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BUSINESS

What's next in the downtown Detroit hotel boom



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Key Points

Detroit is experiencing a hotel building boom to meet the demand for large events and conventions.

The city is currently short of the 10,000 downtown hotel rooms needed to attract some major events.

Despite new openings, the city's total room count could drop in 2026 with the planned closure of the Detroit Marriott at the Renaissance Center.

Detroit's post-pandemic hotel building boom not only isn't over, it appears to be shifting into higher gear.

The Detroit Metro Convention and Visitors Bureau has long said that the greater downtown area is thousands of rooms short of what it needs to regularly attract and host big events, even with the recent wave of [new boutique hotel openings](#), which included the AC Hotel in Midtown, the Cambria Hotel in downtown and the Godfrey Hotel in Corktown.

And hotel developers have continued to heed the call to build.

Three high-profile projects are on pace to open between the end of the year and next spring: a large JW Marriott hotel next to Huntington Place, an EDITION Hotel within the new Hudson's Detroit skyscraper and a [NoMad hotel](#) in Ford's newly rehabbed Michigan Central Station.

But these properties are only expected to partially meet the demand for more downtown rooms.

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“We actually just lost a major event,” said Claude Molinari, president and CEO of the convention and visitors bureau, known as Visit Detroit, “and for the sole reason that we do not have enough hotel rooms to support it downtown.”

Those three hotels on the horizon would bring the total count to about 8,000 hotel rooms in greater downtown Detroit. However, some highly sought-after events and conventions typically want to see 10,000 hotel rooms before they will commit, Molinari said.

“So even though there’s 45,000 hotel rooms in southeast Michigan, there’s less than 10,000 in the city of Detroit,” he said.

Room count poised to actually drop

However, the hotel room count could actually drop in 2027. That is because the 1,328-room Marriott at the Renaissance Center is expected to permanently close sometime next year after [Detroit hosts](#) the 2027 Final Four in early April.

So Detroit will soon need even more new hotels to open to simply tread water — and more could be coming.

There have also been a handful of hotel closures in recent years, including that of the 109-room Roberts Riverwalk Hotel, 1000 River Place Drive, on the east riverfront, which [shut its doors in 2022](#). The property was subsequently purchased by Dan Gilbert's Bedrock firm, which has yet to announce any new plan for the shuttered building.

And the former Sonder apartment-rental hotel at 305 Michigan in downtown abruptly closed last November when the Sonder chain filed for bankruptcy.

However, the property appears to have since reopened with the new name The Hotel Houze Detroit.

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Below are details on four new hotel developments that are under construction as well as nine developments that have been announced but have yet to get underway.

The hotel occupancy rate in greater downtown Detroit, which includes New Center, was 51% through the first 18 weeks of 2026, according to Visit Detroit.

Hotels coming soon

A 25-story and 600-room **JW Marriott** is under construction next to the Huntington Place. The hotel is expected to be open by early 2027 — and possibly as soon as the end of this year. It would also connect to the convention center.

A 227-room **EDITION Hotel** is under construction in the lower half of the new Hudson's Detroit 45-story skyscraper and is expected to open next year. (The [top half](#) of the tower is for 96 luxury condos.) EDITION is a Marriott-owned luxury brand that was conceived by hotelier Ian Schrager, who was co-creator of the legendary New York nightclub Studio 54.

A **NoMad Hotel** is getting built within the top floors of Ford's Michigan Central Station. NoMad is an upscale boutique brand affiliated with Hilton that features a bourgeois-bohemian flair. The hotel [is expected to open](#) in the first half of 2026 and have nearly 180 rooms.

A 92-room extended-stay apartment hotel, **Apartments By Marriott Bonvoy**, is [on pace to open](#) by late this year within a 12-story 1960s tower in Midtown that, until recently, contained for-rent apartments. The building was originally just offices and widely known as the "Hammer and Nail" building for a neon sign that illuminated in sequence to show a hammer striking a nail.

Announced projects

A plan for a **second big hotel** next to Huntington Place [was unveiled](#) in April. Like the forthcoming JW Marriott, it, too, would have 600 rooms and possibly 25 floors, and also physically connect to the convention center. The project calls for demolishing most of an existing downtown block to make way for the hotel, including the mostly empty 16-story Fort Washington Plaza office building from the early 1970s. Construction could potentially begin in early 2027 and finish in 2029. The brand of hotel hasn't been announced.

“So we’re addressing a need that we have a shortage of hotels, and we’re addressing a need that we have a lot of empty office space,” Molinari, the Visit Detroit chief executive, said of the project.

Developer Rino Soave, founder of Novi-based Infinity Homes & Co., plans to create a 107-room hotel in the long-vacant **Park Avenue Building**, 2001 Park Ave. near Grand Circus Park in downtown. Soave initially intended to convert the former 12-story office building into apartments, but amid post-pandemic cost overruns, decided to pivot to a hotel concept. He said he hopes to start construction by mid-2027.

“There’s obviously a need for hospitality to keep up with all the demand,” Soave said. “There’s just not enough rooms to keep up with all these big events.”

Downtown's vacant **Park Avenue House**, 2305 Park Avenue, also is slated for a hotel conversion. Developers The Roxbury Group and Walters Group are planning a 175-room hotel, with the brand still to be announced. Construction could start later this year.

Two new hotels are to be part of [the \\$1.5-billion District Detroit](#) joint development by the Ilitch organization and New York-based The Related Companies. A new 14-story building with about 290 hotel rooms is to be built along Woodward next door to Little Caesars Arena, and the other hotel would be a conversion of the Fox Theatre office building at 2211 Woodward into about 177

hotel rooms. Construction of the Fox Theatre hotel was originally scheduled for the second quarter of 2026 and the LCA hotel was to break ground in 2024, according to planning documents. But no visible work has begun at either site, and a Related Cos. representative had no update to share this month on the projects.

A **100- to 150-room hotel** is part of a [\\$53 million plan](#) to redevelop the old Executive Plaza office buildings, 1200 Sixth St., across from the Greyhound station, into an ambitious mixed-used project with housing known as Wayne Tower. The developer, Southfield-based Blackacre Management, says it is still working on the design and financing, and isn't yet ready to announce the project's timeline or hotel operator. Blackacre bought the property out of receivership last fall.

The central tower of the Renaissance Center, currently a Marriott, would be redeveloped into a mix of about 858 mid-market hotel rooms and 200 for-rent apartments under a proposed [\\$1.6 billion redevelopment proposal](#). The proposal, which would also demolish two of the five original RenCen towers, has been in a holding pattern for more than year while the developer, Bedrock, waits for the state Legislature to renew an incentive program known as Transformational Brownfields.

The owner of one of the two smaller 21-story Renaissance Center towers recently [shared his vision](#) for converting part of his Tower 600 into about 200 hotel rooms and about 100 housing units.

A plan to turn the nine-story **Merchants Building**, 206 E. Grand River in downtown, into a hotel was put forth in 2022. The developer, Detroit-based Method Development, said this month that it is still moving forward and is looking to have 121 rooms. While it has chosen a boutique hotel operator, it isn't yet ready to make a formal announcement.

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