Tourism Cares kicked off the signature event in the Tourism Cares for Our Cities series, teaming volunteers with local partners to improve the Detroit experience for locals and visitors alike.

Detroit is known as the “come back city” with a diverse culinary and music scene, renowned art and rich architecture. In addition to direct impact on the ground, Tourism Cares for Our Cities showcases destinations to an influential national audience.

Tourism Cares is focusing on City Tourism in 2017 in keeping with the UN World Tourism Organization’s (UNWTO) recognition of city tourism as a critical force in sustainable development and livability.

“Volunteers are very important to further our work. We don’t get funding from the larger foundations in our area so we can’t afford to hire the staff we need to do all the things we try to get done. 95% of our yearly funding comes from private donations.”
- Mark Covington
Georgia Street
Community Collective

“We are honored that Tourism Cares chose Detroit as one of this year’s host cities. We value the hundreds of tourism professionals that are here in our city making a difference throughout the community.”
- Larry Alexander, president & CEO, Detroit Metro CVB
“There was a time in which there were two diverging futures for Detroit. One was a renovating downtown bustling with growth with nearby neighborhoods experiencing a robust appreciation in land value and the other had the outlying neighborhoods still in decline. We are stemming from that and, in a growing number of areas, we are reversing the decline through neighborhood investments in infrastructure, and creating a balance between blight mitigation through tear-downs, and now have a burgeoning renovation program where the outlying neighborhoods are now getting the recognition they have long deserved. The future is looking much brighter for Detroit’s formerly troubled neighborhoods.”

- Barry Burton, City of Detroit

Making an impact in addition to the volunteer day

Tourism Cares also engaged the Detroit community to leverage the knowledge of travel professionals through skilled volunteering. Mike Geraci of MERCURYcsc and Jeanne Chapel from Amadeus presented marketing and branding tips and target audience research to a group of mission based travel professionals at a breakfast workshop on Thursday morning. After the workshop, local organizations were paired with volunteers for additional pro bono projects that will continue over the coming months. To check on our progress, make sure to visit www.TourismCares.org/cities

“...We’re actually helping a community that needs the assistance and is doing fabulous things for everybody within in the neighborhood. I think this was well beyond anything I ever expected”

- Lisa Presley, Norwegian Cruise Lines

Thank you to our volunteers, partners, hosts and sponsors that made Tourism Cares for Detroit a reality.

These programs are made possible by a dedicated community committed to doing good.