



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

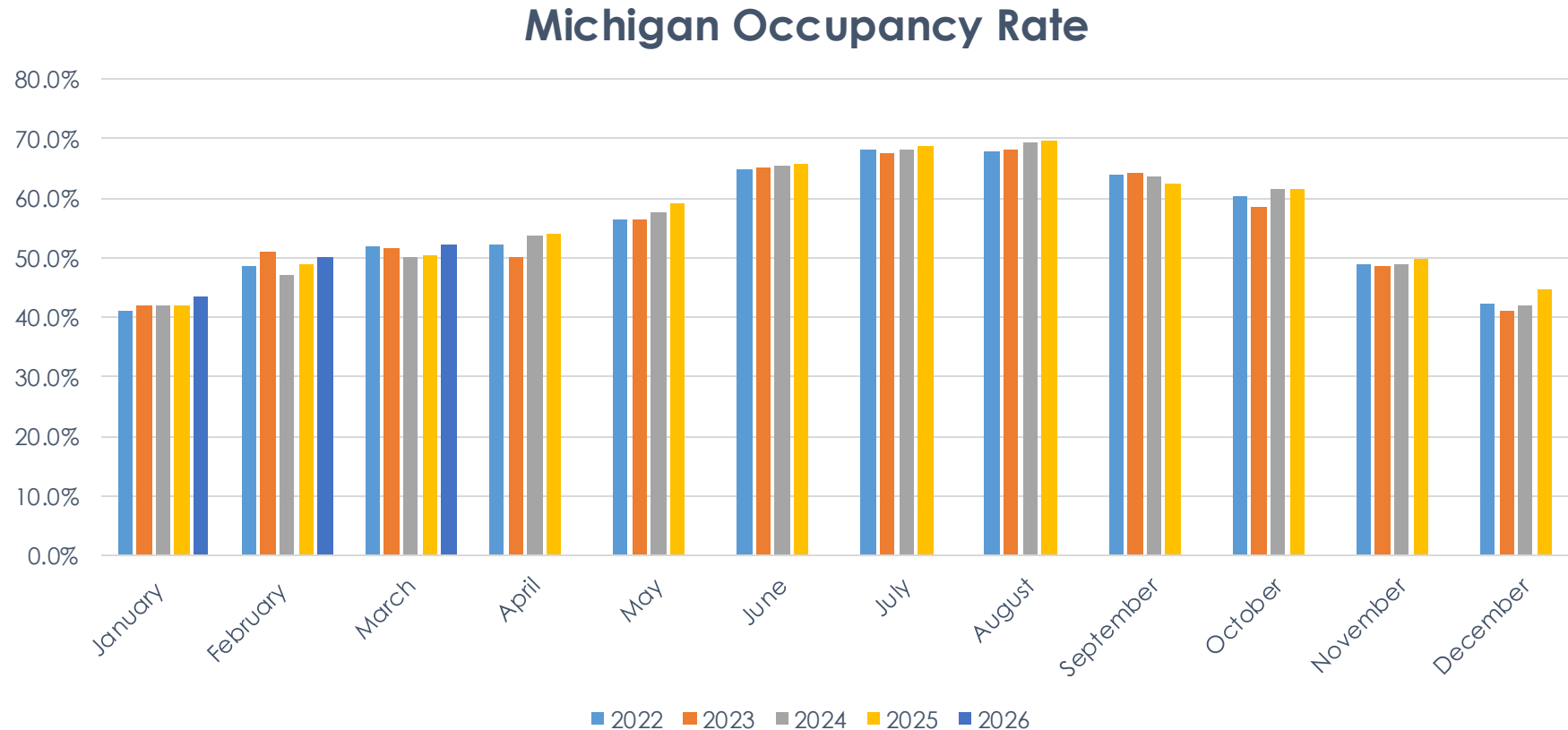
MICHIGAN LODGING REPORT

2022 - 2026 YTD

March 2026

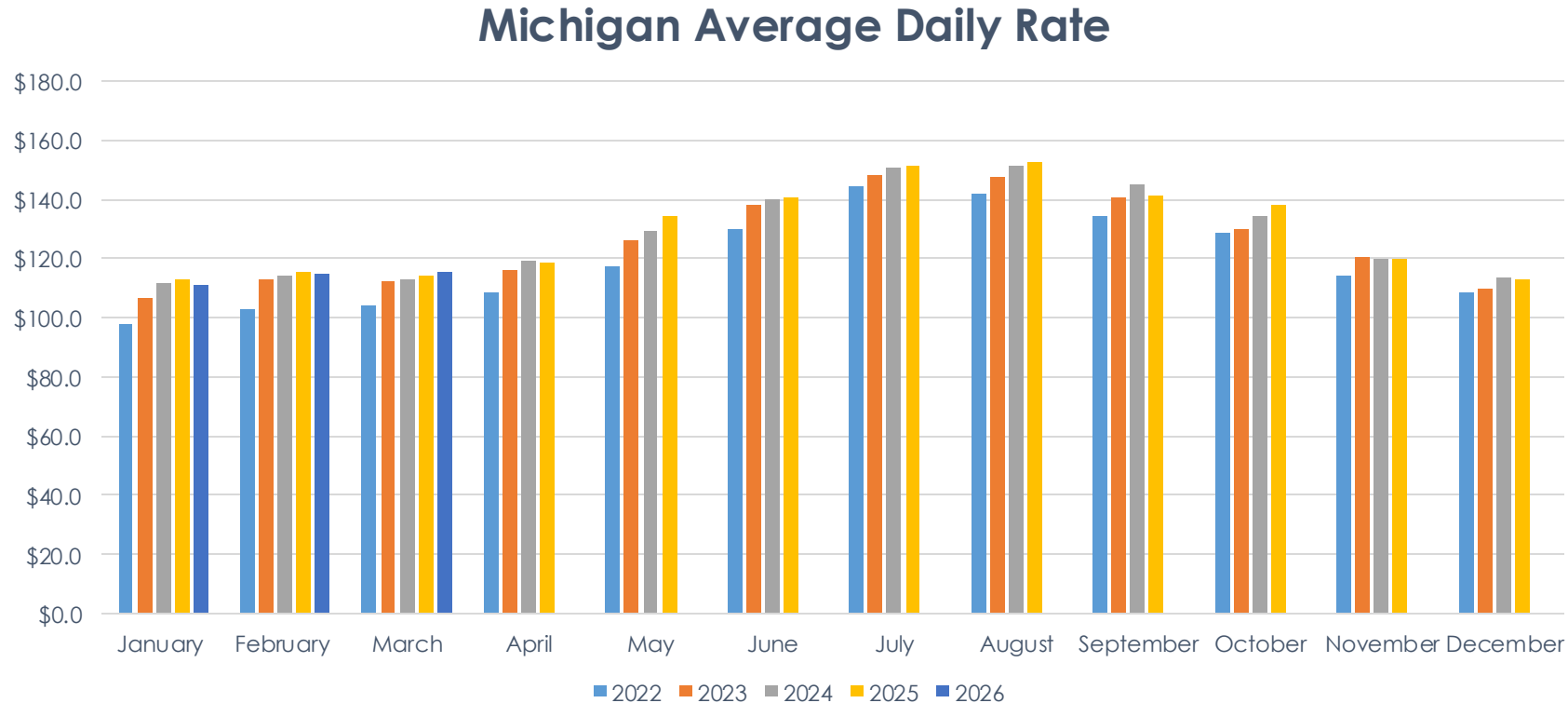
Michigan Monthly Occupancy Rates: March 2022 – March 2026

- Michigan's March 2026 occupancy rate is 3.2% higher than March 2025's
- YTD Michigan Occupancy rates are up 3.2% in March 2026 from the same period in the previous year.



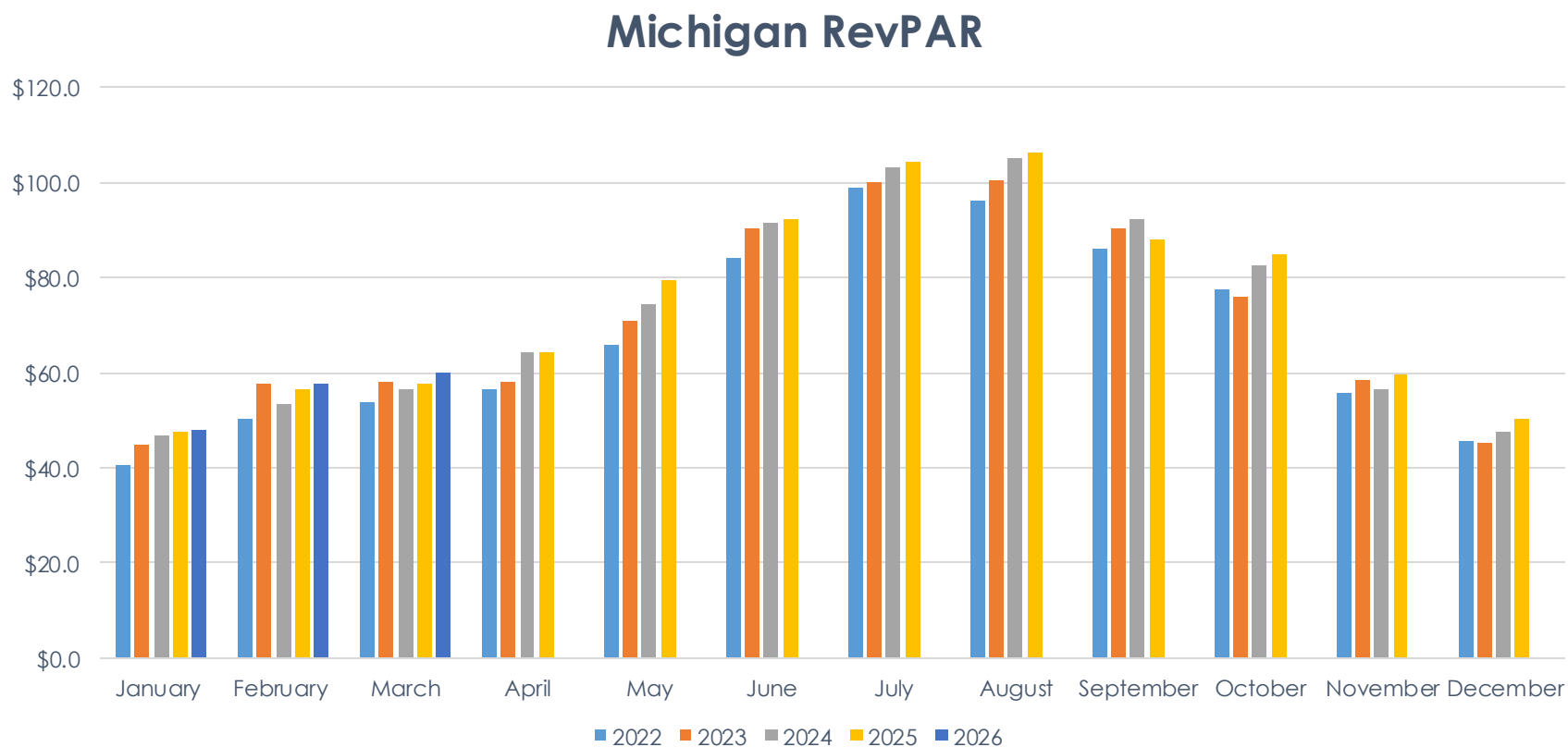
Michigan Monthly Average Daily Rates: March 2022 – March 2026

- Michigan's March 2026 average daily rate (ADR) is up \$1.5, or 1.3%, from March 2025 and 2.4% from March 2024.
- YTD Michigan ADR is down 0.3% in March 2026 from the same period in 2025.



Michigan Monthly RevPAR: March 2022 – March 2026

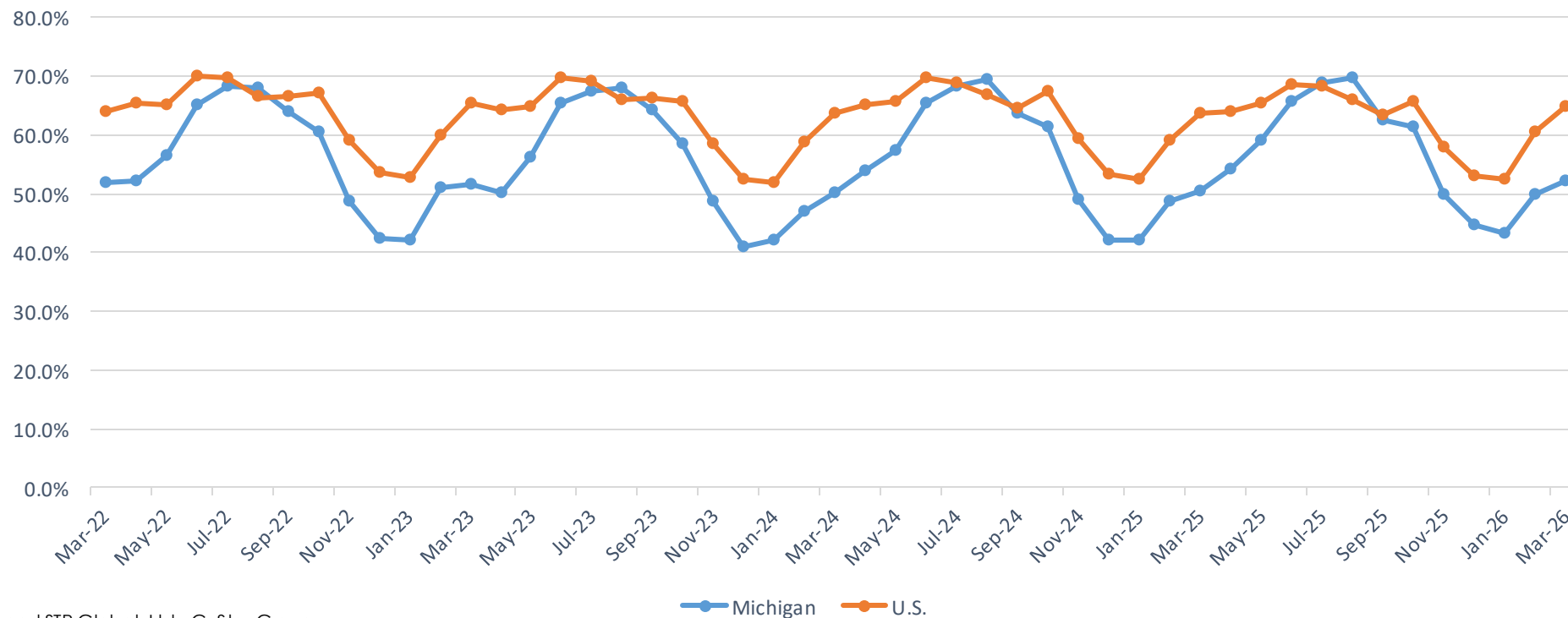
- Michigan's March 2026 RevPAR of is up \$2.7, or 4.6%, from March 2025's rate
- YTD Michigan RevPAR is up 2.9% in March 2026 from the same period in 2025



Michigan vs. National Occupancy Rates: March 2022 – March 2026

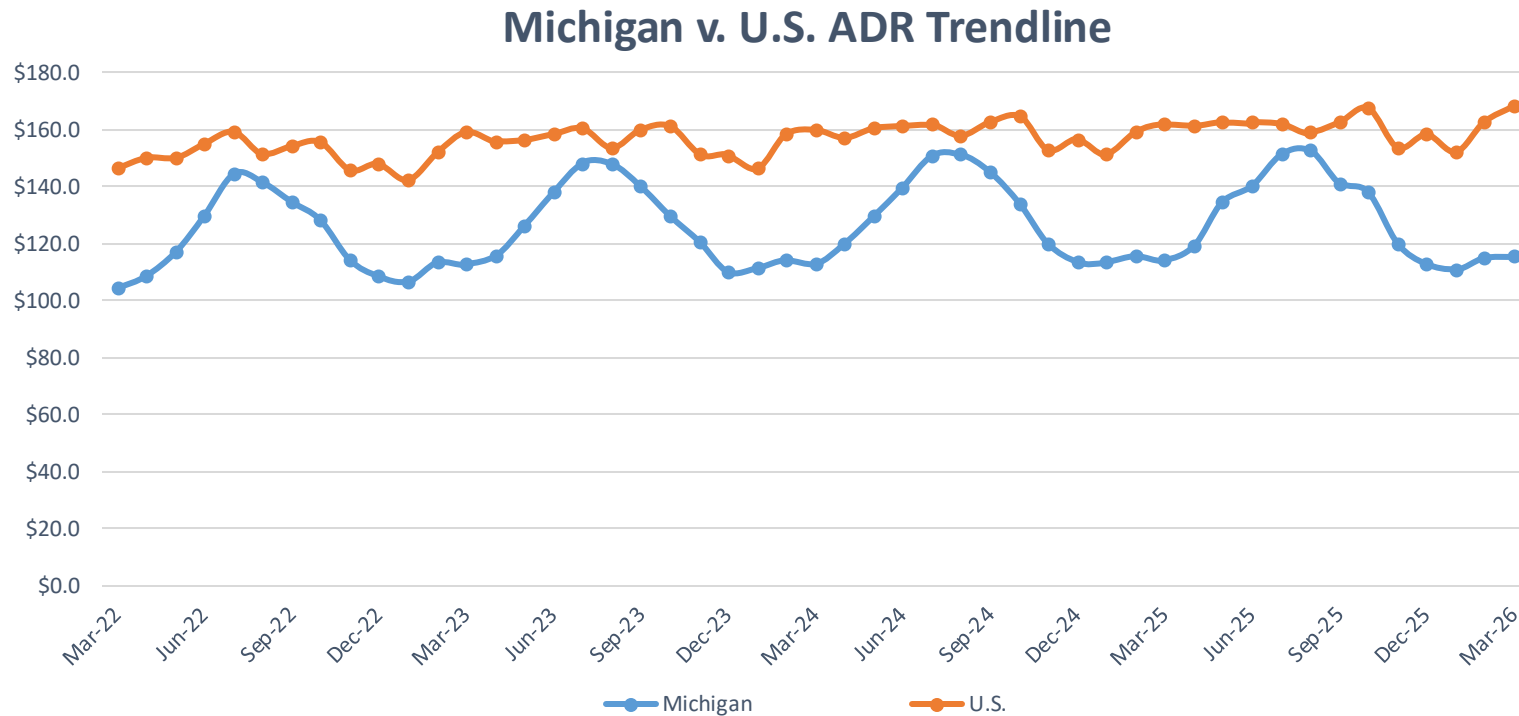
- Michigan occupancy rates are 3.2% higher in March 2026 than in March 2025, while national occupancy rates rose 2.0% in the same time span.
- Michigan occupancy rates are 4.0% higher in March 2026 than March 2024, double a national trend that saw a 1.9% increase over that same time span

Michigan v. U.S. Occupancy Trendline



Michigan vs. National Average Daily Rates: March 2022 – March 2026

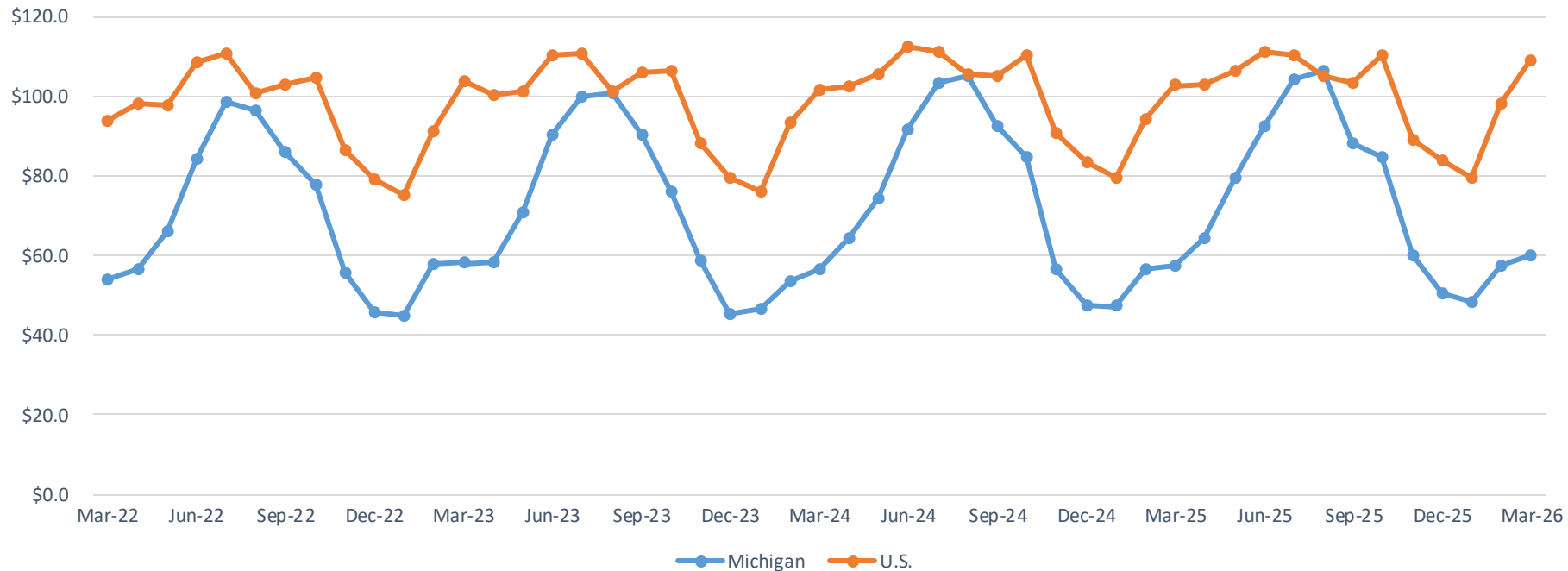
- The Michigan ADR in March 2026 is up \$1.5, or 1.3%, from March 2025, while the National ADR is up \$6.3, or 5.9%, over the same time span
- Michigan ADR in March 2026 is up \$2.8, or 2.4%, from March 2024's rate, while the National ADR is up \$8.3, or 5.2%



Michigan vs. National RevPAR: March 2022 – March 2026

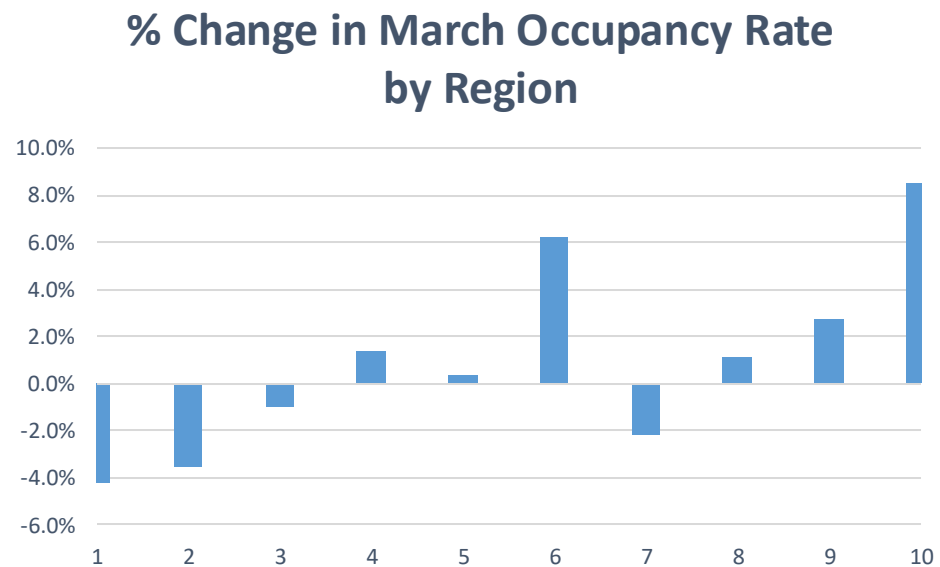
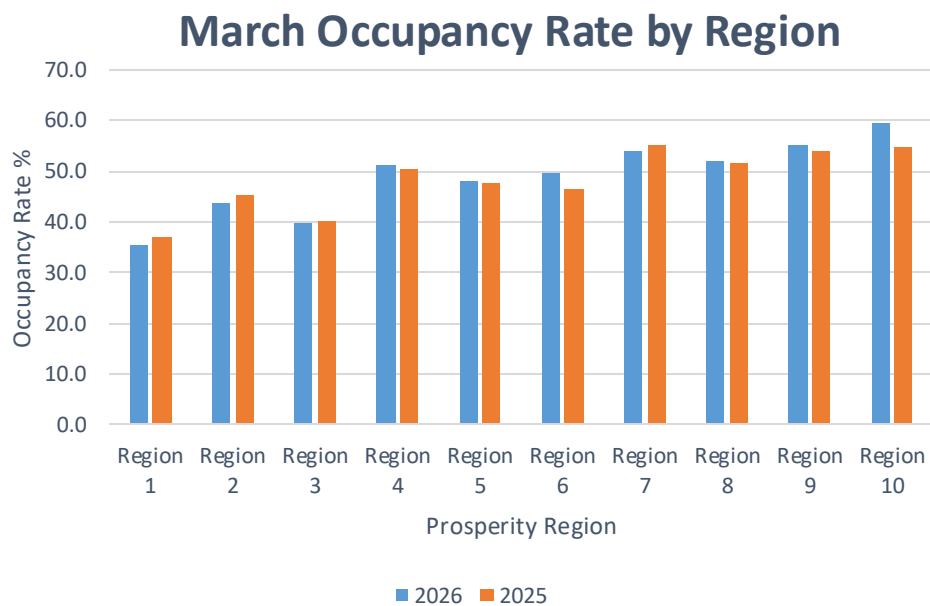
- RevPAR was up \$2.7, or 4.6% in Michigan, and \$6.1, or 5.9%, nationwide for March 2026, when compared to March 2025
- RevPAR is up \$3.7, or 6.5%, in Michigan and \$8.2, or 7.1%, nationwide for March 2026, when compared to March 2024.

Michigan vs U.S. RevPAR Trendline



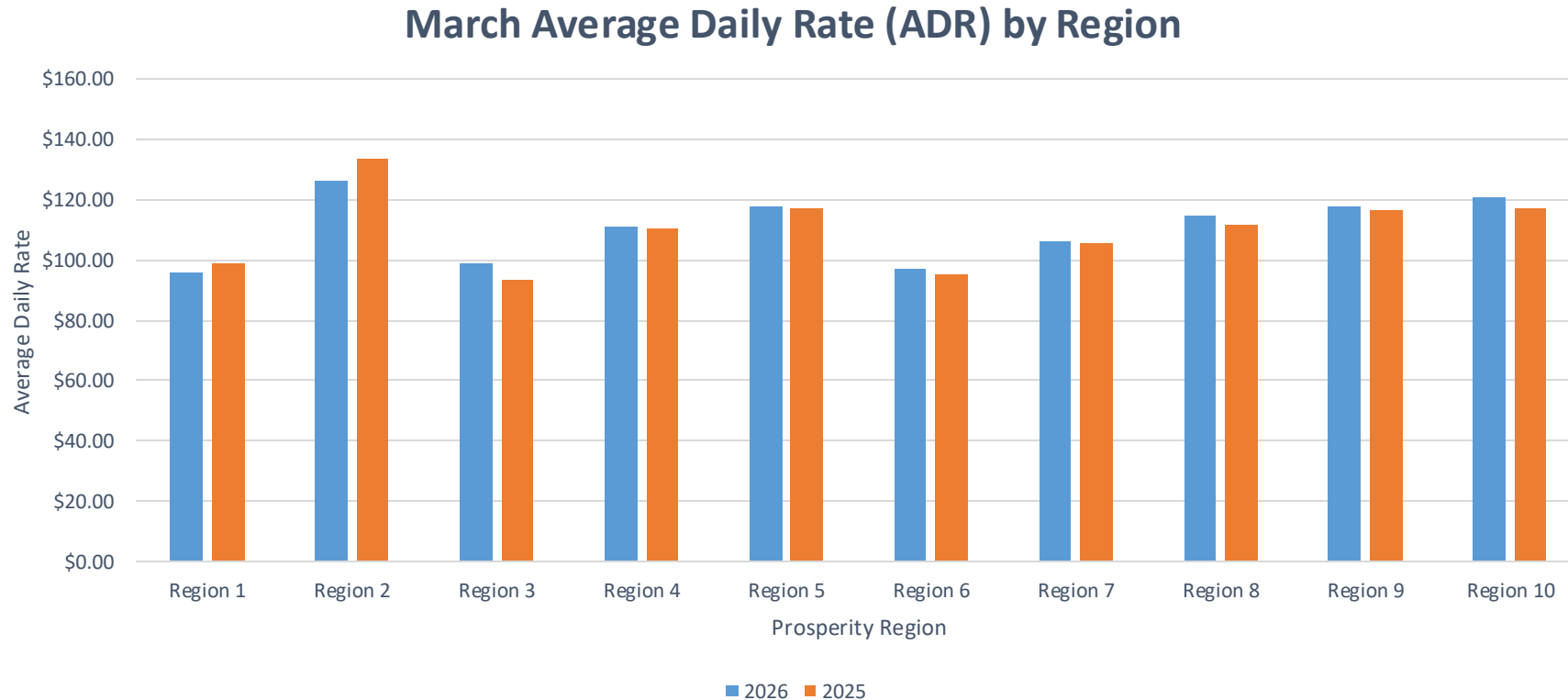
Michigan Occupancy Rate by Region: March 2025 vs March 2026

- Regions 1,2,3 and 7 witnessed occupancy rate decreases in March 2026 from last year at the same time. All others saw rate increases. Regions 10 and 6 saw the most growth, increasing 8.5% and 6.2%, respectively



Michigan ADR by Region: March 2025 vs March 2026

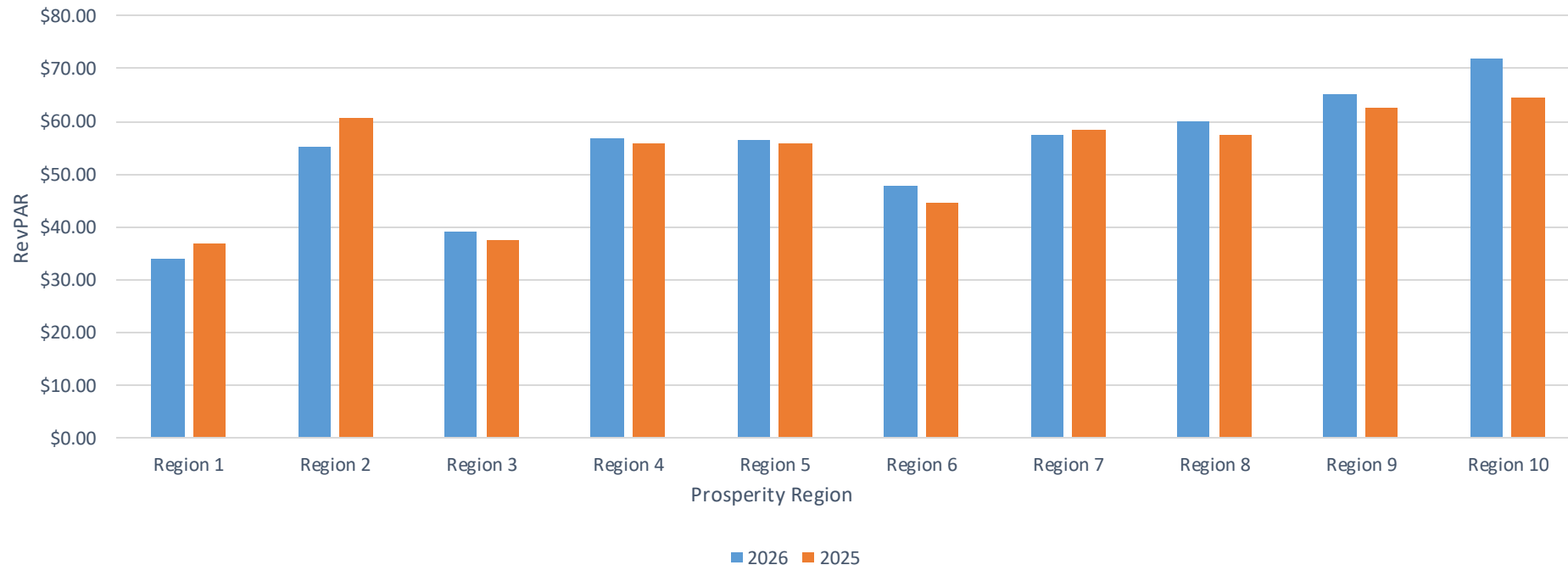
- Regions 1 and 2 saw ADR decrease from March 2025 to March 2026. All other regions saw ADR increase. Regions with the highest percentage growth in March ADR were regions 3, 8 and 10, rising 5.4%, 3.0% and 3.0%, respectively.



Michigan RevPAR by Region: March 2025 vs March 2026

- March 2026 RevPAR rose from March 2025 rates in all regions except 1,2 and 7
- The largest increases took place in regions 6 and 10, with leaps of 7.9% and 11.9%, respectively

March Revenue Per Average Room (RevPAR) by Region



Booked Nights March 2025 vs March 2026

 **4.0%** increase in YTD Monthly Booked Nights

 **3.6%** increase YoY Monthly Booked Nights

Supply and Demand March 2025 vs March 2026

 **1.4%**

Michigan STR supply in March 2026 has increased by 1.4% YoY

 **3.6%**

Michigan STR Demand* in March 2026 increased 3.6% YoY

*CoStar's demand metric is used for the Booked Nights figure shown on slide 12

State of Michigan Prosperity Region Map

