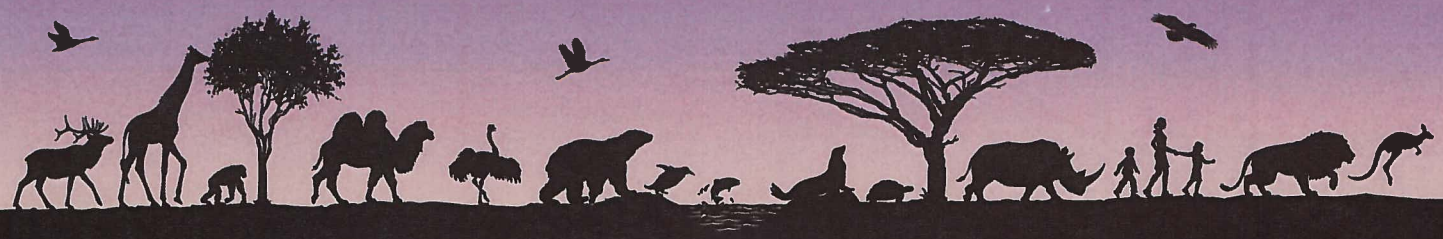
DETROIT ZOOLOGICAL SOCIETY®

House Tourism and Outdoor Recreation Committee

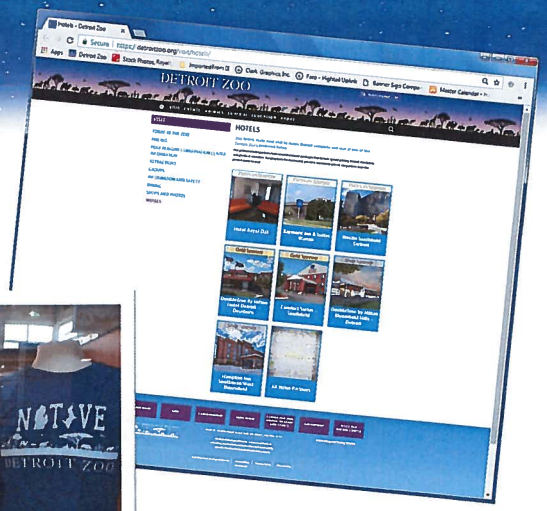
January 29, 2018

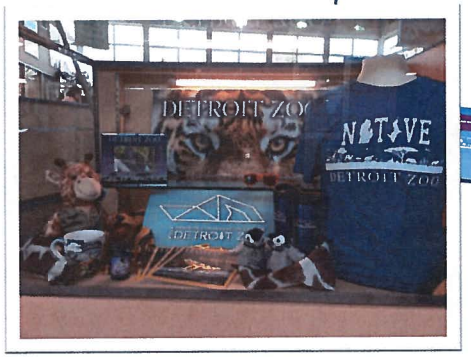


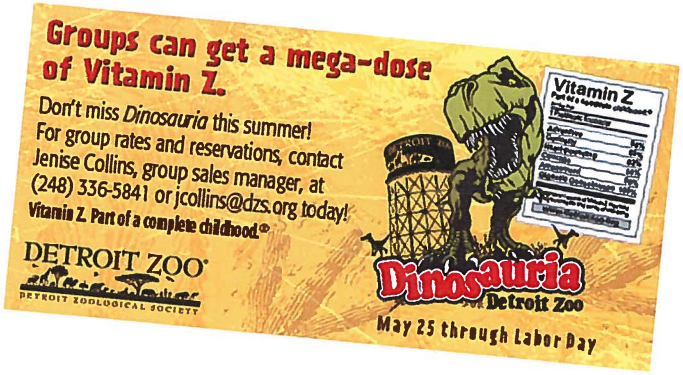
DETROIT ZOO ◆ BELLE ISLE NATURE CENTER

Places the Zoo advertises, displays and promotes

- Group Tour Magazine
- Visit Detroit Magazine
- Michigan Welcome Centers
- Rack brochures
- Hotel Accommodations Program
- E-blasts







Conferences the Zoo attends

- American Bus Association
- mParks
- Michigan Lodging and Tourism Association
- National Tour Association
- Ontario Motor Coach Association

AMERICAN BUS ASSOCIATION

Parks
Michigan Recreation & Park Association

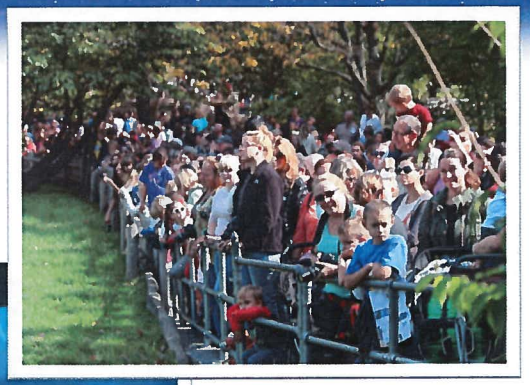
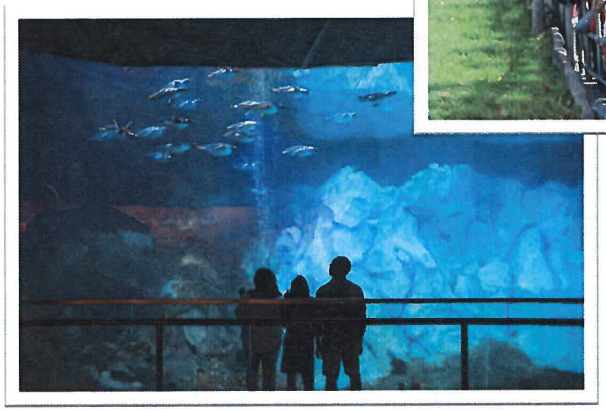
Michigan Lodging and Tourism ASSOCIATION

NTA
National Tour Association

OMCA
BETTER TOGETHER

Places the Zoo exhibits

- AAA employee appreciation days
- Circle Michigan trade show
- Discover the D Hometown Tourist Day
- Heartland Travel Showcase
- Pure Michigan Governor's Conference on Tourism (sponsor)

Things we do at the Zoo

- DMCVB metro attractions meetings
- Familiarization tours
- Family reunions
- Tour Operators day
- New tourism markets cultivation (Chinese, others)