

VISIT DETROIT PARTNERSHIP



VISIT
Detroit

LET'S GO PLACES TOGETHER.

Detroit always delivers — and with 19 million visitors each year, the demand for authentic, local experiences has never been greater. As a Visit Detroit partner, your business gains direct access to people planning where to stay, eat, shop and explore in Detroit. From visibility to referrals, networking to promotion, this is your opportunity to tap into the region's official tourism network.

BOOST VISIBILITY. DRIVE VISITORS. GROW YOUR BUSINESS.

ANNUAL PARTNERSHIP PACKAGE

Profile on VisitDetroit.com

Acquire a listing on our official tourism site with 2M+ annual visitors.

Digital Pass Campaigns

Increase publicity through mobile-friendly, themed passes that drive traffic, spending and visibility.

Explore Detroit Pass – Attractions & retail
Dining in the D Pass – Restaurants & offers
Detroit Pizza Pass – Iconic local pizzerias
Brew Trail – Breweries & taprooms

Sales & Service Leads

Receive qualified leads from event planners and conventions.

Access to Visit Detroit Events

Attend free seminars, networking mixers and special events.

FAM + Site Tours

Gain exposure to media and planners through curated tours that influence bookings.

Official Visit Detroit Collateral

Enjoy access to display maps, rack cards, brochures and stickers that guide and inspire visitors.

Partner Portal Access

View leads, reports, calendars and updates in one central hub.

Partner Newsletter

Stay informed with trends, stats and partner tools. Delivered monthly.

"We consider the team at Visit Detroit an extension of our sales, marketing and service strategy."

— Lisa Williams,
MGM Grand Detroit

"Having partnered with Visit Detroit for the past 25 years, our membership has been invaluable."

— Nicole Piach,
Banner Sign Co.

STRATEGIC ADD-ONS

PRICING VARIES

- **360° Virtual Tours**
Showcase your space with a custom tour produced by Visit Detroit.
- **Partner Plus Website Exposure**
Upgrade your presence with premium ad placement on VisitDetroit.com.
- **Convention Calendar Access**
See upcoming events, demographics and planner contacts to stay ahead.
- **Sales Activity Report**
Get weekly updates on sales leads, planner engagement and bid activity impacting the region.

SIGNATURE EVENTS

BOOST YOUR EXPOSURE & COMMUNITY CONNECTION

- **Annual Meeting**
Network with industry leaders, celebrate success and preview what's ahead.
- **ROSE Awards**
Nominate your team for top regional recognition in hospitality excellence.
- **Hometown Tourist Day**
Engage locals, build brand awareness and turn residents into ambassadors.
- **Family Reunion Planning Seminar**
Connect with planners seeking venues and services in metro Detroit.

200K+

VISITS TO PARTNER WEBSITES FROM VISITDETROIT.COM



READY TO EXPAND YOUR REACH?
SCAN THE QR CODE OR EMAIL ANGELA JONES
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