

*2020 DMCVB MARKETING PLAN*

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# IMPOSSIBLE IS POSSIBLE



# A MESSAGE FROM THE CEO

Dear Hospitality Partner,

Metro Detroit's hospitality industry has never been stronger, bolder or more empowered. In 2020 alone, we are hosting a variety of events that are not only high profile, but will bring diverse audiences to Detroit — some for the very first time.

We will welcome sports fans with the 2020 NCAA Division I Men's Frozen Four. Young innovators and engineers and their families will experience our great city during the FIRST Robotics World Championship for the third consecutive year. Plus, the 2020 International Convention of Alcoholics Anonymous will shine a worldwide spotlight on Detroit, bringing its members and guests from all over the globe. Not to mention, we are expecting to host more than 200 national and international media this year.

Detroit continues to make unbelievable progress as a destination for leisure and business travel, and we are confident that it will continue to perform above expectations. We also know that the city's performance in a visitor's eyes is only as good as the hospitality they receive.

As our partners, you never disappoint, consistently providing the highest quality customer service in the industry. Don't stop. Continue to strive to provide the best hospitality services possible. If you do, we know that 2020 can be one of Detroit's most successful years yet.

Our 2020 marketing plan outlines the various strategies and tactics the Detroit Metro Convention & Visitors Bureau will employ to meet its goals for the year. There are often opportunities for you to take part in these activities, and we encourage you to do so. Please refer to this plan often when you see opportunities to get involved with our efforts.

There are several ways you can become active with the bureau and make your membership work better for you:

- Participate in sales familiarization tours and trade shows. Contact Events Manager Jennifer Miller at 313-202-1943 or [jmiller@visitdetroit.com](mailto:jmiller@visitdetroit.com).
- Advertise in the award-winning *Visit Detroit* magazine, which is distributed in all area hotel rooms. We are also offering digital advertising opportunities on [visitdetroit.com](http://visitdetroit.com). Call Digital Marketing Specialist Jessica Kukla at 313-202-1965 or [jkukla@visitdetroit.com](mailto:jkukla@visitdetroit.com).
- Use our Partner Portal or website to upload events and deals to [visitdetroit.com](http://visitdetroit.com).
- Follow us and join the conversations on Facebook, Twitter, Instagram and LinkedIn.
- Share news about your business with our public relations team so they can share it with contacts in the national and international media. Contact Media Relations Manager Deanna Majchrzak at 313-202-1999 or [dmajchrzak@visitdetroit.com](mailto:dmajchrzak@visitdetroit.com) or Media Relations Manager Samantha Scott at 313-202-1987 or [sscott@visitdetroit.com](mailto:sscott@visitdetroit.com).

Working with all of you is an absolute pleasure. Your energy, enthusiasm and commitment to making Detroit the best visitor destination it can be is evident year-round. Thank you.



Larry D. Alexander  
President and CEO





# MARKETING SEGMENT

## LEISURE



## STRATEGIES

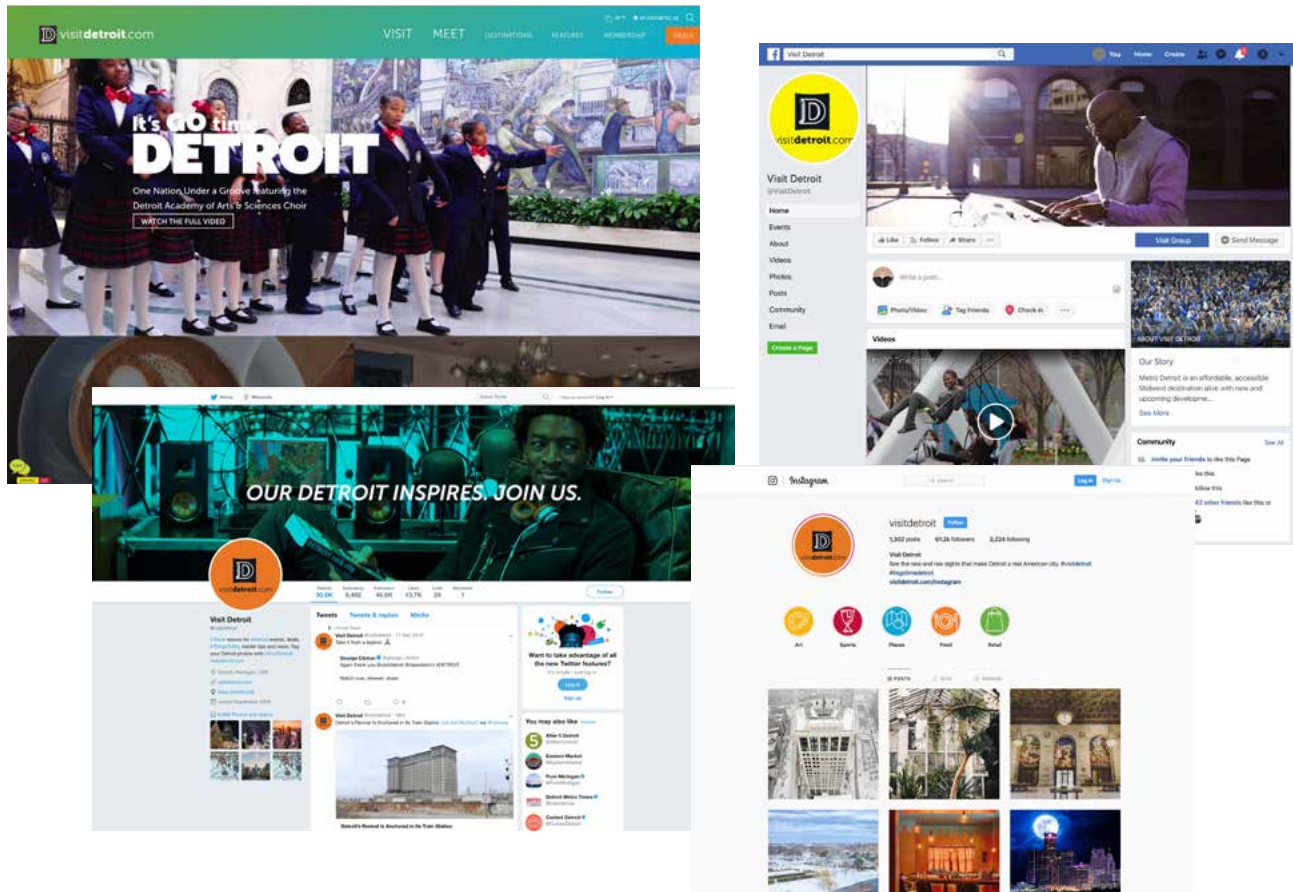
- Target regional markets three to five hours away. Continue to leverage personas by focusing message on trendy traveler, vibe-seekers and friends and family seeking an exciting but affordable "2-Day Getaway."

## ADVERTISING

- Heavy lower-funnel, flexible in and around target weekends
- Expedia/Hotels.com, extended to 12 months continuous program, added Orbitz.com and Travelocity.com to garner additional bookings
- TripAdvisor including Arrivalist, maintain destination sponsorship
- Adara enhanced from three-month campaign in 2019 to six-month campaign for 2020
- Sojern, new vendor delivering traveler path-to-purchase digital marketing campaign targeting travelers through prospect, smart and contextual targeting
- Native content amplification; brand awareness
- Paid social utilizing platforms — such as Facebook, Instagram, Twitter targeting personas, geography and timing
- Paid search, which is a continuation of 2019 program in alignment with SEO efforts
- Podcasts for two-month test through Spotify to build brand awareness with vibe-seeking visitor via vertical targeting in key markets - Chicago and Cleveland
- Nomadness — utilize Evita Robinson as both an influencer and sponsor of an event

# MARKETING SEGMENT

## LEISURE CONT'D



## INTEGRATED

- Recruit top content creators
  - Actively identify and connect with 25 photographers for 2020 photo stories
  - Invite high-reach influencers to create Detroit Instagram tours
- Publish compelling content
  - Shift content mix to 50 percent photo and video / 50 percent short-form text
  - Publish an exclusive photo essay each quarter
  - Incentivize top writers by creating monthly contests and recognition
- Reach and engage our ideal audience with unique digital experiences
  - Boost focus on Instagram and Facebook as channels for engaging with our targeted audience
  - Integrated content publishing with advertising media to cost-efficiently drive traffic to the website
  - Launch Detroit Welcome Chat Bot to assist in-market travelers with planning
  - Launch short-form videos highlighting boutique hotels, retail experiences, live music festivals and other unique events



# MARKETING SEGMENT

## LEISURE CONT'D



## PRINT AND DIGITAL PUBLISHING

- Continue to support convention groups with individual microsites
- Maintain and enhance visitdetroit.com's mobile experience
- Investigate and implement user personalization on visitdetroit.com
- Add quality videos and photography to website to complement main features
- Utilize traveler data and other analytics to guide content development for additional content on visitdetroit.com and Visit Detroit magazine.
- Redesign Eat, Stay and Play map to maximize efficiencies in print expenses. Increase distribution to leisure and business/convention audience.
- Collaborate with Services in the production and marketing of The D Discount Pass
- Continue to refine search engine optimization, including audio and video optimization
- Publish 200,000 copies of Visit Detroit magazine twice a year; continuing to enhance strong story content to include new attractions, events and major openings relevant to visitors; continuing with quality format, publication and timely delivery
- Launch design of an all-new Visit Detroit print travel magazine that incorporates the DMCVB Partnership Model that will be implemented in early 2020. Focus on all the new exciting experiences and travel tips, including recommendations from key influencers. Explore new formats. Consider using short excerpts from partner reviews if appropriate. Continue to add quality videos and stunning photography to enrich perception and guide the reader and support the travel planning process.

# MARKETING SEGMENT

## PUBLIC RELATIONS



## STRATEGIES

- Continue media hostings, trade show attendance, regional media visits and other PR efforts that ensure metro Detroit's tourism product remains prominent in 2020
- Identify and implement new PR initiatives that tell new, engaging stories about Detroit to keep national attention focused on the region
- Promote the newest product downtown — new hotels, economic development, attractions and restaurants
- Promote the variety of meeting venue options in the suburbs and downtown

## TRADE

- Host individual trade publications on an ongoing basis
- Leverage relationship with Crain's Homecoming event to encourage ex-pats and local organizations to hold their meeting in Detroit
- Leverage advertising partnerships for value added editorial in trade publications.
- Attend hotel and attraction openings and renovations in order to promote new product to trade press

## LEISURE

- Attend and exhibit at travel media trade shows to reach leisure travel editors, including Society of American Travel Writers, Midwest Travel Journalists Association, TravMedia Marketplace, North American Travel Journalists, Travel Media Showcase, Discover America Toronto, IPW Media Marketplace
- Host relevant journalists throughout year and broaden base to include bloggers and other digital influencers
- Host a media familiarization tour in June around the North American International Auto Show, focusing on the new show, new developments and restaurants
- Host a Detroit/Windsor media familiarization tour in the fall in collaboration with Tourism Windsor targeting Canadian media that focuses on shopping and offerings in the suburbs
- Improve local media awareness through partnerships at events such as Hometown Tourist Day
- Partner with Windsor CVB on media booth at Chevrolet Detroit Grand Prix
- Partner with Travel Michigan on media events out of town
- Repeat and expand Hometown Tourist Day in Campus Martius Park and continue working with print/radio and broadcast partners

# SALES AND MARKETING SEGMENT

## DOMESTIC GROUP TOUR



### STRATEGIES

- Learn more about group tour operators' behaviors and identify opportunities to engage with them

### ADVERTISING

- American Bus Association speaking/sponsorship opportunities
- Paid search/LinkedIn advertising utilized to test/learn how to influence group tour operators

### INTEGRATED

- Integrate digital marketing and social media efforts into tour segment when appropriate
- Expand content to include specialized Detroit experiences curated by VisitDetroit

### TRADE SHOWS

- Attend the following trade shows: National Tour Association, American Bus Association,
- Ontario Motor Coach Association, Heartland Travel Showcase, NTA Contact and Midwest Marketplace
- Develop relationships and promote tour to domestic receptive tour operators through trade shows, familiarization tours, sponsorships and memberships as appropriate



# SALES AND MARKETING SEGMENT

## INTERNATIONAL



### STRATEGIES

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

### ADVERTISING

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

### PUBLIC RELATIONS

- Support Travel Michigan, Airline Partners and Great Lakes USA efforts to attract familiarization tours for both international trade and media
- Host individual international media with customized itineraries throughout the year
- Work with Travel Michigan on initiatives to help support the international traveler, including seminars with partners to educate them on the customs and the hospitality experience that should be delivered to other cultures; how to work with receptive operators and collateral in various languages
- Leverage new board of directors position on US Travel to identify opportunities to further increase visibility of metro Detroit

### TRADE SHOWS/MISSIONS

- Attend receptive operator shows in New York and Los Angeles to promote Detroit product
- Partner with Great Lakes USA on sales efforts in the UK and Germany, including participation in two major shows: ITB Germany and WTM London and two sales missions to same
- Attend Chinese sales mission coordinated by Great Lakes USA to meet with customers
- Attend IPW to meet individually with travel professionals to create and promote Detroit



# SALES AND MARKETING SEGMENT

## CONVENTIONS/MEETINGS



## MARKETING STRATEGIES

- Targeted B2B campaign focused on territory and key verticals

## ADVERTISING

- PCMA - work to maximize sponsorship opportunities to engage with planners
- ASAE - exhibit and industry partnership opportunities
- CEMA - advertising/sponsorships

## INTEGRATED

### Convention Sales Support

- Develop a digital prospect nurturing email sequence that keeps Detroit top of mind with key prospects
- Create informative content that encourages meeting planners to give us permission for follow-up messaging
- Help sales team use social selling tools to identify and “warm-up” prospects for the first call
- Standardize pre, during and post trade show digital support options

### Bureau Services

- Standard digital support for VIP conventions
- Collaborate with membership team to hold in-depth, customer service-focused marketing workshops

### Sales Collateral

- Create sales content by market focus (i.e. associations, corporate, family reunion)
- Update sales digital blasts and e-vites while maintaining brand standards

# SALES AND MARKETING SEGMENT

## CONVENTIONS/MEETINGS CONT'D



### SALES: GOVERNMENT

- The Detroit Metro Convention & Visitors Bureau team will meet with hotel partners and identify need times for government business for the region. Our suburban partners have expressed an interest in the business and now we can initiate a strategic sales effort for securing business during need times.
- Develop a government incentive to drive business to need periods during the SGMP annual conference on May 19-21, 2020 to maintain momentum from hosting in 2019
- Continue to pursue national, regional and local meetings/conferences to have history of meeting in the Detroit region
- Strategic effort between national sales managers and meetings managers to solicit government accounts
- Continue with Michigan SGMP and SGMP sponsorships and attendance at key conferences

### SALES: CORPORATE

- Develop additional corporate accounts within existing database that have a history of meeting in the Detroit region
- Use Knowledge Group Insight to identify meetings with a history of meeting in the Midwest at our competitive set by companies located in the Midwest and Northeast
- Continue to develop relationships with third parties through attendance at annual meeting
- Develop the financial and insurance sectors by attending a new show for us – FICP
- Grow business opportunities through American Express Meeting and Event Division
- Identify potential clients to invite for 2020 FAMS, focused on specific events such as PGA, Grand Prix and Campus Party
- Develop the for-profit trade show sector in partnership with TCF through IAEE and SISO
- Direct sales efforts to include personal sales calls, telemarketing, industry conferences, trade shows, site visits and bid presentations



# SALES AND MARKETING SEGMENT

## CONVENTIONS/MEETINGS CONT'D



### SALES: DIVERSITY

- The Detroit Metro Convention & Visitors Bureau will initiate meetings with the local chambers of commerce for the Asian, Arab American, Latino and African American markets to elevate their awareness of our services and partner with them to secure more business
- Dedicated managers to this market as well as attendance at market specific events will yield more interest and bookings from this specific market
- Continue momentum from hosting NAACP and National Society of Black Engineers in 2019 by participating in NSBMP events as well as diversity driven events
- Enhance our current partnerships with corporate representatives by planning a luncheon with key diversity and inclusion officers within the region who can support and fund key conventions that we want to pursue in the future
- Enhance the educational experience of the DELP Scholars that attend the annual events by connecting local diversity icons within the community to engage in the program
- Develop the direct ROI from the DELP attendees by utilizing the DELPERS to gain access to the decision makers of the organizations
- Continue the relationship with DELPERS while in their cities vs. just events. Create a DELP focus group to gain assistance in accessing potential programs.

### SALES: NATIONAL ASSOCIATIONS

- Refocus staff in the key feeder markets with a concentrated effort to significantly increase bookings
- Institute regional sales missions that will target highly concentrated areas that have produced substantial national association business for our region within the last two years. These events will allow partners and the Detroit Metro Convention & Visitors Bureau to keep customers aware of the changes and innovation within the destination .
- Focus on our intellectual capital to search out associations related to the industry's most prevalent in Detroit
- Review lost business quarterly, especially in MD, VA, D.C, NY and Chicago. Develop a strategic approach with key stakeholders before re-soliciting for future RFP opportunities
- Work with Knowland Group Insight to identify associations with a history of meeting in cities that have similar hotel/CC package
- Continue to foster relationships with third parties who represent associations through personal sales calls and attend and sponsor more local and regional industry events
- Target to host one major client in Washington, D.C. and Chicago
- Attend industry conferences and trade shows which are association based

# SALES AND MARKETING SEGMENT

## CONVENTIONS/MEETINGS CONT'D



### SALES: RELIGIOUS

- The Detroit Metro Convention & Visitors Bureau team will meet with hotel partners and identify need times for religious business for the region. Our suburban partners have expressed an interest in the business and we will initiate a strategic sales effort for securing business during need times.
- Continue attending industry shows and events that are geared toward the religious meeting planners to maintain relationships.
- Form a local coalition of religious influencers who support Detroit and will help bring national programs here
- Work with third parties that handle the religious market
- Make a presentation to known head conferences and events which coordinate hundreds of programs a year. In the current Detroit economic climate, the focus will be reactive instead of proactive for the large religious events.

### SALES: SOCIAL

- The Detroit Metro Convention & Visitors Bureau team will meet with hotel partners and identify need times for social business for the region. Our suburban partners have expressed an interest in the business and we will initiate a strategic sales effort for securing business during need times.
- Work with hotels so proposals are competitive as cost is critical to selecting a location
- Determine accounts who have previously considered Detroit and solicit them for future opportunities

### SALES: STATE

- Regular sales calls in Lansing to prospect for new opportunities as well as to maintain market share
- Attend industry events in Lansing and around the state to maintain strong presence in state association community
- Continue to identify new customers to invite to the Detroit Tigers Openings Day familiarization tour (FAMS) and other FAMS as appropriate
- Host a client event in Lansing
- Review lost business reports to re-evaluate and qualify association accounts that have historically not considered Detroit or left for other reasons
- Continued participation in Meeting Michigan
- Provide multiyear incentive to secure groups rotation for Detroit

### SALES: UNION

- Grow partnership with local UAW
- Work with area union properties to determine union strategy and groups to solicit



# MARKETING SEGMENT

## DETROIT SPORTS COMMISSION



### OBJECTIVES

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

### STRATEGIES

- Continue targeted approach to national Olympic sport event opportunities
- Renewed focus on strong regional sports DNA
- Continue to research e-sports opportunities and evaluate their impact
- Develop bid strategy for 2022-2026 NCAA Championships
- Successfully host NCAA Frozen Four, Women's Bowling and Fencing Championships in 2020
- Grow and leverage Detroit Sports Organizing Corp. roster and resources
- Collaborate with Detroit Lions and Detroit Sports Organizing Corp. to secure 2020 NFL Draft
- Market the region as a premier sports event destination through DSC website, social media and other media outlets
- Continue "scorecard" to measure results of DSC and its mission/successes on the local community
- Continue to increase visibility and brand equity of the DSC and its mission/successes of the local community
- Increase sales efforts to include personal calls, telemarketing, industry conference and trade shows, site visits and bid presentations