



# Detroit, A Destination That Moves You

**2023 Visit Detroit  
Tourism and Convention Sales  
Marketing Plan**

# A MESSAGE FROM OUR CEO

Detroit is a region on the move in 2023.

I am proud to report that 2022 was a fantastic year for hotels in Southeast Michigan and Visit Detroit. Securing the 2024 NFL Draft, the 2027 NCAA Men's Final Four®, and TIME's recognition of being one of the "World Greatest Places" are undeniable signs of our region's tremendous momentum.

The theme of our 2023 Annual Partnership Meeting is "Detroit, a destination that moves you," in recognition of the people and businesses that have made our region a global leader in music, design, and innovation. The authentic Detroit experience is driving our marketing and sales strategic initiatives and has Southeast Michigan a must-visit destination for meetings, events, and connections. Our Detroit Sports Commission is building on the success of attracting large scale events to focus on youth and amateur sports whose impact will be felt throughout the suburbs.

After hosting 1,200 meeting planners at Connect Marketplace in 2022, our Partnership team is about to host the American Bus Association and thousands of group tour operators. This perfectly aligns with the work our marketing and tourism teams are doing to build our brand, promote the region, and deliver on the experience of Detroit. Finally, Detroit is capturing the imagination of the global traveler, and we are boldly adding Canada and France to the U.K. and Germany as international markets of focus.

Contact our partnership department to learn about all the benefits available to you as a part of your membership. It is an honor working with you as president and CEO of Visit Detroit. We are excited to set an audacious goal of attracting 25 million visitors to the region by the end of the decade. To achieve that target, we will all need to work together to enhance our community and share our incredible story nationally and internationally. I look forward to keeping the momentum going with each of you.



**Claude Molinari**  
President and CEO  
Visit Detroit







# Marketing Segment: Leisure

## STRATEGIES

- Build the brand - Launch a sustained brand campaign to establish Detroit as a top-of-mind trip and meeting option.
- Promote the region - Consistently publish and promote content that highlights and connects "things to do" throughout the region.
- Deliver the Experience: Optimize all touchpoints that influence trip and meeting planning

## ADVERTISING

- Expand targeted paid search and social media markets include New York, Atlanta, Chicago, and Los Angeles
- Increase media partnerships with MLIVE and other regional publications that reach Ohio, Illinois, and Indiana
- Use Epsilon and Adara to model and target travelers most likely to visit metro Detroit
- Review feasibility of adding Priceline.com to supplement hotel bookings from Expedia.
- Expand media investments in the Toronto / Ontario media market
- Use mobile purchasing data to target potential repeat visitors to Detroit
- Use new user/audience insights to further refine digital advertising tactics

# Marketing Segment: Leisure

## DIGITAL PLATFORMS

- Complete "down to the studs" redesign of VisitDetroit.com
- Redesign the Detroit Travel Guide Digital App to better reflect travel needs of visitors

## CONTENT MARKETING

- Continue aggressive audience and engagement building tactics on Instagram, TikTok, and Facebook
- Recruit metro-based content creators to provide authentic and relevant content for promotion on social channels
- Shift content focus to emphasize short form video, photography and visual itineraries
- Build robust photography, video, and drone footage library of metro attractions, locations and members to increase effectiveness of social media postings
- Renew focus on itinerary-based content to entice first time visitors to the region
- Continue publishing "Detroit Vibes" email Newsletter to build leisure traveler database
- Revamp D-Pass programs to drive more traffic to members and attractions

## PRINT AND DIGITAL PUBLISHING

- Expand advertising options for the new Detroit Travelers Guide and VisitDetroit.com website.
- Continue to work with hotels to increase visibility of the Detroit Travel Guide with hotel guests
- 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 2023
- 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 tradeshow 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

# Marketing Segment: Public Relations

## LEISURE cont.

- 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



# Marketing Segment: Domestic Group Tour

## ADVERTISING

- Expand branded collateral options for domestic tour
- Digital placements in Ontario Motor Coach Association and American Bus Association publications
- Continue to include digital with successful print programs

## GREAT LAKES CRUISE SHIP SUPPORT

- Collaborate with Domestic Tourism team to create collateral to welcome visitors disembarking in Detroit for city excursions.

## DIGITAL PLATFORMS

- Revamp Domestic tourism pages on website to better meet the planning needs of domestic tour operators
- Continue expanding curated Detroit Experiences options for group tours

# Sales & 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, France and Canada
- Invest in the UK, Germany, France and Canada 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

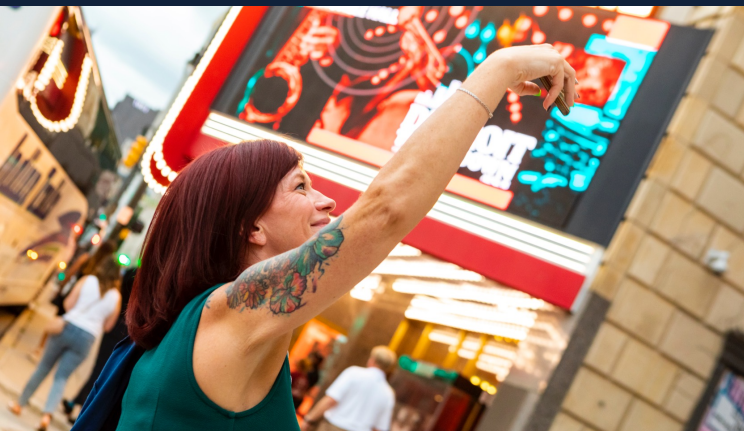
## PUBLIC RELATIONS

- 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

## TRADE SHOWS/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

## ADVERTISING

### PCMA

- Brand placements in print publications and social media channels
- Print placement in Convene conference publication
- Sponsorship of destination specific webinars

### CONNECT

- Advertising in key publications and platforms including website ads, email marketing, and social media in key markets

### MPI

- Email marketing program to association's US based meeting planners
- Targeted advertising utilizing advertorials and webinar sponsorships

## CONVENTION SALES SUPPORT

- Create a cohesive and compelling 18-month messaging plan for tradeshow and advertising messaging
- Produce "hero" sales video for use in pitches and trade show activations
- Complete rebranding and refresh of all sales collateral
- Focus on expanding use of LinkedIn as the dedicated channel for Meetings & Conventions
- Standardize branded collateral options for VIP tradeshow

# 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
- Develop a "Detroit Cares" program that showcases the ways that Detroit cares for their key customers and keeps them engaged.
- Develop and Implement a DMCVB Meetings & Conventions Webinars 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 the DMCVB 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 5 Webinars / Customer Events to highlight Delta Airlines, Hotels and Venues Safe and Clean

# Sales: National Associations

## 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 5 Webinars / Customer Events to highlight Delta Airlines, Hotels and Venues Safe and Clean
- 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 ADOS's will schedule regular meetings to support strategic efforts that yield results for both small and large meetings
- Social Take Over: DMCVB will orchestrate a social media take over that will include Linked In, Twitter, Facebook, Tik Toc. 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, Crains, MPI, Communications, NCBMP, Black Enterprise Magazine
- 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.



# Sales: Religious

## TACTICS

- 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, Crains 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 the Bureau.
- 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

# Sales: State Associations

## STRATEGIES

- Quarterly sales calls in Lansing, Ann Arbor, and Grand Rapids
- Maintain partnership and relationship with Destination Michigan / Meetings Michigan + Continue involvement and presence in MPI/Michigan MPI
- Re-evaluate and qualify association accounts, build top account list/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 5 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, and the Metro Detroit hospitality community as a whole. - Stay educated through webinars, editorials (MPI, Crain's, etc.) Maintain communication with competitive CVBs - collaborate vs. compete.
- 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.

# Sales: State Associations

## TACTICS

- 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 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 allyship within the business community
- Develop a hospitality program that provides mentorship for underrepresented students in the hospitality community.
- Develop and Implement a DMCVB Meetings & Conventions Webinars 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 3 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 benefit directly from this program. Hotels will share incentives and special booking initiatives for the market. The DMCVB 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. The DMCVB 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)

# Sales: Diversity

## TACTICS

- Digital/Editorial: Michigan Chronicle, Blac Magazine, Parent Magazine, Metro Times, RCMA, Crains Communications, CMCA, Black Meetings & Tourism Magazine
- DELP (Diversity Executive Leadership Program) has been a great tool to initiate conversations but it's time to maximize our engagement with the DELP'ers 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

# 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, and Union Meeting Planners.

## 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

# Sales: Government

## STRATEGIES

- Identify whether this market is reactive or proactive for our region.
- Develop a Strategic plan for the 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.
- 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. The DMCVB will highlight the initiatives and incentives and this will ignite vibrant discussions and leads and help rebound the market. Educate and grow knowledge of union market - trends, challenges, successes, etc. - webinars, editorials, etc.
- 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.



# Sales: Government

## TACTICS

- Maintain Industry National, Regional and local presence in the government market that will highlight our interest and desire to prosper within the market
- 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.

# Sales: Corporate

## STRATEGIES

- Identify events for 2023-2028, that typically occur in off peak months, with requested peak room nights of 200-1500.
- Primary focus is science, technology, engineering, manufacturing, mobility markets
- Target key lead generating states: MI, NY, CA, IL
- Utilize iDSS, Crain's, Linked and industry events to target key customers
- Establish sponsorship packages with key industry events to bring awareness to the destinations: PCMA; IMEX, SISO, CEMA, IAEE and ASAE
- Create a specific marketing and key strategy to drive business to the Suburban Collection Showplace, focusing on shows that are 500 peak and less.

## TACTICS

- Knowland Insight Group for history, primarily targeting companies in the Midwest and identified comp set.
- Utilize CRM History and Database to create target list of past Definite and Lost Business
- Attend industry events as outlined in the tradeshow and events calendar
- Quarterly Meetings with Key Hotel Partners - Downtown and Suburban, to construct target list and fits individually and collectively as a community in tri-counties.
- Target companies HQ in top 3 feeder markets: MI, IL and CA

# Sales: Hobby Groups, Social & 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 book or rebook 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 & 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 & send eblast to reunion planners in CRM database to like & 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 current VisitDetroit Instagram to promote family reunion planning seminar & reunions held throughout the reunion season using a special hashtag
- Utilize local publications to promote Detroit as "The Ultimate Family Reunion Destination"; this includes VisitDetroit's website; BLAC magazine & website; Michigan Chronicle; Metro Times; Metro Parent; Detroit Magazine & 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

- Engage in upcoming NCAA bid cycle for 2027-2031 Championships.
- Focus on new venues in region for opportunities to grow suburban business.
- Successfully execute and service 2023 calendar of events.
- Begin planning for significant calendar of events in 2024 (NFL Draft, NCAA Regional Basketball, NCAA Women's Bowling,
- 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.