

PHOTO BY JUSTIN MILHOUSE



GARDEN THEATER

DETROIT WINS!

2022 VISIT DETROIT TOURISM AND
CONVENTION SALES MARKETING PLAN

visit **detroit**

A MESSAGE FROM OUR CEO

Dear Partner,

Detroit is winning in 2022 ...

Despite the turmoil surrounding the pandemic that disrupted our industry, 2022 looks bright for Visit Detroit and the hospitality community as our team will host many high profile conventions and sporting events. It has truly been gratifying to watch our region begin its rebound from COVID-19.

The theme of our 2022 Annual Partnership Meeting is "Detroit Wins," in recognition of the business that is putting its confidence in our region. Many of our marketing and sales strategies are designed to support those incoming groups. At the same time, our sales team and Detroit Sports Commission will actively work to attract more high profile and important business for metro Detroit and generate economic impact for our partners. On the leisure side, our marketing team has created a number of bold initiatives that will create visibility for metro Detroit and encourage bookings.

We encourage you to take a good look at our annual marketing plan and activity calendar and plan to take part in opportunities when it makes sense for you to do so.

There are several ways you can become active with Visit Detroit 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 heading into my second year as president and CEO of Visit Detroit. I have enjoyed getting to know our partners over the past year and I'm sure we will have many opportunities to touch base in the year ahead. Please continue your great efforts to make metro Detroit shine nationally and internationally. It is paying off. Detroit wins!



Claude Molinari
President and CEO
Visit Detroit





PHOTO BY NICOLE FRANZEN

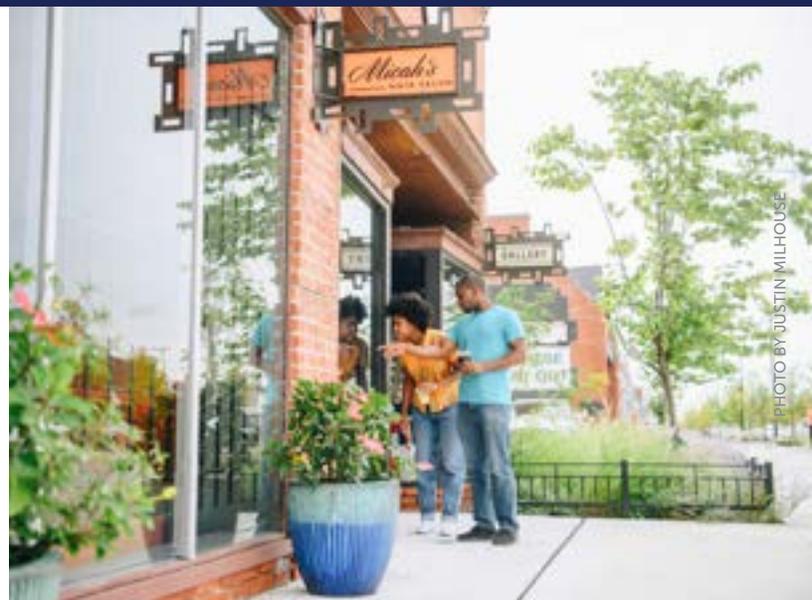


PHOTO BY JUSTIN MILHOUSE

MARKETING SEGMENT: LEISURE

STRATEGIES

- Advertising messaging focuses on Detroit's key competitive advantage as a cultural and economic innovator through new "Detroit Conversations" campaign
- Reach markets in 3- to 5-hour drive time radius, Chicago, Cincinnati, Columbus, Cleveland, Indianapolis, Pittsburgh, Milwaukee and St. Louis
- Increase in-state advertising to promote weekend getaway bookings
- Take advantage of low-cost/high-reach national media placement opportunities as they arise
- Concentrate majority of online media spend to hotel booking platforms (i.e., Expedia) to generate room night revenue
- Demonstrate value to existing members by driving retail traffic to members through new citywide passport programs
- Strengthen use of organic and paid social media to identify and engage key traveler target audiences

ADVERTISING

Expedia

- 12-month program utilizing successful elements from 2021 campaign
- Add new Travel Spotlight pages to emphasize key Detroit messaging
- Continue to advertise in Expedia's expanded portfolio including Travelocity and Hotels.com

Adara

- 12-month campaign specifically driving and measuring room nights
- Advertising specifically targets in-market millennial, leisure, experience-seeking and art/culture enthusiasts
- Campaign will use competitive data to optimize campaign targeting

Epsilon

- Use mobile data to target potential repeat visitors to Detroit
- Custom audience targeting to uncover new traveler groups that are likely to visit Detroit
- Use new user/audience insights to further refine digital advertising tactics

Paid Search (Google) and Social (Instagram, Facebook, Twitter)

- Use search and social's targeting to increase advertising reach among key audience segments (i.e., millennials, frequent travelers, weekend getaway)



Detroit 360° Virtual Tours

INTEGRATED

Significantly Increase Social Media Activity and Reach

- Boost member retention and acquisition through dedicated posts promoting existing members
- Collaborate with local and national influencers to promote Detroit to specific niche audiences such as music, culture and food.
- Launch TikTok profile to expand reach among 18–24-year-old demographic
- Relaunch Pinterest presence to target travelers who love to “dream” about their next adventure
- Utilize CrowdRiff to dramatically increase use of “User Generated Content” (UGC) with the goal of increasing time spent on Detroit’s digital properties

Use Story-Telling Content to Show Travelers Detroit’s Cultural Innovation

- Invest in long-form video highlighting key cultural, environmental and economic innovators
- Publish up to 12 “Side Cuts” that focus on specific members that deliver a unique traveler and/or meeting attendee experiences
- Collaborate with international marketing partners to identify content and editorial themes that can be repurposed for the UK and Germany markets

Launch New “Detroit Vibes” Newsletter to Build Leisure Traveler Database

- Launch new email marketing automation platform to power newsletter offerings
- Monitor and trigger email campaigns based on visitor website usage to increase repeat visits and bookings
- Leverage the Detroit Travel Guide to build leisure traveler email database
- Introduce email newsletter advertising options

Launch New Citywide Passport Programs to Drive Retail Traffic to Members

- Deploy new Brew Trail digital passport to generate retail sales for restaurant and distillery members
- Use digital passport technology to power expanded D Discount Pass program
- Launch new restaurant pass to attract new restaurant members while driving traffic to existing restaurant partners

PRINT AND DIGITAL PUBLISHING

- Enhance the new digital Detroit Travel Guide with 360 virtual tour content
- Add advertising options to the new Detroit Travel Guide
- Continue to work with hotels to increase visibility of the Detroit Travel Guide with hotel guests
- Continue shift to visual content such as photo essays and photo galleries to increase time on site for website users
- Collaborate with services to revamp relaunch the member deals and D Discount Pass program
- Add a new sales video to the sales team’s existing collateral toolkit
- Create new digital media kit with updated rights-approved photography and video
- Add virtual site visit video to the sales team’s collateral toolkit



MARKETING SEGMENT: PUBLIC RELATIONS

STRATEGIES

- Continue media hosting, tradeshow attendance, regional media visits and other PR efforts that ensure metro Detroit's tourism product remains prominent in 2022
- Identify and implement new PR initiatives that tell new, engaging stories about Detroit to keep national attention focused on the region
- Promote new and improved tourism product through region: Ford House, Motown Museum
- Promote the variety of meeting venue options in the suburbs and downtown

TRADE

- Host individual trade publications on an ongoing basis
- Work with sales clients to promote their events to increase attendance
- "Leverage advertising partnerships for value added editorial in trade publications"
- Support sales in promoting upcoming meetings through "Detroit Wins" campaign
- Attend hotel and attraction openings and renovations to promote new product to trade press

LEISURE

- Attend and exhibit at travel media tradeshows to reach leisure travel editors including Society of American Travel Writers, Midwest Travel Journalists Association, TravMedia International Media Marketplace, IPW Media Marketplace
- Host relevant journalists throughout year and broaden base to include bloggers and other digital influencers
- Host a media FAM around new product in region: Ford House, Motown, new boutique hotels
- Improve local media awareness through partnerships at events such as Hometown Tourist Day
- Partner with Travel Michigan on media events out of town
- Encourage LGBT publications to write about local product



SALES AND MARKETING SEGMENT: DOMESTIC GROUP TOUR

STRATEGIES

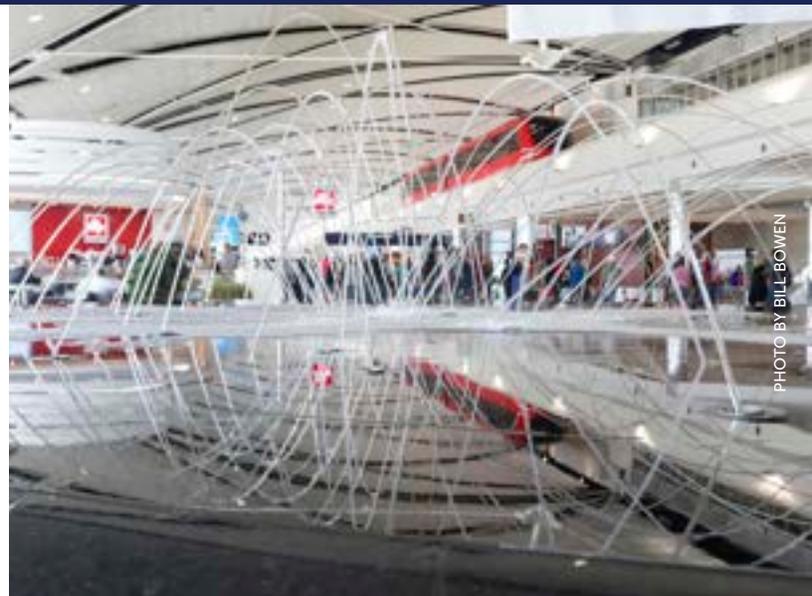
- Continue to collaborate with partners from around the state to create compelling itineraries to market to tour operators
- Provide marketing support to assist in securing tour groups coming to metro Detroit
- Research domestic tourism market to identify the experiences travelers desire on a tour, including desired mode of transportation
- Create tailored tourist experiences for different demographics, not limited to group travel
- Identify tradeshows, advertising and other opportunities to promote the domestic tour effort
- Assist with the planning for the American Bus Association Marketplace Advertising
- Utilize targeted media outlets to promote metro Detroit as a desired tour destination
- Place strategic advertising and promotion as necessary to promote to specific markets
- Continue to include digital with successful print programs

INTEGRATED

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

TRADESHOWS

- Attend the following tradeshows: National Tour Association, American Bus Association, Ontario Motor Coach Association and Heartland Travel Showcase
- Re-establish relationships and promote destinations and events to domestic tour operators through tradeshows, FAM tours, sponsorships and memberships



SALES AND MARKETING SEGMENT: INTERNATIONAL

STRATEGIES

- Implement an integrated plan to market metro Detroit to the international traveler, trade media and tour operators, to incrementally increase travel to this destination from international markets; target markets are UK, Germany and Canada
- Invest in the UK and Germany on Detroit-focused initiatives through in market agencies to create marketing and PR events, target specific media outlets and niche tour operators for promotions

ADVERTISING

- Participate in Brand USA to co-op advertising program to drive visitation from international markets; focus on UK, Germany and Canada
- Collaborate with Travel Michigan on co-op advertising initiatives

PUBLIC RELATIONS

- Support Travel Michigan, Delta Air Lines efforts to attract familiarization (FAM) 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

TRADESHOWS/MISSIONS

- Attend receptive operator shows in New York and Los Angeles to promote Detroit product
- Attend sales focused events in the UK and Germany, including participation in two major shows: ITB Germany and WTM London and two sales missions to same markets
- Attend IPW to meet individually with travel professionals to create and promote Detroit

SALES & MARKETING SEGMENT: CONVENTION SALES MARKETING

STRATEGIES

- Continue strategy of treating meeting attendees like leisure travelers
- Target groups under 1,500 in Midwest, Northeast, DC and Virginia
- Target publications that have audiences that actively seek meeting destinations in the Midwest
 - Continue to reach corporate meeting planners
 - 50,000 average print circulation
 - 42,000-49,000 corporate/association
- Expand digital presence and collaboration with PCMA and CONNECT
- Expand the sales team selection of sales collateral

ADVERTISING

PCMA

- Placements in publications, email newsletters and social media
- Convene publication full page placement
- Sponsor and host "Getting to Know You" webinar

CONNECT

- 1/2-page placement in Spring print issue
- Digital leaders package including website ads, e-newsletter promotion, social media and eblasts to key markets

MPI (Meeting Professionals International)

- Four emails to all MPI US based email planners
- Targeted advertising to all MPI member planners
- Print advertising with advertorials
- Sponsorship of 30-minute Monday webinar

INTEGRATED

CONVENTION SALES SUPPORT

- Develop new sales video to showcase Detroit
- Leverage capabilities of new CRM/email marketing platform to create engaging email communications
- Continue revamping existing sales collateral to reflect refreshed branding and messaging
- Expand use of social media to pre-warm tradeshow contacts and engage with tradeshow audiences
- Continue standardizing pre-, during and post-tradeshow 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: NATIONAL ASSOCIATIONS

STRATEGIES

- Target industry sectors that are on the rise in Detroit and engage local contacts
- Develop strategies that will yield a 50% increase in customer connections and experiences within key markets
- Increase opportunities for industry partners to interact with customers and highlight their venues
- Develop a “Detroit Cares” program that showcases the ways that Detroit cares for their key customers and keeps them engaged
- Develop and implement a Visit Detroit meetings and conventions webinar series to increase communication between key industry stakeholders and clients
- Enhance strategic social media plan that incorporates partnerships with hotels, restaurants, staff, sponsors and board members to elevate the positive stories about Detroit
- Develop a strategic plan for digital/editorial communication that incorporates partnerships with hotels, restaurants, staff, sponsors and board members to elevate the positive stories about Detroit
- Develop a national association scholarship program that will allow the meeting planner to choose an educational annual conference and Visit Detroit will pay for them to attend to enhance their meeting planning skills

TACTICS

- Enhance the website to showcase all hotels, restaurants and venues that have a safe and clean program
- Implement a medical community initiative who will help provide insight on trends, challenges and advantages within the industry
- Host five webinars/customer events to highlight Delta Airlines, hotels and venues safe and clean
- Strategic Opportunity Research Initiative: Analyze “lost business” by market and territory and identify what business would be most beneficial to focus on first for future opportunities within key markets
- Strategic Opportunity Research: Identify new opportunities via Sales Tools: Knowland, Sales Navigator, Linked-In, previous tradeshow/event attendee list and CRM to capture new opportunities for the region
- Attend monthly webinars hosted by key industry organizations: PCMA, MPI, NCBMP, NYSAE, AMPS, US Travel Association
- Develop opportunities for leadership to participate in key industry events as speaker or panelists
- Develop communication outline to promote the city as a convention destination specifically, via industry partner channels such as PCMA news junkie, MPI Forum, etc.
- Each sales manager will identify top 50 customers and collaborate with key partners
- Sales manager and ADOSs will schedule regular meetings to support strategic efforts that yield results for both small and large meetings
- Social Take Over: Visit Detroit will orchestrate a social media take over that will include LinkedIn, Twitter, Facebook, TikTok. Sales will develop the copy and introduce to the partners, board, staff, industry influencers and industry leaders
- Digital/Editorial: Michigan Chronicle, Parent Magazine, Metro Times, PCMA, Crain’s, MPI, Communications, NCBMP, Black Enterprise Magazine
- Whether virtual or in person, attend key industry shows vital to our success in the national association market, i.e., ASAE, Connect, PCMA, MPI, etc.
- Attend monthly webinars hosted by key industry organizations: PCMA, MPI, NCBMP, NYSAE, AMPS, US Travel Association, Events Industry Council, Black Enterprise
- Create DTW week in DC by strategically sponsoring industry events occurring in the same week — OWN THE WEEK

SALES: RELIGIOUS

STRATEGIES

- Reintroduce the religious meeting planners forum that will educate local and regional meeting planners on how to successfully plan a meeting in Michigan; to be hosted in person or virtually
- Increase opportunities for our "Industry Partners" to directly interact with customers and highlight their venues
- Develop a strategic plan for digital/editorial communication that incorporates partnerships with hotels, restaurants, staff, sponsors and board members to elevate the positive stories about Detroit for religious opportunities
- Develop a religious meeting planners scholarship program that will allow the meeting planner to choose an educational annual conference and the DMCVB will pay for them to attend to enhance their meeting planning skills
- Acknowledge Detroit religious icons/leaders and look for opportunities to leverage more engagement and marketing opportunities

TACTICS

- Survey our hotel partners and have them share their top three markets of preference to assist us with planning and implementing customer engagement and partner events. All hotels that are interested specifically in the religious market will support and benefit directly from this program. Hotels will share incentives and special booking initiatives for the market. Visit Detroit will highlight the initiatives and incentives, and this will ignite vibrant discussions and leads and help rebound the market
- Previously we focused on the religious market and hosted a forum in the suburbs to introduce religious meeting planners to key industry partners who support hosting faith based meetings
- Highlight local religious leaders and encourage them to actively work towards bringing their local, regional and national conventions to our partnering hotels to help spearhead the rebound of our industry
- Create list of top 20 accounts in the religious market to actively solicit for business using RCMA membership list
- Meet with editors of grassroots religious magazines that are based in Detroit and have them run Detroit articles that highlight successful meetings that have taken place and how we can help them plan their meetings
- Strategic Opportunity Research Initiative: Analyze "lost business" by market and territory and identify what business would be most beneficial to focus on first for future opportunities within key markets
- Strategic Opportunity Research: Identify new opportunities via sales tools: Knowland, Sales Navigator, Linked-In, Previous Tradeshow/Event Attendee List and CRM to capture new opportunities for the region
- Digital/Editorial: Michigan Chronicle, Black Magazine, Parent Magazine, Metro Times, RCMA, Crain's Communications, CMCA, Black Meetings & Tourism Magazine
- The multi-cultural and religious market will be one of the first markets to rebound, so implementing a plan that supports the market will provide success for our suburban hotels, our planners and Visit Detroit
- Promote the religious meeting planners "scholarship" program to our top 20 accounts, grass root religious magazines, lost business, digital/editorial plan and social media
- Detroit is known for it's strong religious ties to the community and we could solicit them to encourage their denominations to bring meetings to Detroit and help spearhead the rebound of the economy and recognize them via our media outlets
- Sales manager and ADOS will schedule regular meetings to support strategic efforts that yield results for both small and large meetings
- Attend monthly webinars hosted by key industry organizations: PCMA, MPI, NCBMP, NYSAE, AMPS, US Travel Association, Events Industry Council, Black Enterprise



PHOTO COURTESY DESTINATION MICHIGAN



PHOTO COURTESY GREEKTOWN CASINO-HOTEL

SALES: STATE ASSOCIATION

STRATEGIES

- Quarterly sales calls in Lansing, Ann Arbor and Grand Rapids
- Maintain partnership and relationship with Destination Michigan, Meetings Michigan and continue involvement and presence in MPI/Michigan MPI
- Provide education/FAM opportunities for key Michigan Association Planners — relationship building
- Re-evaluate and qualify association accounts, build top account target meeting lists, create a top “Lost to Pursue” list: associations that we have been close to winning/want to draw from other Michigan comp markets

TACTICS

- Identify top producing accounts over the past five years and make sure to build relationships with key planners in Michigan competitive set
- Provide value to partnership by being the informational/connectivity authority for Huntington Place, Suburban Collection Showplace and the metro Detroit hospitality community while staying educated through webinars, editorials (MPI, Crain’s, etc.)
- Maintain communication with competitive CVBs — collaborate vs. compete
- Stay involved and present in Lansing — Lansing client holiday party, Lansing client outing; Evaluate value — do we convert and reduce funds for more quality Lansing sales calls (\$20,000 + Lansing client holiday party, \$10,000+/- Lansing client outing, etc.) *more with less*
- Maintain participation in Meetings Michigan Sales Missions (Indy, Cincy, Cleveland, Minneapolis, etc. — TBD — drivable markets?)
- Meetings Michigan annual sponsorship? — \$1,000, MPI Mid America — \$1,000+, Meetings Michigan Expo — < \$1,000, MPI GLES — \$1,000+
- Maintain participation in Destination Michigan Local/State Events — Taste of Michigan Luncheon — \$750, Destination Michigan Showcase? — \$1,000+
- Utilize virtual tools, Zoom/Google Earth, Screen Share, etc. for cost effective FAM and educational opportunities for Michigan Association Planners — bi-annual for mid-year and end of year touchpoints
- Identify and build key target accounts to make sure planners have value and opportunity
- Research and analyze CRM lost/definite/tentative business to identify what business would be most beneficial to focus on future opportunities
- Utilize Knowland and LinkedIn Sales Navigator to uncover meeting histories and new connections with State Association meeting planners
- (Lost to Pursue) examples: Michigan Townships Association, MI Parks and Rec Association, MASB, MSBO, Michigan Waterworks Assoc. etc.



SALES: DIVERSITY

STRATEGIES

- Develop a “clean and safe” program that will show customers and industry partners that our destination is open and ready to host their business
- Develop strategies that will yield a 50% increase in customer connections and experiences within the multi-cultural/diversity market
- Increase opportunities for industry partners to interact with customers and highlight their venues with goal of attracting more business opportunities to Detroit
- Develop a strategic plan for digital/editorial communication that incorporates partnerships with hotels, restaurants, staff, sponsors and board members to elevate the positive stories about Detroit for multi-cultural opportunities
- Develop a strategic plan and implement program to elevate conversations of diversity, inclusion and allies within the business community
- Develop a hospitality program that provides mentorship for underrepresented students in the hospitality community
- Develop and implement a Visit Detroit Meetings and Conventions webinar series to increase communication between key industry stakeholders and clients
- Highlight diversity and inclusion importance, presence and benefits (internally, website, publications, business, customer initiatives and business initiatives)
- Develop a three-year strategic marketing plan for the DELP initiative with tangible goals that will result in a 30% increase in year long engagement and ultimately business opportunities (see comprehensive marketing plan)



SALES: DIVERSITY

TACTICS

- Enhance the website to showcase all hotels, restaurants and venues that have a safe and clean program
- Survey our hotel partners and have them share their top three markets of preference to assist us with planning and implementing customer engagement and partner events. All hotels that are interested specifically in the multi-cultural market will support and directly from this program. Hotels will share incentives and special booking initiatives for the market. Visit Detroit will highlight the initiatives and incentives, and this will ignite vibrant discussions and leads and help rebound the market
- Previously we focused on the multi-cultural market and hosted dinners in the suburbs to introduce the market to our partners who support the actively support the market. Visit Detroit will encourage partners to develop special incentives for the diversity market and we will share with customer to help encourage them to choose Detroit. Reinstate this initiative
- The multi-cultural and religious market will be one of the first markets to rebound, so implementing a plan that supports the market will provide success for our suburban hotels, our planners and the Bureau
- Highlight local "diversity" corporate leaders and encourage them to support us bringing local, regional and national conventions to our partners hotels. This will spearhead the rebound of our industry
- Create list of top 20 accounts in diversity/multi-cultural market and actively solicit for future business opportunities
- Strategic Opportunity Research Initiative: analyze "lost business" by market and territory and identify what business would be most beneficial to focus on first for future opportunities within key markets
- Strategic Opportunity Research: Identify new opportunities via sales tools: Knowland, Sales Navigator, Linked-In, Previous Tradeshow/Event Attendee List and CRM to capture new opportunities for the region
- Attend monthly webinars hosted by key industry organizations: PCMA, MPI, NCBMP, NYSAE, AMPS, US Travel Association, Events Industry Council, Black Enterprise, NAACP, National Urban League, Executive Leadership Council (ELC)
- Digital/Editorial: Michigan Chronicle, Blac Magazine, Parent Magazine, Metro Times, RCMA, Crain's Communications, CMCA, Black Meetings and Tourism Magazine
- DELP (Diversity Executive Leadership Program) has been a great tool to initiative conversations but it's time to maximize our engagement with the DELPers and the industry (advisory board, lead incentive, awards program, newsletter, social media Influencers, see marketing plan for more details)
- Sales manager and ADOS will schedule regular meetings to support strategic efforts that yield results for both small and large meetings



PHOTO COURTESY DETROIT MARRIOTT AT THE RENAISSANCE CENTER



PHOTO COURTESY WESTIN BOOK CADILLAC DETROIT

SALES: UNION

STRATEGIES

- Initiate, develop or maintain relationships and partnerships with key national and state union groups
- Meet and with union hotel properties to develop target/fit lists
- Appreciation Luncheon — Local union luncheon with key media/awards to recognize the community effort. AFL-CIO, UAW, SEIU — Board attendance? Union meeting planner(s)?

TACTICS

- Sales calls/appointments with UAW (Coordinated Travel), Michigan Education Association, SEIU, etc.
- Educate and grow knowledge of union market — trends, challenges, successes, etc. — webinars, editorials, etc.
- Survey our hotel partners and have them share their top three markets of preference to assist us with planning and implement customer/event engagement. All hotels that are interested in the union market will help develop the program
- Quarterly or Bi-Annual strategy meetings with active union hotels — suburban and downtown partners
- Utilize LinkedIn, Knowland, MINT, and other available sales tools to build lists and prepare lists



Society of Government Meeting Professionals

SALES: GOVERNMENT

STRATEGIES

- Identify whether this market is reactive or proactive for our region
- Develop a strategic plan for this market that will increase 2021 opportunities by 10% now that the per diem has increased and Detroit hosted SGMP's National Convention
- Develop strategies that will yield a 50% increase in customer connections, leads and/or experiences within the government market
- Increase opportunities for industry partners to interact with customers and highlight their venues
- Develop a strategic plan for digital/editorial communication that incorporates partnerships with hotels, restaurants, staff, sponsors and board members to elevate the positive stories about Detroit for religious opportunities

TACTICS

- Survey our hotel partners and have them share their top three markets of preference to assist us with planning and implementing customer engagement and partner events. All hotels that are interested specifically in the government market will support and benefit directly from this program. Hotels will share incentives and special booking initiatives for the market. Visit Detroit will highlight the initiatives and incentives, and this will ignite vibrant discussions and leads and help rebound the market.
- Schedule a strategy meeting with the hotel partners that will focus on the government market and develop a government incentive that will be promoted at government shows, events and initiatives to attract more business
- Schedule quarterly or bi-annual partner strategy meetings with downtown and suburban partners to identify and target key opportunities
- Collaborate with hotel partners to learn individual property government demand, successes, history and strategies to help form a more cohesive effort within the community
- Maintain industry national, regional, and local presence in the government market that will highlight our interest and desire to prosper within the market — MISGMP/SGMP membership — 40th anniversary special
- Continue membership/involvement with MI SGMP and SGMP to maintain relationships networking, and CVB presence in the government meetings segment
- Evaluate and invest upon MISGMP/SGMP sponsorship and conference opportunities as 2021 calendar/schedule unfolds (MISGMP Annual Education Conference, SGMP National Education Conference, etc.)
- Conduct sales calls, appointments, virtual interactions with key groups to determine value and demand of account
- Develop a strategic plan for digital/editorial communication that incorporates partnerships with hotels, restaurants, staff, sponsors, and board members to elevate the positive stories about Detroit
- Attend monthly webinars hosted by key industry organizations: PCMA, MPI, NCBMP, NYSAE, AMPS, US Travel Association, Events Industry Council, Black Enterprise
- Strategic Meeting bi-monthly between the ADOS and the sales manager to monitor objectives vs. goals within the government market. Identify which small meetings have potential for a national meeting

The Cvent logo is displayed in white lowercase letters on a dark blue background.The ConferenceDirect logo features a stylized 'C' icon in blue and green, followed by the text 'ConferenceDirect' in blue and green.

SALES: CORPORATE

STRATEGIES

- Use available sales tools to identify corporate groups that are re-implementing meetings and conferences
- Grow relationships and partnerships with key corporate third parties — Cvent, HelmsBriscoe, ConferenceDirect and American Express Meetings & Events Division
- Collaboration between national and sales manager to determine individual and dual strategic efforts
- Identify events that occur in 2022-25, in need months, requiring between 200-1500 peak room nights

UNIVERSAL STRATEGIES

- Develop a “clean and safe” program that will show customers and industry partners that our destination is open and ready to host their business
- Develop strategies that will yield a 50% increase in customer connections and experiences within key markets
- Develop and implement a Visit Detroit meetings and conventions webinar series to increase communication between key industry stakeholders and clients

TACTICS

- Knowland Insight Group for history, primarily targeting companies in the Midwest and identified comp set
- LinkedIn Sales Navigator — \$780 annually per sales manager
- Utilize CRM history and database to create target list of past definite and lost business
- Crain’s membership \$499 — access to lists, contacts, database, digital editorials, etc.
- Develop interactive LinkedIn groups to provide information and dialogue with key third parties — provide relevant hospitality information, regional developments, cleanliness/safety initiatives and an overall relevant one-stop shop for all things Detroit
- Utilize readily available tools — Zoom, Google Earth, Screen Share, etc. to provide virtual experiences to educate, market, and sell the destination to third parties
- Depending on budget, format, restrictions, etc. attend in-person or virtual conferences for HelmsBriscoe (Annual Business Conference — ABC) and Conference Direct (Annual Partner Meeting — APM) at least one member from sales team (appointment-based attendance)
- Quarterly meetings with key hotel partners — downtown and suburban, to construct target list and fits individually and collectively as a community in tri-counties
- Bi-weekly in-person or zoom calls to evaluate pipeline, key sales actions, and target list
- STE(M)S — Science, Technology, Engineering, and (Mobility/Medical), sustainability — develop corporate sales plan that focuses on these key industries that are stable and growing in the Detroit market
- Maximize CRM database, Knowland, industry peers and Crain’s’ database for research opening information for our region
- Target companies HQ in top three feeder markets: MI, IL, and CA



PHOTO BY BILL BOWEN



PHOTO BY GETTY IMAGES

SALES: HOBBY GROUPS, SOCIAL AND FRATERNAL

STRATEGIES

- Determine accounts who have previously considered Detroit and solicit them for future opportunities
- Sales managers will meet with hotel partners regularly to determine need times for the social market
- Sales managers will identify new customers to solicit for business

TACTICS

- Utilize CRM, MINT & Knowland to determine viable accounts to rebook in the metro Detroit area
- Utilize CRM, MINT & Knowland to determine viable accounts to book new business in the metro Detroit area
- Schedule regular meetings with partners and determine strategy for soliciting groups based on business needs
- Sales manager and ADOS will schedule regular meetings to support strategic efforts that yield results for both small and large meetings
- Create list of top 20 accounts in this segment to actively solicit
- Create blog posts on topics of interests to the social market, i.e., LGBT initiatives, car enthusiasts, etc.

SALES: FAMILY REUNION

STRATEGIES

- Develop a social media marketing plan to educate the community on why and how you can host a successful family reunion in Detroit and to also gain attendance at the planning seminar
- Develop a print/digital marketing plan to promote the family reunion market with focus on suburban hotels
- Host a reinvented annual family reunion planning seminar

TACTICS

- Create a dedicated Visit Detroit Family Reunion Facebook page and send eblast to reunion planners in CRM database to like and follow
- Maintain Facebook page by posting updates regarding Visit Detroit, partners, planning timelines for upcoming reunions, pertinent information for this market, administer contests and campaigns to gain interests and engage the community.
- Use Facebook page to highlight partners that have special family reunion packages/promotions
- Use current Visit Detroit Instagram to promote family reunion planning seminar and reunions held throughout the reunion season using a special hashtag
- Utilize local publications to promote Detroit as “The Ultimate Family Reunion Destination,” this includes Visit Detroit magazine and website; BLAC magazine and website; Michigan Chronicle; Metro Times; Metro Parent; Detroit Magazine and Detroit Regional Chamber website
- Create top 10 reasons to host your family reunion in Detroit
- Develop virtual/hybrid family reunion planning seminar
- Revise marketing materials
- Participate in partner events that highlight and engage family reunion planners



SALES AND MARKETING SEGMENT: DETROIT SPORTS COMMISSION

STRATEGIES

- Identify opportunities to bid Olympic trial events in advance of 2024 Olympic Games
- Successfully host NCAA Division I Wrestling Championships and Division II Men's Golf Championships
- Work with new DSOC chair to grow roster and strategy for future major event opportunities
- Evaluate major bids to include 2025 World Figure Skating Championships and 2026 World Junior Hockey Championships
- Maintain visibility with key influencers and decision makers including NCAA, Big Ten, NFL and others
- Increase visibility and brand equity of the DSC and its mission/successes on the local community
- Re-evaluate measurements for results of DSC hosted events
- Consider agency to add bandwidth to our marketing and social media efforts to tell story nationally
- Return to full compliment of industry conferences, shows and sales trips



PHOTO COURTESY LITTLE CAESARS ARENA



PHOTO BY GETTY IMAGES