

**Austin Convention Center Department
Responses to Visitor Impact Task Force Questions
February 14, 2017**

1. How many conventions has the convention center hosted each of the last 5 years?

No two years are the same in terms of the calendar of events for a convention center. As events become larger and cover more days, the number of events per year may decrease, but the attendance could increase, as we have seen at Austin Convention Center.

Contracted Events

(All event types, including conventions, meetings, trade/consumer shows, etc.)

	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016
Events – ACC only	156	145	149	126	113
Estimated Attendance	458,091	452,464	463,342	454,388	497,156

Note: Attendance is counted differently, depending on the type of event. We count attendees for Consumer Shows differently than we do for all other groups. For Consumer Shows we count the event’s cumulative total over the days of the show. This assumes people do not usually attend a show more than one day. For all other types of events, we use the attendance the customer/event-holder provides us.

2. How many days has the convention center been vacant¹ each of the last 5 years?

¹Note: Vacancy can be thought of in terms of occupancy rates or days when the facility is vacant (i.e. dark days). Both are shown below. When looking at FY16, at first glance it may appear that the occupancy rate and dark day count do not seem to reconcile when looking at the previous years. The increase in occupancy is driven, in part, by the square footage occupied on a given day. Therefore, even though there were more dark days in FY16, occupancy was higher due to events booking more square footage for their events.

Maximum practical occupancy for a convention center is about 65%. A convention center has to have time to perform routine maintenance and more significant capital projects in order to maintain a facility that event holders want to use.

The Austin Convention Center occupancy² for the last 5 years:

FY 2012	FY 2013	FY 2014	FY 2015	FY 2016
56%	56%	59%	61%	64%

²Note: The occupancy calculation considers all types of events (not just the convention event type) and square footage of exhibit hall and ballroom space used.

The Austin Convention Center Vacant, or “Dark Days”³, for the last 5 years:

FY 2012	FY 2013	FY 2014	FY 2015	FY 2016
56	57	49	57	60

³Note: Dark Days are defined as days when there are no events in the Exhibit Halls or Ballrooms. Meetings rooms could still be utilized on a day that is considered a dark day.

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3. How many attendees have there been? How many hotel-stay days?

See the chart above in response to item 1 for attendance information.

It is not possible to track actual hotel stays. We can only estimate room nights based on hotel block estimates and adjustments based on hotel reservation trends related to booking “around” and “outside” the block. Studies also show that a certain number of leisure travel days are directly related to business travel. The table below shows adjustments for all of these factors, but are still conservative estimates, since there is simply no way to definitively calculate room nights attributed to Austin Convention Center Department (ACCD) business.

Estimated Austin Convention Center Department Hotel Room Nights - Fiscal Years 2012 through 2016

	Fiscal Year 2012	Fiscal Year 2013	Fiscal Year 2014	Fiscal Year 2015	Fiscal Year 2016
Estimated Room Block	172,229	148,801	181,536	219,057	232,278
SXSW (not included in Room Block Est.)	49,113	56,700	57,000	60,643	60,254
Adjusted Sub-total	221,342	205,501	238,536	279,700	292,532
Adjusted for 34.1% Book Outside Block ¹	75,478	70,076	81,341	95,378	99,753
Adjusted for 15% Book Around Block ¹	33,201	30,825	35,780	41,955	43,880
Adjusted Total	330,021	306,402	355,657	417,033	436,165
Average Nights	3.6	3.8	4.5	4.2	4.1
Est. number of unique stays	91,672.48	80,632.10	79,034.93	99,293.50	106,381.76
Add: Leisure nights related to Business nights 60% include Leisure Travel ¹ (only assume 1 day)	55,003	48,379	47,421	59,576	63,829
Estimated total room nights attributed to ACCD	385,024	354,781	403,078	476,609	499,994

¹Based on industry studies

4. How do the Austin Convention Center’s prices compare to peer convention centers?

Each convention center utilizes a different business model, so it is not easy to compare prices, and therefore, a simple comparison is not necessarily appropriate. Without in-depth knowledge of each center’s business model, comparisons are not readily available.

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5. How have the Austin Convention Center’s number of conventions and number of hotel-stay days compared to projections?

Reported Performance Measure results related to events and occupancy are reported in the table below. The Austin Convention Center Department does not project hotel room nights, for the reasons included in the response to item 3 above. Information related to all of ACCD’s performance measures can be found at:

https://www.austintexas.gov/financeonline/finance/financial_docs.cfm?ws=1&pg=6

Austin Convention Center Department Event and Occupancy Reported Performance Measures

	FY12		FY13		FY14		FY15		FY16	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Reported Number of Events for Department (ACC and PEC)	new measure	291	new measure	303	295	317	295	274	300	282
ACC Occupancy	new measure	54 ¹	47	53 ¹	47	59	49	61	51	64

¹Numbers in chart represent reported, published amounts. Revised data indicates occupancy at 56 for FY12 and FY13.

6. How much private convention floor space is there in the Austin market (e.g. in convention hotels)? How much has been added in the last 5 years?

One of the biggest components of convention floor space is Exhibit Hall space. There are other venues that have meeting and ballroom space, including in hotels, but there is not another facility that provides the mix of Exhibit Hall, Ballroom and Meeting space, as well as the loading dock space that can handle the larger convention events routinely held at the Austin Convention Center. While hotel space can be used for smaller meetings and some small conventions, and even in conjunction with events at the Austin Convention Center, the hotel space is not sufficient to capture the lost business that the Austin Convention Center is experiencing today.

Below is a table of meeting space in Austin Hotels.

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Austin Hotel Meeting Space Overview		
Hotel Name	Meeting Space Total SF**	Exhibit Hall Total SF
Archer Hotel Austin	16,525	N/A
AT&T Executive Education and Conference Center*	71,000	N/A
Austin Marriott Downtown*	62,000	20,000
Austin Marriott South	18,626	N/A
Austin Sheraton Hotel at the Capitol	17,252	N/A
Courtyard/Residence Inn Austin Downtown	6,572	N/A
Crowne Plaza Austin Hotel	10,532	N/A
DoubleTree by Hilton Austin	22,233	N/A
DoubleTree by Hilton Austin Northwest Arboretum	9,168	N/A
DoubleTree By Hilton Austin University	4,371	N/A
DoubleTree Suites by Hilton	5,642	N/A
Driskill Hotel	18,080	N/A
Embassy Suites Arboretum	1,958	N/A
Embassy Suites Austin Central	9,464	N/A
Embassy Suites Austin Downtown-Town Lake	3,338	N/A
Fairmont Austin*	140,000	N/A
Four Seasons Hotel Austin	17,072	N/A
Hilton Austin	80,000	N/A
Hilton Austin Airport	48,000	N/A
Hilton Garden Inn Austin Downtown/Convention Center	12,989	N/A
Holiday Inn Austin Airport	2,944	N/A
Holiday Inn Austin Midtown	13,621	N/A
Holiday Inn Town Lake	6,269	N/A
Hotel Granduca Austin	12,412	N/A
Hyatt Regency Austin	33,000	N/A
InterContinental Stephen F. Austin Hotel	5,410	N/A
JW Marriott Austin	115,609	N/A
Lone Star Court	3,474	N/A
Omni Austin Hotel Downtown	20,000	N/A
Omni Austin Hotel Southpark	13,677	N/A
Radisson Hotel & Suites Austin-Downtown	9,000	N/A
Renaissance Austin Hotel	65,000	30,000
Sonesta Bee Cave/Austin	10,000	N/A
South Congress Hotel	2,310	N/A
W Austin	10,500	N/A
Westin Austin at the Domain	19,115	N/A
Westin Austin Downtown	13,971	N/A
Wyndham Garden Hotel	10,500	N/A
TOTAL	774,062	50,000

*Denotes hotel in construction, or future expanded meeting space

**Total meeting sq. footage includes dedicated exhibit hall space

Is (or will be) considered a Convention Hotel