It’s **GO time**™

**DETOUR**

[Visit detroit.com](http://visitdetroit.com)
Dear Hospitality Partner,

2019 is shaping up to be another productive year for metro Detroit’s hospitality industry. We’re hosting a number of high-profile events, starting with the U.S. Figure Skating National Championships, followed by other events such as the Can-Am Classic, the FIRST Robotics Championship for its second year, the National Society of Black Engineers and Junior Gold Championships. And speaking of hosting, we’re expecting to welcome more than 150 national and international media this year.

As a host, Detroit has an opportunity to shine on a worldwide stage and showcase the phenomenal progress the city has made as a destination for leisure and business travel. I urge everyone to continue to put their best foot forward and provide top-notch hospitality and customer service throughout our region.

Our 2019 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 Jennifer Miller at 313-202-1943 or 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. Call Katie Susko at 313-202-1935 or ksusko@visitdetroit.com.
- Use our Partner Portal or website to upload events and deals to 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 Deanna Majchrzak at 313-202-1999 or dmajchrzak@visitdetroit.com.

It is our pleasure to work with all of you. Thank you for your energy and enthusiasm for making metro Detroit a great visitor destination. It’s GO time!

Larry D. Alexander
President and CEO
Objectives

- Leisure focus remains on the same key markets as 2018
  - Reach markets in 3- to 5-hour drive time radius: Chicago, Cincinnati, Columbus, Cleveland, Indianapolis, Pittsburgh, Milwaukee and St. Louis
- Be end customer-centric and introduce buyer personas to sharpen message and media
- Utilize broader reach to target leisure consumers in key markets
- Utilize platforms and partners that can capture hotel booking data

Strategies

ADVERTISING

- Trip Advisor
  - Includes Arrivalist reporting/measurement for the Trip Advisor media placements
  - Influencer Plan (Travel Mindset)
    - Two traveling influencers
    - 6 in-depth articles from influencer perspective including hyperlinks and 5+ photos from their experience
    - 90 social media posts from their experience spread across influencers’ Instagram, Instagram Stories, Facebook and Twitter (real-time social + post-trip promotion)
    - Instagram takeover of Travel Mindset’s consumer-focused channel (4 photos per influencer)
    - Instagram takeover of Detroit’s IG stories page by each influencer
  - 50 “amplification” social shares (paid and organic) by Travel Mindset, spread across Instagram, Instagram Stories, Facebook and Twitter (25 million guaranteed impressions)
ADVERTISING cont’d

• Take 5
  - Target leisure and business travelers and drive interest to book hotel stays in Detroit
  - Utilize their database of consumers interested in travel
  - Target segments include: Take 5’s self-reported travelers data, travel booking-cart abandoners for Detroit, travel feeds, bucket list destination, business travelers and social IDs for Detroit bucket list travelers
  - Includes three-touch email campaign, 30-day social campaign and ad display retargeting campaign
  - Added value: postal responder file with names and addresses of openers and clickers of campaign

INTEGRATED

• Use compelling digital media to attract in-market travelers to visitdetroit.com
  - Shift creative mix from primarily text to video and photo content
  - Leverage new creative units from Facebook and Instagram to boost engagement with messaging on each platform
  - Develop a “welcome” chat bot that immediately connects visitors with itineraries and other helpful information
  - Collaborate with media partners to create compelling content to complement digital display advertising
  - Connect with innovative Detroit-based content producers and global influencers to collaborate on ongoing editorial projects
• Show early adopter audiences Detroit’s most compelling experiences
  - Launch season 2 of Eats in The D with an emphasis on a select group of featured restaurants in the suburbs and downtown Detroit
  - Publish 25 features that integrate video, text and photos to highlight compelling retail, dining, attractions and cultural experiences
  - Collaborate with international marketing partners to identify content and editorial themes that can be repurposed for the UK, Germany and China
  - Expand our YouTube Detroit channel to include mini-documentary video highlighting the people behind the Detroit experience
PUBLIC RELATIONS
- Continue media hostings, trade show attendance, regional media visits and other PR efforts that ensure metro Detroit’s tourism product remains prominent in 2019
- Identify and implement new PR initiatives that tell new, engaging stories about Detroit to keep national attention focused on the region
- Promote the newest products downtown — new hotels, Little Caesars Arena and restaurants
- Promote the variety of meeting venue options in the suburbs and downtown
- 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 at the Shinola Hotel focusing on the new development and restaurants
- Improve local media awareness through partnerships at events such as Hometown Tourist Day. Serve breakfast to editorial staffs at local television stations.
- Partner with Windsor Convention & Visitors Bureau on media booth at Detroit Grand Prix
- Partner with Travel Michigan on media events out of town
- Encourage LGBT publications to write about local product
- Repeat and expand Hometown Tourist Day in Campus Martius Park and continue working with print/radio and broadcast partners
PRINT AND DIGITAL PUBLISHING

- Complete phase three development items on website and associated microsites
- 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 information on visitdetroit.com and Visit Detroit magazine
- Partner with Downtown Detroit Partnership on Detroit Insider’s Map + Guide to increase distribution and reduce duplication of efforts
- Collaborate with Services in the production and marketing of The D Discount Pass
- Continue to refine search engine optimization, including audio optimization
- Create new sales/attendance videos to enhance new advertising campaign
- 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
- Continue to explore and utilize augmented reality and virtual reality as a way to deliver enhanced content in Visit Detroit magazine, visitdetroit.com and alternate viewers
Objectives

- Host a domestic tourism familiarization tour to highlight experiences for domestic tours
- 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 trade shows, advertising and other opportunities to promote the domestic tour effort

Strategies

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

INTERACTIVE

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

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
Objectives

• 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.

Strategies

ADVERTISING

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

PUBLIC RELATIONS

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

TRADE SHOWS/MISSIONS

• 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
• Attend Chinese sales mission coordinated by Great Lakes USA to meet with customers
• Conduct a training session in collaboration with Travel Michigan for the large concentration of Chinese receptive operators in Chicago
• Attend IPW to meet individually with travel professionals to create and promote Detroit
Objectives

- Meeting planners are also tourists; continue with reduced meeting focus
- Target groups under 1,500 in Midwest, Northeast, DC and Virginia
- Utilize publications that have a national reach as well as strong digital component
  - Continue to reach corporate meeting planners
  - 50,000 average print circulation
  - 42,000-49,000 corporate/association
- Maintain digital presence with Association Forum (Chicago) and Associations Now (ASAE)
- Change local MPI from print to digital advertising

Strategies

**SALES: NATIONAL ASSOCIATIONS**

- Redeploy more staff to the market and implement 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 DMCVB to keep customers aware of the changes and innovation within the destination.
- Review lost business quarterly, especially in MD, VA, DC, NY and Chicago. Develop a strategic approach with key stakeholders before resoliciting for future RFP opportunities
- Work with sales research analyst to identify associations with history or meeting in the Midwest
- Continue to foster relationships with third parties that represent associations
- Create unique experiences in Chicago that will help re-introduce Detroit to Chicago-based associations through personal sales calls and attend and sponsor more local and regional industry events
- Target to host one major client event in Washington, D.C. and Chicago
- Attend industry conferences and trade shows which are association based
SALES: CORPORATE
• Continue to develop corporate accounts in database that have a history of meeting in the Detroit region
• Work with sales research analyst to identify meetings with a history of meeting in the Midwest by companies located in the Midwest and northeast
• Continue to grow relationships with third parties that handle corporate business
• Continue to identify pharmaceutical opportunities that produce large meetings as well as short-term business
• Grow business opportunities through American Express
• Direct sales efforts to include personal sales calls, telemarketing, industry conferences and trade shows, visits and bid presentations

SALES: STATE
• Regular sales calls in Lansing to prospect for new opportunities as well as maintaining 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 Tigers Opening Day and other FAMS as appropriate
• Host a client event in Lansing during 2019
• Review lost business reports to re-evaluate and qualify quality association accounts that have historically not considered Detroit or left for other reasons
• Continued participation in Meetings Michigan

SALES: GOVERNMENT
• DMCVB team will meet with hotel partners and identify need times for government businesses for the region
• Our suburban partners have expressed an interest in the business and we can now initiate a strategic sales effort for securing business during need times
• Continue to pursue meetings/conferences that have history of meeting in the Detroit region
• Strategic effort between national sales manager and meetings managers to solicit government accounts
• Continue with MI SGMP and SGMP sponsorships

SALES: SOCIAL
• DMCVB 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: 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 planner
• 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

SALES: UNION
• Grow partnership with local UAW
• Work with area union properties to determine union strategy and groups to solicit

SALES: FAMILY REUNION
• Continue the Family Reunion Seminar event in the fall
• Expand marketing and social media coverage
• Work with local charities to help promote the seminar

ADVERTISING
• Midwest Meetings magazine
  - Utilized in prior years
  - Bringing back in 2019
  - Specifically targets meetings in the Midwest
  - Half-page ad with advertorial in winter issue with focus on Michigan and Ohio
  - Stand-alone eblast and ads in e-newsletter
• Associations Now
  - 300x600 on asaecenter.org for three months
• Identify national publications that the DMCVB can affordably use to amplify its advertising message
CONVENTION/MARKETING CONT’D

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

PUBLIC RELATIONS
- 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
- Invite trade media to attend sales events in key markets
- Attend hotel and attraction openings and renovations in order to promote new product to trade press
Objectives

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

Strategies

- Targeted emphasis on national Olympic sport event opportunities
- Targeted emphasis on LGBTQ and e-sports event opportunities
- Continued development of international opportunities
- Collegiate strategy to include NCAA Championship bids and other conference events
- Continue “scorecard” to measure results of DSC-hosted events
- Continue to increase visibility and brand equity of the DSC and its mission/successes on the local community
- Direct sales efforts to include personal sales calls, telemarketing, industry conference and trade shows, site visits and bid presentations
- Market the region as a premier sports event destination through DSC e-newsletter, website and social media
- Continue to strengthen relationships with local associations, universities and facilities that are partners in our efforts