Ideas for Gathering Room Night Data:

1. Partner with Local Hotels

- **Hotel Room Block Agreements:** Organizers can negotiate room blocks with local hotels, which allows them to track how many rooms were reserved and occupied for the event.

- **Special Booking Codes:** Event-specific booking codes or group rates can be used. The hotel can then provide a report showing the total number of rooms booked using that code.

- **Post-Event Reports from Hotels:** Hotels may provide event organizers with a post-event summary of all rooms booked under the event name or code, including cancellations and no-shows.

2. Attendee Surveys

- **Pre-Event Surveys:** Send surveys to registrants asking whether they plan to stay in a hotel and for how many nights.

- **Post-Event Surveys:** After the event, organizers can send out surveys to attendees asking for details about their hotel stay (where, how long, etc.). To encourage participation, incentives such as discounts or giveaways could be offered.

- **In-App or On-Site Surveys:** If using an event app or check-in process, organizers can prompt attendees to indicate if they stayed in a hotel and ask for details.

3. Registration Data

- **Capture Accommodation Information During Registration:** Include a mandatory or optional field in the event registration form asking attendees if they will stay in a hotel and for how many nights. This data can be compiled and included in the report.

4. Use of Third-Party Software

- **Event Management Software:** Tools like Cvent, Eventbrite, or others can integrate with hotel partners and track room bookings directly. These platforms can generate detailed reports on hotel usage based on attendee data.

- **Analytics Tools:** Event organizers can use analytics software to track bookings made through the event's website or through affiliate links to hotel booking platforms.

5. Zip Code Analysis of Attendees

- **Collect Attendees' Zip Codes During Registration/Ticket Purchase:** By asking for attendees' home zip codes during the registration process, organizers can differentiate between local and non-local participants. Non-local attendees are more likely to need overnight accommodations.

- **Estimate Hotel Stay Likelihood:** After identifying non-local attendees based on their zip codes, organizers can estimate the likelihood that they stayed in hotels. Attendees from zip codes farther away from the event are more likely to have used hotel rooms.