



DETROIT'S UNCRUSHABLE SPIRIT

A MESSAGE FROM OUR CEO

Dear Partner,

Last year at this time, we were poised to begin a year where metro Detroit's hospitality industry soared. In 2020, we anticipated huge growth in leisure travel thanks to the quality of our tourism product and we had a large variety of high profile events on the books. But the best laid plans ...

However, nothing stops Detroit and our spirit is uncrushable. The DMCVB and our partners keep on striving for excellence. We did in 2020, despite our challenges, and we will in 2021.

Our 2021 sales and marketing plan outlines the various strategies and tactics the Detroit Metro Convention & Visitors Bureau and its subsidiary, the Detroit Sports Commission, will implement to increase tourism, meetings and sporting events. 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. The plan might look a little different this year because as we print this, there are still unknowns about when events, attractions and entertainment can return to full speed but we will pivot when we need to throughout the year to showcase all of the great things that happen in metro Detroit.

There are several ways you can become active with the bureau and make your membership work better for you including using our partner portal or website to upload your discounts and deals on visitdetroit.com; following us and joining the conversations on Facebook, Twitter, Instagram and LinkedIn; sharing news about your business with our public relations team so they can share it with contacts in the national and international media and a host of others. Contact our Partnership Department to learn about all of the benefits available to you as a part of your membership.

I am really excited to be joining one of the best destination marketing organizations in the country with such an engaged group of partners. I will make it my priority to connect with you as often as I can and I look forward to working together to make metro Detroit shine nationally and internationally.



Claude Molinari
President and CEO
Detroit Metro Convention & Visitors Bureau



MARKETING SEGMENT: LEISURE

STRATEGIES

- Target drivable regional markets (1- to 5-hour drive time) including Indianapolis, Chicago, Cleveland, Columbus, Grand Rapids and other markets based on testing
- Amplify the message that Detroit is a sophisticated, authentic and safe city that is a perfect weekend getaway destination
- Focus messaging on audiences most likely to visit Detroit (despite COVID-19) – Trendy Travelers and Friends and Family

ADVERTISING

- Heavy lower-funnel digital ads focused tightly on key audiences and markets
- Expedia/Hotels.com, extended to 12-month continuous program
- ADARA three-month campaign; measures room nights
- SOJERN, new vendor delivering traveler path-to-purchase digital marketing campaign targeting travelers through prospect, smart and contextual targeting
- Digital DTOX/DStress program (following up on successful 2020 program)
- Paid social utilizing platforms such as: Facebook, Instagram, Twitter targeting personas, geography and timing
- Paid search which is a continuation of 2020 program in alignment with SEO efforts
- LGBT marketing maintain and update presence on website and in relevant collateral. Pitch stories/itineraries to LGBT publications
- Partnership with Nomadness Travel Tribe and Evita Robinson for targeted marketing to communities of color

Target Cities: Chicago, Cleveland, Columbus



Social Media Posts



Digital Display



PRINT ADVERTISING

- Maintain Detroit brand awareness in Chicago magazine (print and digital executions)

SPECIAL INITIATIVES

- Launch Great Lakes Passport, a collaboration with other Midwest CVB's to offer discounts for key attractions to travelers in the form of a passport to encourage visitors from outside the area to consider regional road trips
- Create Hometown Tourist Program to encourage the return of locals and regional travelers to the Metro Detroit region by offering discounts and deals to key attractions during a one-day trade show event

INTEGRATED

Focus on Easy-to-Plan Experiences

- "Ready to Go" itineraries (leverage events, evergreen destinations, and suburbs).
- Virtual destination reviews
- Shift content mix to 50 percent photo and video and 50 percent short-form text
- Publish an exclusive photo essay each quarter

Partner Support

- Allocate 20% of social posts to promoting partner activities with a focus on suburb properties (Facebook)

MARKETING SEGMENT: LEISURE CONT'D

Social Platforms

- Heavy promotion of "Ready to Go" itineraries (Facebook)
- Share The Love—Ongoing photo contest featuring visitor photos (Instagram)
- Expand TikTok audience by partnering with local influencers

PRINT AND DIGITAL PUBLISHING

Website

- Use integrated marketing content to complement existing website content
- Continue to streamline and reorganize content to make it easier for visitors to plan their next trip

Magazine

- Convert magazine to "Detroit Vacation Planning Guide" that will feature members and offer an easy to navigate member listing directory integrated with themed itineraries and events
- Utilize traveler data and other analytics to guide content development for additional content on visitdetroit.com and Detroit Vacation Planning Guide

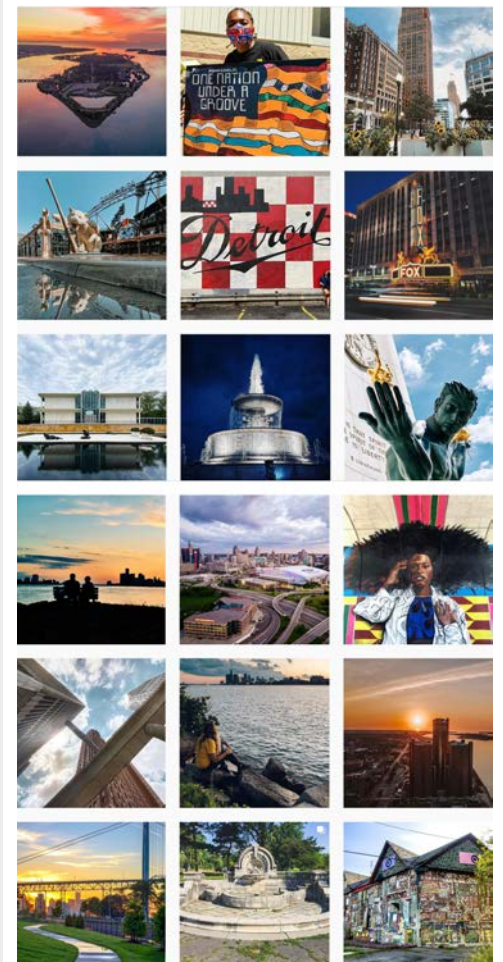
Midwest Living, Leisure Magazine



GO Safe Cleanliness Campaign



Instagram



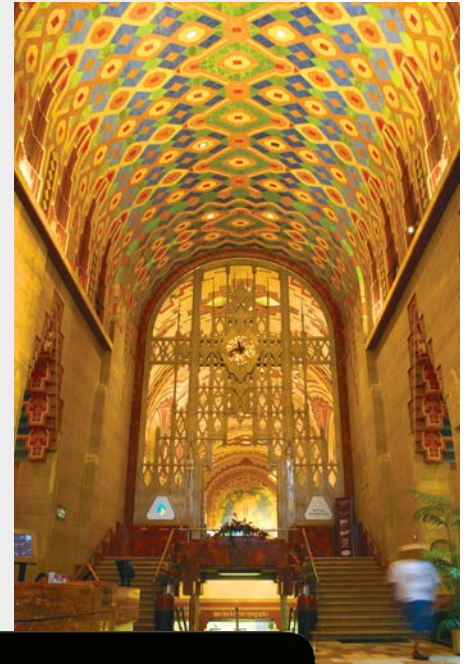
MARKETING SEGMENT: PUBLIC RELATIONS

STRATEGIES

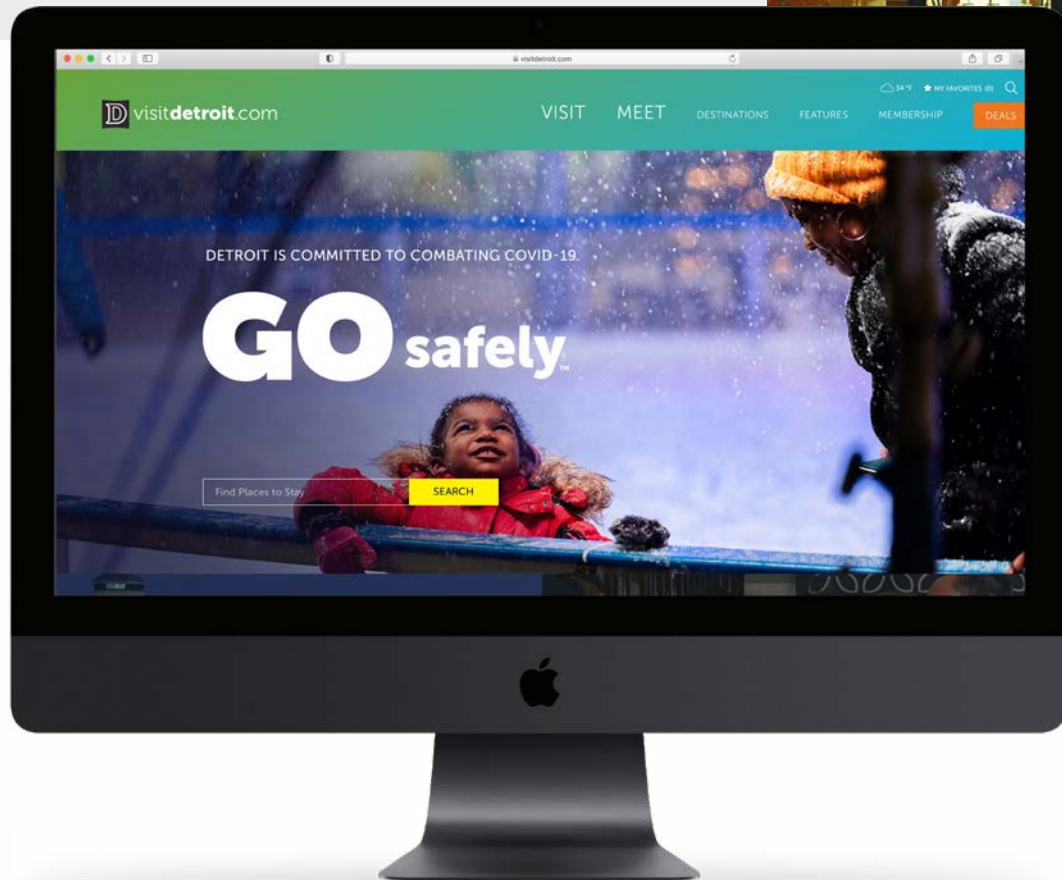
- Through media relations initiatives and working with journalist, focus on re-engaging visitors to come back to Detroit and visit both suburban and downtown hotels and attractions. Emphasize new safety protocols in place and the regions ability to offer both in-person, hybrid and virtual experiences
- Focus on attracting visitors from 1- to 5-hour drive from metro Detroit

TRADE

- Support sales effort to attract meetings back to Detroit. Promote Detroit's capability to host both virtual and in person meetings. Develop and promote safety initiatives from partners
- Host individual trade publications on an ongoing basis
- Leverage relationships 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 to promote new product to trade press



VisitDetroit Homepage



LEISURE

- Continue media hosting for individuals in both downtown and suburban properties. Focus will be on back-to-business: the safe return to travel and meetings. Hosting's will mainly be 2nd through 4th quarter
- Attend and exhibit at three key travel media trade shows to reach leisure travel editors including Society of American Travel Writers, Midwest Travel Journalists Association and IPW. Attend other virtual media trade shows when possible
- Host relevant journalists throughout year and broaden base to include bloggers and other digital influencers
- Hold Hometown Tourist Day at beginning of summer to encourage locals and regional visitors to visit Metro Detroit attractions to help increase gate receipts
- Partner with Travel Michigan on regional media events, budget permitting
- Promote itineraries and road trips to visitors within 1- to 5-hour drive radius

SALES AND MARKETING SEGMENT: DOMESTIC GROUP TOUR

STRATEGIES

- Learn more about Group Tour Operators behavior and identify opportunities to engage with them virtually and face to face

ADVERTISING

- Advertise in Group Tour platforms that include print and digital assets to stay top of mind to a group tour operator

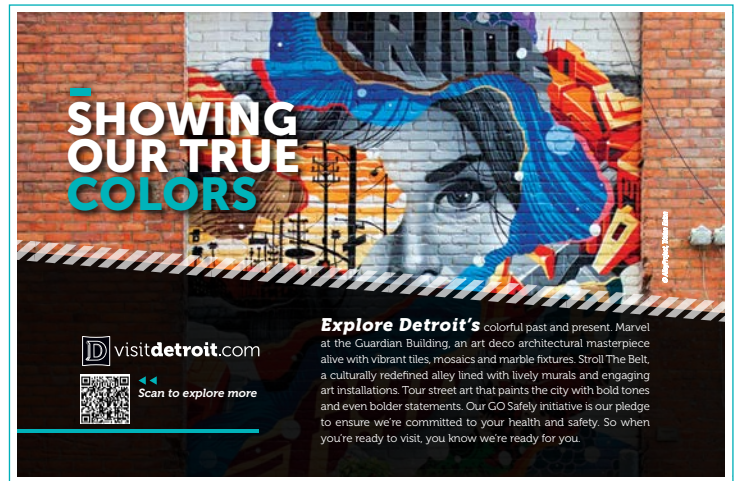
INTEGRATED

- Integrate digital marketing and social media efforts into tour segments when appropriate

TRADE SHOWS

- Attend the following trade shows: National Tour Association, American Bus Association, Ontario Motor Coach Association and Heartland Travel Showcase

Group Tourist Print



SALES AND MARKETING SEGMENT: INTERNATIONAL

STRATEGIES

- Keep Detroit top of mind to our markets in Europe by implementing a strictly digital plan to maintain awareness

ADVERTISING

- Support Great Lakes USA in promotion of Detroit on in-county 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
- Leverage Board of Directors position on US Travel to identify opportunities to further increase visibility of metro Detroit

TRADE SHOWS/MISSIONS

- Attend IPW through participation of the Travel Michigan Booth to meet individually with travel professionals to promote Detroit

Digital Display



SALES AND MARKETING SEGMENT: CONVENTIONS/MEETINGS



MARKETING STRATEGIES

- Support recovery of meetings market with COVID-19 related information
- Build capability to support the virtual/hybrid needs of meetings planners

ADVERTISING

- PCMA/Convene – work to maximize sponsorship and advertising opportunities
- Successful Meetings/Meetings and Conventions (print and digital executions)
- Meet Michigan (print execution)
- Meetings Today (print and digital executions)
- GBTA (digital and social executions)

INTEGRATED

Convention Sales Support

- Build and roll-out virtual site-tour content to support sales managers
- 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

Bureau Services

- Collaborate on launch of GBAC cleanliness certification program via social and digital advertising
- Collaborate with membership team to hold in-depth customer service focused marketing webinars
- Digital support for VIP conventions

Sales Collateral

- Create sales content by market focus (i.e., associations, corporate, family reunion)



SALES AND MARKETING SEGMENT: CONVENTIONS/MEETINGS CONT'D

SALES STRATEGIES

- Collaborate with marketing to create a comprehensive campaign that can be applied to both virtual and in person meeting. Starting with the "We are good to GO" and move to "It's GO time"! This campaign will be transferable to all markets and we will use the collateral available to us to impact the meetings and convention market
- Concentrate on quality of show vs. quantity of shows in 2021. The four major shows we are focused on are: PCMA, ASAE, IMEX and CONNECT
- Concentrate on making a much larger impact through attendance and sponsorship at the bigger shows with proven ROI and quality of attendee
- Carry a consistent message throughout the year at each event
- Be the catalyst to the meeting planning community on everything that is happening in Detroit from a community standpoint both within our response to the pandemic and our response and action toward social injustice
- Create programming within our customer webinar series that will generate an emotional response to our community to help the global meeting planning community understand what is happening in Detroit and not what they see on the national news
- In addition to the national stage, we will concentrate on the smaller impactful drive market by participating in regional shows that may yield smaller business but will impact all of our partners
- Develop a three-year strategic marketing plan for the DELP initiative with tangible goals that will result in a 30% increase in yearlong engagement and ultimately business opportunities
- **Strategic Opportunity Research Initiatives:**
 - Analyze "Lost Business" by market and territory
 - Identify new opportunities via Sales Tools: Knowland, Sales Navigator, LinkedIn, previous trade show/event attendee list and CRM to capture new opportunities for the region
- Collaborate with hotel partners to learn individual property government demand, successes, history, and strategies to help form a more cohesive effort within the community
- Schedule quarterly or bi-annual partner strategy meetings with downtown and suburban partners to identify and target key opportunities
- Update sales digital eblasts and evites while maintaining brand standards



SALES AND MARKETING SEGMENT: DETROIT SPORTS COMMISSION

STRATEGIES

- Business Retention – Successfully host NCAA Men's Basketball and Division II Women's Golf Championship in 2021
- Focus on sport disciplines that allow for social distancing and executive order guidelines during the pandemic
- Continue targeted approach to National Olympic Sport event opportunities to include volleyball, combat, and strength sports
- Renewed focus on strong regional sports DNA
- Continue to research e-sports opportunities and evaluating their impact
- Emphasis on inviting Big Ten college influencers to Detroit when visiting Ann Arbor/East Lansing
- Expand DSOC role to include committees to assist in supporting staff efforts
- Market the region as a premier sports event destination through DSC website, social media, and other media outlets
- Continue to increase visibility and brand equity of the DSC and its mission/successes on the local community
- Increase sales efforts to include more virtual opportunities

