



NEWS RELEASE

For Immediate Release – July 29, 2015

Contact: Tracy Padot, VP, Marketing Communications
(517) 377-1419 – tpadot@lansing.org

Greater Lansing Tourism Up Third Straight Year – On Pace For A Record 2015

LANSING, Mich. – The Greater Lansing Convention and Visitors Bureau (GLCVB), is pleased to announce that according to recent data from Smith Travel Research, Inc. (STR) the Greater Lansing region is on pace for a record year.

Through June, the hotels in Greater Lansing’s jurisdiction report 2015 Average Daily Rate (ADR) is 7.5% ahead of last year’s figure at \$96.74. Revenue per Available Room (RevPAR) is 11.3% ahead of last year at \$58.89. Additionally, Greater Lansing area hotel occupancy has shown a strong 3.6% increase over last year with an occupancy rate of 60.9%.

“Hotel visitation numbers for the first six months of 2015 have been incredibly strong for the Greater Lansing region,” said Jack Schripsema, GLCVB President and CEO. “Due in large part to a number of big convention groups meeting in the region like Odyssey of the Mind World Finals, the National Order of the Arrow and the Michigan Dental Association. Additionally, large sports tournaments such as USA Hockey Girls Tier II Nationals Championships, the Dead Frog Far Out Volleyball Tournament and the USTA Midwest Level 1 Outdoor Closed Championships helped demand for hotel rooms reach a ten-year high.”

The increases in regional hotel visitation is a positive sign for regional tourism; a key element to a healthy local economy. According to a 2013 study performed by the Anderson Economic Group, the Greater Lansing region welcomes 4.7 million visitors every year, generating an economic impact of over \$472 million dollars. Guests to the Capital region pay taxes on fuel, lodging, food, retail and more. The total is an average of over \$22 million in state taxes annually and \$395 million to the Greater Lansing GDP.

STR is an independent American research company that tracks supply and demand data for the hotel industry and provides market share analysis for all major hotel chains and brands in the United States, Canada, Mexico and the Caribbean.

The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area’s economy by marketing the region as a travel destination.

###