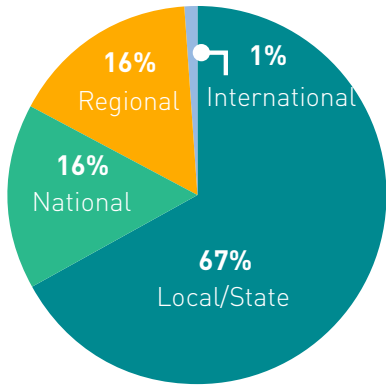
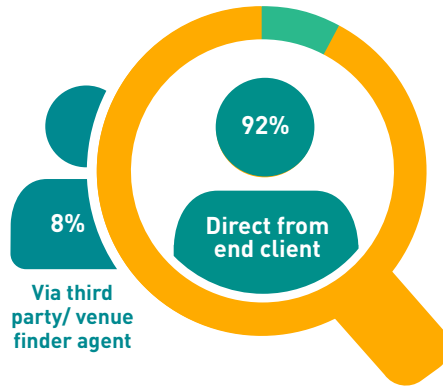


External Meetings by Geographic Scope: Residential Venues



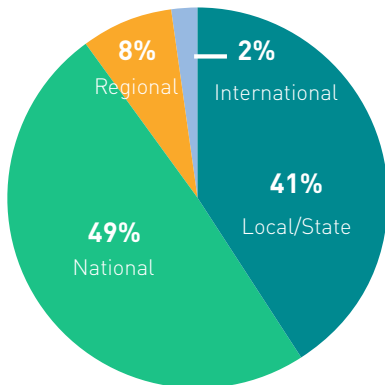
Source of Bookings for External Meetings: Residential Venues



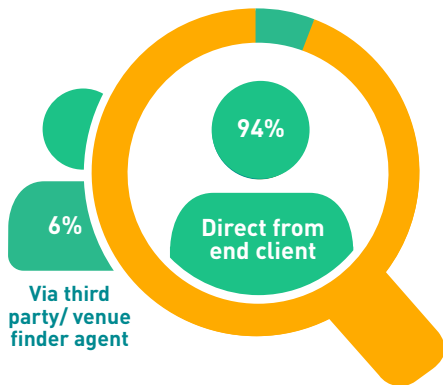
Average Number of Operating Days by Classification: Residential Venues



Non-Residential Venues



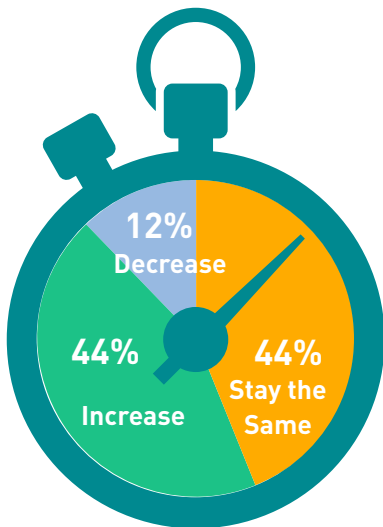
Non-Residential Venues



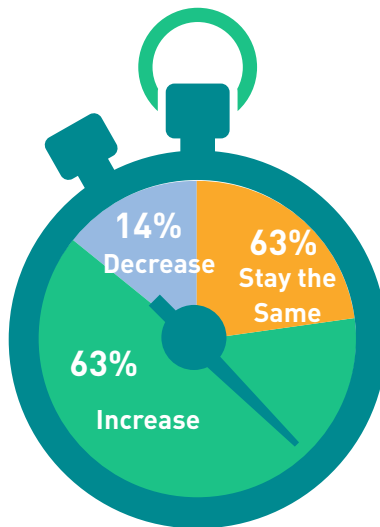
Non-Residential Venues



Change in meeting duration from 2017 to 2018: Residential Venues



Non-Residential Venues

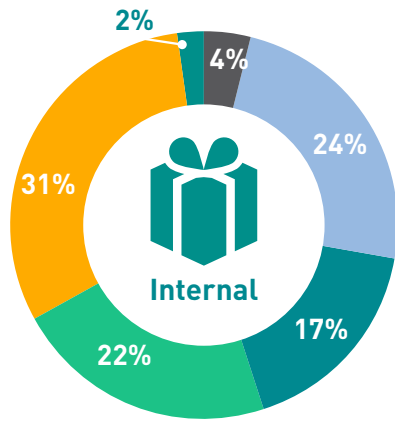


Measuring Meeting Room Occupancy Rates – Methods Used: Non-residential Venues

Do Not Measure	28%
Room occupied/ not occupied (by day)	32%
Square footage used	4%
Seats occupied - recommended approach	52%
By attendees	16%



Allocation of Package Rates – Internal meetings

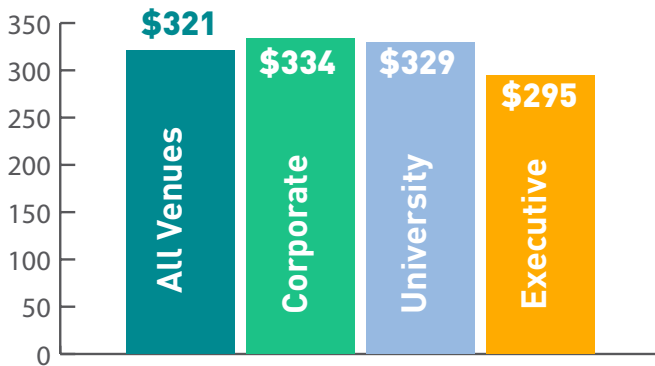


Allocation of Package Rates – External meetings

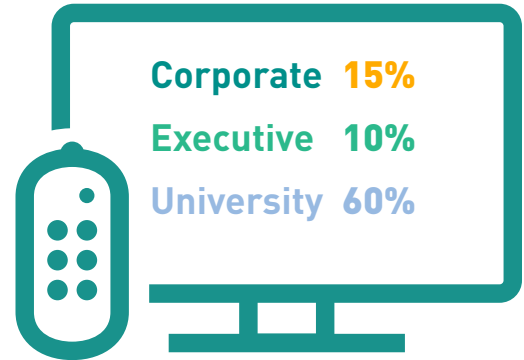


- Other
- Lunch
- Meeting Room
- Conference Services & Planning
- Breaks (Food & Beverage)
- Audio Visual (AV)

Total Revenue Per Occupied Room (RevPOR) by Classification: 2018 RevPOR



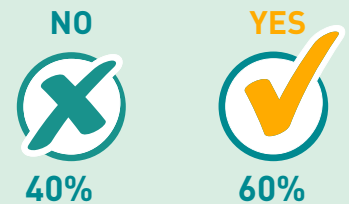
Percentage of Meetings that Conducted Video Conferencing: Non-Residential Venues



Effectiveness of Marketing Techniques

Marketing Techniques	Highly effective	Average effectiveness	Not effective	N/A - Don't Use
Digital marketing (e.g., Google adwords)	29%	43%	14%	14%
Online advertising	43%	43%	0%	14%
National sales	0%	17%	50%	33%
Directory sales (i.e., Cvent, Starcite etc.)	25%	38%	38%	0%
Outside rep firms	14%	43%	29%	14%
Personal sales calls	50%	50%	0%	0%
Radio advertising	0%	17%	33%	50%
Referrals	88%	0%	13%	0%
Repeat customers	100%	0%	0%	0%
Trade shows	0%	83%	0%	17%
Leads from your website	50%	50%	0%	0%
Social media	0%	67%	17%	17%

Venues Offering Incentives to Book During Low-Demand Periods



Average Daily Rate (ADR)

(Average Daily Rate = Room Revenue Earned / # of Rooms Sold)

