

**ANNUAL
REPORT
2025**



Discover! **KALAMAZOO®**

INTRODUCTION

In 2025, we worked towards a very bright future for tourism in Kalamazoo County while navigating a mixed present. Due to depleted grants from prior years and a tough lodging market (especially in the Economy segment) our revenue was down 11%. Fortunately, we saw it coming and made some wise adjustments towards the end of 2024, and therefore we were able to keep our 2025 support fairly steady, with total expenses down only 1% year on year.

We continued to invest in the [“Fun Awaits You in Kalamazoo”](#) advertising campaign to drive leisure visitation to Kalamazoo County, and by finding media efficiencies the team was able to deliver increased impressions and reach with slightly reduced media spend.

Our business development team continued to focus on diversifying the meetings and events we bring to Kalamazoo County, and as a result they hit an all-time high for tentative hotel room nights, blowing away the prior record by 16%!

We launched our new [Discover Kalamazoo app](#) in 2025. It was downloaded almost 5000 times and used more than 30,000 times last year. This is a great tool for residents as well as visitors, and we appreciate the suggestions of our partners which helped us continue to enhance the platform. We also deployed interactive kiosks at the AZO airport, Spirit of Kalamazoo, and our visitors center at WMU, and we invested in a mobile kiosk which we use at big events.

One of our biggest achievements was working with Kalamazoo County and our lodging partners to establish the Kalamazoo County Event Center Assessment District, which as its first priority is funding a state-of-the-art indoor hard court tournament facility. We expect this to open in Fall of 2027, and by hosting basketball, volleyball, and other tournaments it is forecasted to generate almost \$50 million of annual economic impact for Kalamazoo County.

The key way we measure our success is visitor spending, and we learned late in 2025 that in 2024 visitor spending in Kalamazoo County grew 3.6%, reaching another all-time high of \$771 million, but slower than the pace of growth of the last few years and only slightly ahead of inflation. We expect the investments in transformational tourism assets in Kalamazoo County to get us back to higher pace of growth in 2027.

Jane Ghosh
President & CEO

OUR VALUES

WE ARE OUTSTANDING AMBASSADORS

We are passionately proud of our community, and we represent it with operational excellence.

WE EMBRACE DIVERSITY, EQUITY AND INCLUSION

We commit to equity because we understand that equity is the foundation of diversity and inclusion and we recognize that we can't be outstanding ambassadors without it. We are creating an organization that reflects the diversity of our community and visitors to ensure all are valued and welcomed.

WE EXUDE CONTAGIOUS POSITIVITY

Our cups are always half full. We act with positive intent and assume others do, too.

WE HAVE A GROWTH MINDSET

We are curious and courageous. We empower ourselves and each other to try new things and we are not afraid to fail.

WE ACT WITH INTEGRITY AND EMPATHY

We are honest, transparent, and ethical. We care about our team's wellbeing. We treat people with dignity and respect.

**2025 DISCOVER KALAMAZOO
STAFF**

Taylor Abfall

Marketing & Communications Coordinator

Brad Beauregard

Sports Event Development Manager

Reed Benton

Director of Operations & Destination Services

Nick Biel

Business Development Coordinator

McKenna Dole

Marketing & Communications Coordinator

Jane Ghosh

President & CEO

Mallory Hernandez

Office Manager

Jennifer McGowen

Content Manager

Brian Persky, STS, SDLT

Director of Business Development

Ashley Peruchiatti, CMP

Senior Manager of Business Development

Na'Taya Pettis

Business Development Coordinator

Alyssa Seedorff

Senior Manager of Content Development & Strategy

Hannah Shiner

Groups Services Manager

Raina Skeels

Destination Services Coordinator

Viviana Vidal

Senior Manager of Business Development

Dana Wagner

Director of Marketing & Communications

DESTINATION SERVICES SPECIALISTS

Jennie Ko

Monica Tufts

INTERNS

Nikhil Sairam Adari

Cloe Fetterolf

Leah Reiniche

Stephen Tyrpak



2025 BOARD OF DIRECTORS

Dave Beysiegel (Treasurer)
Greenleaf Hospitality Group

Jeff Breneman (Chair)
Western Michigan University

Craig Davies (Vice Chair)
Radisson Plaza Hotel & Suites
Greenleaf Hospitality Group

Jane Ghosh
Discover Kalamazoo

Kathleen Hoyle
City of Portage Parks and Recreation

Clarence Lloyd
The Chamber at Southwest Michigan First

Amy Luce (Secretary)
The Kalamazoo House Bed & Breakfast

Rich MacDonald
Hinman Company

Sterling Riethman
Bell's Brewery

Troy Thrash
Air Zoo Aerospace and Science Museum

Abigail Wheeler
Kalamazoo County Board of Commissioners

Megan Zielke
Vintage in the Zoo



**2025 ADVISORY COUNCIL
(INCLUDES BOARD MEMEBERS ON PREVIOUS PAGE)**

Annmarie Boarman
Next Level Sports Center

Nicole Miller
City of Portage

Deb Droppers
Kalamazoo Experiential Learning
Center

Lisa Panich
Kalamazoo Nature Center

Cherri Emery
Cherri's Chocol'art

Bobby Patel
Best Western Plus and Comfort Inn

Ken Fischang, CHME, CMP, CTA
Gilmore Car Museum

David Rachowicz
Kalamazoo County Parks & Expo
Center

Michelle Hargrave
Kalamazoo Institute of Arts

Lindsay Randolph
Delta Hotel by Marriott Kalamazoo

Jeanne Hess
Kalamazoo City Commission

Ida Salas
La Familia Cafe

Stephanie Hinman
Hinman Company

Carla Sones
Southwest Michigan First

Donte Hudson
The Kalamazoo Promise

Pierre van der Westhuizen
The Gilmore

Matt Kakabeeke
Kalamazoo Optimists Hockey
Association

Andy Wenzel
Fishbeck

Tracey Lawie
Miller Auditorium

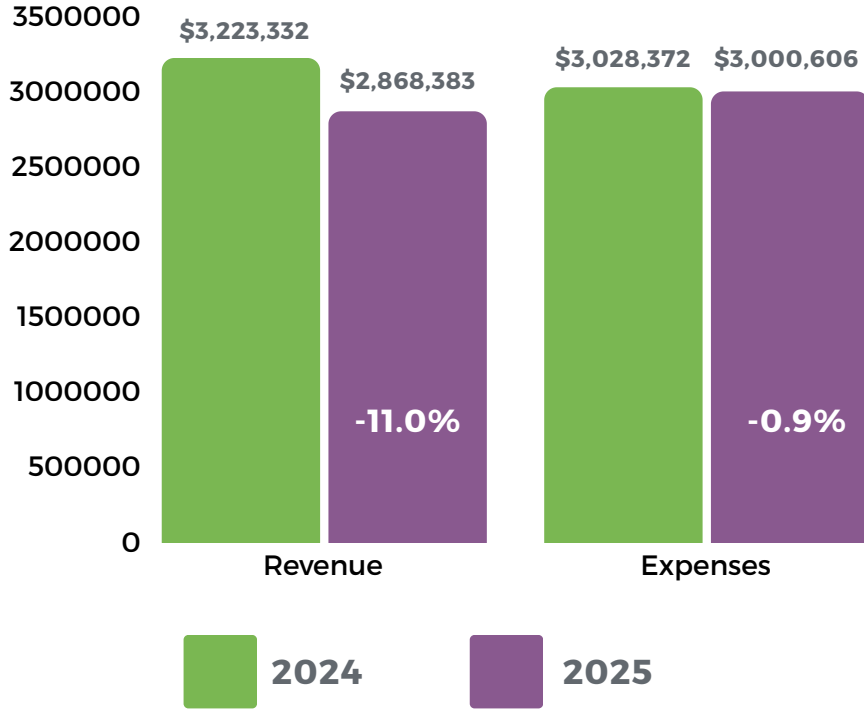
Justin Wendzel
Gull Meadow Farms

Danielle Lewis
Black Arts and Cultural Center

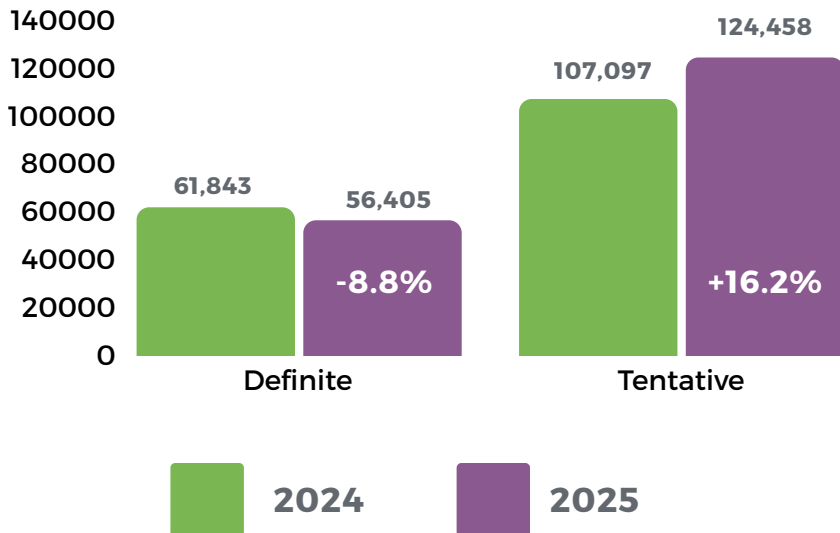
Craig Williams
Kalamazoo/Battle Creek
International Airport

Kristie May
Dabney & Co.- Cocktail Bar & Lounge

FINANCIALS



ROOM NIGHTS



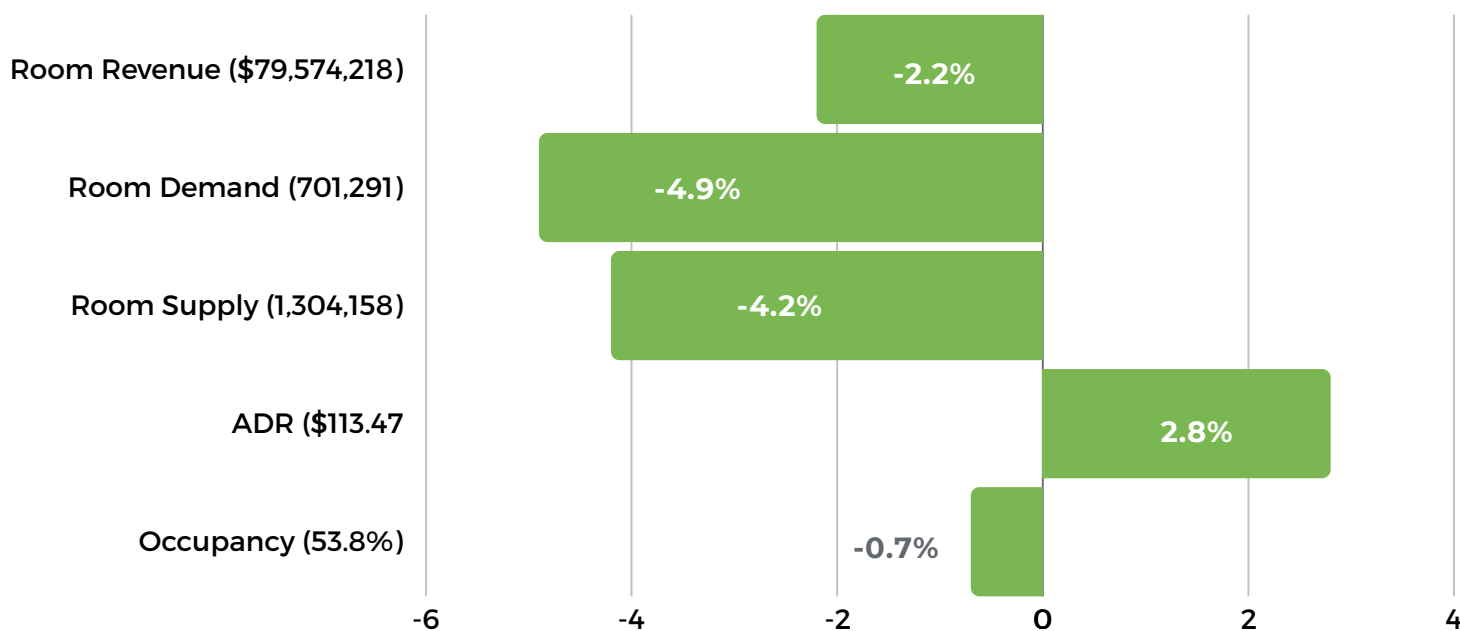
Definite:
Future room nights confirmed as definite

Tentative:
Future room nights distributed as tentative leads

2025 HOTEL TREND REPORT

Growth percentage vs. 2024

Source: STR, Inc.



MARKETING

835,221

**TOTAL WEBSITE
SESSIONS
(+10.77% YOY)**

664,656

**UNIQUE
WEBSITE
VISITORS
(+8.25% YOY)**



76,043 FOLLOWERS

+944 FROM 2024



38,153 FOLLOWERS

+586 FROM 2024



3,902 FOLLOWERS

+2,207 FROM 2024

MOST VISITED PAGES ON SITE AND PAGEVIEWS

- **PLAN YOUR TRIP** (301,169)
- **EVENTS** (169,450)
- **DEALS & PACKAGES** (101,978)
- **THIS WEEK EVENTS** (33,092)
- **THINGS TO DO** (28,059)
- **CONCERTS & LIVE MUSIC** (19,534)
- **WEEKEND GETAWAY FROM CHICAGO** (17,386)
- **DOWNTOWN KALAMAZOO MALL** (16,067)
- **CRAFT BEVERAGE WEEK** (13,842)
- **ROMANTIC GETAWAY** (13,740)

46.1M

PEOPLE REACHED
THROUGH PAID
LEISURE
ADVERTISING IN
2025

88.9M

IMPRESSIONS
THROUGH PAID
LEISURE
ADVERTISING IN
2025

FUN AWAITS YOU IN KALAMAZOO

- After the campaign launched in July 2024, we continued to capitalize on the campaign throughout all of 2025. All Discover Kalamazoo marketing materials were updated with the new campaign look, including banners, guides, and items for tradeshow.
- Advertising was again entirely digital with the addition of two new platforms-- YouTube TV and our first ever audio ads on Spotify.
- The campaign surpassed 2025 goals of 22M people reached and 64M impressions.
- A photo/video shoot took place in June 2025 capturing new content across the county with patio dining, golfing, fishing, shopping and updated museum footage.



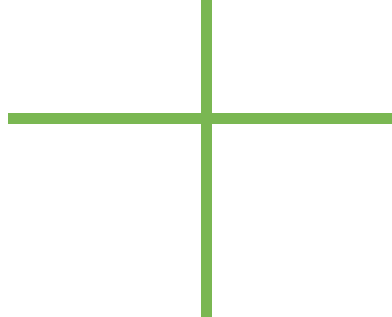
DINING GUIDE

KALAMAZOO COUNTY

Our food scene is bursting with local flavors and culinary talents. This guide showcases the amazing food options across Kalamazoo County.

Discover | KALAMAZOO

Discover | KALAMAZOO



BEST REACHING ORGANIC SOCIAL POSTS

Winter Wonderland at Gilmore Car Museum

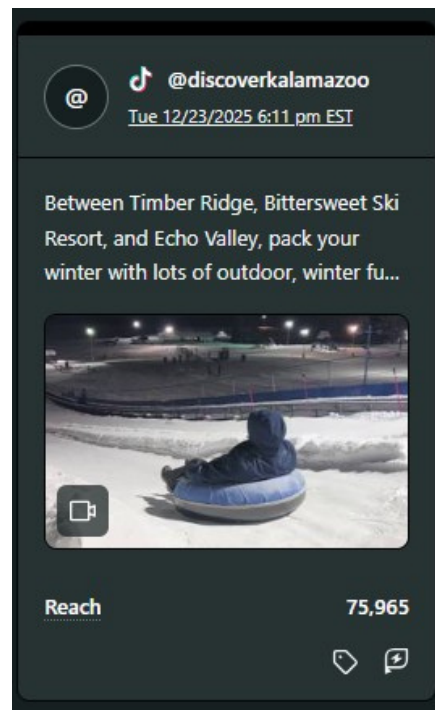
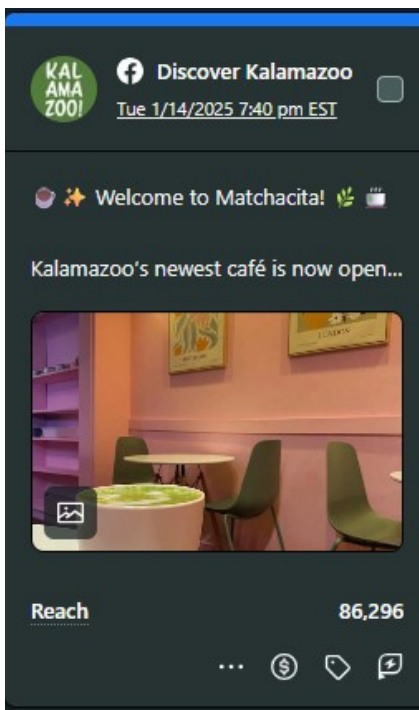
- 90,896 reached
- 644 engagements

Matcharia Opening

- 86,296 reached
- 1,638 engagements

Winter Recreation

- 75,965 reached
- 9,900 engagements



DISCOVER KALAMAZOO 2025 ANNUAL REPORT

2025 TRAVEL INFLUENCERS AND CONTENT CREATORS

- **All About Beer**
 - Produced a podcast series for pre-promotion of Kalamazoo Craft Beverage Week
- **Life in Michigan**
 - <https://www.discoverkalamazoo.com/blog/post/crafting-community-and-collaboration-kalamazoo-craft-beverage-week/>
 - Attended and provided content for a variety of Kalamazoo Craft Beverage Week events and specials
- **Jeremy Joyce (@BlackPeopleEats)**
 - <https://www.instagram.com/p/DNDwfH6xe06/>
 - Jeremy showcased Kalamazoo's food scene, including Kalamazoo Restaurant Week, Lunchtime Live in bronson Park, WL Social House, Brick & Brine, Dabney & Co., and the Grilled Cheese Festival at Homer Stryker Field
- **Couple of Patels**
 - https://www.instagram.com/p/DN8oCcBjhbg/?img_index=1
 - Jay and Himani Patel experienced the Kalamazoo Balloon Fest, the Kalamazoo Institute of Arts, the W.K. Kellogg Bird Sanctuary, and much more during the weekend getaway to Kalamazoo
- **Lets_Smashh**
 - A local partnership with Lets_Smashh covered Kalamazoo's Summer Restaurant Week as well as Hamm's Day at the Sugar Bowl, with multiple restaurants being featured
- **Kim Barnes (WearLoveWanders)**
 - <https://www.wearlovewanders.com/discover-hidden-gems-and-family-fun-in-kalamazoo-mi/>
 - Kim and her family attended the Ford Model A Days at the Gilmore Car Museum, Wolf Lake State Fish Hatchery, One Well Brewing Co., Di Nicio's Oarlor, and more during their family trip in September 2025.
- **Wheel the World**
 - <https://blog.wheeltheworld.com/wheelchair-accessible-experience-kalamazoo/>
 - Stefanie Schaffer and Erika Franco came to Kalamazoo with Wheel the World representative Juan Igancio to experience the accessible travel within Kalamazoo County. Together, they spent four days in October 2025 experiencing the attractions, restaurants, and shops that were mapped by Wheel the World and the Disability Network Southwest Michigan



Wheel the World at the Kalamazoo Mall



Kim Barnes's family at Wolf Lake State Fish Hatchery

MEETINGS & EVENTS

84

**EVENTS
HOSTED**

26,500+

ROOM NIGHTS

\$9.5M

**ECONOMIC
IMPACT**

MAJOR EVENTS HOSTED IN 2025

- Jack and Jill of America Midwest Teen Leadership Conference
- Michigan Kiwanis Great Lakes District Conference
- Destination Michigan Technology & Innovation Summit
- Michigan Works! Association Annual Conference
- IMAGIN & MiCAMP Annual Conference

TRADE SHOWS AND CONFERENCES

- Detroit Meetings Marketplace – Detroit, MI (March 2025)
- Conference Direct Annual Partner Meeting – Philadelphia, PA (March 2025)
- Destination Michigan NextGen Conference – Plymouth, MI (June 2025)
- Meeting Professionals International World Education Conference – St. Louis, MO (June 2025)
- HelmsBriscoe Annual Business Conference – Toronto, Canada (June 2025)
- Destination Midwest – Toledo, OH (August 2025)
- Connect Marketplace (Specialty Track) – Miami, FL (August 2025)
- SMERF Express – Fargo, ND (September 2025)
- Small Market Meetings Conference – Buffalo, NY (September 2025)
- Grand Rapids Meetings Marketplace – Grand Rapids, MI (October 2025)
- Destination Michigan Showcase – Lansing, MI (November 2025)
- Michigan Society of Association Executives Annual Conference – Traverse City, MI (December 2025)

PROFESSIONAL DEVELOPMENT AND EDUCATION

- Event Services Professional Association Annual Conference – Louisville, KY (January 2025)
- Michigan Society of Government Meeting Professionals Annual Conference Mt. Pleasant, MI (March 2025)
- MPI Michigan Fall Symposium – Bay City, MI (September 2025)
- Ashley completed the High Impact Leadership Training (HILT) through Humanergy (Throughout 2025)

MEETING SALES ACTIVITY

- Destination Michigan Sales Mission – Lansing, MI (February 2025)
- Destination Michigan Sales Mission – Minneapolis/St. Paul, MN (March 2025)
- Destination Michigan Connect & Learn – Howell, MI (April 2025)
- Destination Michigan Creative Event Design Workshop - Traverse City, MI (May 2025)
- Destination Michigan Connect & Learn – Battle Creek, MI (May 2025)
- MSAE Golf Outing – Williamston, MI (May 2025)
- Meetings Michigan Experience – Ann Arbor, MI (June 2025)
- Destination Michigan Tech & Innovation Summit – Kalamazoo, MI (September 2025)
- Destination Michigan Holiday Lunch & learn – Lansing, MI (December 2025)
- Hosted a WMU Holiday Activity at the Corner for WMU Planners (December 2025)

TESTIMONIALS

I've worked closely with Discover Kalamazoo to grow our annual July convention, and they've been outstanding partners. They helped us target marketing to local businesses with a curated "best-fit" list for our community, coordinated with surrounding non-contract hotels to secure rooms when our main hotel sold out, and regularly met with me in person to brainstorm new strategies and review the citywide economic impact of our event. The results have been clear: increased attendance, stronger local awareness that Dokidokon returns every July, and excellent social reach. Their friendliness, deep knowledge of the local community, and speedy follow-through made everything easier—their team are compassionate, goal-driven, and detail-oriented pros who put customers first.

◦ *David Saum Jr., Co-Owner and Financial Officer of Dokidokon*

The Kalamazoo Convention & Visitors Bureau played an instrumental role in the success of this year's Michigan Works Annual Conference. From start to finish, their team was attentive, efficient, and genuinely invested in helping us deliver a smooth, memorable experience for all attendees. Discover Kalamazoo anticipated our needs, offered practical solutions, and maintained a positive, can-do attitude throughout. Thanks to the entire CVB team, organizing our conference in Kalamazoo was seamless and enjoyable. We highly recommend the Kalamazoo CVB to anyone planning an event—they truly set the standard for outstanding service!

◦ *Anisa Mazuca, Director of Operations Michigan Works!*

COOPER
KALAMAZOO
SPORTS



Discover!

KALAMAZOO

SPORTS™

56+

EVENTS
HOSTED

42,800+

ATHLETES

\$36.9M

ECONOMIC
IMPACT

54,036

TENTATIVE ROOM NIGHTS

20,856

DEFINITE ROOM NIGHTS

MAJOR EVENTS HOSTED

- **2025 Midwest Synchronized Skating Sectionals hosted by Greater Kalamazoo Skating Association at Wings Event Center, January 28-February 2**
 - Nearly 1,550 athletes, coaches, and various event personnel
 - 2,000+ hotel room nights were realized
 - Estimated direct economic impact of \$2,780,003
- **2025 MYWAY Wrestling Individual State Championship hosted by Michigan Youth Wrestling Association at Wings Event Center, March 21-23**
 - Nearly 4,000 athletes, coaches, and various event personnel
 - 2,000+ hotel room nights were realized
 - Estimated direct economic impact of \$4,994,601
- **2025 Michigan Color Guard Circuit Championship hosted by Michigan Color Guard at Western Michigan Read Fieldhouse, March 29**
 - Nearly 1,000 athletes and various event personnel
 - 200 hotel room nights were realized
 - Estimated direct economic impact of \$446,334
- **2025 USA Hockey 14U Tier II National Championships hosted by Kalamazoo Optimist Hockey Association at Wings Event Center, April 2-6**
 - Nearly 1,000 athletes, coaches and various event personnel
 - 3,000+ hotel room nights were realized
 - Estimated direct economic impact of \$1,840,900
- **2025 Kingdom Cup hosted by Kingdom Sports at River Oaks County Park and Ramona Park, September 19-21**
 - Nearly 3,000 athletes and various event personnel
 - 700 hotel room nights were realized
 - Estimated direct economic impact of \$1,391,005
- **2025 USTA Boys' 18 & 16 National Championships hosted by USTA and Kalamazoo College at Stowe Stadium, August 1-10**
 - Nearly 420 athletes, coaches, and various event personnel
 - 3,000 hotel room nights were realized
 - Estimated direct economic impact of \$1,535,067
- **2025 Kick-Off Classic Synchronized Skating Competition hosted by Greater Kalamazoo Skating Association at Wings Event Center, November 21-23**
 - Nearly 2,000 athletes, coaches, and various event personnel
 - 1,000+ hotel room nights were realized
 - Estimated direct economic impact of \$2,732,295

TRADE SHOWS AND CONFERENCES

- Sports ETA Symposium
- Connect Marketplace
- Michigan Sports Commission Fall & Spring Conference
- NCAA Host Symposium
- TEAMS Conference
- U.S. Sports Congress Conference
- S.P.O.R.T.S The Relationship Conference

TESTIMONIALS

We love having our event in Kalamazoo. From beginning to end, everyone is willing to do whatever it takes to make our event the best it can be. Simply put, we feel like family when we come to Kalamazoo.

- *Dan Hutcheson – MHSAA*

The WMU Skating Club has received quality support from Discover Kalamazoo when hosting our collegiate competition. From helping us secure hotel blocks and providing local media guides for out-of-town athletes to helping coordinate catering for our judges, the staff at Discover Kalamazoo is always looking for ways to be involved in the ways that work for our organization. The staff is knowledgeable, communicates effectively, and truly cares about the community. I highly recommend seeing what ways Discover Kalamazoo can work with your group to make your event a success.

- *Amy Smith – Western Michigan University Skating Club*

Our event has been coming to Kalamazoo working with Discover Kalamazoo and the Kalamazoo amateur athletic Federation organization since 2002. We have had nothing but great experiences and memories from our visits. Both organizations are very helpful and knowledgeable so the weekend planning of the event is seamless. We look forward to returning next year with a bigger and better experience.

- *Teresa Hansen – Canadian-American Slo-Pitch Softball*

Thank you to Discover Kalamazoo for helping to make our event extra special! We appreciate your knowledge of the city, your generous support and your friendly staff and are glad to continue partnering with you from year to year!

- *Nichole Smith – Greater Kalamazoo Skating Association*

Discover Kalamazoo has been a great partner helping the Kingdom with our two soccer Tournaments, Crusader Cup in April and Kingdom Cup in September. Helping with logistics during the tournaments and an economic impact after the tournament.

- *Chris Keenan – Kingdom Sports*

UPDATES ON FUTURE INDOOR YOUTH SPORTS FACILITY



THE IMPACT

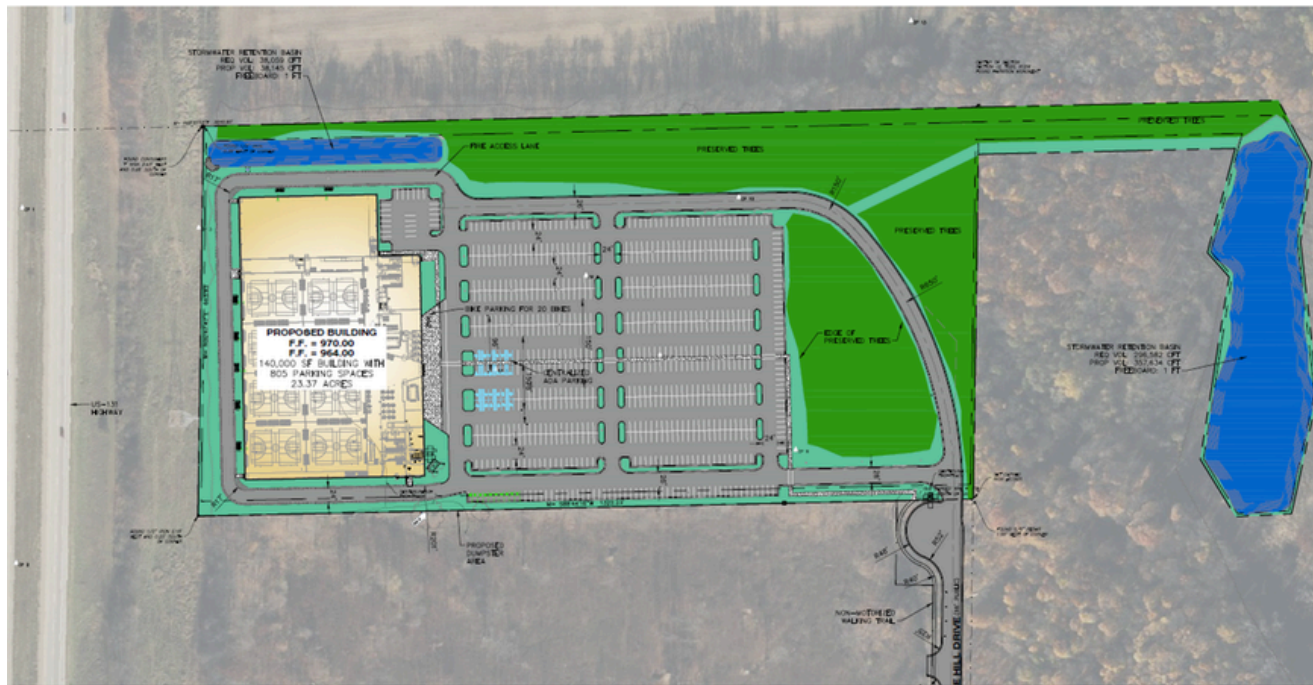
- \$45 million cost to build
- \$49 million annual economic impact
- 36,000 new annual hotel room nights
- 628 new jobs
- Increased participation opportunities for underserved youth

TIMELINE

- **April 1- 30, 2025:** Hotel referendum period with 82% of hotels voting 'yes' to an incremental hotel assessment to fund the project
- **May 2025:** Youth Sports Facility Ad Hoc Committee established by Kalamazoo County Board of Commissioners to approve a recommended location for the proposed facility
- **June 1, 2025:** 4% assessment goes into effect on all hotels containing 35 or more rooms for stays less than 30 days
- **August 2025:** Kalamazoo County Event Center Assessment District (KCECAD) is formed and selects Rockford Construction for consulting services
- **October 2025:** KCECAD selects AVB, Inc. for Design-Build Services
- **November 2025:** KCECAD selects The Sports Facilities Companies as the Operator
- **December 2025:** KCECAD retains Rockford Construction as Owners Rep.
- **December 2025:** KCECAD holds focus groups held for design input and conducts site visits reviewing other regional facilities
- **Design-Build Committee Meetings (weekly meetings since October 2025)**
- **Development Meetings (bi-weekly meetings since October 2025)**
- **Anticipated opening September 2027**

The Kalamazoo County Event Center Assessment District (KCECAD) Authority Board was established under the Regional Event Center Financing Act, Act 340 of 2020, MCL 141.1441 et seq. (the "Act") and the adoption of Ordinance No. 2025-212 ("Ord. 2025-212") by the Kalamazoo County Board of Commissioners to oversee the development and funding of a Youth Sports Facility.

UPDATES ON FUTURE INDOOR YOUTH SPORTS FACILITY (CONTINUED)



The building site is located within the City of Kalamazoo (surrounded by Oshtemo Township) with visibility from US 131. An extension of Maple Hill Dr. is required to access the new facility shown in the diagram to the left.

KALAMAZOO COUNTY EVENT CENTER ASSESSMENT DISTRICT (KCECAD) AUTHORITY BOARD

- Cheri Bell, Oshtemo Township Supervisor
- Jill Bland, Southwest Michigan First
- Annemarie Boarman, Next Level Sports Center
- Jane Ghosh, Discover Kalamazoo
- Jeanne Hess, City of Kalamazoo Commissioner
- Rich MacDonald, Hinman Company
- Devysa Patel, Comfort Inn Kalamazoo East, Best Western Suites, and Hampton-Inn-Oshtemo
- Brian Persky, Discover Kalamazoo
- Corey Person, United Pursuit and Pursuit of Excellence Foundation
- Fred Rahme, Nexera Capital

DESTINATION SERVICES

2,849

TOTAL INTERACTIONS AT THE CORNER

12

LOCAL BUSINESSES FEATURED WITH 1,200+ PARTICIPANTS

- **Love to You from Kalamazoo Postcards** - 300 postcards mailed nationwide and internationally
- **National Kazoo Day Activation** - 300+ kazooos distributed with guided “mini lessons”

THE CORNER AT WMU

In its first full year of operation, The Corner at WMU has solidified its role as a student-centered visitor information hub, connecting Western Michigan University students to the broader Kalamazoo community and perhaps helping them envision a life in Kalamazoo after graduation. With the support of the Monroe-Brown Foundation, Discover Kalamazoo has activated a vibrant, accessible space that introduces students to local businesses, cultural experiences, transportation options, and events throughout Kalamazoo County.

This inaugural year brought significant learning, strong relationship building, and consistent engagement with students, faculty, families, alumni, and community members.



LAUNCH OF THE DISCOVER KALAMAZOO APP/WIDGET/KIOSKS

In March 2025, Discover Kalamazoo announced the launch of a brand-new mobile app, developed in partnership with Visit Widget. This innovative app is designed to enhance the experience of visitors and residents alike by offering users real-time information on attractions, events, dining, shopping, and accommodations. Users can easily explore Kalamazoo County and create custom itineraries tailored to their interests. This same information feeds through to a “Plan Your Trip” widget on DiscoverKalamazoo.com and four new digital touchscreen kiosks. The kiosks are stationed strategically at the Kalamazoo Battle Creek International Airport, downtown on the Kalamazoo Mall inside the Spirit of Kalamazoo, the visitor center at The Corner inside the WMU student center, and a mobile unit deployed at large events and conferences.

DISCOVER KALAMAZOO APP

- 20,479 users
- 32,680 sessions
- 2m 2s average session duration
- 227,828 pageviews
- 4,546 total downloads
 - (iOS: 3,422 | Android: 1,124)

PLANNING WIDGET (DISCOVERKALAMAZOO.COM)

- 3,022 users
- 13,096 sessions
- 3m 51s average session duration
- 65,879 pageviews

APP USER LOCATION DATA

Note: Location data was available for 19,580 of 20,479 total app users. Percentages below are based on users with identifiable U.S. locations.

Top 10 locations outside Kalamazoo County:

1. Detroit, MI – 3,091
2. Grand Rapids, MI – 1,190
3. Chicago, IL – 576
4. Battle Creek, MI – 312
5. Columbus, OH – 154
6. Holland, MI – 148
7. Anaheim, CA – 142
8. Muskegon, MI – 138
9. Boston, MA – 112
10. New York, NY – 111

Kalamazoo County vs. Outside:

- Kalamazoo County: 8,727 users (44.6%)
- Outside Kalamazoo County: 10,853 users (55.4%)

Michigan vs. Outside Michigan:

- Michigan: 16,510 users (84.3%)
- Outside Michigan: 3,070 users (15.7%)



*User location data was reviewed and analyzed with the assistance of AI tools.

TEAM VOLUNTEER ACTIVITIES

- MULTIPLE DAYS OF KALAMAZOO RIVER VALLEY TRAIL CLEAN UP OF THE FIRST MILE THAT DISCOVER KALAMAZOO ADOPTED
- INDIGENOUS PEOPLE'S DAY OF SERVICE WITH THE KALAMAZOO NATURE CENTER

LOOKING INTO 2026

Kalamazoo County has several transformational projects underway which we are confident will deliver accelerated growth in visitor spending starting in 2027. The Discover Kalamazoo business development team is already getting a lot of interest from event and meeting planners who want to book the downtown Kalamazoo Event Center and the new Indoor Youth & Amateur Sports Facility, both of which will open in the Fall of 2027.

To make sure we continue to deliver growth in visitor spending in 2028 and beyond, in 2026 the team is working with our partners on a Tourism Master Plan for Kalamazoo County. This work, which will include resident and visitor sentiment surveys, will help us understand the strength of our current and future tourism assets. It will also help us identify the best places to invest to continue to help make Kalamazoo County a great place to live, work, play and visit.

We are grateful to all of our partners for giving us so many ways to delight visitors, and for making Kalamazoo County such a joy to market!