



VISIT  
*Detroit*

# ANNUAL REPORT

2026 Visit Detroit Tourism and  
Convention Sales Marketing Plan

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<b>03</b>	<b>Our Coverage</b>
<b>04</b>	<b>Welcome</b> <ul style="list-style-type: none"><li>Letter From Our President and CEO</li><li>Letter From Our Board Chairman</li><li>Our Mission</li></ul>
<b>08</b>	<b>When We Move, You Move</b> <ul style="list-style-type: none"><li>Marketing Overview</li></ul>
<b>13</b>	<b>The World Rides With Us</b> <ul style="list-style-type: none"><li>Communications Overview</li><li>Tourism Overview</li></ul>
<b>18</b>	<b>Selling Detroit</b> <ul style="list-style-type: none"><li>Sales Overview</li></ul>
<b>21</b>	<b>Nobody Outworks Detroit</b> <ul style="list-style-type: none"><li>Partnership and Services Overview</li></ul>
<b>23</b>	<b>We Always Change the Game</b> <ul style="list-style-type: none"><li>Detroit Sports Commission Overview</li></ul>
<b>25</b>	<b>Community Engagement Overview</b>
<b>27</b>	<b>Major Events in 2026</b>



OAKLAND COUNTY

MACOMB COUNTY

DOWNTOWN DETROIT

WAYNE COUNTY

# WELCOME



## LETTER FROM OUR PRESIDENT AND CEO



Visit Detroit partners and friends,

As we've recently turned the calendar to 2026, I'm excited to share details about another tremendous year for Visit Detroit and our region through the 2025 Annual Report.

In 2025, we continued to invest in Visit Detroit's international engagement, officially entering the Italian market. Visit Detroit's front-of-shirt partnership with Juventus FC has accelerated those outreach efforts, and we're excited to be one of very few DMOs (destination marketing organizations) to be in-market in Italy.

If you aren't familiar, Juventus is one of the biggest brands in all of sports. The club has 560 million fans worldwide and a social media following that is larger than all 32 NFL teams COMBINED. It's an incredible brand for our destination to be associated with, and we're thankful to Jeep for serving as the primary partner with Juventus.

On July 1, 2025, Visit Detroit began receiving additional revenue from the hotel assessment increase (2%–3%). That revenue is directly being used to further market and promote our destination, as we aim to welcome 25 million visitors to the Detroit region by 2030.

The Detroit Riverfront continues to expand at a rapid pace and serve as a key anchor of our city. We couldn't be more excited about the opening of the Ralph C. Wilson, Jr. Centennial Park in 2025 and are in full support of Bedrock and GM's plan to redevelop the Renaissance Center, the Marriott at the RenGen, and 27 additional acres along the Riverfront.

Early in 2026, we'll continue to monitor developments surrounding the opening of the Gordie Howe International Bridge. We're excited to work with our partners to provide our Canadian neighbors another means to visit and commute to and from work in Southeast Michigan.

We are also grateful to collaborate with Mayor Mary Sheffield and her new administration. I have the privilege of co-chairing the Tourism, Branding & Special Events committee on Mayor Sheffield's transition team along with Arn Tellem, Vice Chairman of Detroit Pistons Sports and Entertainment. Stan Smith, Visit Detroit's Vice President of Marketing & Communications, is also a member of that committee. We're excited about the future of tourism in the city of Detroit under Mayor Sheffield's leadership.

I want to thank the entire team at Visit Detroit for their hard work. We have a tremendous window of opportunity to take our destination to the next level, and with the 2027 Men's Final Four and IPW 2028 on the horizon, our team is preparing to put Detroit in the global spotlight once again.

I am appreciative of the continued effort and collaboration from our partners and remain very excited about the momentum and trajectory of the Detroit region.

With great respect,

Claude Molinari  
*President & CEO, Visit Detroit*

VISIT  
**Detroit**

## LETTER FROM OUR BOARD CHAIRMAN



Visit Detroit partners and friends,

It is my pleasure to serve as the next Chair of the Visit Detroit Board of Directors. It's a tremendously exciting time for Southeast Michigan and the city of Detroit, and I look forward to collaborating with the entire Board to elevate tourism and visitation to our great destination.

I want to thank David Katz for his leadership over the past two years as Board Chairman. There were some incredible accomplishments during his tenure, including the record-setting NFL Draft in 2024, the launch of Detroit's first-ever Michelin Green Guide, and Visit Detroit's global partnership with Juventus FC in May 2025.

Claude Molinari and his team at Visit Detroit do a phenomenal job telling the story of our region. We have a window of opportunity to capitalize on our momentum, and we're in great hands under Claude's leadership.

I look forward to extending this trajectory. Our collective commitment to Detroit's success has never been stronger, and our path forward shows great promise and growth.

Best regards,

Mike Murri  
*Board Chair, Visit Detroit*



## VISION

Experience the unexpected in a destination of dreamers, builders, and creators.

## MISSION

Visit Detroit is the catalyst that unites partners to drive regional tourism and economic impact by connecting the world to our diverse communities, rich history, and spirit of innovation.

## VALUES



### Integrity

Visit Detroit will engage in an honest dialogue about our core values and reinforce them in a whole and unified manner.



### Empowerment

Visit Detroit will empower our team and external stakeholders to successfully create memorable and positive experiences for our visitors by providing knowledge and education.



### Transparency

Visit Detroit will cultivate strong bonds across the Metro Detroit community by establishing standards of open communication and accountability among our team and external stakeholders.



### Community

Visit Detroit will actively align values and goals by engaging the Metro Detroit community to create an environment of fellowship among stakeholders.



### Passion

Visit Detroit will be passionate advocates for everything Metro Detroit to collectively and enthusiastically provide opportunities for our community and region.



### Empathy

Visit Detroit will cultivate an emotional connection and sensitivity in order to remain open, be willing to understand, and be reflective of the Metro Detroit community.

From 2020 to 2021, Visit Detroit underwent organizational change, requiring it to evaluate both its business model and strategic initiatives. In addition, the COVID-19 pandemic presented challenges for many businesses and organizations everywhere. In this uncertain environment, an organizational strategic plan provided Visit Detroit an opportunity to set a strategic direction while remaining adaptive and responsive.

In 2022, Visit Detroit launched an eight-month strategic planning process (with the Coraggio Group and Miles Partnership) to develop the framework necessary to enable the organization to further economic growth and recovery for the Detroit region. This process engaged a diverse range of internal and external stakeholders to identify the opportunities and challenges facing Visit Detroit through a series of one-on-one interviews, focus groups, and visioning sessions. As an outcome from this work, a new vision,

mission, and set of organizational values were established for Visit Detroit.

Amid the global disruption caused by the pandemic, Visit Detroit seized the moment as an opportunity to establish a clear strategic direction, embarking on an ambitious eight-month strategic planning journey that embraced organizational change, reevaluating its business model and strategic priorities. This collaborative effort united the voices of internal stakeholders – our dedicated team – and external stakeholders, including residents and community, civic, business, and industry partners. Through in-depth interviews, focus groups, and visioning sessions, stakeholders identified key opportunities and challenges shaping our destination's future. The result was a bold new vision, mission, and set of organizational values, all designed to propel Visit Detroit forward with purpose, clarity, and shared commitment.

# WHEN WE MOVE, YOU MOVE

MARKETING & COMMUNICATIONS



**139M+**  
Views  
↑ 14% increase

**103,000+**  
New followers  
↑ 3% increase

## 2025 HIGHLIGHTS

In 2025, our focus held steady – attracting travelers who dig deeper, want real experiences, and seek genuine connections. Rather than chasing volume, we prioritized quality engagement and audience alignment to build authentic, long-term brand equity.

Our brand campaign ran across priority regional and international markets, emphasizing high-value engagement over raw reach. Strategic partnerships – including AFAR magazine – connected Detroit with culturally curious audiences who care about where they go and why. We don't manufacture experiences. We amplify what already exists: a thriving arts community, a culinary scene built on innovation, and neighborhoods shaped by resilience and reinvention.

## WEBSITE AND SOCIAL MEDIA HIGHLIGHTS

Visit Detroit achieved unprecedented digital engagement and expanded market reach. Our website welcomed over 4 million visitors with 98% of visitors being first-time users, demonstrating Detroit's growing appeal to fresh audiences. Sixty-three percent of new users came from out of state, highlighting our success in attracting visitors from beyond Michigan's borders.

Our digital impact continued to drive Detroit's tourism ecosystem. We facilitated 18 million web referrals to our member organizations, maintaining strong partnership support in an evolving digital landscape. Additionally, we saw emerging traction in AI-powered discovery, with 13,000 views originating from AI sources – a new channel that positions Detroit at the forefront of travel research.

Social media remained a powerful driver of awareness in 2025. Our content reached 139 million impressions across our platforms, building on 2024's momentum with a 16% increase in visibility. Our total social audience grew to 681,847 followers, adding 103,000 new followers throughout the year. This represents a 3% acceleration in our growth rate compared to 2024, reflecting both the expanding reach of our content and the continued resonance of Detroit's story across digital channels.

International growth accelerated dramatically in 2025 through strategic European football partnerships. Building on our successful Burnley Football Club collaboration, we launched a groundbreaking partnership with Juventus FC in May – making Visit Detroit the first CVB to secure front-of-shirt branding for a Serie A club. This partnership provides reach to Juventus' 560 million fans, including 100 million across Europe. The impact has been immediate, with a 780% increase in Italian users to our site. Together, these football club partnerships demonstrate our strategy of creating authentic connections with European audiences and positioning Detroit as a compelling destination for international travelers.

**Website**

**4M+**  
Views

**98%**  
First-time users

**18M**  
Web referrals

**1,738,870**  
Total web users

**63%**  
Out-of-state website users

**13K**  
Views on website AI sources

# 2025 HIGHLIGHTS

## GLOBAL EXPANSION THROUGH SPORTS

### Juventus Partnership

**159,000**

(84,000 youth)  
Juventus shirts sold

**955M**

Juventus partnership  
impressions

**540M**

Global reach

**39M**

Engagements

**2M**

Wheel the World  
national impressions

**498K**

Wheel the World  
YouTube views

### Juventus FC

Our partnership with Juventus represents Detroit's most significant European awareness push to date, particularly in Italy and football-driven markets.

The alignment is natural. Both brands share DNA rooted in sporting, passion, and innovation – creating resonance that goes beyond traditional sponsorship.

Since launch, the partnership has generated substantial global visibility. More than 2,000 posts have collectively driven nearly 1 billion impressions, reaching over 540 million people and sparking 39 million engagements across platforms.

Independent Italian fan research confirms this exposure is translating into genuine brand lift. Awareness of Visit Detroit among Juventus supporters has more than tripled, climbing from 15% to 48%. The partnership is doing the heavy lifting: 88% of aware fans say they first learned about Visit Detroit through this collaboration.

### Burnley FC

Burnley FC complements Juventus by delivering focused visibility within the UK and Premier League ecosystem. Like Detroit, Burnley is a working-class town with deep industrial roots and a loyal, passionate fan base. The alignment between our two communities runs deeper than a logo on a kit – it reflects shared values of grit, authenticity, and pride in where we come from.

The partnership has delivered strong results. During the 2024/2025 broadcast season, Visit Detroit's presence generated an advertising value equivalent of nearly \$2.0M and a QI Media Value of \$574K. Across social channels, Burnley produced 624 posts featuring Visit Detroit, driving 33 million impressions, 1.4 million engagements, and a post valuation of \$231.5K. The "Take Me to Turf" activation drew 10,000 entries from UK fans eager to experience Detroit firsthand.

Together, these partnerships provide both global scale and targeted market penetration.

### Wheel the World

Visit Detroit's partnership with Wheel the World reflects a strategic commitment to advancing accessibility across the destination. This initiative brought together our marketing, destination services, partner services, and events teams to collaborate with local hotels, businesses, attractions, museums, and restaurants in developing a unified campaign focused on inclusive travel. As part of this effort, we launched a dedicated Detroit landing page that provides travelers with up-to-date accessibility information, helping them to plan with confidence. The campaign is supported by a strong visual approach that showcases the wide range of experiences available across the city, reinforcing Detroit as a welcoming destination for all.

# 2025 HIGHLIGHTS

## CAMPAIGN SUCCESSES



### Trip in Fall

In 2025, we identified a compelling opportunity to own fall travel in Detroit. As the shoulder season continues to grow in importance, we saw a chance to drive consideration during a high-value, but underutilized, travel window. While Detroit isn't a traditional leaf-peeping destination, and because our target travelers aren't looking for scenery alone, we paired distinctive city energy with seasonal moments.

To break through, we partnered with iconic Detroit lawyer Joumana Kayrouz to bring our "Bad Trip in Fall" campaign to life. The campaign leaned into unexpected, culture-forward storytelling, supported by high-impact digital out-of-home for efficient, large-scale reach and targeted paid social to engage priority audiences across Michigan and Chicago.

The result: There were more than 12 million impressions delivered across Detroit, Lansing, Grand Rapids, Traverse City, and Chicago – driving awareness and repositioning Detroit as a must-visit fall destination.

### Swag Shop

Launched in 2025, the Detroit Swag Shop promotion on Meta delivered strong, measurable results and validated paid social as a high-performing sales driver. Leveraging a mix of Stories, static images, and carousel ads, the campaign generated 66 purchases over six months while delivering more than 280,000 impressions to build sustained awareness for the Swag Shop.

Early performance exceeded expectations, prompting an extension of the campaign. Building on this momentum, the initiative is slated to continue in 2026, reinforcing Meta as a core channel for driving both Swag Shop purchases and brand visibility.

### AFAR 2025 Campaign

The 2025 AFAR campaign featured profiles of Detroit creatives and highlighted themed city itineraries to increase awareness, consideration, and sentiment of Detroit as a desirable leisure destination. The articles received nearly 90,000 page views, 156% higher than AFAR's benchmark. A brand study survey was deployed postcampaign. Brand sentiment improved, with 68% of those surveyed having a more positive opinion of Detroit after seeing the ads.

When asked where people would like to travel for fun or leisure, Detroit overtook Dallas by one place, signaling the program content was effective and that there is space for more Detroit travel content to drive inspiration to action.

# 2025 HIGHLIGHTS

## 2026 MARKETING INITIATIVES



### Converting Curiosity Into Bookings

In 2026, our focus shifts from awareness to action – turning brand curiosity into bookings and member revenue. We are launching aggressive in-state and regional advertising programs that promote attractions and events at key moments throughout the year. Our storytelling will go deeper, with focused county-by-county campaigns that amplify each area’s unique offerings. We’re also excited about the opportunity to celebrate the 250th birthday of America by highlighting Detroit’s contributions as one of the nation’s original cities.

### Reimagining Storytelling in the Age of AI

The way travelers discover and plan trips is changing, and Visit Detroit is evolving with it. In 2026, we are upgrading our website’s Trip Planner into an AI-enabled concierge, giving visitors a smarter, more personalized way to explore the region. We are reviewing the full website experience for opportunities to increase customer satisfaction through new AI-powered trip planning features. Behind the scenes, we are making a significant investment in training and empowering staff to use AI effectively – ensuring our team leads rather than follows in this transformation.



### Scaling the Content Ambassador Program

Original content remains the engine of our brand. In 2026, we are scaling our content ambassador program to fuel continued growth. This includes signing new partnerships with Detroit creators to enhance culinary and automotive storytelling – two pillars of our regional identity. We have also partnered with Steven McGee to promote “Resurgo,” a celebration of Detroit’s history and resurgence that brings our story to new audiences.

# THE WORLD RIDES WITH US

MARKETING & COMMUNICATIONS



# 2025 HIGHLIGHTS

## COMMUNICATIONS OVERVIEW

**2.2B**  
Impressions

**557M**  
International  
impressions

**893**  
Local news  
impressions

**535**  
Juventus  
partnership  
impressions

2025 was a critical year for expanding our communications capability. We grew our internal team and retained FINN Partners as our public relations partner, strengthening our capacity to tell Detroit's story on a larger stage. With this foundation in place, we focused on strategic storytelling that builds on the positive Detroit narrative – positioning the city not as a place finding its footing but as a destination that has arrived.

The results reflected that investment. Through high-profile partnerships and sustained media engagement, Visit Detroit expanded the city's presence across national and international platforms.

### Top Headlines of 2025

- 36 Hours in Detroit – The New York Times
- Visit Detroit, Juventus deal already seeing positive impact for both – Sports Business Journal
- The Detroit Suburb With Michigan's Most Expensive Homes – "The Wall Street Journal"
- Travel writers find pleasant surprises in Detroit – Detroit News



The New York Times

**MARKETING**  
Visit Detroit, Juventus deal already seeing positive impact for both  
Sports Business Journal

**Detroit wants to be a major sports city. But it needs state funding to help.**  
Michigan Advance

**BUSINESS**  
Travel writers find pleasant surprises in Detroit: 'It's so underrated'  
Candice Williams  
The Detroit News  
Nov. 13, 2025, 11:00 a.m. ET

Detroit News

# 2025 HIGHLIGHTS

## Top Publications Featuring Detroit

- The New York Times (140 million reach)
- The Independent (37.5 million reach)
- The Washington Post (23.6 million reach)
- The Wall Street Journal (22.6 million reach)
- Sporting News (16 million reach)

The New York Times The  INDEPENDENT

The Washington Post WSJ 

## Visit Detroit Named Juventus Front-of-Shirt Partner

The most compelling storyline of 2025 was the announcement of Visit Detroit as the front-of-shirt partner for Juventus Football Club, Italy's well-known sports brands.

Juventus boasts more than 560 million fans worldwide, including 100 million in Europe. The club's 190 million social media followers exceed the combined following of all 32 NFL teams.

Within days of the May launch, 100,000 Juventus jerseys featuring Visit Detroit were sold. Traffic to VisitDetroit.com from Italy surged 3,000%.

This marks the first time a convention and visitors bureau has secured front-of-shirt branding for a Serie A club.

## Large Special Event Funding

Michigan has proven it can host major events at the highest level – most recently demonstrated by the record-setting 2024 NFL Draft. The Men's Final Four returns to Detroit in 2027.

Without competitive funding, Michigan risks hosting industry-leading events only once every five to 10 years rather than every two to three years.

**To remain competitive, Michigan needs an ongoing, annual \$10 million Large Special Event Attraction and Retention Fund.**

# 2025 HIGHLIGHTS

**\$5,283,782**  
Economic impact (U.S.)

**15,133**  
Passenger visits

**70**  
Cruise stops

Source: Council of Great Lakes Governors and Premiers

International travel remains a long-term growth opportunity for Detroit. In 2025, our tourism team focused on building the infrastructure needed to support tour operators and travel advisors across key markets: the United Kingdom, Ireland, Germany, France, Canada, and our newest addition – Italy. The year closed with a significant milestone: Visit Detroit partnered with AVIAREPS to establish our presence in the Italian market, supporting the Juventus sponsorship and positioning Detroit for sustained growth across southern Europe.

## GREAT LAKES CRUISE

Detroit continues to strengthen its position as a growing cruise destination along the Great Lakes. In 2025, Visit Detroit welcomed more than 15,000 cruise passengers from around the world – each experiencing Metro Detroit’s hospitality, culture, and attractions.



Douglas Auto Theatre, Kalamazoo, MI

# 2025 HIGHLIGHTS



Hitsville U.S.A., Detroit, MI

## KEY INITIATIVES

**Expanding International Markets** – The tourism team maintained active engagement in priority international markets: Germany, Austria, Switzerland, United Kingdom, Ireland, and France. In 2026, Italy joins this portfolio, further strengthening Detroit’s European presence.

**Tour Operator Engagement** – More than 100 tour itineraries included Detroit as a featured component of broader North American travel programs in 2025. Each itinerary represents sustained economic contribution to hotels, restaurants, attractions, and local businesses.

**German Influencer FAM** – To deepen awareness in the German-speaking market, Visit Detroit hosted eight leading travel influencers from Germany for a curated familiarization experience. Their content generated more than 4.7 million impressions, showcasing Detroit’s culture, architecture, culinary scene, and waterfront experiences to engaged European audiences.

## IT STARTS WITH A VISIT

In 2025, the tourism team hosted 125 travel representatives and international media.

From tour operators to journalists and buyers, each visit served a strategic purpose: firsthand experience. Seeing Detroit in person remains the most powerful conversion tool.

# SELLING DETROIT

GROUP & CONVENTION SALES



# 2025 HIGHLIGHTS

**1,250**  
Leads

**83**  
Site visits

**50+**  
Trade shows,  
events, and  
conferences

**185,000**  
Room nights booked

## A LANDMARK YEAR OF GROWTH, IMPACT, AND GLOBAL VISIBILITY

2025 was an extraordinary year for Visit Detroit's Meetings & Conventions sales team. Together, we delivered results that strengthened Detroit's position as a top-tier meetings destination.

## OUTSTANDING SALES PERFORMANCE

Our team generated 1,250 lead opportunities and booked 185,000 room nights, achieving our annual goal and fueling economic impact for our hospitality partners.

We welcomed new and returning customers through 83 site visits, showcasing Detroit's venues, hotels, and people. We represented our region at more than 50 trade shows, events, and conferences around the globe. These engagements directly contributed to major wins and long-term partnerships.

## CELEBRATING 25 YEARS OF ASAE DELP EXCELLENCE

A major highlight of the year was Visit Detroit's leadership role in the ASAE Diversity Executive Leadership Program (DELP) 25th Anniversary Reunion, hosted in Detroit on June 6–8, 2025.

Our decades-long partnership with ASAE continues to support the advancement of diverse association leaders and reinforces Detroit's commitment to an inclusive and thriving meetings industry.



# 2025 HIGHLIGHTS

## CITYWIDE WINS SECURED FOR 2026–2029

In the past year, we secured 12 citywide events that will drive significant future economic impact. These major conventions and expos represent a strong pipeline for 2026–2029:

### 2026

- United Auto Workers 39th Constitutional Convention
- Nation of Islam Saviours' Day
- Lipari Food Show
- The Battery Show, North America
- Islamic Society of North America 63rd Annual Convention
- Foam Expo North America; Adhesives & Bonding Expo; NetZeroBuild Summit
- Society of Automotive Engineers International World Congress (WCX)

### 2027

- The Battery Show, North America
- Society of Independent Show Organizers Leadership Conference

### 2028

- National Sports Collectors Convention
- Women's Business Enterprise National Council
- Association of Zoos & Aquariums Annual Conference

### 2029

- Fraternal Order of Police 69th Biennial National Conference & Expo + Michigan FOP

## GLOBAL PRESENCE AND INDUSTRY LEADERSHIP

This year marked a defining moment in strengthening Detroit's global presence within the meetings and conventions landscape. Through expanded partnerships with UFI (The Global Association of the Exhibition Industry), ICCA (International Congress and Convention Association), and IMEX Frankfurt, Detroit is increasingly recognized as a competitive international meeting destination. These strategic alliances deepen our visibility among global event decision-makers and position the region as a rising hub for innovation, hospitality, and cross-border collaboration.

Our expanding international footprint is reflected in Detroit's ability to attract globally recognized programs such as Xponential, presented by Messe Düsseldorf, and Siemens Realize LIVE – major international shows that demonstrate Detroit's capacity to host significant gatherings and support the industries shaping tomorrow's economy.

## A YEAR DEFINED BY MOMENTUM AND MISSION

In 2025, our team lived our mission: building prosperity for the region by driving meetings and conventions that elevate Detroit's visibility, inclusivity, and economic strength.

With a robust future pipeline and powerful national partnerships, Detroit is poised for continued growth on the global stage.

# NOBODY OUTWORKS DETROIT

DESTINATION SERVICES PARTNERSHIPS & EVENTS



# 2025 HIGHLIGHTS

**91**  
New partners

**1,100+**  
Total partners

**92.13%**  
Retention rate

## Visit Detroit serviced a total of 101 groups in 2025.

Strong partnerships remain the foundation of Detroit's tourism ecosystem. In 2025, we welcomed 91 new partners while maintaining a 92% retention rate – a reflection of the trust and collaboration that define our work together. From hosting landmark conferences to celebrating the people who make hospitality happen, our team remained focused on delivering value for partners and memorable experiences for visitors. The results speak for themselves: More than 1,100 organizations now stand with Visit Detroit, united in moving our region forward.

## Society of American Travel Writers (SATW)

Detroit hosted SATW 2025, welcoming travel journalists to experience the destination through the lens of *Wild Hope* – exploring the power of people and storytelling to create meaningful change.

Attendees noted that the city “doesn't just tell its story – it invites you to be part of it.”

## Events & Major Conferences

Throughout 2025, Visit Detroit brought partners together through signature events that celebrated our industry, strengthened relationships, and showcased the best of Metro Detroit hospitality.

**Annual Partnership Meeting** – Hosted at Michigan Central Station with the theme Hustle, Heart, and Hospitality. Featured speaker Will Guidara, author of “Unreasonable Hospitality.”

**ROSE Awards** – Celebrated 148 nominees. In 2026, we will host the 30th anniversary.

**Hometown Tourist Day** – Celebrated its 10th anniversary.

**Pure Michigan Governor's Conference** – Welcomed over 500 tourism professionals.

**Automate 2025** – North America's largest robotics and automation trade show.

# 2026 INITIATIVES

Looking ahead, Visit Detroit will continue to invest in partner engagement, professional development, and opportunities to connect across the region.

**Visit Detroit Partner & Marketing Outlook (April)** – Keynote speaker Josh Linkner.

**ROSE Awards (August)** – 30th anniversary celebration.

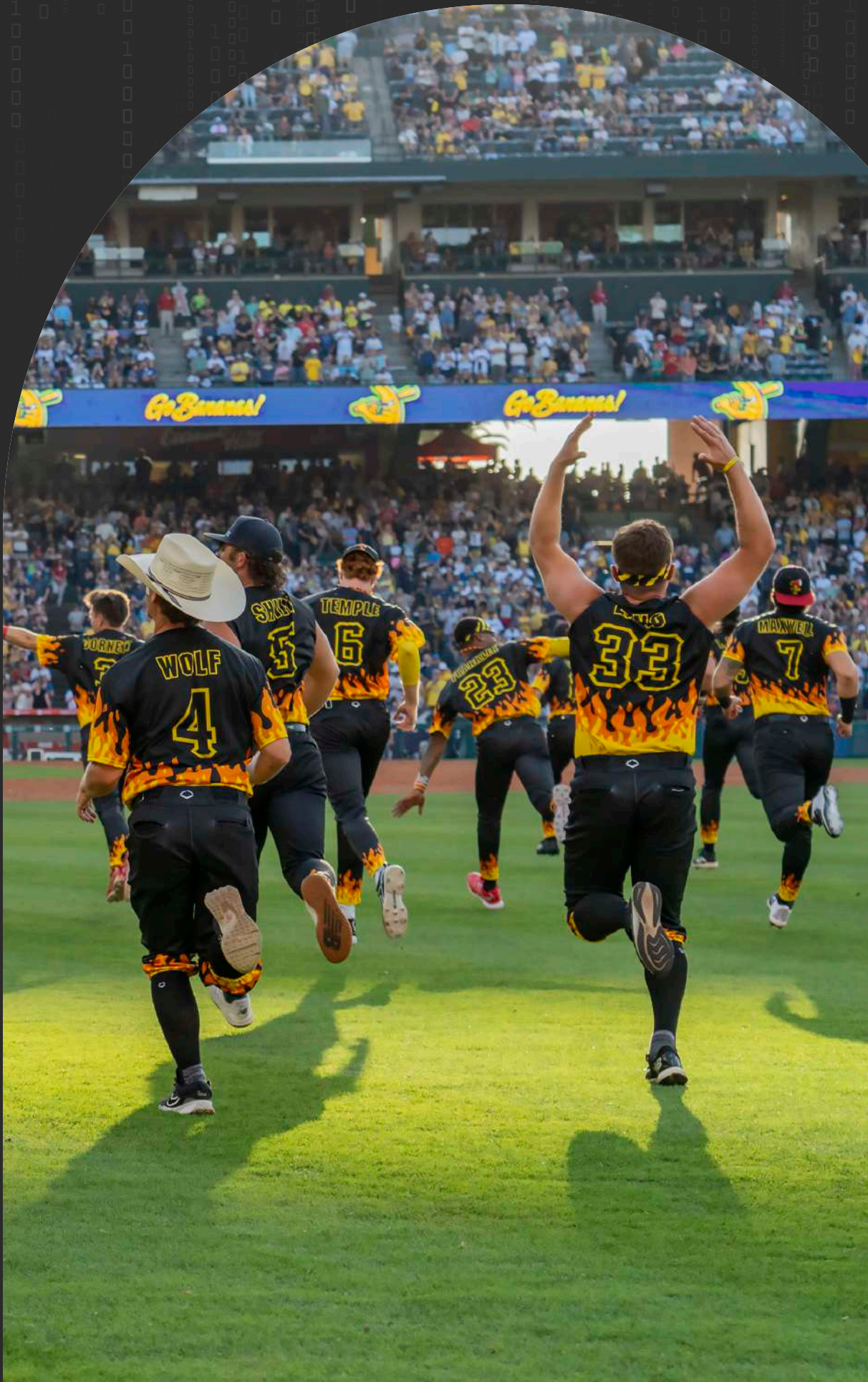
**Hometown Tourist Day (May)**

**Partner Mixers (January–November)**

**Education Sessions (February–October)**

# WE ALWAYS CHANGE THE GAME

DETROIT SPORTS COMMISSION



## DETROIT SPORTS COMMISSION OVERVIEW

As the Detroit Sports Commission moved through 2025, it did so with strong momentum and a clear sense of purpose – building on the national spotlight generated by the historic 2024 NFL Draft.

The DSC remained focused on its core mission: attracting, hosting, and supporting events that drive economic impact, elevate Detroit’s profile, and create benefits for communities across Southeast Michigan.



### Championship Pipeline

- 2027 NCAA Men’s Final Four
- 2028 Big Ten Women’s Basketball Tournament
- 2028 NCAA Division I Men’s Basketball Midwest Regional
- USGA Championships at Oakland Hills Country Club

### Expanding the Event Pipeline

In partnership with 313 Presents, Detroit secured the Banana Ball World Tour, coming to Comerica Park in September 2026.

Additional events secured include:

- Association of Pickleball Players Detroit Open
- PDGA Professional Disc Golf World Championships
- National Veterans Wheelchair Games
- NXTPRO Hoops

### Community Impact

Through the **Living Legacy Initiative**, more than **\$1.7 million** has been reinvested into local communities since 2024.

### A 25-Year Legacy

In its 25th anniversary year, the DSC is guided by the newly developed long-range plan, strengthening priorities in event funding, board engagement, community leadership, and brand visibility.

# COMMUNITY ENGAGEMENT

DETROIT SPORTS COMMISSION



# 2025 HIGHLIGHTS

The DSC deepened its commitment to youth and neighborhood impact through the **Living Legacy Initiative** – launched alongside the 2024 NFL Draft.

To date, more than **\$1.7 million** has been invested in community programs across Detroit.

## Unite to Ignite

The DSC partnered with Project Play: Southeast Michigan to present Unite to Ignite at The Corner Ballpark.

## Girls Sports Sampling Clinic

Now in its third year, the free clinic welcomed more than 100 girls in third through eighth grade for a full day of exploring multiple sports.

## Girls Flag Football Showcase

At the 20th Annual Amazon Prep Kickoff Classic at Wayne State University:

- Gibraltar Carlson defeated L'Anse Creuse North 24–6
- St. Joseph edged Redford Union 13–7

## Looking Ahead

The DSC is formalizing a long-term community engagement framework, with priorities including:

- Expanding programming tied to major events
- Strengthening community partnerships
- Refreshing the Community Engagement Committee
- Integrating community impact storytelling



# MAJOR EVENTS IN 2026

DESTINATION SERVICES PARTNERSHIPS & EVENTS



# MAJOR EVENTS IN 2026

## **NATIONAL COUNCIL ON EDUCATION FOR THE CERAMIC ARTS**

March 25–28

## **AMERICAN PLANNING ASSOCIATION NATIONAL PLANNING CONFERENCE**

April 25–28

## **THE LINKS, INCORPORATED**

June 23–28

## **BANANA BALL WORLD TOUR**

September 18–19  
at Comerica Park

## **2026 BATTERY SHOW & EV TECH EXPO**

October 12–15

## **2026 PMI ANNUAL GLOBAL SUMMIT**

October 21–24

## **UAW 39TH CONSTITUTIONAL CONVENTION**

June 15–18

## **NATION OF ISLAM SAVIOURS' DAY**

2026

## **ISLAMIC SOCIETY OF NORTH AMERICA 63RD ANNUAL CONVENTION**

September 4–7



1001

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[visitdetroit.com](http://visitdetroit.com)

VISIT  
*Detroit*