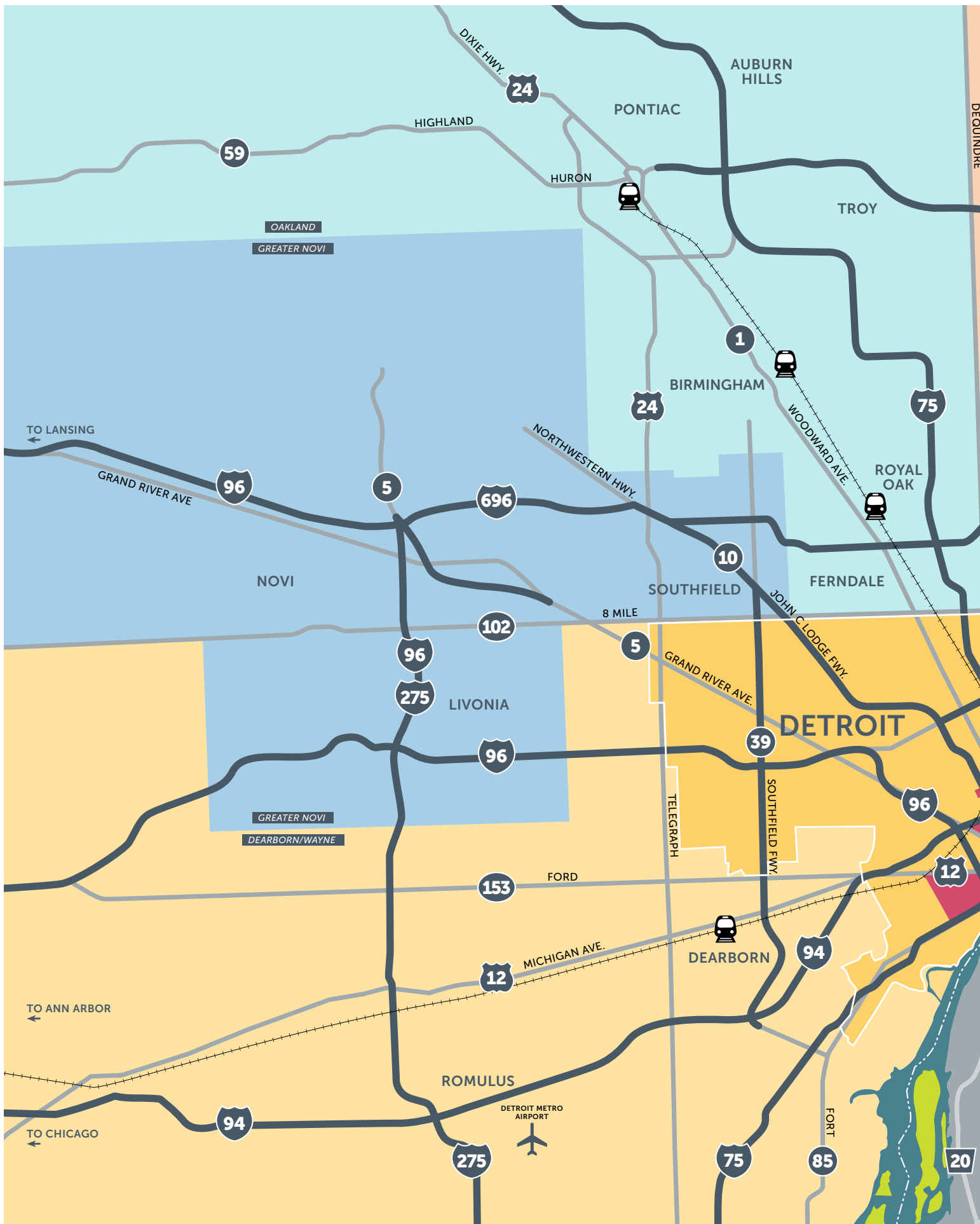
COURTESY OF THE TOWNSEND HOTEL

From top: Wyndham Garden - Sterling Heights; The Townsend Hotel

HOW TO GET HERE AND THERE

With one of the world's busiest air transportation hubs, Detroit offers nonstop flights to 150 destinations in the world. And when talking about what's happening once on the ground, the area — we are called the Motor City, by the way — is known for having one of the most efficient road systems around.





METRO DETROIT

Flying into Detroit is a snap. Once you're on the ground, it's a new ball game. Flat out, you need a car if you want to get around town.

HIGHWAYS AND BYWAYS

To make the translation between names and numbers, here's a quick primer:

- I-75, aka the Fisher Freeway, as well as the Chrysler Freeway.
- I-94 is the Ford Freeway for a stretch.
- I-96 is also known as the Jeffries Freeway and Rosa Parks Memorial Highway.
- I-696 is the Walter P. Reuther Freeway.
- I-375 is a mile long and has no name.
- M-1 is Woodward Avenue.
- M-10 is also known as the Lodge Freeway.
- M-39 is known as the Southfield Freeway.

A good rule of thumb when speaking to native Detroiters is to use the interstate numbers and the names for state or U.S. highways. For example, we say I-75, not the Fisher. Hop on the Lodge or the Southfield, not M-10 or M-39.

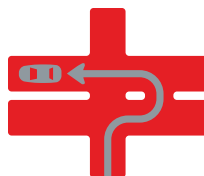
THE MILE ROADS

Metro Detroit's mile roads run east and west and are approximately a mile north or south of one another. Some of them change names throughout the area.

The fickle mile roads that change names:

- 5 Mile / Fenkell east of Telegraph
- 6 Mile / McNichols east of Telegraph
- 7 Mile / Moross east of Kelly
- 8 Mile / Baseline west of I-275 and Vernier east of Kelly
- 10 Mile / I-696 service drive west of I-75
- 11 Mile / I-696 service drive east of Dequindre
- 15 Mile / Maple west of Dequindre
- 16 Mile / Metropolitan Parkway, Big Beaver west of Dequindre and Quarton west of Woodward
- 17 Mile / Wattles west of Dequindre
- 18 Mile / Long Lake west of Dequindre
- 19 Mile / Square Lake Road west of Dequindre
- 20 Mile / M-59, Hall and, finally, William P. Rosso Highway
- 21 Mile / Auburn west of Shelby
- 22 Mile / Hamlin west of Shelby
- 23 Mile / Avon west of Dequindre
- 24 mile / Walton Blvd. west of Rochester

We could go on and on, as the mile roads continue north into the growing region, but we'll let you discover those for yourself.



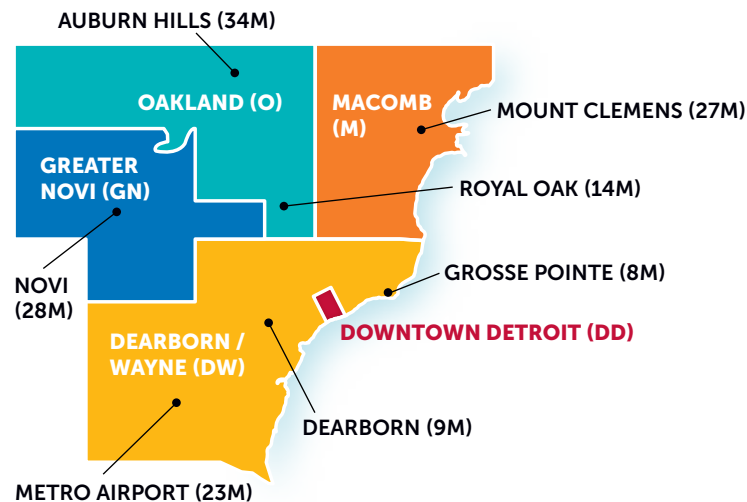
THE MICHIGAN LEFT

It's a U-turn, kind of. Where a Michigan Left is in place, left turns at the intersection are not allowed. Instead, to turn left, you must drive straight or turn right, then make a U-turn at a median crossover.



DRIVING DISTANCES

Average Driving Distance to Downtown (in miles)



The five districts of metro Detroit are:

Dearborn/Wayne, Downtown Detroit, Greater Novi, Macomb and Oakland

DID YOU KNOW?

Metro Detroit is the 14th-largest metro area in the country.

Novi, a city in our Greater Novi District, was named after its stagecoach stop designation of #6 or No. VI.

CITY INDEX

Dearborn/Wayne

Allen Park
Belleville
Brownstown Township
Canton
Dearborn
Dearborn Heights
Detroit
Ecorse
Flat Rock
Garden City
Gibraltar
Grosse Ile
The Grosse Pointes (City, Farms, Park, Shores, Woods)
Harper Woods
Highland Park
Inkster
Lincoln Park
Melvindale
New Boston
Redford Township
River Rouge
Riverview
Rockwood
Romulus
Southgate
Taylor
Trenton
Wayne
Westland
Woodhaven
Wyandotte

Greater Novi

Commerce Township
Farmington
Farmington Hills
Lathrup Village
Livonia
Milford
New Hudson
Northville
Novi
Plymouth
South Lyon
Southfield
Walled Lake
West Bloomfield
Wixom
Wolverine Lake

Macomb

Armada
Center Line
Chesterfield Township
Clinton Township
Eastpointe
Fraser
Harrison Township
Macomb Township
Mount Clemens
New Baltimore
New Haven
Ray Township
Richmond
Romeo
Roseville
Shelby Township
St. Clair Shores
Sterling Heights
Utica
Warren
Washington Township

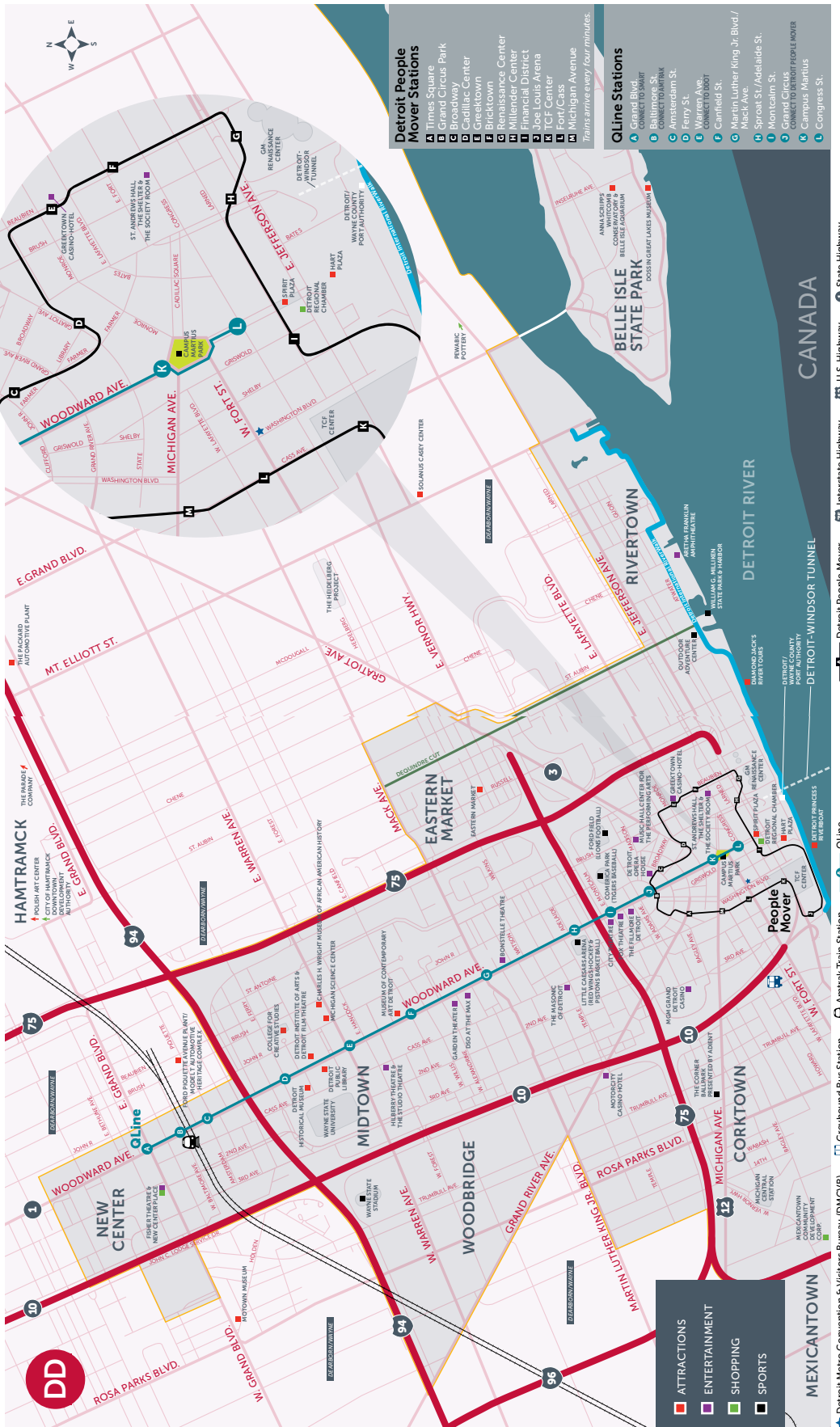
Oakland

Auburn Hills
Berkley
Beverly Hills
Bingham Farms
Birmingham
Bloomfield Hills
Clarkston
Clawson
Davisburg
Drayton Plains
Fenton
Ferndale
Franklin
Hazel Park
Highland
Holly
Huntington Woods
Independence Township
Keego Harbor
Lake Orion
Lakeville
Leonard
Madison Heights
Oak Park
Oakland Township
Orchard Lake
Orion Township
Ortonville
Pleasant Ridge
Pontiac
Rochester
Rochester Hills
Royal Oak
Sylvan Lake
Troy
Union Lake
Waterford
White Lake Township

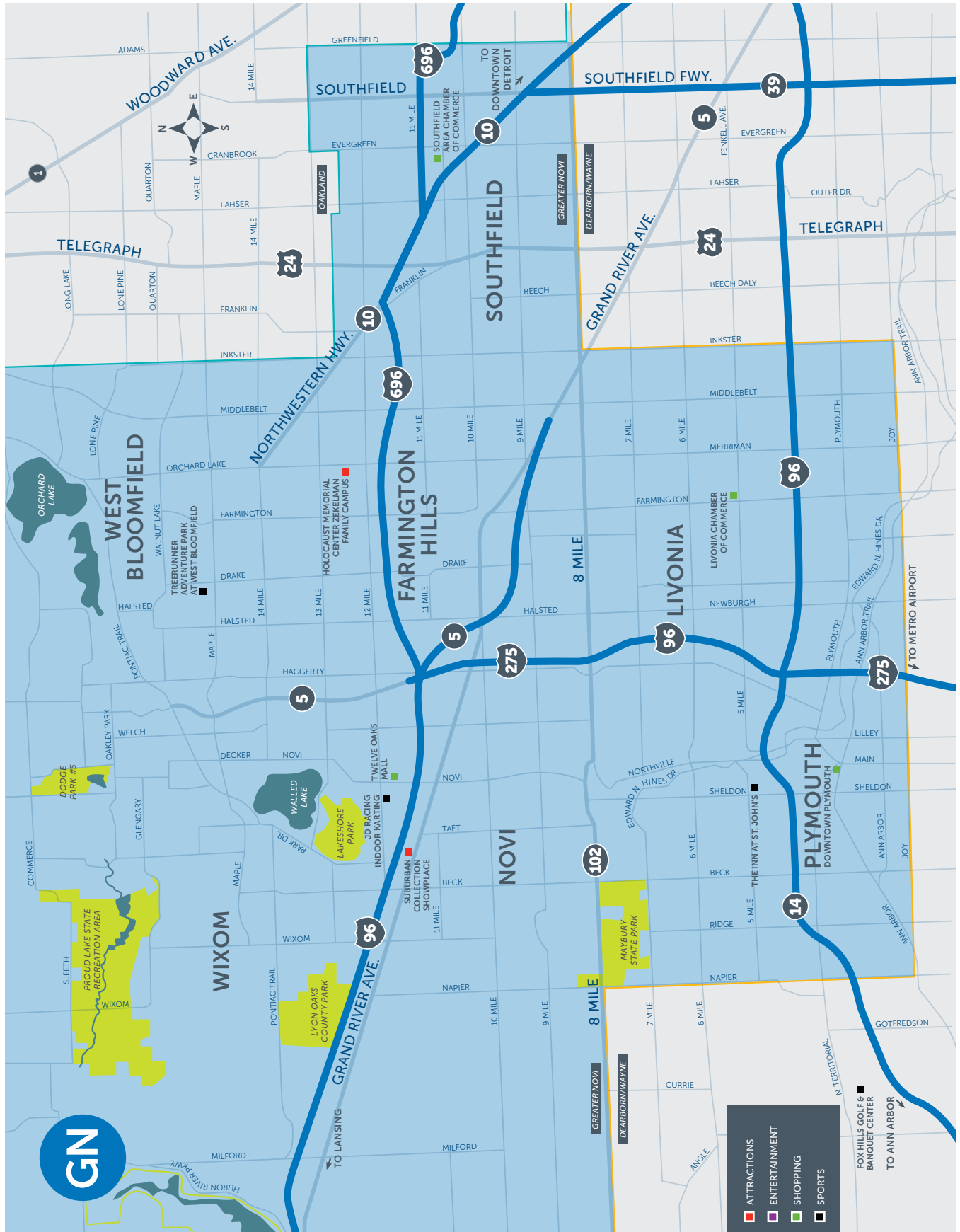
DEARBORN/WAYNE



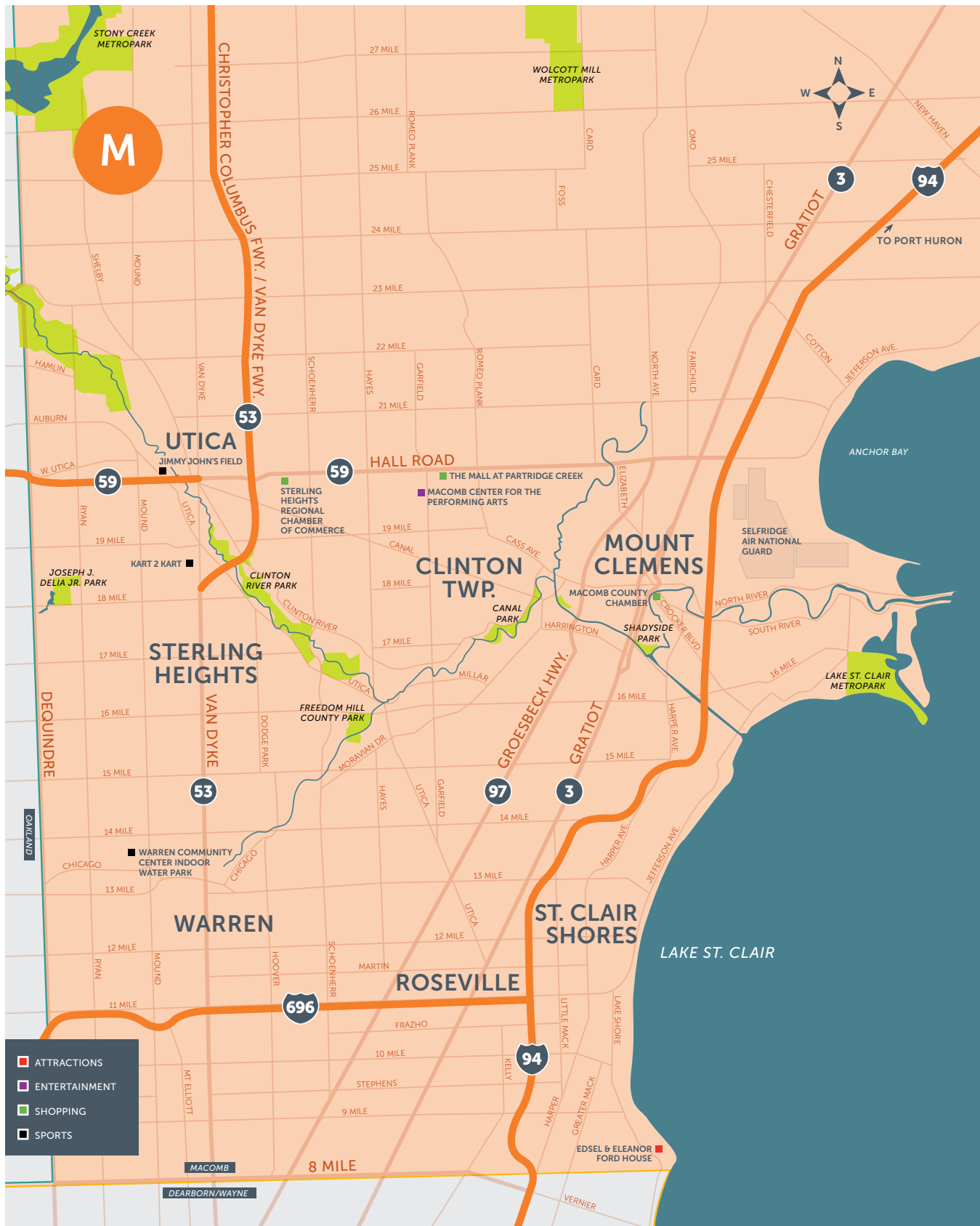
DOWNTOWN DETROIT



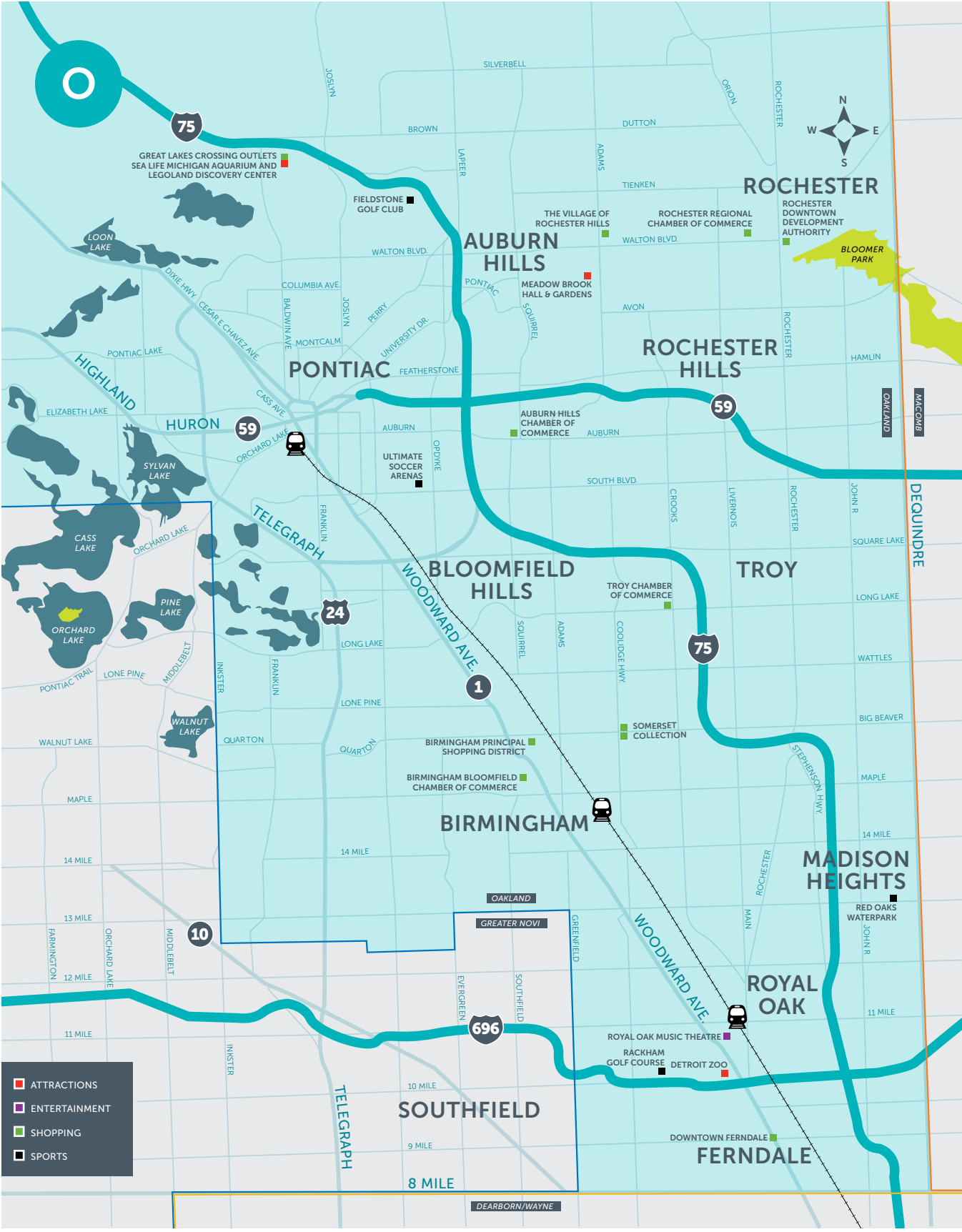
GREATER NOVI

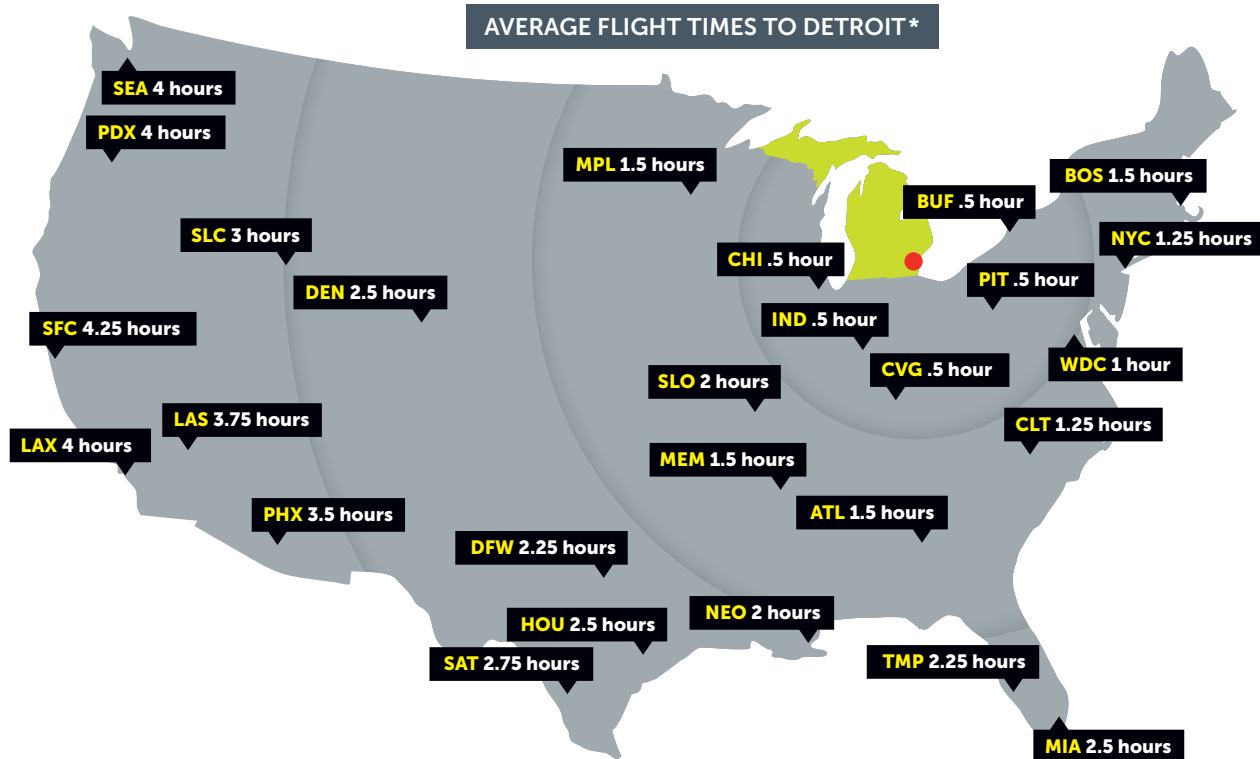


MACOMB



OAKLAND





EASY AND CONVENIENT

Detroit Metro Airport (DTW) is a Delta hub that is a 90-minute flight — or less — away from 60 percent of the country's population. All major domestic airlines, six low-cost carriers and five international carriers offer service from the airport.

ANNUAL PASSENGERS: MORE THAN 36 MILLION

AVERAGE DAILY TAKEOFFS/LANDINGS: MORE THAN 1,034

AVERAGE DAILY FLIGHT DEPARTURES: NEARLY 517

AVERAGE DAILY SEAT DEPARTURES: 58,000

NONSTOP FLIGHTS FROM 114 U.S. CITIES AND 17 COUNTRIES

BAHAMAS	FRANCE	JAMAICA	MEXICO
CANADA	GERMANY	JAPAN	NETHERLANDS
CHINA	GRAND CAYMAN	JORDAN	UNITED KINGDOM
DOMINICAN REPUBLIC	ITALY	KOREA (SOUTH KOREA)	

MAJOR AIRLINES

Aeromexico**
 Air Canada**
 Air France**
 Alaska Airlines
 American Airlines
 Delta Air Lines**
 Frontier Airlines
 JetBlue Airways
 Lufthansa**
 Royal Jordanian**
 Southwest Airlines
 Spirit Airlines**
 United Airlines

Source: Detroit Metropolitan Wayne County Airport, metroairport.com

** Indicates nonstop international destinations

*Source: travelmath.com

This assumes an average flight speed for a commercial airliner of 500 mph. Your exact time may vary depending on wind speeds.

FLY IN, FLY OUT

Detroit Metro Airport has two main terminals, McNamara and North. Both offer tons of customer conveniences and amenities. More than 100 shops and restaurants provide a wide variety, ranging from fast and convenient to more upscale. Extra-wide moving walkways, shuttles between terminals, two indoor 200-passenger trams that transport guests within the McNamara Terminal and an on-site luxury Westin hotel round out the airport's many services.

	McNamara Terminal	North Terminal
Gates	105	26
Shops & restaurants	79	25
Ticket counters	106	70
E-ticket kiosks	90	60
Luggage carousels	18	8

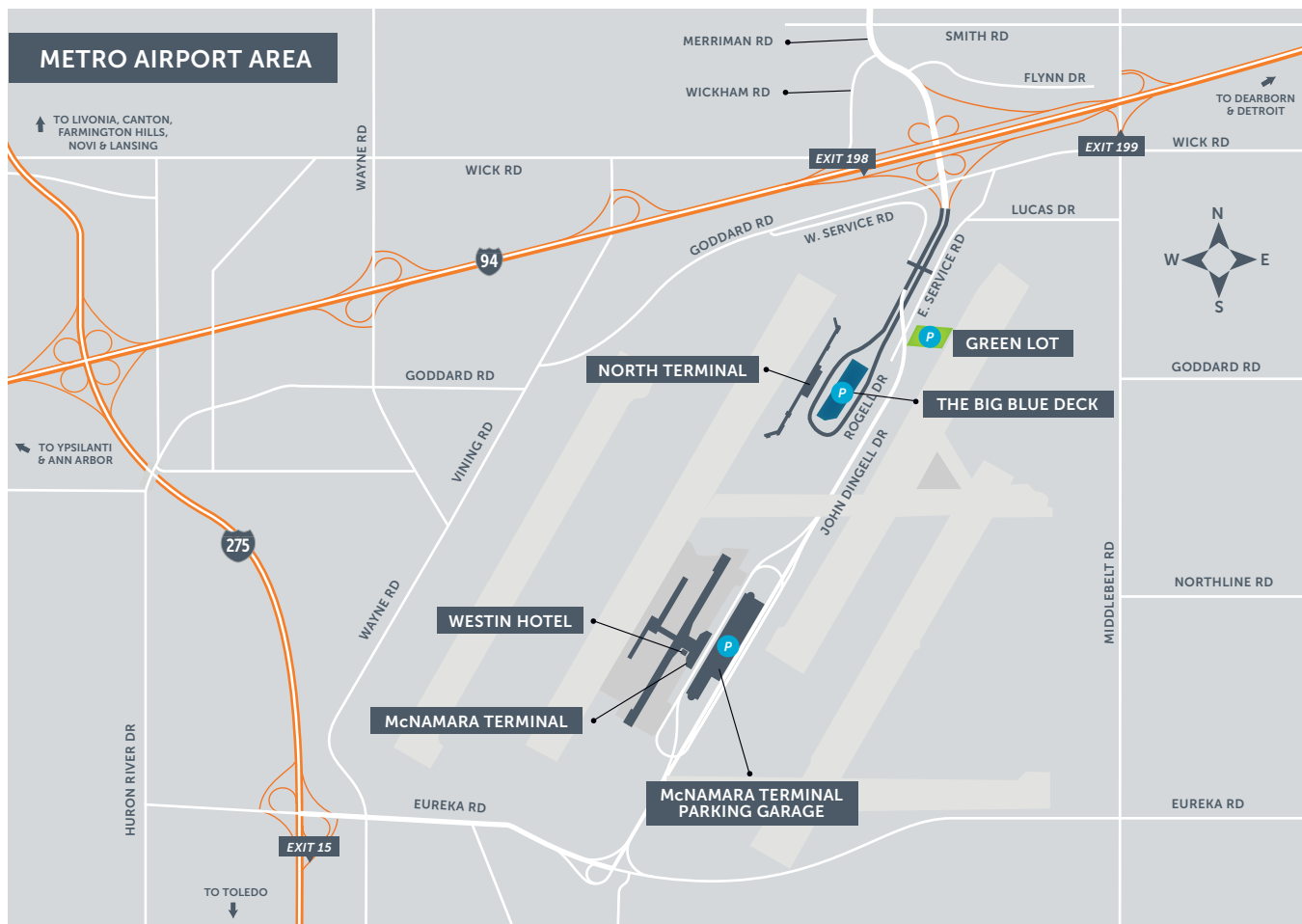
DID YOU KNOW?

The McNamara Terminal has a set of shops that includes a specialty jeweler, designer apparel and a full-service spa. An award-winning Estée Lauder Beauty Boutique offers on-site beauty advisers.

Detroit Metro Airport: "Ranked No. 3 mega airport in passenger satisfaction."

J.D. Power

Detroit Metro Airport's annual economic impact is estimated at \$10.2 billion, and the airport is responsible for sustaining more than 86,000 jobs across Michigan.





TRANSPORTATION

DRIVE IN, DRIVE OUT

Metro Detroit's freeway system is considered one of the most efficient in the country, making it easier to get around the area's nearly 2,000-plus square miles.

Many hotels provide shuttles to and from Detroit Metro Airport, as well as to area attractions, convention spaces and stadiums for major events. A large directory of the most familiar car rental services can also be found.

The Detroit People Mover, an elevated, automated light rail system, loops downtown's central business district with 13 stations at critical points of interest, including TCF Center, the GM Renaissance Center and the concentrated entertainment area known as Greektown. The QLine became operational in 2017. The 3.3-mile circulating streetcar runs along Woodward Avenue, with 20 stations serving 12 downtown stops.

TAXI RATES

Here are approximate rates for getting to and from major A and B destinations. Rates vary depending on wait times, traffic and the number of people traveling. Typically, traveling around 20 miles in good traffic costs around \$50 one way.

From Detroit Metro Airport to:

TCF CENTER: \$49*

DEARBORN: \$35*

NOVI: \$59*

MOUNT CLEMENS: \$75*

**2018 A-1 Airport Cars*

SHUTTLES / SEDANS

Metro Detroit has plenty of shuttle/sedan services. Typical hourly rate is around \$55* for local travel only, and there's usually a minimum two-hour rental. Related parking fees, tolls and gratuities not included.

**detroitshuttleservice.com*

CAR RENTALS

All the major rental car agencies have on-airport locations at Detroit Metro Airport, including Enterprise, Hertz, Avis, Budget, National and more.

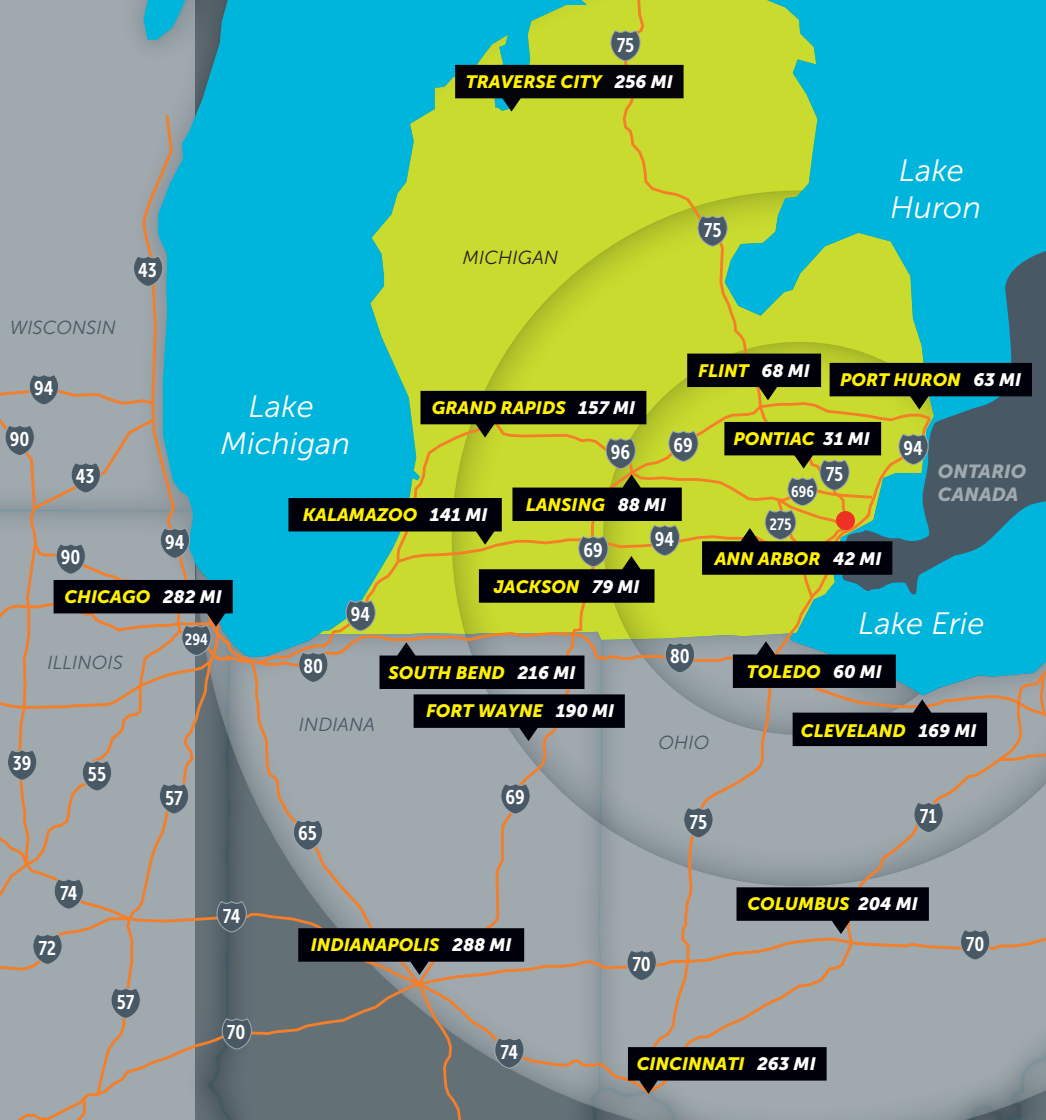
Average car rental rate: \$55 per day*

**Nov. 2017 cheapcarrental.net*

FAST – POWERED BY SMART

FAST is a new high-frequency bus service. Michigan routes provide a direct connection from Detroit Metro Airport to downtown Detroit every 15-30 minutes. Operates seven days a week, 5 a.m.-midnight. Fare: \$2. Call 866-962-5515 or visit smartbus.org.

TRANSPORTATION



DID YOU KNOW?

19 million visitors come to downtown Detroit every year.

Detroit Economic Growth Corporation

Utica, a city in our Macomb District, was once known as Hog's Hollow.

Bloomfield Hills, in our Oakland District, was once known as Bagley's Corner.

Detroit has been the annual host of an auto show for more than a century.

DRIVING DIRECTIONS TO DOWNTOWN DETROIT

Even if you have a GPS system, our easy-to-use directions on how to drive to the Motor City will make the trip a breeze.

FROM THE WEST (GRAND RAPIDS)

Take I-96 east to the Lodge Freeway (M-10) south toward downtown. Continue south and M-10 ends in downtown Detroit on Jefferson Avenue heading east.

FROM THE EAST (PORT HURON)

Take I-94 west to I-75 south. Then take I-375 south toward downtown. Continue south on I-375 and it ends in downtown Detroit on Jefferson Avenue heading west.

FROM THE NORTH (FLINT)

Take I-75 south to I-375 south toward downtown. Continue south on I-375 until it ends in downtown Detroit on Jefferson Avenue heading west.

FROM THE SOUTH (MONROE/OHIO)

Take I-75 north to the Lodge Freeway (M-10) south toward downtown. Continue south and M-10 ends in downtown Detroit on Jefferson Avenue heading east.

TRANSIT

The Detroit People Mover, an elevated and automated light rail system, can help attendees get around downtown quickly, easily and safely. The 2.9-mile looped system has 13 stations, with automatic stops at key downtown locations.

HOURS OF OPERATION

6:30 a.m.-midnight weekdays, with an extension to 2 a.m. on Fridays. 9 a.m.-2 a.m. Saturday. Noon-midnight Sunday. Early openings and extensions of evening hours are provided to accommodate sports events, major conventions and other special events. Riders can complete the entire scenic loop in approximately 15 minutes.

COST: ONE-WAY FARE IS JUST 75 CENTS

Cash (U.S. nickels, dimes, quarters).

Tokens (available in or near stations).

Monthly, annual and convention/special event passes are available at thepeoplemover.com or by calling 313-224-2160.

QLINE

This circulating streetcar runs on a 3.3-mile track with 20 stations along Woodward Avenue. Connects easily to the People Mover, DDOT, SMART, Amtrak and the Tunnel Bus.

HOURS OF OPERATION

Monday-Thursday 6 a.m.-11 p.m., Friday 6 a.m.-midnight, Saturday 8 a.m.-midnight, Sunday 8 a.m.-8 p.m.

FARE:

3 hours: \$1.50

Seniors: 75¢

24 hours: \$3

qlinedetroit.com or 313-528-3044

FAST – powered by SMART

FAST is a new high-frequency bus service. Michigan routes provide a direct connection from Detroit Metro Airport to downtown Detroit.

HOURS OF OPERATION

Seven days a week, 5 a.m.-midnight.

FARE:

\$2 one way, including free Wi-Fi.

Both airport terminals, as well as the Dearborn Transit Center, are served with each trip.

smartbus.org or 866-962-5515



DID YOU KNOW?

The Detroit People Mover stations are attractions in their own right. The renowned Art in the Stations features more than \$2 million in mixed media that people are welcome to photograph, touch and experience — an added bonus to the 75-cent one-way fee.

The Detroit People Mover runs clockwise.



TRANSIT

BUS & RAIL

Amtrak

Amtrak trains serve 45 states and visit more than 500 destinations. Metro Detroit stations include Pontiac, Birmingham, Royal Oak, Detroit, Dearborn and Ann Arbor.

11 W. Baltimore
Detroit, 48202
313-873-3442, 800-USA-RAIL
or amtrak.com

Detroit Department of Transportation

1301 E. Warren Ave.
Detroit, 48207
313-933-1300, 888-DDOT-BUS

Detroit Transportation Corp. (Detroit People Mover)

See previous page.

Greyhound Lines

Please call for nearest station.
800-231-2222, 800-229-9424
or greyhound.com

SMART Bus and FAST – powered by SMART

For route and schedule information, please call Mon.-Fri. 6:30 a.m.-6 p.m. FAST is a new reliable, high-frequency

bus service that connects the city to the suburbs. FAST Gratiot, FAST Woodward and FAST Michigan routes operate every 15-30 minutes for a quick, convenient ride to downtown Detroit. Use FAST to ease the burden of parking and eliminate the hassle of navigating downtown.

Buhl Building
535 Griswold Street Suite 600
Detroit, MI 48226
866-962-5515 or smartbus.org

Transit Windsor

Check out Transit Windsor if you're looking for a transportation option between downtown Detroit and Windsor. Transit Windsor buses offer direct service to downtown Detroit locations, including Comerica Park and Ford Field, via the Detroit-Windsor Tunnel. Proper identification to cross the international border required. Call or visit the website for schedule and fare information.

3700 N. Service Road E.
Windsor, N8W 5X2
519-944-4111 or
citywindsor.ca/transitwindsor

DID YOU KNOW?

All SMART buses and some DDOT buses are equipped with bike racks that hold two bikes.

The Detroit People Mover allows bikes to be brought on board, and stations are equipped with bicycle racks.

Find bike trails and rentals throughout metro Detroit at michigan.org/biking/trails.

FIND A SAFE HAVEN — PROJECT LIGHTHOUSE

If you're not sure which way to turn, or your rental vehicle is giving you trouble (aka you locked the keys in the car) while in downtown Detroit, keep an eye out for a light-blue Lighthouse logo. The Lighthouse indicates a 24/7 Project Lighthouse safe haven that's ready to assist you. You can also call 313-471-6490.

More than 30 businesses in The D currently sport the Lighthouse logo, including the GM Ren Cen, Ford Field, Greektown Casino-Hotel, Fox Theatre, TCF Center and The Westin Book Cadillac Detroit hotel.

For more info, including a map of participating Project Lighthouse locations, visit downtowndetroit.org/do-business/business-improvement-zone-biz/safety-security/project-lighthouse.



FOR THE INTERNATIONAL TRAVELER

Whether you're driving a compact car over the Canadian border or flying a double-deck Airbus across a continent to get to Detroit, there are many resources to help you enjoy your stay.

CANADA



CROSSING THE BORDER

Interested in paying a visit to Windsor? You can do so easily from Detroit using either the Detroit-Windsor Tunnel or the Ambassador Bridge. There's also the Blue Water Bridge in Port Huron, Michigan, that links to Point Edward, Ontario. Current toll rates apply.

Ambassador Bridge

Detroit, 48232
313-849-5244
ambassadorbridge.com

Detroit-Windsor Tunnel

100 E. Jefferson
Detroit, 48226
313-567-4422
dwtunnel.com

Blue Water Bridge

1410 Elmwood
(entrance on 10th Avenue)
Port Huron, 48060
810-984-3131

REALLY — IT'S EASY.

If you are a United States citizen, you will need one of the following identification documents to return to the U.S. by car.

- U.S. Passport Book
- U.S. Passport Card
- Enhanced Driver's License
- Trusted Traveler Program Cards
NEXUS, SENTRI or FAST

For further information on passport applications, please visit travel.state.gov, crossingmadeeasy.com or call the National Passport Information Center at 877-487-2778.



DUTY-FREE

One of the benefits of going to Windsor is you can visit the duty-free shops. Lots of perfume, tobacco products and booze at great discounts. You may have to pay duties on these items when you enter Canada or re-enter the United States if you go crazy and spend more than the allowed personal exemption. Get more info at tunneldutyfree.com.

Spend 24 hours or more in the States, and the duty-free and Canadian tax exemptions on purchased goods get better and better.

TRANSIT WINDSOR

Check out Transit Windsor if you're looking for a transportation option between downtown Detroit and Windsor. Transit Windsor buses offer direct service to downtown Detroit locations, including Comerica Park and Ford Field, via the Detroit-Windsor Tunnel. Proper identification to cross the international border required. Call or visit the website for schedule and fare information.

3700 N. Service Road E.
Windsor, N8W 5X2
519-944-4111 or citywindsor.ca/transitwindsor

CURRENCY

It's smart to exchange currency at your hometown financial institution before you travel. If you do have pesos, pounds, euros or dinars in your wallet when you arrive, metro Detroit has locations where you can exchange them for U.S. dollars. Be aware, exchange rates may vary and surcharges may apply.

Detroit Metro Airport has several currency exchange kiosks available to passengers in the North and McNamara terminals. Pre-security posts are also open to the general public. Call ahead for hours.

McNamara Terminal:

- Pre-Security at the International Arrival Level
- Post-Security Near Gate 38

North Terminal:

- Pre-Security at the Baggage Claim Area
- Post-Security near Gates D9 & D10

International Currency Exchange

Detroit Metro Airport
2500 World Gateway Place
Detroit, 48242
734-941-2001 or metroairport.com
or iceamerica.com

Foreign Currency Exchange Services

251 E. Merrill St., Ste. 238
Birmingham, 48009
248-594-6655 or fceservices.com

American Currency Exchange

344 N. Old Woodward Ave., Ste. 100
Birmingham, 48009
248-203-9883 or
americanxchange.com

CONSULATES

Many foreign consulates have international office locations and honorary representatives in downtown proper. Others are within the metro Detroit area.

U.S. Immigration & Customs Enforcement

3033 Porter St.
Detroit, 48216
313-963-4408 or ice.gov

Consulate of Austria

100 W. Long Lake Road
Bloomfield Hills, 48304
248-645-1444

Consulate of Belgium

30 Edgemere Road
Grosse Pointe Farms, 48236
313-881-1060 or 313-530-4436

British Consulate General

150 W. Jefferson
Detroit, 48226
313-225-7000

Consulate General of Canada

600 Renaissance Center, Ste. 1100
Detroit, 48243
313-567-2340 or
facebook.com/CanadainDetroit

Consulate of Cyprus

15706 Michigan Ave.
Dearborn, 48126
313-582-1411

Consulate of Denmark

5510 Woodward Ave.
Detroit, 48202
313-875-8080

Consulate of the Dominican Republic

7311 Whittaker St.
Detroit, 48209
313-384-1175

Consulate of France

500 Woodward Ave., Ste. 3500
Detroit, 48226
313-965-8258

Consulate of the Federal Republic of Germany

500 Woodward Ave., Ste. 3500
Detroit, 48226
313-965-3434

Consulate of Iraq

16445 W. 12 Mile Road
Southfield, 48076
248-423-1250

Consulate of Italy

535 Griswold, Ste. 1840
Detroit, 48226
313-963-8560 or
www.consdetroit.esteri.it/Consolato_Detroit

Consulate General of Japan

400 Renaissance Center, Ste. 1600
Detroit, 48243
313-567-0120 or
detroit.us.emb-japan.go.jp

Consulate of Korea

40400 E. Ann Arbor Road, Ste. 104b
Plymouth, 48170
734-459-8770

Consulate of Mexico

645 Griswold, Ste. 830
Detroit, 48226
313-964-4515 or
consulmex.sre.gob.mx/detroit

Consulate of The Netherlands

35105 Cricklewood Blvd.
New Baltimore, 48047
586-716-5600

CONSULATES cont'd

Consulate of Norway
26017 Concord Road
Huntington Woods, 48070
248-547-6379

Consulate of Romania
613 Abbott
Detroit, 48226
313-442-1320

Consulate of Spain
2114 Pauline Blvd.
Ann Arbor, 48103
734-662-0434

Consulate of South Korea
24666 Northwestern Hwy.
Southfield, 48075
248-945-9044

Consulate of Sweden
7352 Parker
Saline, 48176
734-944-8111

Consulate of Switzerland
24406 Fairmount
Dearborn, 48124
313-27-SWISS

Consulate of Ukraine
Ukrainian Cultural Center
26601 Ryan Road
Warren, 48091
586-757-8130

DID YOU KNOW?

Welcome Mat Detroit Immigrant Integration Network can be a useful resource when searching for interpreter/translation services and consulate locations. Visit welcomematdetroit.org or call 313-871-8600.

INTERPRETERS

If you are in need of translation and/or interpreter services, several resources in the metro Detroit area are available. For a more complete list, contact the Michigan Department of State's Help Center at 877-932-6424 and ask for the most up-to-date Michigan Translator Resource List.

Bromberg Translation Services
3141 Caniff St.
Hamtramck, 48212
313-871-0080, 855-221-9700 or
brombergtranslations.com

Interpreter Translator & Transportation Services
22777 Harper Ave.
St. Clair Shores, 48080
313-595-5241 or
ittsmichigan.com

Voices Around the World
2106 Parmenter Blvd.
Royal Oak, 48073
248-288-6440

International Translating Bureau
16125 W. 12 Mile Road
Southfield, 48076
248-559-1677 or
itbtranslations.com



DISTANCE FROM DETROIT TO MAJOR METROPOLITAN AREAS

Destination	Miles	Kilometers	Drive Time
Niagara Falls	237 miles	381.41 km.	3 hours, 49 minutes
Toronto	231 miles	371.76 km.	3 hours, 48 minutes
Chicago	283 miles	455.44 km.	4 hours, 17 minutes
Milwaukee	373 miles	600.29 km.	5 hours, 44 minutes
Indianapolis	287 miles	461.88 km.	4 hours, 28 minutes
Cleveland	169 miles	271.98 km.	2 hours, 39 minutes
New York	614 miles	988.00 km.	9 hours, 42 minutes

BEYOND DETROIT



BILL BOWEN



BILL BOWEN

BEYOND DETROIT

Metro Detroit is a final destination of many visitors to Michigan. The state, however, is blanketed with cities, communities and recreational wonders with much to offer guests of varying tastes and interests.

MICHIGAN

Michigan has a Lower and Upper Peninsula. In both, you'll find pastoral farmlands and rich forests, modern big cities and all-American small towns, and abundant lakes, rivers and beautiful beaches.

One of the state's biggest draws is the Great Lakes. Bounded by four of the five waters (Lakes Erie, Huron, Michigan and Superior), Michigan is hugged by veritable mini freshwater oceans teeming with fish, wildlife and accessible natural sandy coastlines. Mighty freighters often slowly roll past, hauling grains, iron ore and other resources to and from the Midwest region. And cities all throughout the state happily oblige and support the vibrant water and boating culture for natives as well as out-of-towners.

Visit the Sleeping Bear Dunes National Lakeshore tucked away in the northwest corner of the Lower Peninsula. It's been dubbed the most

beautiful place in America by the national news show *Good Morning America*. Or take in Grand Haven's beach on the eastern shore of Lake Michigan, one of CNN Travel's must-see beaches in the U.S. Stroll through the quaint downtowns of Holland or Frankenmuth, Michigan's own Little Bavaria. Don't miss the Cherry Festival every summer in Traverse City or the downhill skiing in winter at more than 40 ski resorts across the state. Travel the Mackinac Bridge and discover the Upper Peninsula, a world unto itself, full of bountiful, unspoiled natural beauty and unique downhome communities. Be sure to see the Soo Locks in Sault Ste. Marie, often referred to as one of the great wonders of the world — still the largest waterway traffic system on Earth. Experience favorite vacation spot, Mackinac Island, where bikes and horses are the only allowed modes of transportation to this day.

DID YOU KNOW?

The Sleeping Bear Dunes National Lakeshore boasts 64 miles of beach on Lake Michigan.

Michigan has more than 11,000 inland lakes and 36,000 miles of rivers and streams.



BEYOND DETROIT

DID YOU KNOW?

The Ark on Ann Arbor's Main Street is one of North America's oldest nonprofit acoustic music clubs preserving American folk and bluegrass.

Rocker Bob Seger grew up in Ann Arbor and sings about one of the city's thoroughfares in his hit song *Mainstreet*.

Back-and-forth access between Detroit and Windsor can be made via the Ambassador Bridge or the Detroit-Windsor Tunnel.

If you are a U.S. citizen, you will need one of the following identification documents to return to the U.S. from Windsor: U.S. passport book, U.S. passport card, enhanced driver's license or a Trusted Traveler Program card such as NEXUS, SENTRI or FAST.

ANN ARBOR

Ann Arbor is less than an hour from downtown Detroit. The home of the prestigious University of Michigan, the city is the quintessential college town — youthful, hip and edgy — yet it is steeped in the tradition of an educational institution born in the early 1800s.

Notably, Ann Arbor has three downtown districts, including Main Street, State Street and South University. At any time of day, you can stroll down the sidewalks and find a variety of one-of-a-kind shops and restaurants. Ann Arbor also has a large concentration of theaters and bars, some with international reputations, which play host to a diverse mix of artists. The lively and abundant entertainment scene is matched only by the city's cultural markers, including museums of modern art, natural history and archeology. And in July, the streets become an outdoor gallery for art lovers of all types as Ann Arbor's massive multiday art fair literally covers much of the city.

The university campus, a destination in itself, is made up of a complex web of historic buildings and green spaces. Come fall and winter, the school goes ablaze in maize and blue as the Wolverines take to the football field at the Big House (aka Michigan Stadium), the basketball court at Crisler Center and the ice at Yost Ice Arena.

WINDSOR, ONTARIO, CANADA

Detroit and Windsor, Ontario, are sister cities and cosmopolitan complements. Facing each other from opposite banks of the Detroit River — the world's busiest inland waterway — the two towns engage in an easy exchange of international commerce and culture.

With a population of more than 300,000, Windsor, like Detroit, shines with historic and cultural vitality as well as many entertainment options. Reaume Park and Coventry Gardens feature North America's largest floating fountain, while Jackson Park boasts more than 12,000 beautiful rose bushes. Other Windsor jewels include the Hiram Walker Historical Museum, Willistead Manor, the Art Gallery of Windsor and Caesars Windsor casino hotel with its on-site theater, The Colosseum.

A bustling multicultural town with great shopping, restaurants and outdoor cafes, Windsor holds special significance in the story of African-Americans. Serving as the final stop on the Underground Railroad for escaped slaves, Windsor commemorates its historical participation at sites throughout the city, including the John Freeman Walls Historic Site and Underground Railroad Museum.

CONTACT US

With all the change happening in The D and so many new developments, you'll want to stay in the know. You're going to need the right connections, the best images and someone to help you get the facts you need. We've got you covered.



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resources online. Download images,
view press releases and more at
visitdetroit.com/media-resources.*

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