

# 2020 ANNUAL REPORT

Greater Lansing Convention & Visitors Bureau



"The mission of the GLCVB is to promote the region as a visitor destination to impact the area's economy."

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## THE IMPACT OF COVID-19

In 2020, the COVID-19 pandemic took a toll on the hospitality and tourism industry. The travel sector nationally lost \$492 billion compared to 2019 which was an unprecedented 42% decline. Michigan lost 199,000 leisure and hospitality jobs. Lansing's visitor economy also suffered devastating and unprecedented loss. Due to the inability to host meetings and sporting events for most of 2020, the GLCVB/GLSA lost 207 meetings and 70 sporting events although the losses booked directly by our partners throughout the region increase those numbers drastically. The lack of visitors to the region and resulting decline in hotel occupancy had a significant impact on the GLCVB's budget. The Greater Lansing CVB was forced to layoff 17 staff members and closed the East Lansing Visitor Center permanently.



**733,999** ROOMS CONSUMED

Down 30.76% for year but down 37% from April–December.



**40.3%** HOTEL OCCUPANCY

Down 34.4% from 2019.



**\$82.28** HOTEL ROOM AVERAGE DAILY RATE

Down 21.1% from 2019.



**\$33.18** REVENUE PER AVAILABLE HOTEL ROOM

Down 48.4% from 2019.



**296,438** WEB HITS

Down 53% from 2019.

## THE BRIGHT SPOTS

The hospitality industry started 2020 very strong. The region hosted numerous events in the first quarter including the Heartland Travel Showcase. The GLCVB welcomed 59 new members and celebrated Lance Margrif as the CTA of the Year. The Greater Lansing Sports Authority won the bids to host eight NCAA championship events—the most of any city in Michigan. The Be a Tourist In Your Own Town event was named Top of the Town Best Local Festival by City Pulse and the Bureau's social media channels saw tremendous growth. The Bureau's members and partners got creative with their promotional efforts and did everything from offering virtual tours, to providing window shopping on Facebook live and local restaurants installed igloos for outdoor dining. And all the while over 100 members took the Greater Lansing Safe Pledge, ensuring the health and wellness of our visitors.



Lance Margrif, CTA—2020 Greater Lansing CTA Of The Year.

**604**

GLCVB MEMBERS

Up 59 new members from 2019.



Be a Tourist In Your Own Town event was named Top of the Town Best Local Festival by City Pulse.

**7,147**

INSTAGRAM FOLLOWERS

Up 30.2% from 2019.



Over 100 members took the Greater Lansing Safe Pledge which helps visitors know our destination is taking precautions to keep everyone healthy and safe during the Coronavirus pandemic.



Igloos were installed for outdoor dining at numerous member businesses.

## THE FUTURE LOOKS BRIGHT

The region is welcoming two new hotels in early 2021 and numerous new restaurants have opened. Due to pent up demand, we anticipate sports events and meetings will rebound once it is safe to gather again. The GLCVB remains optimistic about the future possibilities for our region!



Courtyard by Marriott Downtown Lansing opened on February 11, 2021.



The Graduate East Lansing is set to open Spring 2021.