

MEETINGSNET/ association

Show Organizers/Planners Housing Study

- Investigation conducted exclusively for *MeetingsNet/Association*.
- Methodology, data collection and analysis by Penton Research.
- Data collected June 27 through July 10, 2013.
- Methodology conforms to accepted marketing research methods, practices and procedures.



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OBJECTIVES & METHODOLOGY

OVERVIEW

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OBJECTIVES

- Examine housing options used by show organizers/planners.

METHODOLOGY

- On June 27, 2013, Penton Research emailed invitations to participate in an online survey to a net 11,040 subscribers of *MeetingsNet/Association*.
- By July 10, 2013, Penton Research received 167 completed surveys.

RESPONSE MOTIVATION

- To encourage prompt response and increase the response rate overall, the following marketing research techniques were used:
 - A live link was included in the e-mail invitation to route respondents directly to the online survey.
 - A reminder email was sent to non-respondents on July 8, 2013.
 - The invitations and survey were branded with the *MeetingsNet/Association* property name and logo, in an effort to capitalize on subscriber brand affinity.

DATA TABLES

Q2 Please check the principal Industry your association or largest trade show represents

Professional Business Services Sector	25.0%
Medical and Health Care Sector	23.2%
Education Sector	15.9%
Government Sector	9.1%
Financial, Legal and Real Estate Sector	8.5%
Building, Construction, Home and Repair Sector	3.0%
Communications and Information Technology Sector	3.0%
Transportation Sector	3.0%
Consumer Goods and Retail Trade Sector	2.4%
Food Sector	2.4%
Raw Materials and Science Sector	1.8%
Sporting Goods, Travel and Amusement Sector	1.2%
Discretionary Consumer Services Sector	.6%
Oil and Gas	.6%
Industrial/Heavy Machinery and Finished Business Outputs Sector	-
Respondent Count	164

Base = 167 All respondents

Q3 What was/is the size of your official room block for your largest 2013 convention?

Under 1,000 total room nights	58.7%
1,001 – 3,000 total room nights	21.0%
3,001 – 10,000 total room nights	13.8%
10,001 – 20,000 total room nights	4.2%
20,000+ total room nights	2.4%
Respondent Count	167

Base = 167 All respondents

Q4 How did the size of your hotel block change for your 2012 convention compared to your 2011 convention?

Increased by more than 30%	1.2%
Increased by 11%–30%	11.7%
Increased by 1%–10%	15.4%
Stayed the same	50.6%
Decreased by 1%-10%	16.7%
Decreased by 11%–30%	3.7%
Decreased by more than 30%	.6%
Respondent Count	162

Base = 167 All respondents

DATA TABLES

Q5 How important are the following considerations when choosing hotels for your official block?

Free Internet access/Wi-Fi

Not at all important	1.9%
Somewhat important	18.5%
Important	35.7%
Extremely important	43.9%
Respondent Count	157

Base = 167 All respondents

Hotel chain/type

Not at all important	10.2%
Somewhat important	39.5%
Important	39.5%
Extremely important	10.8%
Respondent Count	157

Base = 167 All respondents

Free meeting space

Not at all important	1.3%
Somewhat important	5.7%
Important	29.7%
Extremely important	63.3%
Respondent Count	158

Base = 167 All respondents

Proximity to convention center

Not at all important	28.7%
Somewhat important	7.6%
Important	19.7%
Extremely important	43.9%
Respondent Count	157

Base = 167 All respondents

Room rate/cost

Not at all important	-
Somewhat important	2.5%
Important	25.9%
Extremely important	71.5%
Respondent Count	158

Base = 167 All respondents

Quality of room accommodations

Not at all important	-
Somewhat important	3.2%
Important	48.7%
Extremely important	48.1%
Respondent Count	158

Base = 167 All respondents

Food/beverage discounts

Not at all important	3.8%
Somewhat important	22.2%
Important	48.1%
Extremely important	25.9%
Respondent Count	158

Base = 167 All respondents

Summary of responses: (1=Not at all important and 4=Extremely important)

Room rate/cost	3.69
Free meeting space	3.55
Quality of room accommodations	3.45
Free Internet access/Wi-Fi	3.22
Food/beverage discounts	2.96
Proximity to convention center	2.79
Hotel chain/type	2.51

Base = 167 All respondents

Q6 Have you paid hotel attrition fees for your 2012 or 2013 convention?

Yes	13.7%
No	86.3%
Respondent Count	153

Base = 167 All respondents

DATA TABLES

❖ Analyst note: for Q7 & Q8 an inverse scoring system is used. Each time a reason is ranked 1st the reason received 3 points, if it was ranked 2nd it received 2 points and if ranked 3rd it received 1 point. These scores were then summed and reported in the column “Total Votes”, the number of people ranking the reason 1st, 2nd or 3rd is reported as the “Number Responding”. The number of people ranking any reason is reported as “Respondent Count”.

Q7 What are the top three reasons your attendees (delegates/buyers) choose to go outside of the official convention room block?

	<i>Number Responding</i>	<i>Total Votes</i>
Better rates found elsewhere	118	306
Last minute / too late for hotel block	94	159
Desired room-block hotel sold out	72	135
Desired property/chain not in the block of official hotels	50	91
Existing relationship with hotel	39	64
Corporate travel policy	24	50
More convenient to book outside of official block	26	49
Other	8	19
Respondent Count	149	

Base = 167 All respondents

Others reported:

- Cheaper rate found online (2 mentions)
- Chicago's huge hotel inventory
- Live locally
- Take better rate at a different hotel due to GSA per diem rates
- They prefer to stay at the reserved hotel- we are lucky we don't have that many booking outside the block
- They're stupid.
- Use miles/points

Q8 What are the top three reasons your exhibitors choose to go outside of the official convention room block?

	<i>Number Responding</i>	<i>Total Votes</i>
Better rates found elsewhere	95	254
Corporate travel policy	60	122
Last minute / too late for hotel block	61	93
Desired property/chain not in the block of official hotels	44	90
Existing relationship with hotel	52	90
Desired room-block hotel sold out	49	88
More convenient to book outside of official block	16	31
Other	11	26
Respondent Count	139	

Base = 167 All respondents

Others listed:

- All exhibitors at hotel
- Availability of meeting space
- Flexibility better direct with hotel
- Live locally
- NA (3 mentions)
- Never asked them.
- No exhibitor.
- Use miles/points
- We do not have exhibits

DATA TABLES

Q9 Have you had any hotels in your official, contracted block charge for meeting space in 2011 or 2012?

Yes	32.2%
No	67.8%
Respondent Count	149

Base = 167 All respondents

Q10 Are hotels in your official, contracted block planning to charge for meeting space in 2013 or 2014?

Yes	16.8%
No	59.7%
Not sure	23.5%
Respondent Count	149

Base = 167 All respondents

Q11 Did the hotels in your block offer free in-room Internet/wireless access for attendees at your last convention?

Yes	47.0%
No	20.8%
Some did, some didn't	32.2%
Respondent Count	149

Base = 167 All respondents

Q12 On average, how much have room rates/hotel costs changed for your 2013 convention compared to your 2012 (or last) convention?

They have decreased	12.3%
No change	22.6%
Up less than 5%	34.2%
Up 6%–10%	23.3%
Up 11%–20 %	6.8%
Up 21%–30%	.7%
Up more than 30%	-
Respondent Count	146

Base = 167 All respondents

Q13 Do you include a clause that educates your attendees about the importance of booking within the contracted room block on your registration and hotel-booking Web sites?

Yes	62.8%
No	37.2%
Respondent Count	145

Base = 167 All respondents

DATA TABLES

Q14 Has your room block been attacked by unauthorized third-party housing companies or poachers for your 2012 or 2013 convention?

Yes	32.7%
No	67.3%
Respondent Count	147

Base = 167 All respondents

Q15 How do you foresee your official room block changing for your 2013 and 2014 conventions?

2013

Will decrease	10.5%
Will stay the same	62.2%
Will increase	27.3%
Respondent Count	143

Base = 167 All respondents

2014

Will decrease	12.6%
Will stay the same	53.1%
Will increase	34.3%
Respondent Count	143

Base = 167 All respondents

DATA TABLES

Q16 What is the most successful incentive you have used to entice attendees to book within your official room block for your convention?

- "Book in the Block" Perks - includes discount off next year's conference, discounts off hotel gift shop and spa, raffle ticket entry for one of nine prizes (six \$500 and three 2014 conference registration free), discount off purchase audio recordings of sessions.
- \$120 discount on registration fee if staying in the block.
- \$200 discount on meeting registration fee for booking in the room block, \$100 discount on meeting registration fee for booking a shared room within the room block. We are planning on only providing breakfast to those attendees booking in the room block for future events as further enticement.
- A good discounted rate
- Access to premium properties at close locations
- Affordable room rates
- All our attendees book within the block.
- Almost always, the event will happen in the same hotel where the guest rooms are so proximity is the best incentive.
- Any discounts I can pass on always spurs more reservations. I give away my upgrades. Always comp their internet. If I have welcome reception in that hotel, I can book the hotel immediately...but that doesn't help my bottom line.
- Best rates. Convenience to meeting space
- book early for location availability
- Charging an additional fee if they do not book in the block.
- Concessions such as free internet and free shuttle.
- Conference rate discounts
- Contract to hold conference and lodging in same facility.
- Convenience of the hotel location to the convention.
- Discount
- Discount early-bird bookings.
- Discount on convention items
- Discount rates if booked by certain date.
- Discounts at host hotel property and also entered to win a year of free membership.
- Don't use incentives.
- First time attendees receive complimentary registration
- free Internet
- free monorail passes or added registration discount
- Giveaways, including complimentary registration, free room nights, upgrades, gift cards, iPads. We've held weekly or biweekly contests, with incentives to book rooms early to increase odds of winning.
- Guaranteed lowest rates
- Have not offered an incentive before, as we've always hit our minimum percentage required to avoid attrition. Would be open to ideas from others, however, in the event that we are short in the future.
- Have told them that Firm would not reimburse expenses, including room block, if booked outside the block.
- HAWAII
- High quality rooms/facilities and very competitive room rates
- Higher registration fee if outside of room block.
- Hotel amenities
- I just booked a meeting for 2016 and the hotel offered complimentary stays and complimentary room upgrades for me to raffle off to my attendees as an incentive for them to book at that hotel.
- Internet included.
Book resort property.
- Just that the meeting and the block are in the same hotel.
- Keeping all events in the hotel and booking a hotel that is not near other hotels (i.e. golf resort in the middle of nowhere)
- Keeping the rates low enough for them to afford
- Lower rate
- Lower rates than other hotels.
- Loyalty to the purposes of the event and involvement in planning the event.
- Moderate fee
- NA (4 mentions)
- Negotiating the best rates in a convenient hotel and location for easiest restaurant choices and sight-seeing opportunities.
- No incentives
- None (2 mentions)
- None for this convention.
- Not sure.
- Offering the best possible rate including parking, internet access and other complimentary amenities.
- Only have one hote block and offer social activities at the hotel where all can meet and greet.
- Only incentive we have encourages them to stay where their department/state is assigned as our folks like to stay where all their comrades are staying

DATA TABLES

Q16 What is the most successful incentive you have used to entice attendees to book within your official room block for your convention?

- OPS
- Our association will pay the full hotel room nights if they room with another delegate.
- Our room rates are great!
- Price
- Price and easy booking practice
- Prices
- Prize drawings
- Promotions combining housing and registration such as "Register for the conference and book your room by a certain date to be entered into a contest to win either a free registration or free hotel stay (hotel stay covered by earned comp hotel room nights)
- Proximity to the convention center
- registration reduction- significant Free registration drawing for following year.
- Require them to book at the property selected and book thru me rather than thru the hotel
- Responsible for staff: most successful incentive? They won't lose their job by going through approved housing.
- Room cost decrease, Free WiFi, Free reception, Free use of all amenities.
- Room Discounts
- Room rate (2 mentions)
- rooms selling out at 8 weeks out
- Shortest distance to Meeting Rooms and F&B.
- Small discount on registration fee up to a certain dollar amount and expiration date.
- The convenience of being in the same hotel as the meeting.
- The group discount available.
- The rates we received were far better than any nearby hotel so no incentive required
- Travel convenience
- Using a housing service with a link to the registration pages works well. We also have specific links for exhibitors, as well as important volunteers, to make booking the room as simple as possible.
- Verbal persuasion
- We don't have a big problem with this because we are a smaller association and our members rely on us to make all their hotel arrangements; they never opt to go to a different hotel.
- We don't offer incentive because we're lazy.
- We got the lowest guaranteed rate at all the hotels and included breakfast, internet, and resort fees included. If there is no lower rate, they get everything included in the rate and the hotels are all good quality hotels, then the attendees will book I the block. Most are on a per diem as well as the room cost. If they have as much as possible included in the room rate, it gives them more to spend before they go out of pocket or need to file an exception report on miscellaneous charges.
- We have not found any one incentive to make a significant difference. Our attendees need multiple reminders to book. Incentives really don't help. Government employees could be an issue in 2014.
- We have used free gifts as incentive, including free lodging for the event, but none of those programs have been very successful. With access to the Internet and companies there giving rates that are lower than ours, it is hard to compete. So, we just reduce the number of rooms that we block at hotels. We request "no attrition" clauses in our contracts.
- We have very few attendees that stay outside our blocks. Most of those who do stay off property either have policies that limit the amount they can spend on a room (we are usually at hotels with rates over \$200) or they have registered after the cutoff o we have sold out the block.
- We haven't given incentives for this group but in the past, with other groups I've managed, we offered discounted registration fees.
- We haven't tried incentives. We are only a four person staff with limited technology budget. Incentives would create a lot of additional work.
- We haven't used incentives in the past.
- We make sure the rate at our conference hotel is cheaper than anyone where else on the internet, that way the best deal is our room block.
- We pay their hotel room.
- We provide shuttle bus service to/from the convention center from official hotels.