



# IRVING MEETINGS IMPACT SURVEY - 2013

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## Final Project Report

# Table of Contents

## SECTION 1

|                   |   |
|-------------------|---|
| Introduction..... | 2 |
|-------------------|---|

## SECTION 2

|                        |   |
|------------------------|---|
| Executive Summary..... | 3 |
|------------------------|---|

## SECTION 3

|   |   |
|---|---|
| Graphical Presentation of Survey Questions..... | 4 |
| Event Length.....                               | 5 |
| Hotel Room Nights Used (at Peak).....           | 6 |
| Hotel Room Nights Used (Total).....             | 7 |
| Event Attendees & Exhibitors.....               | 8 |
| Meeting-related Expenditures.....               | 9 |

## SECTION 6

|                                    |    |
|------------------------------------|----|
| Index I: Survey Questionnaire..... | 10 |
|------------------------------------|----|

# Introduction

## Research Objectives

As part of an ongoing research project to measure the economic impact of visitation to Irving, Texas, a short survey was conducted amongst meeting planners who used venues in the city during the year. This report presents the findings of this research.

The questionnaire was specifically designed to gather data on how much meeting hosts spend to hold their events in the city. This research was conducted by Destination Analysts, Inc. and the results were used as inputs to the model used to develop 2013 visitor economic impact estimates for Irving.

## Methodology

The survey was conducted online and was fielded throughout 2013. Each month, the Irving Convention & Visitors Bureau provided a list of known meetings that had been held in Irving during the previous month to Destination Analysts. Each month Destination Analysts sent an invitation to take a brief survey to meeting planners who had used the city in the previous month. A \$10 incentive was given to all planners who took the time to complete the questionnaire. In the course of the year, 138 planners completed the survey.

## Executive Summary

### Survey Findings

- **Most meetings in Irving last multiple days.** According to the survey results, the average meeting held in Irving lasted 3.3 days. Less than 1 in every 10 meetings was a single-day event. Nearly one-fifth (16.7%) lasted five or more days. (Figure 3.1, Page 5)
- **The survey suggests that most meetings in Irving use fewer than 200 room nights at peak.** The survey asked planners how many room nights at peak they used, and more than 86 percent said they used 200 or fewer rooms. On average, meeting planners used 101.3 hotel rooms on the peak night of the event. (Figure 3.2, Page 6)
- **The typical Irving meeting required a total of 234.4 room nights.** Meeting planners were also asked to report the total number of room nights used in Irving. Over 80 percent used 500 or fewer room nights in total, while only 2.2 percent of planners reported using more than 750 nights for their meeting. (Figure 3.3, Page 7)
- **The typical Irving meeting has 388.1 participants.** The survey found that the average Irving meeting consists of 308.5 attendees, 45.8 exhibitors and 33.8 other participant types. About half of Irving's meetings have exhibitors (45.7%). Among these meetings with exhibitors, meeting planners reported an average of 13.6 exhibiting companies. (Figure 3.4, Page 8)
- **Meeting planners are big spenders.** A key goal of the survey was to gather in-market spending by meeting planners who hold their meeting in Irving. The typical meeting planner surveyed reported spending over \$55,000 for all goods and services in Irving. (Figure 3.5, Page 9)

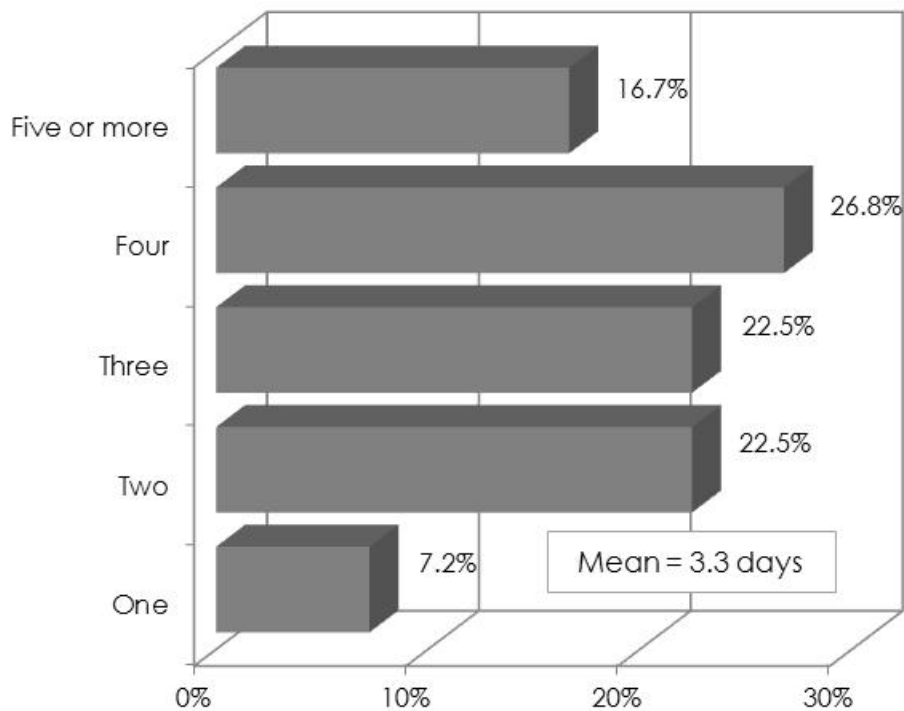
## Graphical Presentation of Survey Questions

In this section, we present the topline data from the survey's findings. A brief written analysis is included for each chart.

## Event Length

Most meetings in Irving last multiple days. According to the survey results, the average meeting held in Irving lasted 3.3 days. Less than 1 in every 10 meetings was a single-day event. Nearly one-fifth (16.7%) lasted five or more days.

**Figure 3.1: Please indicate the length of your event by number of days. Please exclude any set-up/tear down time, as well as any pre- and post-meetings if they were not part of your published event schedule.**



**FIGURE 3.1** - Question 1 - Please indicate the length of your event by number of days. Please exclude any set-up/tear down time, as well as any pre- and post-meetings if they were not part of your published event schedule. Base: All respondents. 138 completed surveys.

# Hotel Room Nights Used (at Peak)

The survey suggests that most meetings in Irving use fewer than 200 room nights at peak. The survey asked planners how many room nights at peak they used, and more than 86 percent said they used 200 or fewer rooms. On average, meeting planners used 101.3 hotel rooms on the peak night of their event.

Figure 3.2: Please indicate the number of hotel rooms used on the peak night of the event.

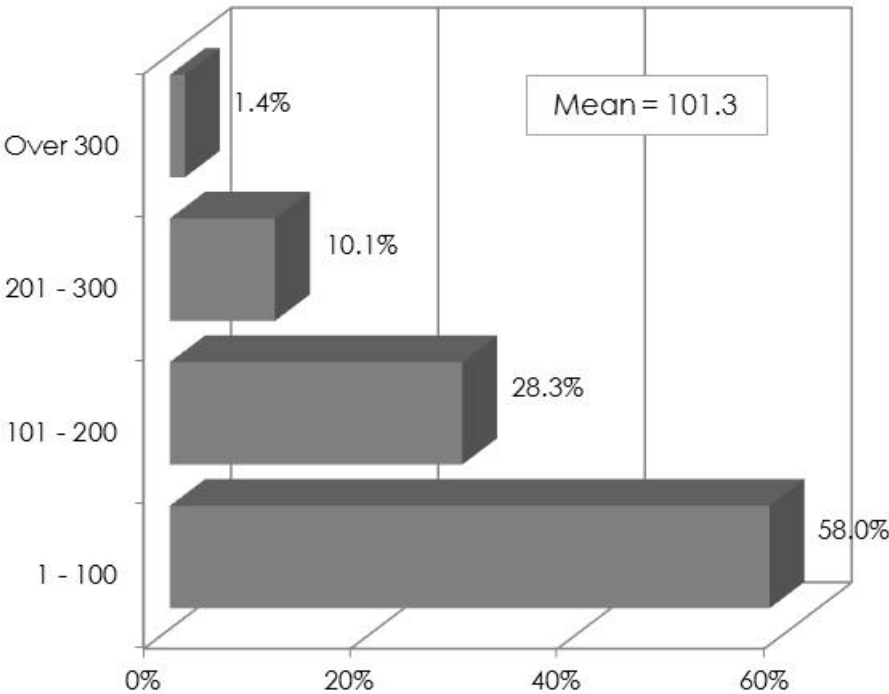


FIGURE 3.2 - Question 2: Please indicate the number of hotel rooms used on the peak night of the event. Base: All respondents. 138 completed surveys.

# Hotel Room Nights Used (Total)

Meeting planners were also asked to report the total number of room nights used in Irving. The typical meeting required a total of 234.4 room nights. Over 80 percent used 500 or fewer room nights in total, while only 2.2 percent of planners reported using more than 750 nights for their meeting.

Figure 3.3: Please indicate the total number of hotel room nights used for the event.

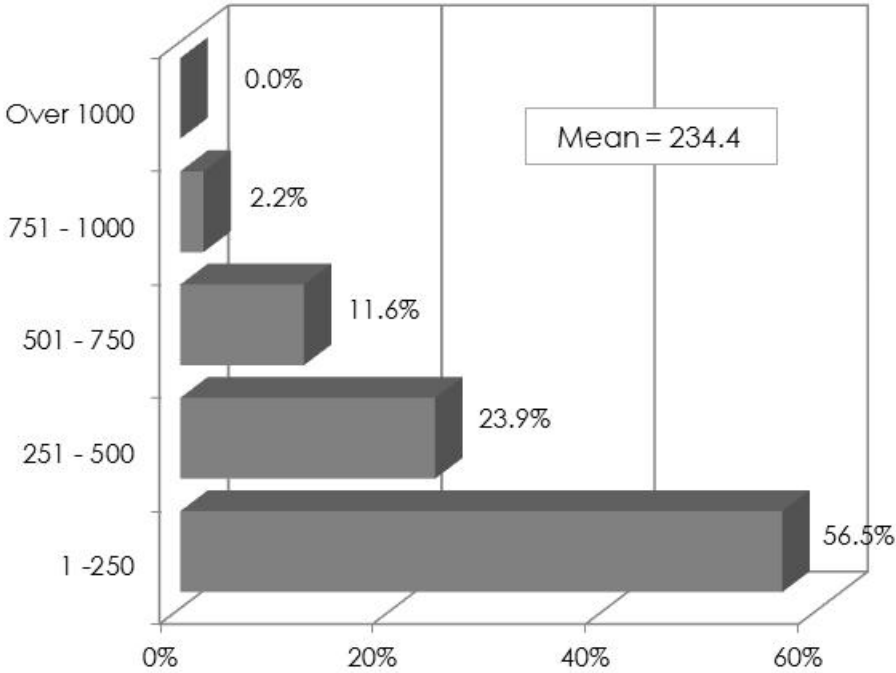


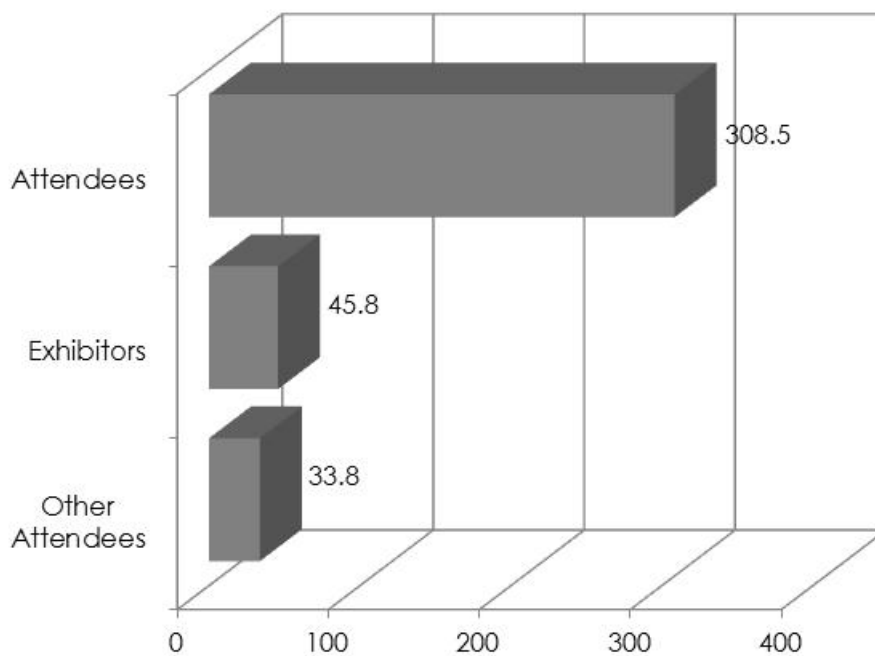
FIGURE 3.3 - Question 3: Please indicate the total number of hotel room nights used for the event. Base: All respondents. 138 completed surveys.



## Event Attendees & Exhibitors

The typical Irving meeting has 388.1 participants. The survey found that the average Irving meeting consists of 308.5 attendees, 45.8 exhibitors and 33.8 other participant types. About half of Irving's meetings have exhibitors (45.7%). Among these meetings with exhibitors, meeting planners reported an average of 13.6 exhibiting companies.

**Figure 3.4:** Please indicate the actual number of event attendees by each type.



**FIGURE 3.4** - Questions 4 & 5: Please indicate the actual number of event attendees by each type. Base: Base: All respondents. 138 completed surveys.

## Meeting-related Expenditures

Meeting planners are big spenders. A key goal of the survey was to gather in-market spending by meeting planners who hold their meeting in Irving. The typical meeting planner surveyed reported spending over \$55,000 for all goods and services in Irving.

**Figure 3.5: How much did your organization spend on each of the following while in Irving, Texas?**

| Expenditure Type  | Avg. Expenditure   |
|---|--------------------|
| Food and beverage, catering and staffing expenses for all event-sponsored functions, including functions for staff and other event personnel:       | \$28,205.03        |
| Primary event space/facility usage rental fees:   | \$380.05           |
| Secondary event space/meeting room usage rental fees:   | \$297.05           |
| Equipment rental and leasing fees (i.e., A/V equipment, projectors, computer hardware, etc.):   | \$5,076.28         |
| Technology service fees (i.e., Internet connectivity, voice/data communications, etc.):   | \$150.39           |
| Fees for services hired in Irving (i.e., transportation companies, A/V companies, security, decorators, production companies, photographers, etc.): | \$2,237.01         |
| Total lodging costs for all event staff (including all room-related expenses):  | \$14,316.69        |
| Total other food and beverage costs for all staff (including tips and tax):   | \$2,886.44         |
| Advertising and promotional expenditures in Irving (i.e., signage, event-related advertising, sponsorships, etc.):                                  | \$694.69           |
| Local transportation costs (i.e., taxis, parking, car rental, public transit, local tolls, fuel, etc.):   | \$685.64           |
| Other expenditures in Irving not included above:  | \$964.72           |
| <b>Total</b>  | <b>\$55,893.97</b> |

**FIGURE 3.5** - Question 6: How much did your organization spend on each of the following while in Irving, Texas? Please only include spending for goods & services in Irving (and exclude any spending outside Irving). Please enter "0" for any spending category which did not apply. Base: All respondents. 138 completed surveys.

## Survey Questionnaire

*The following brief questions will help us to measure the economic impact of meetings and events to Irving, Texas.*

*Your responses will be aggregated with others and held in the strictest confidence. Thank you for your help with this important information. Please answer the questions below and click the "Next Page" button to continue.*

1) Please indicate the length of your event by number of days. Please exclude any set-up/tear down time, as well as any pre- and post-meetings if they were not part of your published event schedule.

\_\_\_\_\_ Days

2) Please indicate the number of hotel rooms used on the peak night of the event:

\_\_\_\_\_ Hotel Rooms

3) Please indicate the total number of hotel room nights used for the event:

\_\_\_\_\_ Total hotel room nights

*Note: For the following questions, please enter "0" for any attendee category which did not apply to your event.*

**4) Please indicate the actual number of event attendees by each type.**

Attendees (Only include those registered \_\_\_\_\_ attendees who actually attended the event. Please exclude companions, exhibitors, speakers, media, and other types of attendees.):  
Exhibitors (Only include exhibiting \_\_\_\_\_ persons that actually attended the event for the purpose of staffing or assisting those staffing exhibits. Please exclude persons who are employed by your organization/the event sponsor.):  
Other Attendees (i.e., media, speakers, \_\_\_\_\_ companions, other guests):

**5) Please indicate the number of exhibiting companies at the event.**

Total number of exhibiting companies \_\_\_\_\_ (including those sharing exhibit space):  
Number of exhibiting organizations \_\_\_\_\_ sharing exhibit space from the above total:

**6) How much did your organization spend on each of the following while in Irving, Texas?**

Please only include spending for goods & services in Irving (and exclude any spending outside Irving). Please enter "0" for any spending category which did not apply.

Food and beverage, catering and \$ \_\_\_\_\_ staffing expenses for all event-sponsored functions, including functions for staff and other event personnel:  
Primary event space/facility usage rental \$ \_\_\_\_\_ fees:  
Secondary event space/meeting room \$ \_\_\_\_\_ usage rental fees:  
Equipment rental and leasing fees (i.e., \$ \_\_\_\_\_ A/V equipment, projectors, computer hardware, etc.):  
Technology service fees (i.e., Internet \$ \_\_\_\_\_ connectivity, voice/data communications, etc.):  
Fees for services hired in Irving (i.e., \$ \_\_\_\_\_ transportation companies, A/V companies, security, decorators, production companies, photographers, etc.):

Total lodging costs for all event staff (including all room-related expenses): \$ \_\_\_\_\_  
Total other food and beverage costs for all staff (including tips and tax): \$ \_\_\_\_\_  
Advertising and promotional expenditures in Irving (i.e., signage, event-related advertising, sponsorships, etc.): \$ \_\_\_\_\_  
Local transportation costs (i.e., taxis, parking, car rental, public transit, local tolls, fuel, etc.): \$ \_\_\_\_\_  
Other expenditures in Irving not included above: \$ \_\_\_\_\_

**7) First and Last Name:**

\_\_\_\_\_

**8) Company, organization or meeting name:**

\_\_\_\_\_

**9) Email address (for \$10 Starbucks e-gift card):**

\_\_\_\_\_

*Thanks for your help! Please click the "Submit Survey" button below to send your responses. You will be redirected to the Irving CVB website and you may then close this window at any time.*