

Visit Fort Worth September 2019 Dashboard

SMITH TRAVEL RESEARCH: Fort Worth (City-Wide) and Downtown Fort Worth (Only) Calendar Year

Hotel Supply/Demand Highlights

Hotel occupancy in August was (65.5%) with revenue per available room (RevPAR) at (\$64.19) overall. Downtown properties had slightly lower occupancy (65.4%), and higher RevPAR (\$143.71). Demand for downtown properties is lower year-to-date compared to last year (12.7%).

		Fort Worth				Downtown			
		Aug-19	% Chg	YTD	% Chg	Aug-19	% Chg	YTD	% Chg
Calendar Year	Occupancy	65.5%	-6.6%	69.9%	-3.8%	65.4%	-11.4%	74.8%	0.3%
	Room Rate	\$98.02	-3.0%	\$107.44	1.4%	\$143.71	-5.6%	\$164.66	-0.7%
	RevPAR	\$64.19	-9.4%	\$75.14	-2.5%	\$93.91	-16.3%	\$123.25	-0.4%
	Supply	456,072	2.5%	3,564,936	3.6%	90,117	0.0%	706,401	0.0%
	Demand	298,667	-4.3%	2,493,199	-0.4%	58,893	-11.4%	528,727	0.3%

Source: Smith Travel Research - Date 9/18/2019

MEETING SALES: Conventions and Meetings

Sales Highlights

In the month of September the sales team booked **78,225 (includes Sales & Sports)** total room nights (TRN).

		Sep-19	Sep-18	% Chg	FYTD 2019	FYTD 2018	% Chg	Goal	% Goal
Definite	Events	46	36	28%	355	346	3%	N/A	N/A
	Room Attendance	25,831	17,095	51%	110,082	107,753	2%	N/A	N/A
	Show Attendance	80,088	25,594	213%	224,063	201,798	11%	N/A	N/A
	Room Nights	72,629	28,231	157%	252,504	226,765	11%	237,000	107%

Significant bookings in September include:

Mary Kay Inc.

Encore Live

Kenneth Copeland Ministries (2023 & 2024)

ASI (2022 & 2023)

American Nephrology Nurses Association

Career & Technology Association of Texas

Leads	Events	181	148	22%	1,903	1,740	9%	N/A	N/A
	Room Attendance	106,593	101,775	5%	757,936	693,974	9%	N/A	N/A
	Show Attendance	140,112	147,742	-5%	1,236,936	1,175,134	5%	N/A	N/A
	Room Nights	251,892	204,856	23%	1,847,583	1,676,090	10%	1,845,500	100%

SPORTS: Conventions & Events

Sports Highlights

Highlights:

Conducted AAC Men's Basketball Site Visit

Jason and Cassie attended the NCAA Bid Meetings in Indianapolis

		Sep-19	Sep-18	% Chg.	FYTD 2019	FYTD 2018	% Chg.	Goal	% Goal
Definite	# of Events	9	2	350%	75	53	42%	N/A	N/A
	Contracted Room Nights	5,596	1,604	249%	49,034	45,794	7%	45,500	108%
	Estimated Room Nights	10,116	1,443	601%	139,522	77,388	80%	N/A	N/A

Leads	# of Leads	53	11	382%	174	129	35%	N/A	N/A
	Room Nights	94,006	11,731	701%	267,660	233,918	14%	239,500	112%

Hosted	# of Events	4	3	33%	81	56	45%	N/A	N/A
	Est. # Attendees	10,081	8,101	24%	950,778	464,542	105%	N/A	N/A
	Est. Room Nights	5,200	1,628	219%	277,488	108,807	155%	N/A	N/A

TOTAL MEETING SALES & SPORTS

		Sep-19	Sep-18	% Chg	FYTD 2019	FYTD 2018	% Chg	Goal	% Goal
Definite	Events	55	38	45%	430	399	8%	N/A	N/A
	Room Nights	78,225	29,835	162%	301,538	272,559	11%	282,500	107%

Lead	Events	234	159	47%	2077	1869	11%	N/A	N/A
	Room Nights	345,898	216,587	60%	2,115,243	1,910,008	11%	2,085,000	101%

CONVENTION CENTER BOOKINGS: Room Night Summary - Calendar Year (Total Meeting Sales & Sports)

Conventions with Over 1,100 Peak Room Nights

Large Conventions/Meetings Hosted

Practical Communications, Inc.
National Rifle Association of America
Texas Association of Realtors
National Association of Division Order Analysts
Limo Anywhere
Cox Automotive Inc.

		Definite	Rm Attd	Show Attd	Nights	Pending	Rm Attd	Show Attd	Nights
Calendar Year	2012	7	17,250	64,400	49,925				
	2013	9	29,681	50,000	62,985				
	2014	11	31,471	82,800	62,803				
	2015	5	18,150	30,900	29,969				
	2016	5	17,850	26,800	32,567				
	2017	10	40,917	81,800	55,605				
	2018	11	48,086	95,867	58,069				
	2019	10	28,001	52,500	57,533	0	0	0	0
	2020	12	31,426	59,800	68,008	0	0	0	0
	2021	9	30,050	52,100	51,803	2	10,456	17,000	8,180
	2022	8	26,142	41,400	46,826	5	13,100	20,500	28,247
	2023	4	11,950	20,700	21,800	3	18,150	19,000	19,040
	2024	4	10,000	23,800	29,828	3	5,800	6,500	18,246

Conventions with Less Than 1,099 Peak Room Nights

		Definite	Rm Attd	Show Attd	Nights	Pending	Rm Attd	Show Attd	Nights
Calendar Year	2012	43	36,447	97,670	58,904				
	2013	45	33,869	137,160	52,835				
	2014	53	36,099	102,725	64,903				
	2015	43	31,742	83,816	55,488				
	2016	54	49,413	111,898	67,888				
	2017	53	62,356	126,504	63,938				
	2018	52	45,583	114,584	73,058				
	2019	51	66,818	137,184	67,545	1	1,200	1,500	1,369
	2020	44	57,187	112,438	65,488	9	6,622	11,200	10,419
	2021	28	26,828	60,088	55,632	11	33,943	47,300	18,685
	2022	25	27,307	59,718	49,818	18	44,445	64,885	32,990
	2023	9	11,037	17,650	21,585	21	52,964	167,500	41,436
	2024	6	9,737	15,100	15,627	11	9,419	14,700	29,157

CONVENTION SERVICES: Convention Services Highlights

Special Events/Partner Meeting

TSAE Pre-Promo
HATC Luncheon
TTIA Travel Summit
TxACOM Networking Happy Hour
Partner Meeting with DiziBrands
HelmsBriscoe Destination Education

		Sep-19	Sep-18	% Chg.	FYTD 2019	FYTD 2018	% Chg.	Goal	% Goal
Serviced	Evaluation Rating*	100%	97%	3%	98%	99%	-1%	97%	101%
	Meetings	32	30	7%	308	308	0%	N/A	N/A
	Leads	6	8	-25%	97	100	-3%	107	91%
	Site Inspections	4	6	-33%	30	41	-27%	N/A	N/A

*Meeting Planner Survey - Average Impression of Convention Services - 100% (Excellent) 80% (Very Good) 60% (Good) 40% (Fair) 20% (Poor)

FORT WORTH HERD: Educational Programs and Visitors Generated

The Herd Highlights

Cattle Drive Attendance:

September 2019: 30,035
FYTD 2018/2019: 639,997
FYTD 2017/2018: 768,656

Herd Media Impressions:

September 2019: 9,631,018
September 2018: 30,451,009

Media Highlights:

Paramount Network - Bar Rescue
ElFinanciero: Viajes
Gripworld
Midland Reporter Telegram
Toronto Star Online

		Sep-19	Sep-18	% Chg.	FYTD 2019	FYTD 2018	% Chg.	Goal	% Goal
Activity	Education Program Attendance	143	193	-26%	18,257	17,357	5%	17,500	104%
	Herd Funds raised for FOFWH	\$ 40,410.02	\$ 2,499.00	1517%	\$ 143,504.55	\$ 72,732.17	97%	75,500.00	190%
	Social Media Engagement	4,035	N/A	N/A	389,297	N/A	N/A	42,000	N/A
	Social Media New Followers	420	N/A	N/A	18,799	N/A	N/A	3,000	N/A

MARKETING: Public Relations, Film Commission, Tourism and Visitor Services

Digital & Social

Top Facebook Post:
Hot Box Biscuit Opening
Top Instagram Post:
Fall Pumpkin Patch at Clearfork

		Sep-19	Sep-18	% Chg.	FYTD 2019	FYTD 2018	% Chg.	Goal	% Goal
Digital / Social	Website - Unique Visitors	131,804	152,793	-14%	1,798,559	1,619,626	11%	1,500,000	120%
	Social Media Engagement	12,597	26,337	-52%	261,001	284,497	-8%	250,000	104%
	Email Open Rate (unweighted)	83.30%	28.90%	188%	29.55%	19.68%	50%	N/A	N/A

Social Media Engagement now includes Visita Fort Worth / FYTD reflects total number for Facebook, Twitter and Instagram

Media	Hosted Journalists	1	5	-80%	56	53	6%	50	112%
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Top Articles

Midland Reporter Telegram
El Financiero: Viajes
U.S. Daily News

Value	PR Impressions	14,726,899	101,388,364	-85%	247,820,977	314,483,049	-21%	275,000,000	90%
	Total Placement Goals (unweighted)	10	8	25%	96	113	-15%	59	163%

*Calculated by Cision Reporting and TV Eyes

Film Commission:

12 Mighty Orphans

		Sep-19	Sep-18	% Chg.	FYTD 2019	FYTD 2018	% Chg.	Goal	% Goal
Activity	Pitched Projects	0	1	-100%	28	36	-22%	46	0%
	Assisted Projects	18	14	29%	200	199	1%	N/A	N/A
	Projects Filmed	3	3	0%	69	63	10%	N/A	N/A

Tourism Highlights

Trade Shows & Events Attended:
Brand USA Travel Week - Meetings with European Tour Operators

Hosted FAM & Sites:
Site with Jena Colletti - Booking.com
France Site Comptoir Des Voyages - 2
Australia AA VIP FAM - 4
Ireland AA VIP FAM - 10

		Sep-19	Sep-18	% Chg.	FYTD 2019	FYTD 2018	% Chg.	Goal	% Goal
Activity	Tour Group Room Nights	395	631	-37%	7,290	6,827	7%	6,750	108%
	F.I.T. Room Nights	2,341	1,540	52%	38,027	35,370	8%	37,500	101%
	Leisure Groups Hosted	23	18	28%	185	180	3%	175	106%

Visitor Services

International Visitors Total for September:
154

		Sep-19	Sep-18	% Chg.	FYTD 2019	FYTD 2018	% Chg.	Goal	% Goal
Visitor Centers	Total	14,176	14,096	1%	180,336	118,413	52%	158,000	114%
	Stockyards	13,424	13,293	1%	169,843	105,032	62%	144,000	118%
	Main Street	752	803	-6%	10,493	13,381	-22%	14,000	75%