



# DETROIT

## EXPERIENCE FACTORY

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### **Detroit Experience Factory Resumes In-Person Tours**

*DXF launches summer schedule with virtual tour options and adds COVID-19 precautions to in-person tours*

**DETROIT** – [Detroit Experience Factory](#) (DXF), a local nonprofit that introduces locals and visitors to all things Detroit, has resumed in-person tours as part of their schedule for summer 2020. Starting this month, those interested in learning more about Detroit’s history and beyond can book walking tours, which now include precautions to keep participants safe amid COVID-19. DXF will now require participants to bring headphones and a phone, as tour guides will provide narration through headsets. This will ensure that participants can properly social distance without missing any information. All participants will also be required to wear a mask. In addition to in-person experiences, DXF has also launched a virtual tour program.

“We’re really excited about this opportunity to try a new way to tell Detroit’s story. With virtual tours we can provide even more context than we normally do by utilizing historic photos, infographics and other tools that add to the narrative,” said Chloe Seymour, Program Director at Detroit Experience Factory. “This program also gives us the opportunity to introduce Detroit to more people outside of Michigan and even across the world.”

To develop this new product, DXF worked with Founder, Jeanette Pierce, who stepped down as Executive Director in 2018 to launch the [City Institute](#). City Institute shares lessons learned from Detroit and helps organizations, cities and individuals create innovative ways to tell their story. Pierce has spent the last couple of years working with clients from around the world but returned her focus to DXF to help them pivot during this unprecedented time.

“They say that crisis breeds innovation, and Detroit has seen more than its fair share of crisis and subsequently, an inspiring amount of innovation,” Pierce said. “That’s why it’s so important for people to hear the story of Detroit and Detroiters, both locally and around the world. Though we face major challenges, we will always rise from the ashes as Detroit’s city motto encourages us to do.”

The virtual tours will take place via Zoom led by a guide using Google Maps and Street View, photos and infographics to enhance the tour narration. The trial run of the virtual tours was received extremely well

with hundreds of guests joining from as far as Germany. The July and August schedule will include two free tours each week as well as discussions with local leaders, small business owners and residents via [Facebook Live](#). Customized private virtual and in-person tours are available for purchase for corporations, associations or even friends and family.

**For more details and to register, please visit [www.detroitexperiencefactory.org/public-tours](http://www.detroitexperiencefactory.org/public-tours).**

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*Detroit Experience Factory is a 501(c)(3) nonprofit that uses immersive storytelling to educate locals and visitors about Detroit's people, places and projects. The Detroit Experience Factory has taken over 130,000 people on tours of Detroit since it started in 2006.*

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