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Willene Green
Christopher Gulock, AICP
Derrick Headd
Marcel Hurt, Esq.

City of Detroit
CITY COUNCIL
LEGISLATIVE POLICY DIVISION
208 Coleman A. Young Municipal Center
Detroit, Michigan 48226
Phone: (313) 224-4946 Fax: (313) 224-4336

Kimani Jeffrey
Anthony W. L. Johnson
Phillip Keller, Esq.
Edward King
Kelsey Maas
Jamie Murphy
Latawn Oden
Dolores Perales
Analine Powers, Ph.D.
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Floyd Stanley
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Ian Tomashik
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TO: COUNCIL MEMBERS

FROM: David Whitaker, Director 
Legislative Policy Division Staff

DATE: April 19, 2024

RE: **Request Economic Impact of 3-Day Saviours' Day Convention**

Council Member Mary Waters requested that the Legislative Policy Division (LPD) to provide data to illustrate the economic impact of the Nation of Islam's 3-day Saviours' Day¹ convention, which was held February 23 – 25, 2024 at the Huntington Place Convention Center in Detroit. Thanks to the assistance of Visit Detroit, we are able to provide this report as our response to this inquiry. For Councils review we have embedded two charts issued by Visit Detroit highlighting the number of rooms that were picked up along with a spending breakout.

Historical Context

The Nation of Islam has established a significant presence in Detroit, evidenced by its frequent hosting of the Saviours' Day convention in the city. Over the past decades, this convention has become a hallmark event, attracting thousands of attendees from across the nation. In recent years, the convention's economic impact on Detroit has garnered increased attention, prompting the need for a comprehensive analysis. Since its inception, the Nation of Islam's Saviours' Day convention has been held in Detroit on multiple occasions, including 1990, 2007, 2014, 2016, 2017, 2020, 2024 and the forthcoming event slated for 2025.²

These gatherings serve as a testament to the enduring relationship between the Nation of Islam and the city of Detroit. Notably, each iteration of the convention has witnessed a substantial influx of participants, contributing to the local economy.

¹ Saviours' Day is an annual Nation of Islam commemoration of the birth of Master Fard Muhammad. [Saviours' Day - The Nation of Islam Annual Commemoration \(noi.org\)](#)

² <https://www.freep.com/story/news/local/michigan/detroit/2024/02/17/nation-of-islam-to-hold-annual-holiday-in-detroit-for-two-years/72590200007/>

Key Findings Provided by Visit Detroit

- Attendance: The 2024 convention attracted an estimated 20,000 attendees, demonstrating sustained interest and engagement within the community.³
- Accommodation: Event attendees booked approximately 5,900 hotel rooms in Metro Detroit, indicating a significant demand for lodging during the convention period.
- Financial Impact: The cumulative financial impact of hosting such a large-scale event in Detroit amounted to **\$8,447,163.28**⁴. This figure encompasses various expenditures, including accommodation, dining, transportation, and ancillary services.

Total Hotel Pick-up from the Nation of Islam’s 2024 Saviours’ Day Weekend⁵

Hotel	Detroit Marriot	Westin	Courtyard	Fort Pontchatrain	Hollywood Casino	Doubletree	Indigo	Raddisson	Springhill Suites	Westin - Southfield	Total
Contracted Rooms	2812	934	0	635	1250	530	440	395	200	210	7406
Pick-up	2496	758	151	596	631	474	291	321	104	78	5900
% p/u versus contract	88.76%	81.16%	0.00%	93.86%	50.48%	89.43%	66.14%	81.27%	52.00%	37.14%	79.67%

Financial Impact of 2024 Saviours’ Day Weekend by Category

Industry	Amount	Percentage of Total
Lodging	\$ 4,099,213.05	49%
Transportation	\$ 591,815.44	7%
Food and Beverage	\$ 2,410,348.49	29%
Retail	\$ 467,762.24	6%
Recreation	\$ 291,179.14	3%
Space Rental	\$ 98,558.04	1%
Business Services	\$ 488,286.88	6%
Total	\$ 8,447,163.28	100%

Implications and Future Prospects

The economic benefits derived from hosting the Saviours’ Day convention underscore the importance of fostering collaborative partnerships between the Nation of Islam and local stakeholders. Moving forward, there exists an opportunity to leverage this annual gathering as a catalyst for community development initiatives and economic revitalization efforts in Detroit.

Conclusion

In conclusion, the Nation of Islam's Saviours’ Day convention serves as a significant contributor to Detroit's economic landscape, generating substantial revenue and fostering positive socio-economic outcomes. By recognizing and harnessing the potential of this event, Detroit can position itself as a premier destination for cultural and religious gatherings, thereby enhancing its global reputation and economic viability.

³ <https://www.freep.com/story/news/local/michigan/detroit/2017/02/14/30000-attend-nation-islam-convention-detroit/97390394/>

⁴ Visit Detroit calculated the total spend for the 3-Day Saviors Day convention was \$8,447,163.28.

⁵ Source: Visit Detroit