



MEMORANDUM

DATE: 4/8/19

TO: Jim Dean, Interim CEO
Tim Ramsberger, COO

FROM: Suzanne Hackman, V.P. Business Development *SHA*

RE: Meetings and Conventions ROI Report

Attached you will find the Meetings and Conventions Department Return on Investment report for FY15 through FY18 showing year over year growth in:

- Actual room nights contracted
- Room revenue
- Average Daily Rate (ADR)
- Economic Impact

The report also shows the budget expenditures and identifies that while we are spending less money on travel and marketing, we are still achieving year over year growth. Factors that we attribute to this growth would be the focus on corporate, incentive and financial business and instituting the strategic plans as set forth in the sales plans each fiscal year.

These numbers are an indication of the level of convention business we are attracting, as well as the growth in upscale properties we have added to the hotel inventory.

Meetings and Conventions Yearly Budget and Revenue ROI

	FY15	FY16	FY17	FY18
Expenditures				
Direct Sales & Travel	\$1,359,635	\$1,323,854	\$1,181,384	\$1,152,725
Services & Incentives	\$443,979	\$518,875	\$607,913	\$497,738
Total Budget Expenditure	\$1,803,614	\$1,842,729	\$1,789,297	\$1,650,463
Total Room Nights Contracted	143,510	136,818	153,788	175,075
Total Room Revenue	\$24,532,136	\$24,744,764	\$28,252,390	\$33,505,252
YOY Revenue Growth \$		\$212,628	\$3,507,626	\$5,252,862
YOY Revenue Growth %		1%	14%	18%
Average Daily Rate (Room)	\$171	\$181	\$184	\$191
Average Daily Rate Growth \$		\$10.01	\$2.76	\$7.66
Average Daily Rate Growth %		6%	2%	4%
Total Economic Impact	\$41,617,900	\$39,677,220	\$44,598,520	\$50,771,750