

Measuring Live Events



Cindy Decker
Tourism Economics
October 2023

Where to start



Find your data sources



TravelClick
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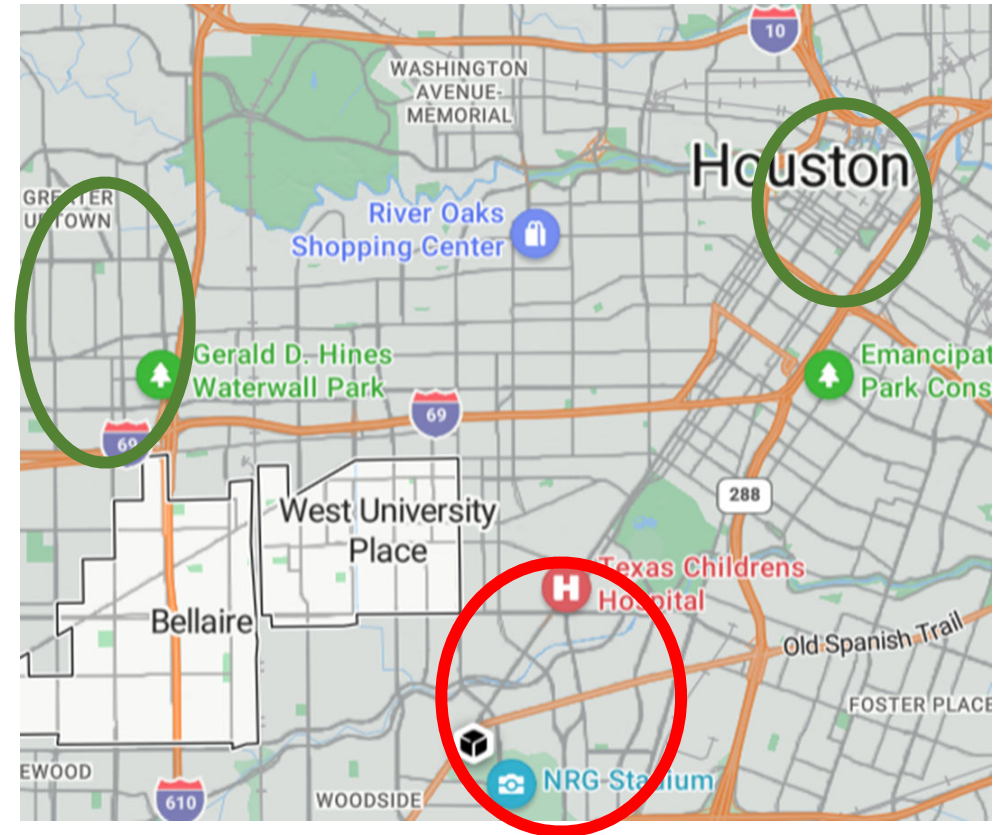
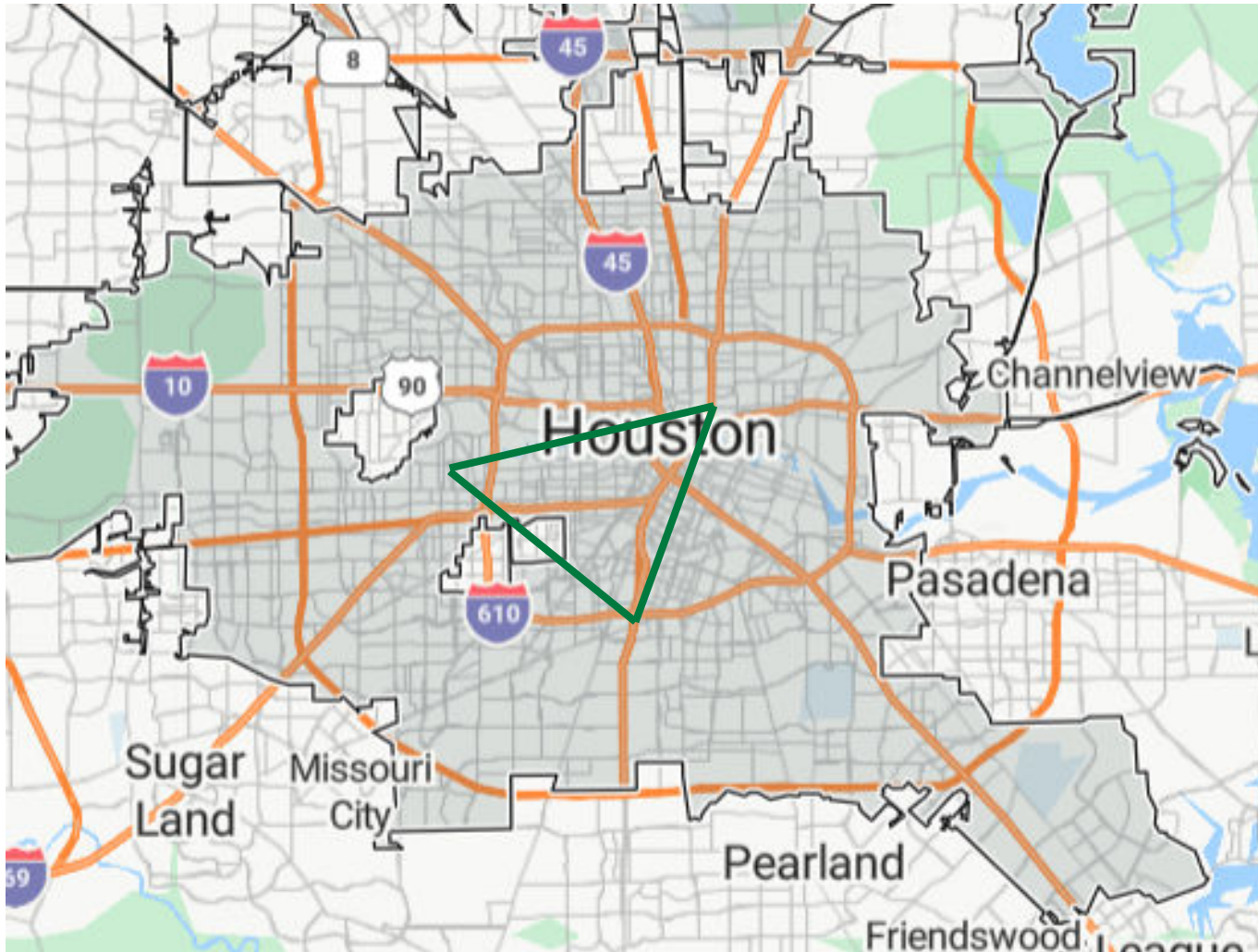
near™



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

Know your market



Looking at the data

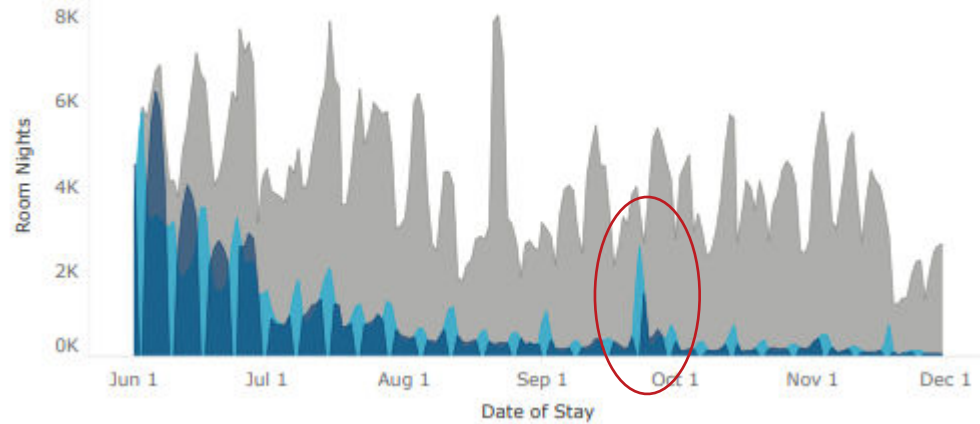


How did it look leading up to the date?

Houston Market

Six Month Current Daily Room Nights

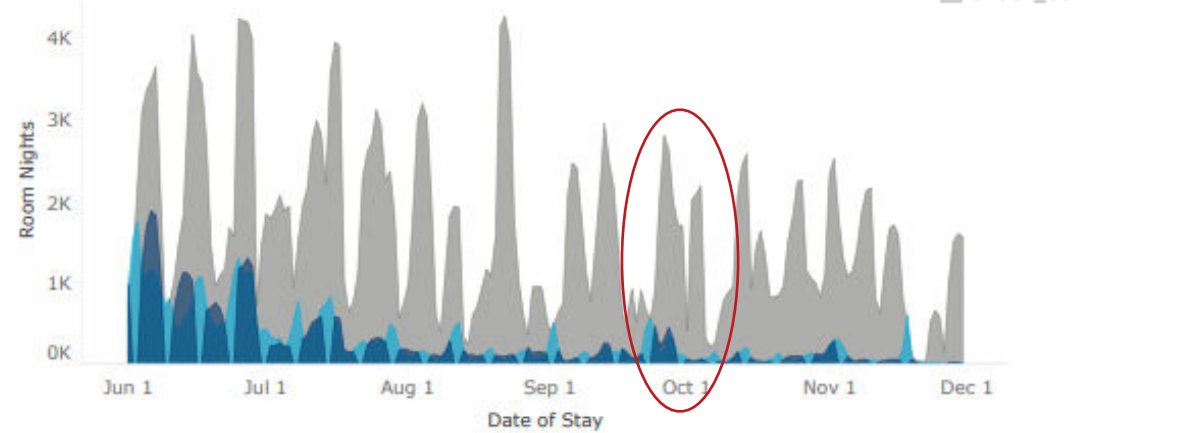
Room Nights Booked for Focus Market, Business vs. Leisure (Committed Group)



Downtown Market

Six Month Current Daily Room Nights

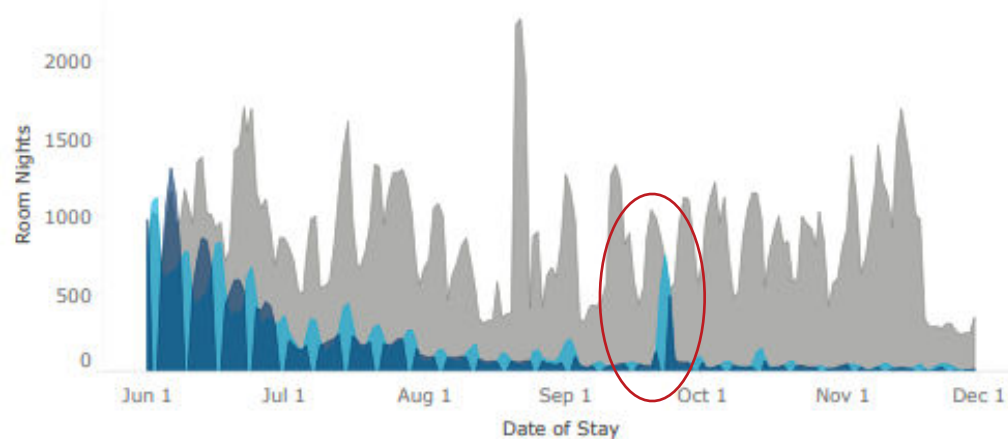
Room Nights Booked for Focus Market, Business vs. Leisure (Committed Group)



Galleria Market

Six Month Current Daily Room Nights

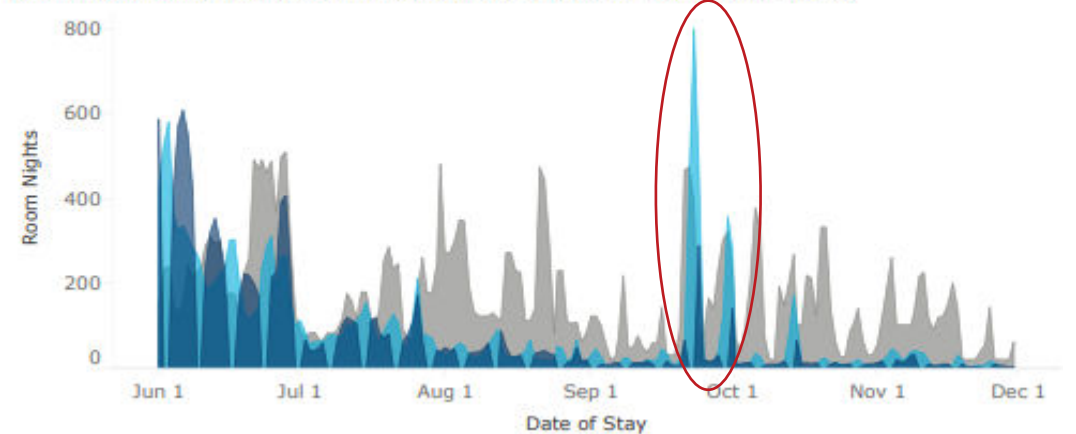
Room Nights Booked for Focus Market, Business vs. Leisure (Committed Group)



Medical Center/NRG Market

Six Month Current Daily Room Nights

Room Nights Booked for Focus Market, Business vs. Leisure (Committed Group)



Start Date
April 21, 2023

End Date
April 23, 2023

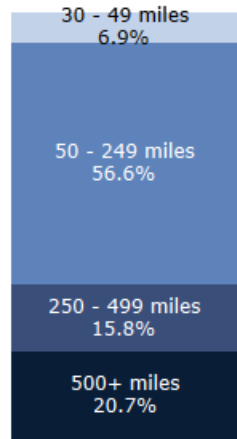
Time Period : April 21, 2023 to April 23, 2023

75.6%
Overnight Visitors

1.4 days
Overnight Visitors

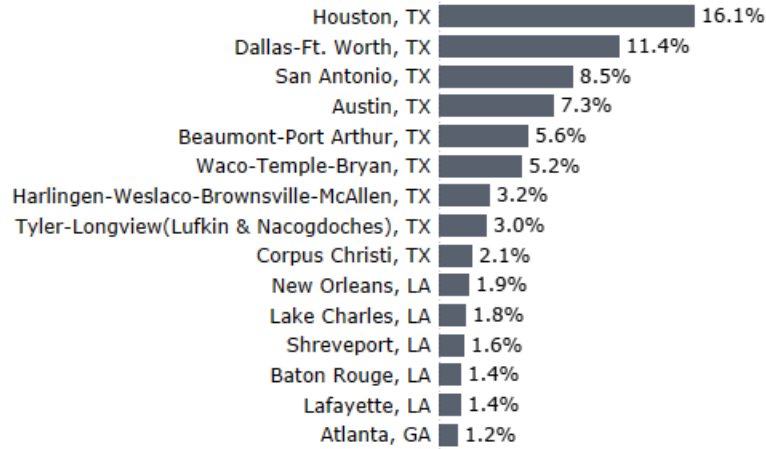
Distance Share

% share of total



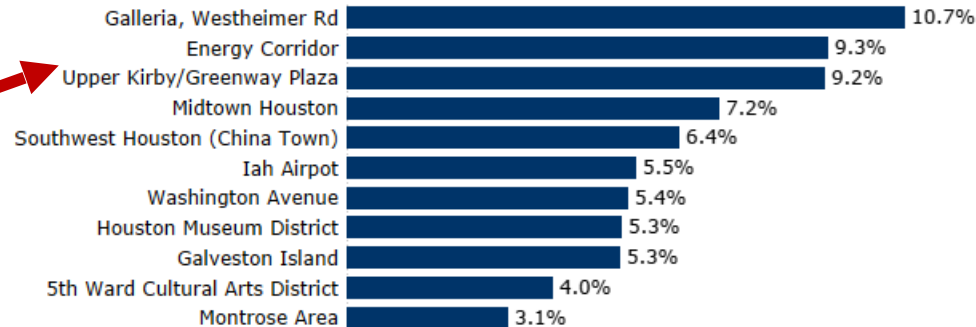
Top Visitor Origin DMAs

% share of total



Top POIs Visited

% share of trips



Comp Start Date
April 22, 2022

Comp End Date
April 24, 2022

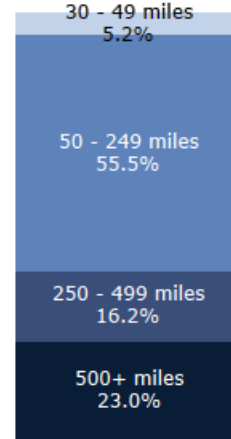
Comparison Time Period : April 22, 2022 to April 24, 2022

72.5%
Overnight Visitors

1.9 days
Overnight Visitors

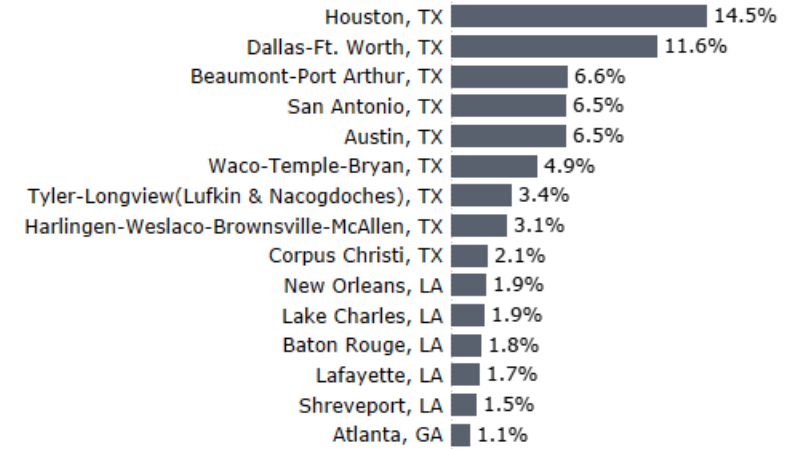
Distance Share

% share of total



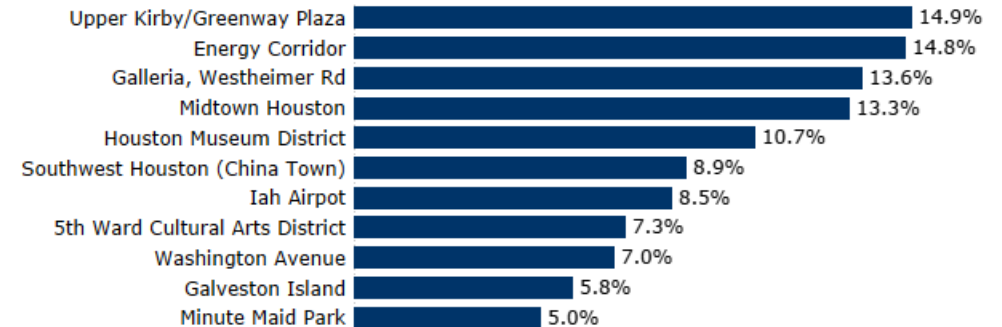
Top Visitor Origin DMAs

% share of total



Top POIs Visited

% share of trips

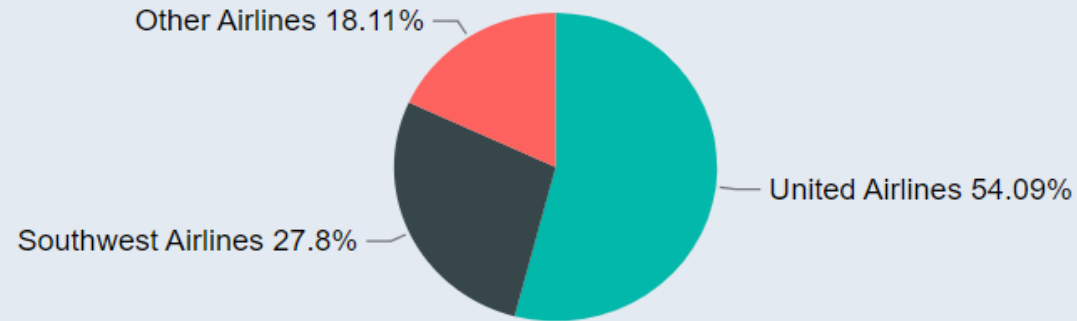


Flight data

Passengers by Major Carrier

Refresh page (F5 key)

Airline Market Share



Passengers Year Over Year % Δ

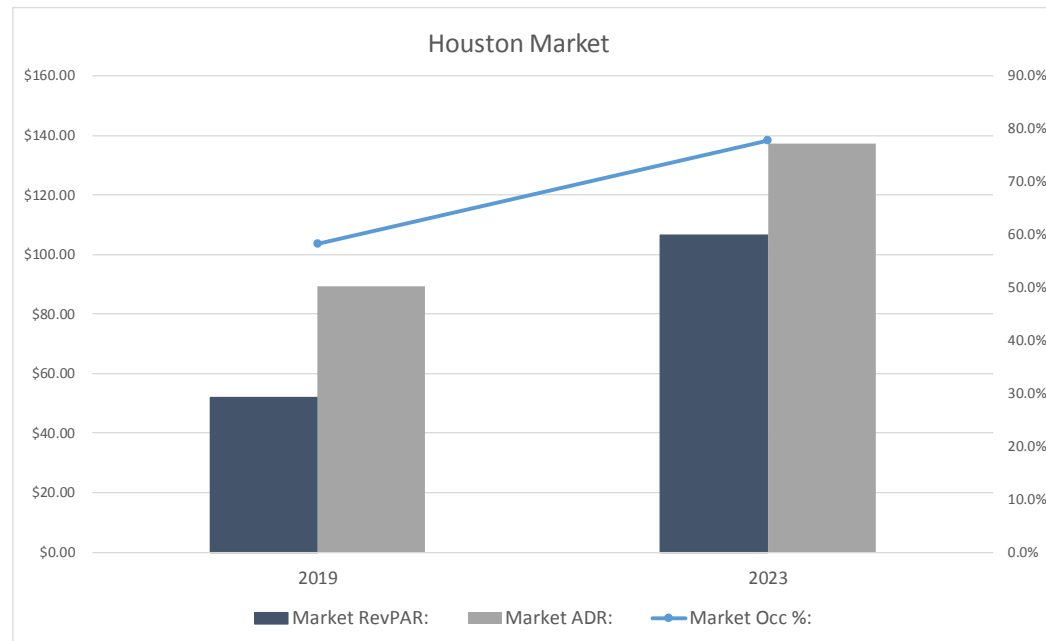
Airline Major Other	Passengers	Passengers LY	Passengers YOY % Δ
United Airlines	1,021,280	964,586	5.9%
Arrival	1,021,280	964,586	5.9%
Southwest Airlines	524,879	515,401	1.8%
Arrival	524,879	515,401	1.8%
Other Airlines	341,890	290,085	17.9%
Arrival	341,890	290,085	17.9%
Total	1,888,049	1,770,072	6.7%

How did the hotels do?

Houston Market

	<u>2019</u>	<u>2023</u>	<u>% Var</u>
Market Occ %:	58.2%	77.7%	33.5%
Market RevPAR:	\$51.96	\$106.58	105.1%
Market ADR:	\$89.26	\$137.21	53.7%
Market Revenue:	\$14,349,879	\$33,898,668	136.2%

Killed it!



	Fri	Sat	Sun	TOTAL
Occ %	86.2%	87.1%	59.7%	77.7%
Demand	91,423	92,384	63,254	247,061
RevPAR	\$123	\$127	\$70	\$107
ADR	\$143	\$145	\$117	\$137
Revenue	\$13.1M	\$13.4M	\$7.4M	\$33.9M

% Change	Fri	Sat	Sun	TOTAL
Occ %	29.5%	37.1%	34.4%	33.5%
Demand	49.0%	57.7%	55.1%	53.7%
RevPAR	99.3%	123.1%	87.7%	105.1%
ADR	53.9%	62.8%	39.7%	53.7%
Revenue	129.3%	156.6%	116.6%	136.2%

Source: STR, Inc

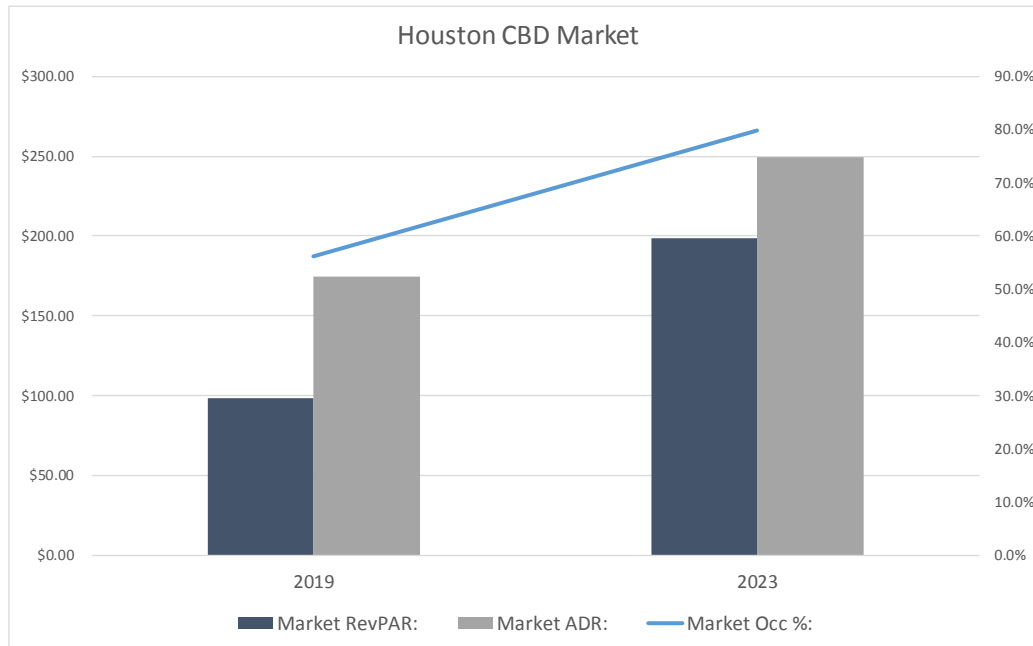
Did Downtown do better?

Not bad?!

Houston CBD

	<u>2019</u>	<u>2023</u>	<u>% Var</u>
Market Occ %:	56.2%	79.8%	42.1%
Market RevPAR:	\$98.22	\$198.88	102.5%
Market ADR:	\$174.86	\$249.20	42.5%
Market Revenue:	\$2,432,123	\$5,217,564	114.5%

	Fri	Sat	Sun	TOTAL
Occ %	95.6%	92.3%	51.5%	79.8%
Demand	8,357	8,072	4,508	20,937
RevPAR	\$247	\$242	\$108	\$199
ADR	\$259	\$262	\$209	\$249
Revenue	\$2.2M	\$2.1M	\$.9M	\$5.2M



% Change	Fri	Sat	Sun	TOTAL
Occ %	25.1%	36.7%	109.5%	42.1%
Demand	32.6%	44.8%	122.0%	50.5%
RevPAR	76.5%	108.0%	180.7%	102.5%
ADR	41.0%	52.2%	34.0%	42.5%
Revenue	87.0%	120.4%	197.4%	114.5%

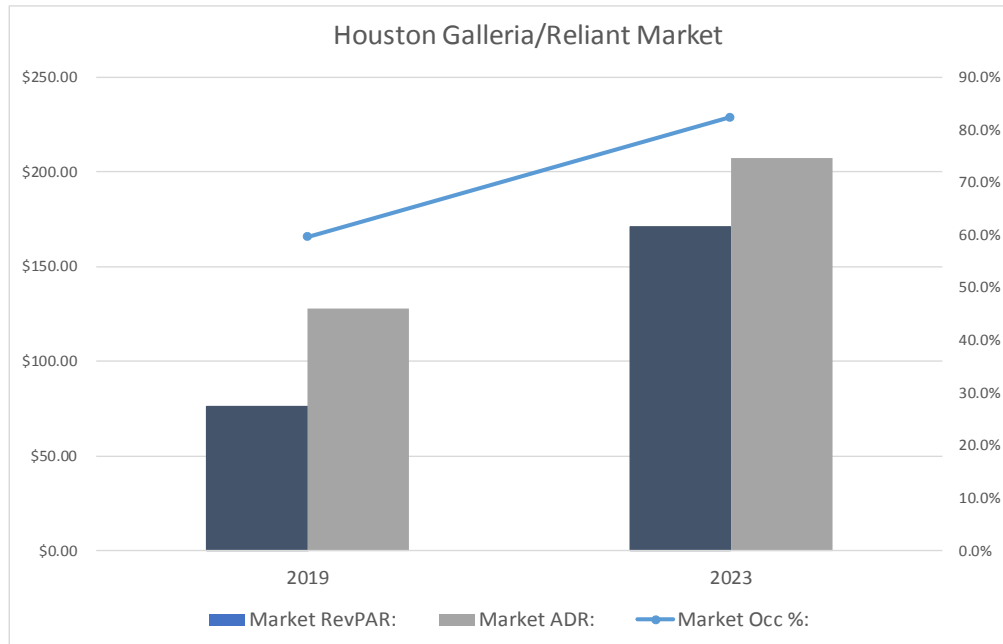
Source: STR, Inc

How about the Galleria (our outlier)?

I'll take that!

Houston Galleria/Greenway

	<u>2019</u>	<u>2023</u>	<u>% Var</u>
Market Occ %:	59.6%	82.4%	38.3%
Market RevPAR:	\$76.24	\$170.92	124.2%
Market ADR:	\$127.91	\$207.37	62.1%
Market Revenue:	\$1,810,846	\$4,563,640	152.0%



	Fri	Sat	Sun	TOTAL
Occ %	90.2%	90.3%	66.8%	82.4%
Demand	8,028	8,034	5,945	22,007
RevPAR	\$194	\$201	\$118	\$171
ADR	\$215	\$223	\$176	\$207
Revenue	\$1.7M	\$1.8M	\$1.0M	\$4.6M

% Change	Fri	Sat	Sun	TOTAL
Occ %	24.2%	33.4%	73.3%	38.3%
Demand	39.7%	50.0%	94.8%	55.4%
RevPAR	107.0%	134.9%	138.3%	124.2%
ADR	66.6%	76.1%	37.5%	62.1%
Revenue	132.7%	164.0%	167.9%	152.0%

Source: STR, Inc

The Medical Center/NRG (where the stadium sits)?

WHAT?!

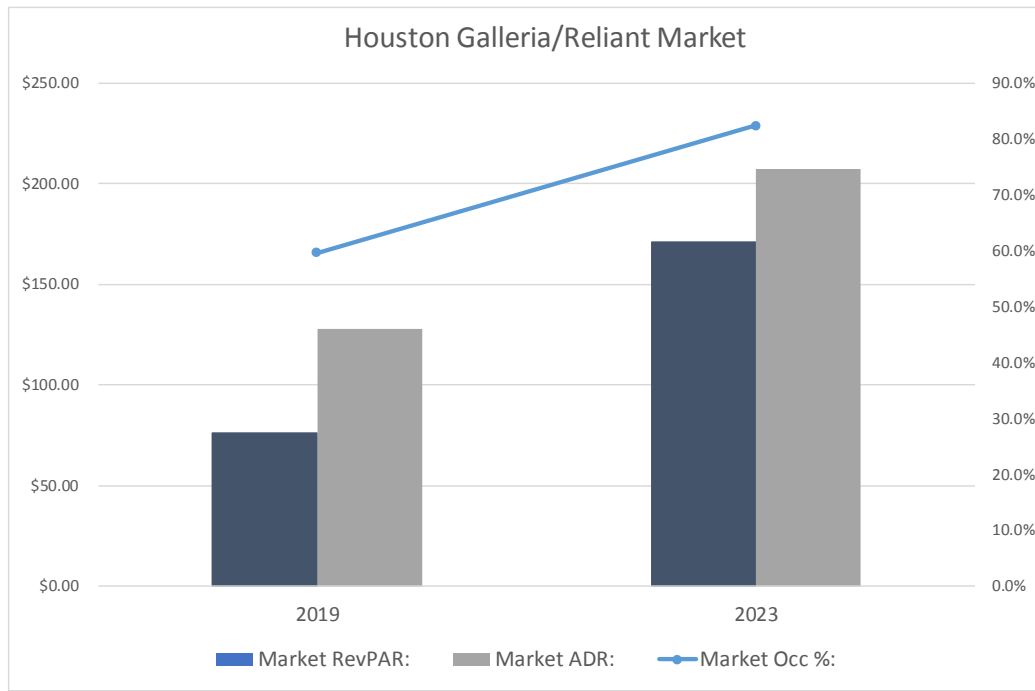
Houston Medical Center/NRG

	<u>2019</u>	<u>2023</u>	<u>% Var</u>
Market Occ %:	51.8%	91.1%	76.1%
Market RevPAR:	\$59.82	\$195.56	226.9%
Market ADR:	\$115.57	\$214.58	85.7%
Market Revenue:	\$1,076,113	\$4,137,231	284.5%

	Fri	Sat	Sun	TOTAL
Occ %	94.2%	93.3%	85.9%	91.1%
Demand	6,643	6,578	6,060	19,281
RevPAR	\$213	\$210	\$164	\$196
ADR	\$226	\$225	\$191	\$215
Revenue	\$1.5M	\$1.5M	\$1.2M	\$4.1M

% Change	Fri	Sat	Sun	TOTAL
Occ %	52.7%	84.2%	100.1%	76.1%
Demand	79.5%	116.7%	135.3%	107.1%
RevPAR	196.1%	264.9%	227.5%	226.9%
ADR	94.0%	98.1%	63.7%	85.7%
Revenue	248.2%	329.2%	285.2%	284.5%

Source: STR, Inc



Economic Impact Calculator

NEW CALCULATION > Inputs

Event Parameters Hosting Costs Organizer/Exhibitor Spending Tax/Assessment

Created on: 10/16/2023 by EICAdmin.
Last edited on: 10/19/2023 by EICAdmin. [View Change Log](#)

Event Name: Taylor Swift Concerts Houstc ?

Organization: Houston First Corporation ?

Location: Houston, TX ?

Start Date: 4/21/2023 ?

End Date: 4/23/2023 ?

Event Type: Festivals & Cultural Events ?

FCE Type: Performing arts (concerts, ?

Room Block (optional): 28,721 ?

Room Rate (\$): 225.94 ?

Persons Per Room: 2.30 ?

Include Aviation Impacts:

Overnight attendees arriving by air: 13.00 %

Festivals and Cultural Event Characteristics

Number of attendees: 188,070 ?

Geographic reach: Balanced ?

Out-of-town share: 58 % ?

Overnight share (of out-of-town visitors): 39 % ?

Visitors (overnight / day): 42,541 / 66,539 ?

Average ticket price (if applicable): 345

Residence of artists (if applicable): Primarily out-of-town perf ?

Economic Impact Calculator

Event Parameters **Hosting Costs** Organizer/Exhibitor Spending

Destination/Subscriber Hosting Costs (not a required input)

Discounts	\$	<input type="text" value="0"/>
Cash Incentives	\$	<input type="text" value="0"/>
In-Kind Services	\$	<input type="text" value="0"/>
Budget Allocation	\$	<input type="text" value="0"/>
Other	\$	<input type="text" value="0"/>
Total	\$	0

Save & Calculate **Save as New Copy**

Event Parameters Hosting Costs **Organizer/Exhibitor Spending** Tax/Assessme

Auto Calculate Exhibitor Spending
 Directly Enter Total Facility (Organizer + Exhibitor) Spending

Organizer Spending

Use Model Defaults (?)

Space Rental	\$	<input type="text" value="329,470"/>
Food & Beverage	\$	<input type="text" value="141,984"/>
Audio / Visual	\$	<input type="text" value="204,583"/>
Internet	\$	<input type="text" value="43,492"/>
Security	\$	<input type="text" value="4,241"/>
Other Services	\$	<input type="text" value="342,000"/>
Additional Costs	\$	703,874
Total	\$	1,769,644

Blue fields indicate values that are different than model-generated defaults.

Save & Calculate **Save as New Copy**

Economic Impact Calculator

Event Parameters	Hosting Costs	Organizer/Exhibitor Spending	Tax/Assessment
States Rates and Assessments			
Sales Tax Rate	<input type="text" value="6.25"/>	%	
Bed Tax Rate	<input type="text" value="6.00"/>	%	
Local Rates and Assessments			
Sales Tax Rate	<input type="text" value="2.25"/>	%	
Bed Tax Rate	<input type="text" value="11.00"/>	%	
Per Room Night Charges	\$ <input type="text" value="0.00"/>		
Tourism Improvement District Assessments	<input type="text" value="0.00"/>	%	
Meal Tax Rate	<input type="text" value="0.00"/>	%	
<p>The taxes and assessments listed here are not a full listing of all taxes and assessments applied to an event. For a full tax impact and can be seen in the event impact report.</p> <p>Blue fields indicate values that are different than model-generated defaults.</p>			
<input type="button" value="Save & Calculate"/>		<input type="button" value="Save as New Copy"/>	

Attendee Profile: Taylor Swift Concerts at NRG Park

April 21-23, 2023

Unique Attendees

170,391

Local Attendees

71,905

Out-of-town Attendees

98,486

Estimated room nights

49,554

Average Daily Rate

\$226

Lodging Revenue

\$11,196,304

Day vs. Overnight Attendees

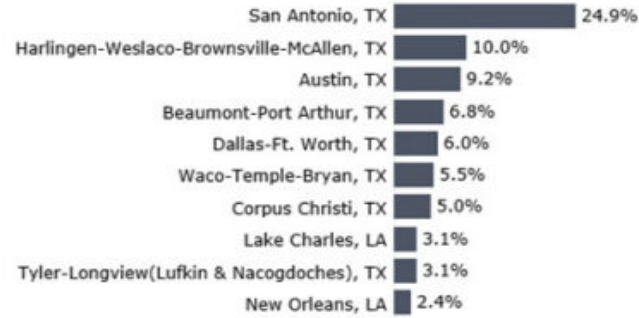


Visitor Origin Market (exl. locals)



Top-10 Origin Markets by DMA

Unique Visitors, Excluding Houston DMA



Estimated Event Impact

Business Sales (Direct)	\$25,307,641
Business Sales (Total)	\$35,836,394
Local Taxes	\$1,573,557
State Taxes	\$1,617,437
Personal Income	\$9,618,473
Jobs Supported (persons)	14,763

Hotel Performance

April 21-23, 2023 (Taylor Swift Concert Dates)

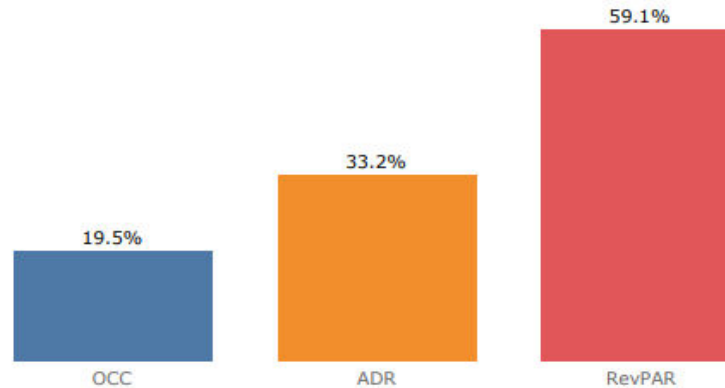
	OCC	ADR	RevPAR
Fri	93.1%	\$235.47	\$219.11
Sat	91.6%	\$240.24	\$220.08
Sun	67.0%	\$193.11	\$129.29
Wend Total	83.9%	\$225.94	\$189.49

4-Week Average (Fri-Sun)

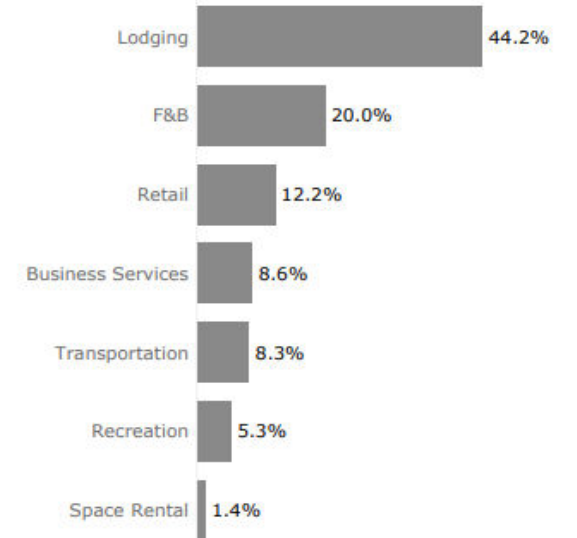
Fri	69.3%	\$191.96	\$133.09
Sat	69.6%	\$194.55	\$135.46
Sun	50.1%	\$177.35	\$88.77
4-Week Avg	63.0%	\$189.04	\$119.10

Event Impact

% change in hotel performance, event days vs 4-week average (Fri-Sun)



Event Attendee Spending by Sector



Thank You!

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