



# 2025 TOURISM & HOSPITALITY REPORT

JULIE PINGSTON, CDME, CMP, CTA

PRESIDENT & CEO

CHOOSE LANSING

# Regional Visitor Economic Impact



**VISITORS**  
**6.7 million**



**DIRECT SPENDING**  
**\$732 million**



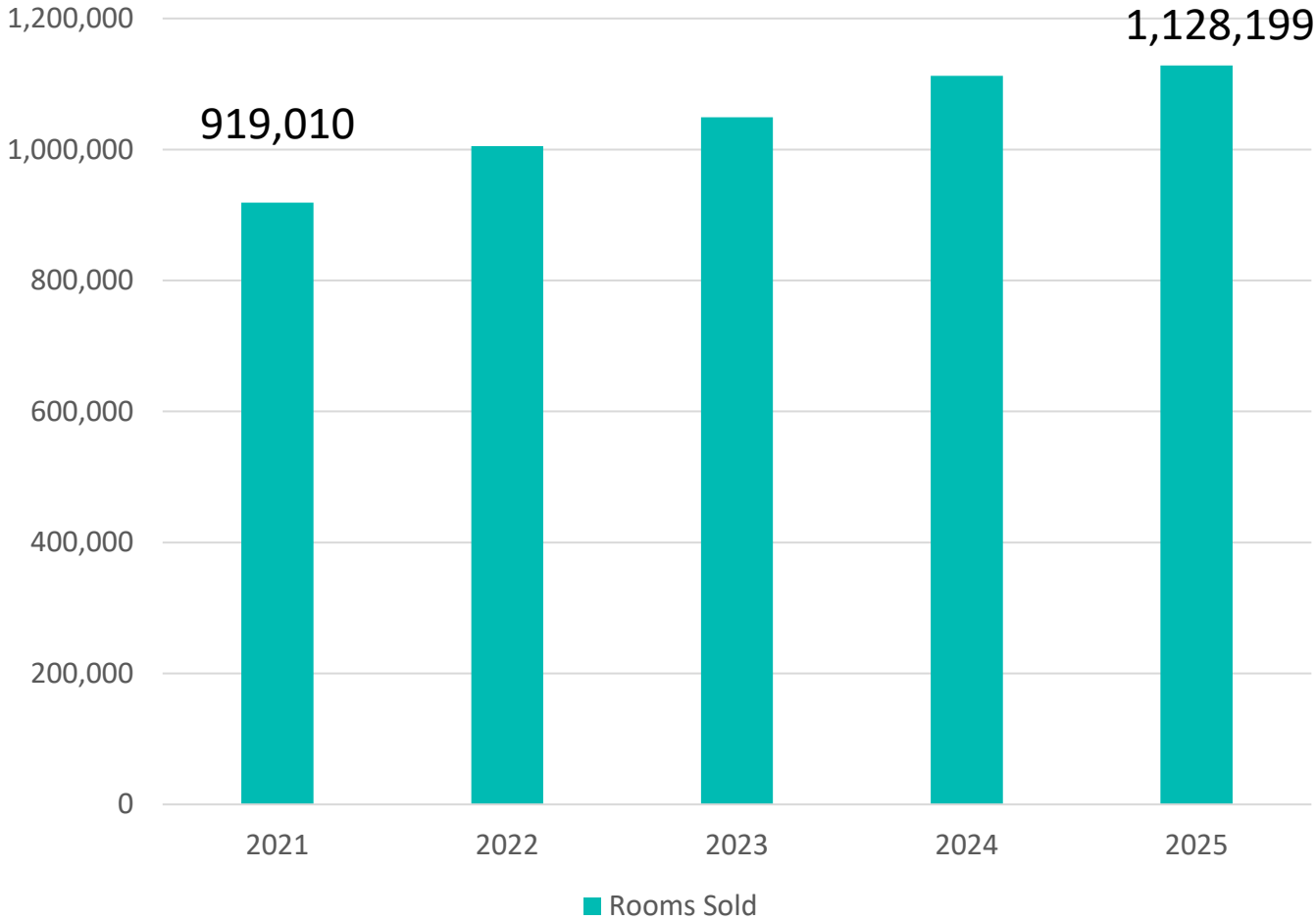
**HOSPITALITY JOBS**  
**9,500**

Anderson Economic Group Data



Estimate YTD

# Regional Hotel Room Demand

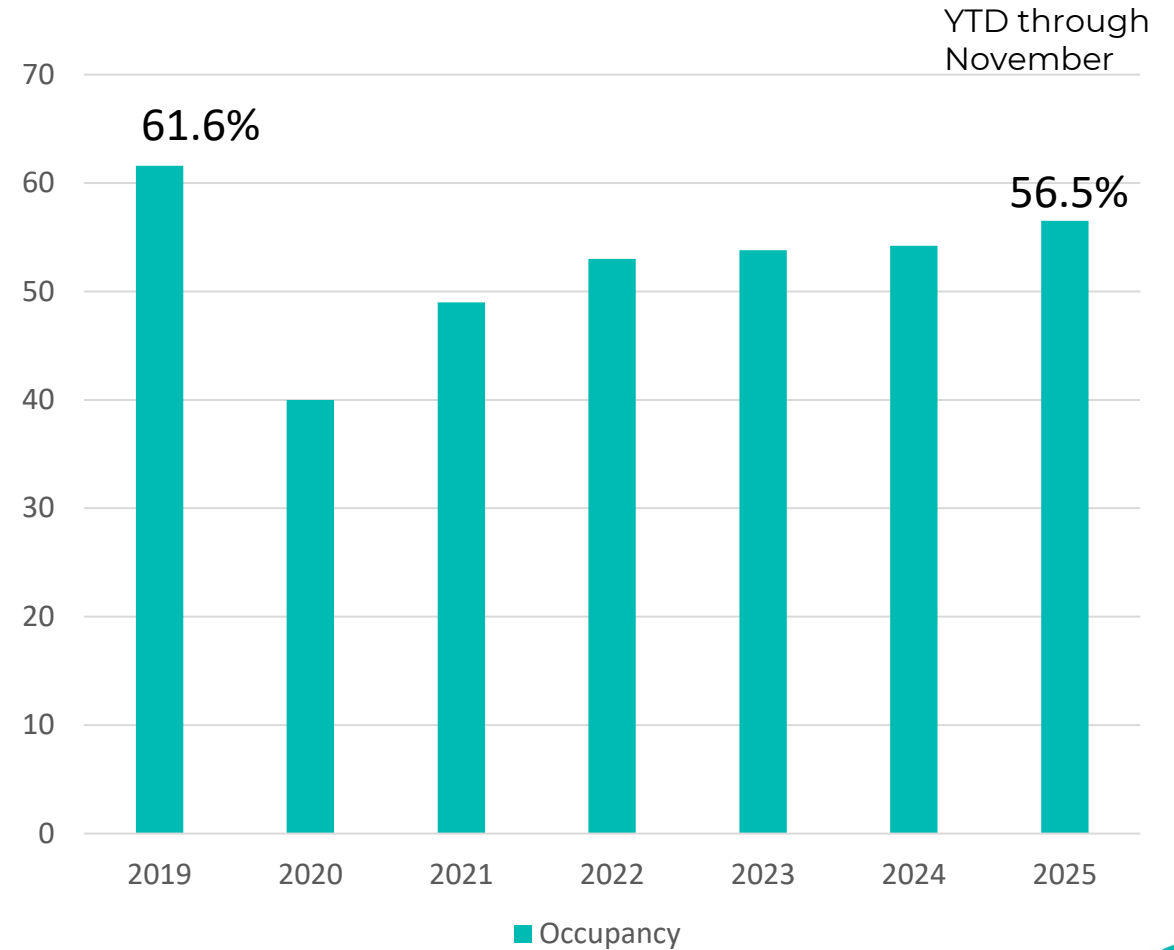


# Regional Hotel Occupancy



**Approx. 800 rooms added to the market since 2019**

2021	Courtyard by Marriott Downtown Graduate Hotel East Lansing
2023	AC Hotel by Marriott & Hyatt House WoodSpring Suites
2024	TownePlace Suites - North





# Meeting & Competing in 2026

## CONVENTIONS:

- Michigan Agribusiness
- American Waterworks Association Michigan Section
- Michigan Reading Association
- Michigan Horse Council
- National Association of Landscape Professionals
- Michigan Safety Conference
- Building Michigan Communities Conference
- Michigan Association of School Boards



# Meeting & Competing in 2026

## SPORTS:

- NAIA, NJCAA & NCAA Bowling Championships
- USA Archery Collegiate Target Nationals
- NCAA DI & DIII Cross Country Regionals
- Nations Cup Theatre on Ice
- Multiple MHSAA State Finals
- USA Clay Target League Championships



# 2026 New Developments

## HOTELS/EVENT SPACE

Lansing Center – Legends Global

## RESTAURANTS

- The Macotta Club
- Michigan Avenue

## SPORTS FACILITIES

- Cross Country Course
- Nationals Soccer Club Dome

## DEVELOPMENTS

- The Ovation Center for Music & Arts
- Brick Row
- City Rescue Mission
- Michigan Avenue Transformation
- US 127 Road Reconstruction
- MSU Health & Wellness Center
- MSU Facility Enhancements

LEARN MORE

[www.lansing.org/the-future/](http://www.lansing.org/the-future/)







# THANK YOU!

JULIE PINGSTON, CDME, CMP, CTA

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