



CRAIN'S DETROIT BUSINESS

Detroit and Southeast Michigan's premier business news and information website

Search crainsdetroit.com



Home | This Week's Issue | News | Crain's Awards | Features | Lists/Resources | Columns | Blogs | Events | Jobs/Hiring | Video

Welcome! **COMPLETE YOUR PROFILE!** | LOG OUT | **11 articles remaining** | Detroit Jobs | Free E-Mail Signup | Subscriber Service | Contacts | Advertise | Classifieds

CRAIN'S BLOGS

Sherri Welch

What's In Store

Blog RSS feed | Follow Sherri on Twitter | Friend Sherri on Facebook | Connect with Sherri on LinkedIn

Originally Published: March 03, 2013 8:00 PM Modified: March 05, 2013 5:54 AM

REPORTER'S NOTEBOOK: Future bright for events

Like 25

While Detroit's schedule for major meetings and conventions is about even with last year's, the best is yet to come, according to the **Detroit Metro Convention & Visitors Bureau**.

At least seven or eight new major conventions are headed to Cobo Center this year, and that number is expected to grow to 15-20 in future years, said Bill Bohde, senior vice president, sales and marketing for the bureau.

Among them:

- **The Church of Our Lord Jesus Christ of Apostolic Faith Inc.** international convention in July, bringing 6,500 people.
- **The Society of Tribologists and Lubrication Engineers** annual meeting and exhibition in May, bringing 1,200. Tribologists work with interacting surfaces in relative motion, such as in bearings or gears.
- **The Progressive National Baptist Convention** in August, bringing 8,000.
- **The National Alliance of Black School Educators** annual convention in November, bringing 3,500.

Looking ahead to 2015, among the conferences coming to Detroit is the **American Society of Association Executives** convention, also known as the "Super Bowl" of conferences since it brings executives and meeting planners, alike. And expect about 60,000 people coming to Detroit in 2020 for the **Alcoholics Anonymous** convention, which is held every five years.

Several things are helping entice new groups to Detroit, Bohde said.

A few years ago, there were just under 2,500 rooms in the downtown area, making it difficult to accommodate the needs of large groups. But at the end of 2008, **Greektown Casino-Hotel**, **MGM Grand Detroit**, **MotorCity Casino Hotel**, the **Westin Book Cadillac** and **Doubletree Guest Suites Fort Shelby** brought online an additional 1,850 rooms, Bohde said.

Related links

[Renovations registry: Hotels upgrade to ride a rebound in occupancy](#)

[Check in on other hotel renovation projects](#)

[Moving on up: New hotel construction projects on the grow](#)

[Unconventional spaces lift meetings, events out of the bored room](#)

[More venues beyond the same](#)

Does Your Ad get noticed?

Measure the effectiveness of your ads **FREE OF CHARGE** in the April 1 issue of *Crain's Detroit Business*

Ad close: March 21 **LEARN MORE NOW**

Most Read

Most Commented

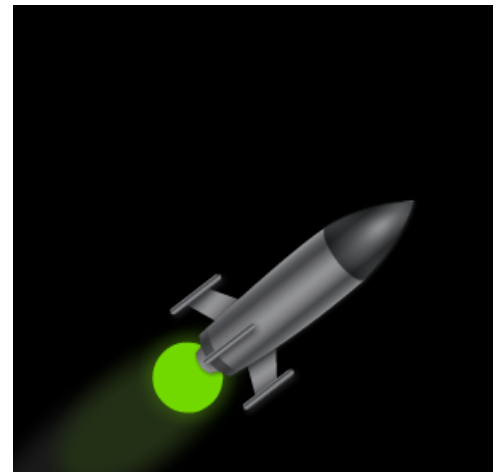
Detroit council appeals fiscal emergency finding

Campbell Ewald near deal on Cadillac account, sources say

Judge sends Kilpatrick to jail hours after jury sends him to prison

What's an appropriate sentence for Kwame Kilpatrick? Tea leaves are tough to read

Awrey back to baking, may explore gluten-free line



Improvements at Cobo Center and downtown are leading to renewed interest in Detroit and commitments into the future years.

"Our story just keeps getting better," Bohde said.

The CVB is now spreading the news of the new hockey arena and entertainment and retail district planned by the Ilitch family, owner of the Red Wings and Tigers.

It's also talking about the M-1 Rail project planned for Woodward Avenue, the Riverwalk, new hotels such as the **Crowne Plaza Pontchartrain** opening this spring and **Aloft Detroit** opening next year and the competitive pricing of the market.

"We market Detroit right now as a very affordable destination," Bohde said.

The city boasts the second lowest travel tax rate in the country in terms of hotel room and rental car taxes, second only to Portland, Oregon, he said.

Sherri Welch covers nonprofits, services, retail and hospitality.
Email Sherri at swelch@crain.com



POWERED BY Pluck

Add a comment

Submit

SUBSCRIBE TO *CRAIN'S DETROIT BUSINESS*

If you enjoy the content on the *Crain's Detroit Business* Web site and want to see more, try 8 issues of our print edition **risk-free**. If you wish to continue, you will receive 44 more issues (for a total of 52 in all), including the annual Book of Lists for just \$59. That's **over 55% off** the cover price. If you decide *Crain's* is not for you, just write "Cancel" on the invoice, return it and owe nothing. The 8 issues are yours to keep with no further obligation to us. Sign up below.



*Name:

*E-mail:

Company:

*Address:

City: State:

*Zip/Postal Code: *Country:

* indicates required field.

Submit

Offer valid for new MI subscribers only. Non-MI subscribers - \$79. All other Foreign - \$127.

Give productivity a boost
Deloitte Growth Enterprise Services. Helping the middle market reach new heights of efficiency.

Deloitte.

Find us on: **facebook.**

CRAIN'S

SALUTE TO ENTREPRENEURS

Crain's is seeking nominations for entrepreneurs

Nominees will be judged for their innovation, problem-solving ability or sheer relentlessness.

NOMINATE NOW

Nomination Deadline: March 18

WANTED:
ENGINEERS, ARCHITECTS,

Lawrence Tech.

Who are