MOVIN’ AND GROOVIN’ IN DETROIT

MARKETPLACE SIGHTSEEING TOURS

SATURDAY | FEBRUARY 4, 2023

visitdetroit.com
WELCOME TO DETROIT

On behalf of Visit Detroit, I am pleased to welcome you to our city for the American Bus Association’s Marketplace and attendees of Busworld North America. Our region is roaring back with incredible energy and vibrancy you can’t find anywhere else in the world, and I encourage you to experience all that Detroit has to offer. You have picked a fantastic time to be here.

Detroit continues its remarkable transformation, and you can see that for yourself by taking one of the many sightseeing tours associated with the event. Downtown is home to new hotels, three major sports venues, a vibrant entertainment district, the No. 1 riverfront in the United States, new restaurants, parks, casinos, unique retail, theater, world-class museums and championship sports teams. Our community is more than just downtown, and with strategic investment in neighborhoods throughout the city, local businesses are flourishing and ready to provide unique experiences while you are in town.

The surrounding suburbs also offer a variety of exciting entertainment options. During your visit, I encourage you to take time to see the sights and meet some of our city’s interesting people. Taste Detroit’s delicious offerings, from meals prepared by award-winning chefs to the classic Coney dog. Explore the masterpieces that grace the walls of the Detroit Institute of Arts and sing and dance at the Motown Museum. Stroll along the Detroit RiverWalk and enjoy views of the Detroit and Windsor, Canada, skylines.

In addition to buses the Detroit People Mover and new QLine are convenient and easy ways to get around downtown and connect visitors to hotels, the convention center, restaurants, retailers, museums, entertainment and sporting venues. Our city has so much to offer while you are here, and we are grateful you chose Detroit. Everywhere you go, you’ll feel the optimism, openness and liveliness that defines Detroit today. It’s time to experience Detroit for yourself.

Sincerely,

CLAUDE MOLINARI
PRESIDENT & CEO, VISIT DETROIT

visitdetroit.com
SHIFT INTO HISTORY

Henry Ford’s curiosity drove him to collect contemporary innovations. His desire to showcase America, its culture, inventions, people, and can-do spirit gave rise to The Henry Ford. Here, you’ll discover must-see attractions that add up to an awe-inspiring experience.

We’ll start at the Ford Rouge Factory Tour. Immerse yourself in the making of America’s most iconic truck, the all-aluminum Ford F-150. Rev your inner engineer as you:

- See the jaw-dropping scale of a working factory
- Lose yourself in a stunning robotic presentation of game-changing technology and manufacturing concepts
- Soak up sustainable design, a living laboratory and other green innovations

Return to Henry Ford Museum of American Innovation. Highlights include:

- Driven to Win: Racing in America, presented by General Motors, the museum’s latest addition, transports you to the winner’s circle through interactive displays, historic race cars, a multisensory theater, a pit crew challenge, racing simulators, and more
- Sit on the actual bus where Rosa Parks sparked the civil rights movement by refusing to give up her seat in With Liberty and Justice for All
- Heroes of the Sky reveals the science and business of flight through hands-on, multisensory experiences that give you an inside look at the vessels that propelled the world upward

LUNCH PROVIDED
CHILL OUT AT THE ZOO

Home to more than 2,000 animals and 232 species. Situated on 125 acres. Guests enjoy the 94-year-old Detroit Zoo year-round, making it one of Michigan’s most prominent paid family attractions.

We’ve got you covered in Motor City style. Hop on a tram for your shot of Vitamin Z.

- Polk Penguin Conservation Center is an award-winning facility featuring a 326,000-gallon, 25-foot-deep aquatic environment inhabited by 75 penguins (five species). Thanks to the underwater gallery and tunnels, you can get nose-to-beak with the tuxedoed birds above, around and below.

- The Arctic Ring of Life is a massive four-acre indoor-outdoor polar bear habitat, one of the largest of its kind. Watch the majestic bears glide past in the spectacular 70-foot-long “Polar Passage” tunnel that winds its way through a vast underwater marine habitat.

- The Wildlife Interpretive Gallery is the zoo’s oldest building. Enjoy lunch then flock to the Butterfly Garden and Free-Flight Aviary. Roam Science on a Sphere, the partula nodosa (Polynesian tree snail) preserve and the zoo’s permanent art collection.
MANSIONS OF DETROIT’S MOVERS & SHAKERS

First we’ll see the sights in Historic Indian Village. Here, Detroit’s most renowned architects — Albert Kahn, Louis Kamper, and William Stratton — designed homes for Motown’s movers and shakers more than 100 years ago. These gems represent architectural styles from Georgian and Federal to Tudor Revival. Many early 20th century technology disrupters called Indian Village home. Auto industry heir Edsel Ford and his wife Eleanor built their Arts and Crafts style honeymoon house here in 1914.

Segue from Detroit to Grosse Pointe Shores: The Fords hired Albert Kahn and landscape architect Jens Jensen to design their family home at Gaukler Pointe.

We’ll transport you to Ford House, a grand and gracious residence and stately 20,000-square-foot mansion. Enjoy a guided tour of this National Historic Landmark inspired by England’s cozy Cotswold cottages and the new visitor center.

- Experience the Fords’ welcoming, comfortable surroundings, filled with art and nature
- Explore The Shop for beautiful keepsakes and unique finds
- See Driven by Design and the Ford Family Story. These two exhibits share stories about Edsel Ford and his family home

275+ DETROIT PROPERTIES ARE ON THE NATIONAL REGISTER OF HISTORIC PLACES.

LUNCH PROVIDED
Detroit is in a league of its own when it comes to sports. All of its professional sports teams — the Pistons, Red Wings, Tigers and Lions — compete in stadiums near the city’s downtown core. It’s a home field advantage like no other. We’re talking four professional teams in three stadiums that are within blocks of each other.

Your insider’s look at Detroit’s impressive stadiums includes:

• Taking the tunnel to the turf at Ford Field and experiencing the player perspective of this 65,000-seat multipurpose stadium. Huge skylights and glass curtain walls flood the field with natural light, unlike most domed stadiums. You might even try your luck at kicking a field goal!

• Touring Little Caesars Arena, home to the Detroit Red Wings, Detroit Pistons and countless other events. This $862.9 million, 650,000-square-foot cutting-edge venue opened in 2017. Learn all the details about its eight-story deconstructed design, housing retail, restaurants, a box office and more.

• Making a quick pit stop at Comerica Park, home of the Detroit Tigers

LUNCH PROVIDED
MASTERPIECES AND MURALS

The crown jewel of Detroit’s cultural offerings, the community’s town square and a gathering place for everybody. The Detroit Institute of Arts (DIA) is home to more than 65,000 works, 100 galleries, a 1,150-seat auditorium, 380-seat lecture/recital hall, an art reference library and cutting-edge conservation labs. It’s one of the first major museums to curate a department devoted to African American art.

Get inspired by the DIA’s collection, ranked among the top six in the country, with masterpieces like:

- **Detroit Industry Murals**: four walls, 27 paintings, nine months of labor-intensive work by Mexican muralist Diego Rivera
- Vincent van Gogh’s **Self Portrait**, the first Van Gogh painting to enter a U.S. museum collection
- Significant works by historic African American artists like Robert Scott Duncanson and Henry Ossawa Tanner

Then, we’ll immerse you in a public art project that creates a sense of place in and around Detroit’s historic Eastern Market. This visual impact and beautification project is the brainchild of Murals in the Market, 1xRun, the former Inner State Gallery and Eastern Market Corporation. After this tour, you will know why Detroit is buzzing with so much creative energy.
Detroit played a pivotal role in liberating enslaved people. Known as Midnight, Detroit was the final stop on the Underground Railroad before Canada — a country that outlawed the practice of slavery.

This tour explores the triumphs and tragedies of African American history with visits to the Charles H. Wright Museum and Detroit’s historic Second Baptist Church.

In addition to 35,000 artifacts related to the African American experience, the Charles H. Wright Museum is home to:

- The Blanche Coggin Underground Railroad Collection
- The Harriet Tubman Museum Collection
- The Sheffield Collection, chronicling the labor movement in Detroit

Founded in 1836, Second Baptist Church is the oldest religious institution owned by Blacks in the Midwest. It served as an influential stop on the Underground Railroad; it continues to be a center of activism for social justice. From 1836 to 1865, the church basement functioned as a safe haven for those seeking refuge on the road to freedom.

50,000+ people escaped slavery through Detroit on the Underground Railroad.
DANCIN’ IN THE STREETS!

The birthplace of the Motown Sound, techno and arguably hip-hop, Detroit also has a rich history of jazz, gospel, rock and roll and R&B. No better place to experience this musical legacy than where it all began in 1959: the Motown Museum, home of Hitsville USA. Hitsville was Detroit’s music factory, assembling the soul/pop classics that changed America. Here you’ll:

- Step into the renowned Studio A
- Stand at the microphone where Motown legends Stevie Wonder, The Temptations, Marvin Gaye, The Supremes and Smokey Robinson recorded iconic hits
- Visit the restored upper flat where Berry Gordy lived with his family
- Peruse an extensive collection of artifacts, photographs, costumes and memorabilia

After seeing *What’s Goin’ On* at Hitsville USA, we’ll head to Third Man Records and Third Man Pressing. Launched in 2001 in Detroit by garage rock revivalist Jack White, the storefront offers music, apparel, gifts and live shows. The Cass Corridor facility was updated in 2015 with a record and novelties lounge, mastering studio and a vinyl record manufacturing plant.

We’ll conclude this musical adventure with soul food and a karaoke dance party hosted by Detroit MuSix at Bert’s Market Place in Detroit’s Eastern Market. There’s no better venue in Detroit to experience live jazz and blues. Don’t miss the Curtis Lewis murals of Detroit’s Black history immortalizing the city’s Black Bottom neighborhood, the civil rights movement and entertainment and sports legends.
Michigan’s Department of Natural Resources transformed Detroit’s iconic Globe Trading Building into the Outdoor Adventure Center (OAC). Nestled in William G. Milliken State Park and Harbor on the Detroit River shoreline, the OAC offers 20 hands-on exhibits, activities and simulators representing Michigan’s diverse outdoor environments.

- Climb a massive bur oak, or touch a waterfall
- Hop aboard a real airplane, or go angling on a fishing boat
- Hit the trail on a mountain bike or snowmobile

From its riverfront location, you’ll also glimpse Windsor’s skyline.

We’ll cross the MacArthur Bridge over the Detroit River to Belle Isle for our next three stops. Belle Isle, a 985-acre island park, was conceived in the 1880s by prominent landscape architect Frederick Law Olmsted, who also designed New York’s Central Park. It is the largest city-owned park in the country, and home to an aquarium, conservatory, nature center, municipal golf course, swimming beach, fountains and other monuments.

The Belle Isle Aquarium and the Anna Scripps Whitcomb Conservatory opened the same day in 1904. One of the oldest aquariums in the country, this facility houses freshwater stingrays, coral reef fish, electric eels and other unique displays.

The Anna Scripps Whitcomb Conservatory, the country’s longest continually running botanical garden, is lush with an unrivaled collection of exotic plants. Scripps Whitcomb, the facility’s namesake, donated her 600-plant orchid collection to the City of Detroit. It is one of the most visited and recognizable historic structures on the island.

Lunch is served at the Dossin Great Lakes Museum. Take in a collection of more than 200 Great Lakes ship models, and the story of the Great Lakes and Detroit’s role in regional and national maritime history.
The award-winning America’s Thanksgiving Parade launched in Detroit nearly a century ago. Part fantasy, part holiday spirit, and a heaping dose of community energy bring this annual event to life. There’s 75+ parade units — marching bands, floats, giant balloons, clowns and more.

The magic happens inside the 200,000-square-foot The Parade Company warehouse. Going nose to nose with Detroit’s distinctive “Big Heads” is a must. This world-renowned papier-mâché head collection migrated to Detroit from Viareggio, Italy, and includes artifacts dating back to the 1940s. Detroit’s restoration crew, trained by Italian artisans, maintains 300+ heads. (See if you can spot Henry Ford.) Be sure to explore countless floats, including Santa’s iconic sleigh, and learn how a team of artisans takes float designs from concept to reality.

Next, we travel to one of the world’s most significant automotive heritage sites: the Ford Piquette Avenue Plant. This National Historic Landmark is where Henry Ford started his fledgling Ford Motor Company. The Ford Model T was developed here; the first 12,000 produced here rolled off the assembly line and onto railroad cars for shipping. You’ll also enjoy its collection of vintage and one-of-a-kind preserved classic vehicles that can’t be found anywhere else.
ESSENTIAL DETROIT ARCHITECTURE

“Paris of the Midwest” was sparked by Detroit’s French-colonial heritage. It also encompassed Detroit’s early 20th-century French-influenced architecture and the city’s diagonal street plan that radiated like the spokes of a wheel. The spokes of this plan became the city’s six great avenues — Woodward, Michigan, Grand River, Gratiot, Jefferson and Fort Street. And this is the foundation upon which Detroit’s most iconic buildings took shape.

Come and learn about Detroit from the ground up! On this tour, you’ll explore the legacies of Detroit’s eminent architects: Albert Kahn, Minoru Yamasaki, C. Howard Crane, Ludwig Mies van der Rohe and others. Marvel at various building styles from Beaux-Arts and art deco to mid-century modern and post-modern.

From historic skyscrapers to towering monuments and grand boulevards, discover architectural masterworks:

- The Guardian Building, Detroit’s Cathedral to Finance
- One Woodward Avenue, the forerunner to New York’s World Trade Center
- David Whitney Building, one of three surviving buildings designed by the renowned D. H. Burnham & Co.
- The Fisher Building, Detroit’s most significant art object and Albert Kahn’s masterpiece

LUNCH PROVIDED

DETOIT WAS ONCE KNOWN AS “PARIS OF THE MIDWEST”