

Example Room Night Report:

Event Name: Amarillo Music Fest 2024
Event Date: September 14-16, 2024
Prepared By: Event Organizer, Amarillo Music Fest Committee
Submission Date: September 30, 2024

1. Summary of Event Attendees

- **Total Ticketed Attendees:** 5,000
- **Local Attendees (Amarillo Zip Codes):** 2,000 (40%)
- **Non-Local Attendees (Outside Amarillo):** 3,000 (60%)

2. Zip Code Analysis

- **Zip Code Data Collected:**
During ticket purchase, zip codes were collected to determine the geographic spread of attendees. Based on this analysis:
 - **Within 50 miles of Amarillo:** 1,200 attendees (24%)
 - **50-100 miles of Amarillo:** 800 attendees (16%)
 - **More than 100 miles from Amarillo:** 2,000 attendees (40%)

3. Estimated Hotel Room Nights

Using attendee zip code data and industry-standard assumptions on travel behavior, the following estimations were made:

Distance from Amarillo (Based on Zip Code)	Attendees	Estimated Hotel Stay %	Total Hotel Stays
Within 50 miles	1,200	10%	120
50-100 miles	800	50%	400
More than 100 miles	2,000	80%	1,600
Total Estimated Room Nights	3,000	N/A	2,120

4. Hotel Partner Room Blocks

Several hotels were contacted to provide special rates for event attendees. The following rooms were booked directly through these agreements:

Hotel Name	Room Nights Booked	Group Code Used
Hotel Amarillo	150	AMF2024
Comfort Inn Amarillo	200	AMF2024
Hilton Garden Inn	75	AMF2024
Total Room Nights	425	N/A

5. Post-Event Survey Results

A post-event survey was sent to attendees asking where they stayed during the event. Out of 1,000 responses:

- **Stayed in a hotel:** 700 (70%)
 - Average stay length: 2 nights
 - Average number of hotel guests per room: 1.8
 - Total estimated room nights from survey: 1,260 (700 attendees x 2 nights / 1.8 guests per room)

6. Total Hotel Room Nights Summary

Source	Room Nights Generated
Zip Code Analysis	2,120
Partner Hotel Room Blocks	425
Post-Event Survey Data	1,260
Total Room Nights Generated	3,805

7. Conclusion

Based on the combined data from zip code analysis, partner hotel bookings, and post-event surveys, it is estimated that the Amarillo Music Fest 2024 generated a total of **3,805 hotel room nights**.