AGENDA
Irving Convention and Visitors Bureau Board of Directors
Destination Development Committee
Tuesday, May 4, 2021 at 11:30 AM
Irving Convention Center – Grand Ballroom - 6
500 W. Las Colinas Blvd.
Irving, Texas 75039
And Video Conference

NOTE: A possible quorum of the Irving Convention and Visitors Bureau Board of Directors may be present at this committee meeting.

Directors of the ICVB and the public may participate in the Destination Development meeting by telephone conference or videoconference call. Sign-in via telephone or online will be from 11:00 a.m. to 11:30 a.m. on May 4, 2021. All participants by telephone conference or videoconference will be able to speak when called upon; however, video images of the citizen participants will not be available.

The following link will allow access online: https://us02web.zoom.us/j/84424535775 - Meeting ID: 844 2453 5775. Or via telephone by dialing 1-888-788-0099 (Toll Free) or 1-877-853-5247 (Toll Free), 1-346-248-7799 US (Houston). Meeting ID: 844 2453 5775.

1. Citizen Comments on Items Listed on the Agenda
2. DART Bus Network Re-Design Briefing – Carlos Huerta, DART Community Engagement
3. Irving 2019 Hotel Visitor Research & Economic Impact Studies – Destination Analysts
4. Update – Irving Group COVID Impact & Group Pipeline
5. Update - Irving Restaurants
6. Approval of February 9, 2021 Minutes
7. Committee Chair's Report
8. Next Meeting – August 10, 2021

CERTIFICATION

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

____________________ at __________ and remained so posted at least 72 hours before said meeting convened.

____
Deputy Clerk, City Secretary's Office

This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary's Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.

IRVING VISITOR INDUSTRY

2019 Economic Impact Report

Research prepared for the Irving Convention & Visitors Bureau by Destination Analysts, Inc.

Table of Contents

Section

1

Introduction

Research Objectives

This study presents the results of an annual research project conducted by Destination Analysts on behalf of the Irving Convention & Visitors Bureau. Throughout 2019, Destination Analysts administered several research projects designed to estimate the economic impact of the visitor industry on the City of Irving. This research was developed to gather information needed for use in Destination Analysts' Travel Industry Economic Impact Model, which produces estimates of direct visitor spending in Irving, tax revenues generated by tourism for the City of Irving and the number of jobs (and payroll) supported by the industry.

Methodology

Three research studies were conducted to develop the data inputs needed to use the Economic Impact Model for the City of Irving. These data inputs included annual estimates of the number of visitors and the average number of days they spent in Irving (for key traveler segments), as well as estimates of per-person, per-day spending in Irving (in detail by type of spending). This information, along with other data such as hotel occupancy rates, industry payroll data and city tax receipts, were all used as inputs to our Economic Impact Model in order to derive the results presented in this report. The model is a standard price-quantity model used in economic measurement, with visitor spending estimated in detail from survey research and visitor volume estimated from the combined use of survey data and estimates of the existing stock of hotel rooms and occupied housing units in the City of Irving.

A complete list of resources used to obtain all data inputs necessary to the Economic Impact Model is contained in Appendix I. The three research projects Destination Analysts conducted specifically to derive the data necessary for the Economic Impact Model are summarized following:

2019 Hotel Guest Survey:

The 2019 Irving Hotel Guest Survey was a 27-question survey implemented as an intercept survey in hotels around the city and throughout the year. This survey was developed to obtain data from Irving's hotel guests on direct visitor spending in various tourism-related categories, as well as other relevant information. In total, 570 fully-completed surveys were collected by our team of surveyors during the year.

2019 National-Regional Travel Survey:

The objective of the National-Regional Survey was to gather information to help develop visitor volume and spending profiles for visitors to Irving who came on day-trips, and for those who stayed overnight in Irving in private residences. This survey was conducted online of three groups of adult Americans: (1) those living in Texas (but outside the Dallas-Ft. Worth metropolitan area), (2) those living in the Dallas-Fort Worth Metroplex and (3) others living outside the state of Texas. The survey was conducted in January 2019—amongst a sample of 400 adults from each of the three geographic areas. Respondents to the survey were recruited from a national survey panel, with the survey invitation being sent to a representative sample of the adult population in each area.

2019 Survey of Irving Meeting Planners:

A survey of the City of Irving's meeting planner clients was also conducted, primarily to develop estimates of meeting sponsors' expenditures from holding their events in the city. This survey was collected amongst meeting planners who worked with the Irving CVB at some point to plan a meeting in 2019. Data from this short, six-question survey was collected from 82 meeting planners immediately after their meetings were held.

Section

2

Executive Summary

Research Findings

- **Annual Visitor Volume:** Irving's visitor volume increased again in 2019. The city hosted 4,.01 million visitors, up 1.3 percent from 2018. The biggest component of Irving's visitor market are hotel guests, accounting for 1.91 million visitors, or 47.6 percent of the total. The second largest visitor segment are persons staying with friends or relatives in private homes either in Irving or outside the city but taking day trips into Irving. In total, 38.6 percent of Irving's visitors, or 1.55 million visitors, stayed in private homes outside Irving but in the DFW area. 7.7 percent, or 307,000, of the city's visitors stayed in homes inside the City of Irving. (Figure 4.1, Page 8).

- **Visitor Days in Irving:** During 2019, on average visitors stayed 2.9 days in the city. Visitors to Irving spent 11.6 million total person-days in the city during the year. This marks a 4.1 percent increase from 2018. On an average day during the year, there were 31,860 visitors in Irving. More than half (51.7%) of these visitor days were comprised of persons staying in an Irving hotel or motel. In total, visitors staying in the city's commercial lodging spent 6.0 million person-days in the city during 2019. (Figure 4.2, Page 9).

- **Visitor Spending in Irving:** Visitor spending in Irving continued to grow in 2019. The Irving visitor industry generated $3.04 billion in direct visitor spending inside the city, an increase of 13.6 percent over 2017. Most visitor spending came from hotel guests, who were responsible for $2.34 billion in visitor spending, or 77.0 percent of the total. (Figure 4.3, Page 10).

- **Visitor Spending by Type:** Irving visitors purchase a diverse range of items and services, including lodging, food and transportation. The single largest component of this spending is on lodging, which accounted for 32.4 percent of all spending, or $987 million, in 2019. The second largest component was the $722 million visitors spent in Irving restaurants. This accounted for 23.7 percent of visitor spending in Irving. (Figure 4.4, Page 11).

- **Conference and Meeting Expenditures:** Conferences and other group meetings accounted for $806.1 million in visitor spending for Irving in 2019. 88.7 percent of this spending was direct spending by meeting attendees in Irving. The remaining quarter of this total spending (approximately $91 million) was in-market spending by persons sponsoring or exhibiting at these events and meetings. (Figure 4.5, Page 12).

- **Jobs Supported by Irving Visitor Industry:** Visitor spending in Irving supports 25,104 jobs. Most this employment is in either the hotel or restaurant industries. Visitor spending backs an estimated 10,878 hotel industry jobs and 8,189 jobs in restaurants and food-related industries. (Figure 4.6, Page 13).

- **Visitor Industry Payroll:** Last year, the 25,104 jobs supported by the Irving visitor industry had an estimated total combined payroll of $704 million. (Figure 4.7, Page 14).

- **Tax Revenues Generated:** In 2019, the Irving visitor industry generated over $64.7 million in tax revenues for the city. Taxes directly generated by the visitor industry include revenues from the transient occupancy tax (hotel tax), sales taxes and property taxes paid on hotels. The hotel industry generates the majority of these revenues, with the combination of transient occupancy tax and property taxes on hotels creating almost $52.7 million in income for the city. (Figure 4.8, Page 15).

Section

3

Quick Facts:

The profile below compares key statistics emerging from this research for the past two years.

	2018	2019
Total visitors to Irving:	3.95 million	4.01 million
Visitors staying in Irving hotels or motels:	1.96 million	1.91 million
Visitors staying in private homes (inside Irving):	305 thousand	307 thousand
Visitors to Irving staying in private homes (other DFW area):	1.52 million	1.55 million
Total visitor spending in Irving:	$2.95 billion	$3.04 billion
Spending by visitors staying in Irving hotels, motels or inns:	$2.34 billion	$2.34 billion
Economic impact of conferences and group meetings:	$739 million	$806 million
Jobs supported by Irving visitor industry:	23,148	25,104
Irving visitor industry payroll:	$657 Million	$704 Million
Taxes generated by the visitor industry for the City of Irving:	$62.9 million	$64.7 million
Tax revenues generated per Irving household:	$745	$776
Visitors in Irving on an average day:	30,617	31,860
Visitor spending in Irving on an average day:	8.1 million	8.3 million
Annual visitor spending per Irving resident:	$12,185	$12,566

Section

4

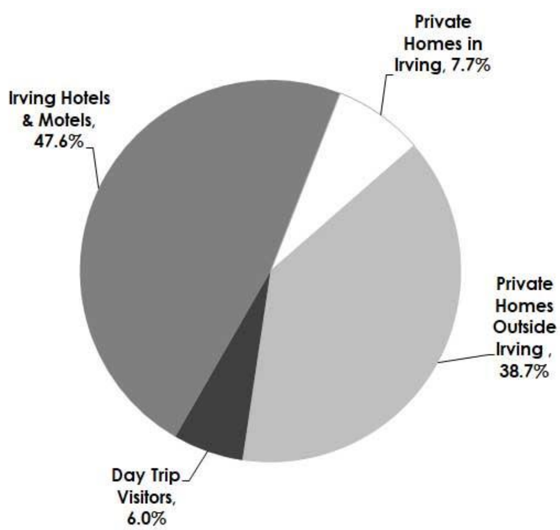
Graphical Presentation of Research Findings

In this section, we present the research's basic findings. A brief written analysis is included for each chart.

Annual Visitor Volume, 2019

Irving's visitor volume increased again in 2019. The city hosted 4,.01 million visitors, up 1.3 percent from 2018. The biggest component of Irving's visitor market are hotel guests, accounting for 1.91 million visitors, or 47.6 percent of the total. The second largest visitor segment are persons staying with friends or relatives in private homes either in Irving or outside the city but taking day trips into Irving. In total, 38.6 percent of Irving's visitors, or 1.55 million visitors, stayed in private homes outside Irving but in the DFW area. 7.7 percent, or 307,000, of the city's visitors stayed in homes inside the City of Irving.

Figure 4.1: Annual Visitor Volume, 2019 (by Place of Stay)
(in millions)



Place of Stay	2018	2019	% CHG
Irving Hotels & Motels	1.96	1.91	-2.8%
Private Homes in Irving	0.305	0.307	0.5%
Private Homes Outside Irving	1.52	1.55	2.3%
Day Trip Visitors	0.17	0.24	41.4%
Total	**3.95**	**4.01**	**1.3%**

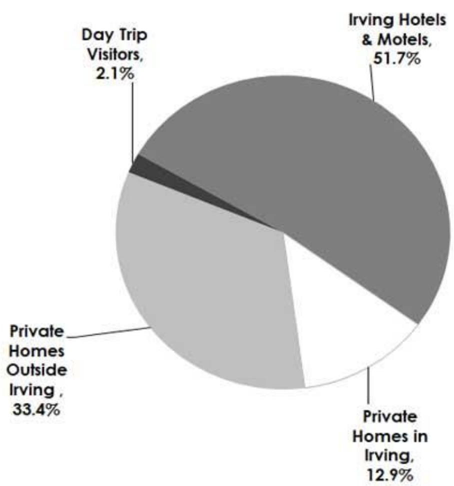
Numbers in millions

FIGURE 4.1 – Annual visitor volume in Irving defined by place of stay (2019). Source: Destination Analysts Economic Impact Model developed for the Irving Convention & Visitors Bureau.

Visitor Days in Irving, 2019

During 2019, on average visitors stayed 2.9 days in the city. Visitors to Irving spent 11.6 million total person-days in the city during the year. This marks a 4.1 percent increase from 2018. On an average day during the year, there were 31,860 visitors in Irving. More than half (51.7%) of these visitor days were comprised of persons staying in an Irving hotel or motel. In total, visitors staying in the city's commercial lodging spent 6.0 million person-days in the city during 2019.

Figure 4.2: Visitor Days in Irving, 2019
(in thousands)



Place of Stay	2018	2019	% CHG
Irving Hotels & Motels	6,083	6,008	-1.2%
Private Homes in Irving	1,284	1,503	17.0%
Private Homes Outside Irving	3,639	3,879	6.6%
Day Trip Visitors	169	240	41.4%
Total	**11,175**	**11,629**	**4.1%**

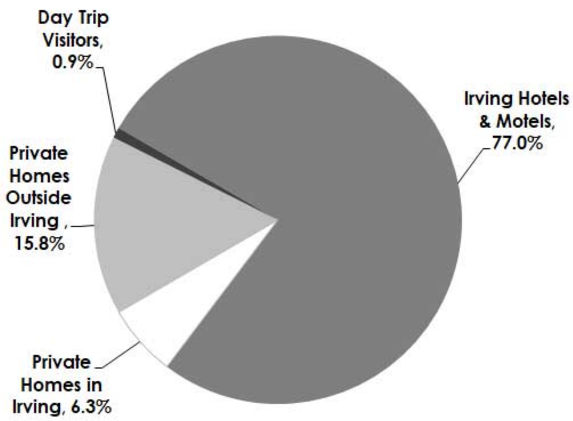
Numbers in thousands

FIGURE 4.2 - Annual visitor days (person-days) spent in Irving, defined by place of stay (2019). Source: Destination Analysts Economic Impact Model developed for the Irving Convention & Visitors Bureau.

Direct Visitor Spending in Irving, 2019

Visitor spending in Irving continued to grow in 2019. The Irving visitor industry generated $3.04 billion in direct visitor spending inside the city, an increase of 13.6 percent over 2017. Most visitor spending came from hotel guests, who were responsible for $2.34 billion in visitor spending, or 77.0 percent of the total.

Figure 4.3: Direct Visitor Spending in Irving, 2019



Place of Stay	2018	2019	% CHG
Irving Hotels & Motels	$2.12	$2.34	10.5%
Private Homes in Irving	$0.16	$0.19	19.3%
Private Homes Outside Irving	$0.38	$0.48	26.2%
Day Trip Visitors	$0.02	$0.03	46.4%
Total	**$2.68**	**$3.04**	**13.6%**

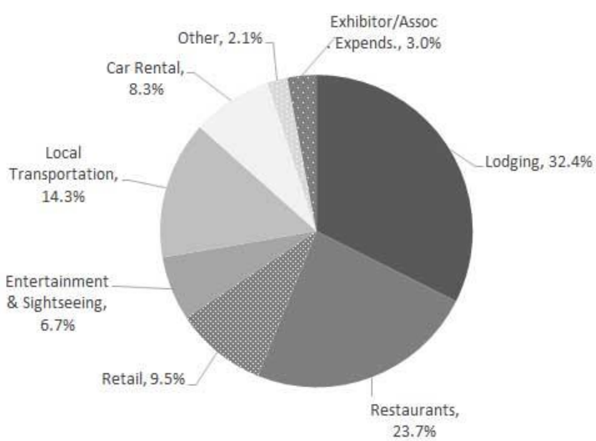
Numbers in billions

FIGURE 4.3 - Annual direct visitor spending in Irving, defined by place of stay (2019). Source: Destination Analysts Economic Impact Model developed for the Irving Convention & Visitors Bureau.

Direct Visitor Spending by Type, 2019

Irving visitors purchase a diverse range of items and services, including lodging, food and transportation. The single largest component of this spending is on lodging, which accounted for 32.4 percent of all spending, or $987 million, in 2019. The second largest component was the $722 million visitors spent in Irving restaurants. This accounted for 23.7 percent of visitor spending in Irving.

Figure 4.4: Visitor Spending in Irving by Type, 2019



SPENDING CATEGORIES (IN THOUSANDS)

Lodging	32.4%	$986,764
Restaurants	23.7%	$721,673
Retail	9.5%	$289,777
Entertainment & Sightseeing	6.7%	$202,643
Local Transportation	14.3%	$434,886
Car Rental	8.3%	$253,518
Other	2.1%	$63,570
Exhibitor/Assoc. Expends.	3.0%	$91,246
		$3,044,076

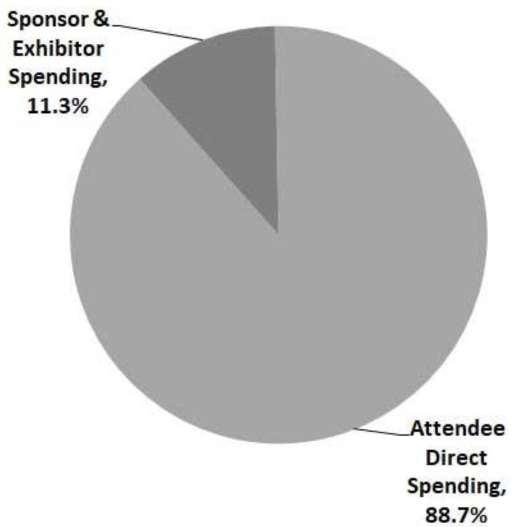
Numbers in thousands

FIGURE 4.4 - Annual direct visitor spending in Irving by type (2019). Source: Destination Analysts Economic Impact Model developed for the Irving Convention & Visitors Bureau.

Conference and Meeting Expenditures, 2019

Conferences and other group meetings accounted for $806.1 million in visitor spending for Irving in 2019. 88.7 percent of this spending was direct spending by meeting attendees in Irving. The remaining quarter of this total spending (approximately $91 million) was in-market spending by persons sponsoring or exhibiting at these events and meetings.

Figure 4.5: Conference and Meetings Expenditures, 2019



CONFERENCE & MEETINGS EXPENDITURES IN IRVING (2019)

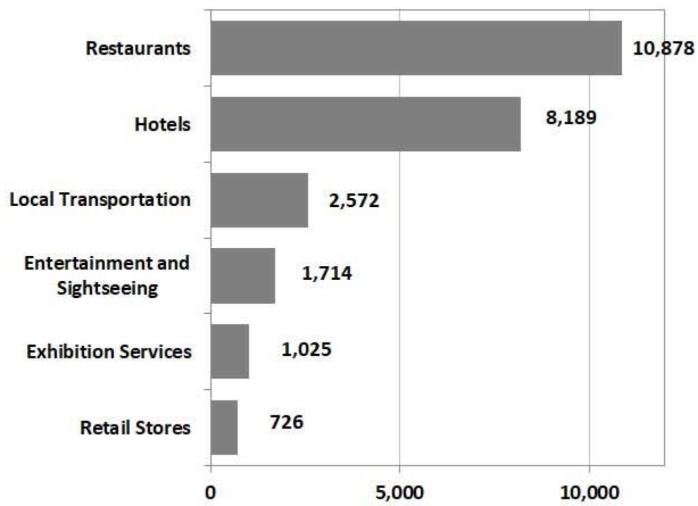
Attendee Direct Spending	**$714,877,943**
Sponsor & Exhibitor Spending	**$91,246,076**
Grand total	**$806,124,019**

FIGURE 4.5 – Conference and meeting expenditures (2019): The two components estimated in this model are direct spending by meeting attendees and spending by a meeting's sponsor or host for other goods and services necessary to hold a meeting. These meeting hosts include associations, businesses, churches and other organizations holding their meeting in Irving. Source: Destination Analysts Economic Impact Model developed for the Irving Convention & Visitors Bureau.

Jobs Supported by Irving Visitor Industry, 2019

Visitor spending in Irving supports 25,104 jobs. The majority of this employment is in either the hotel or restaurant industries. Visitor spending backs an estimated 10,878 hotel industry jobs and 8,189 jobs in restaurants and food-related industries.

Figure 4.6: Jobs Supported by Irving Visitor Industry, 2019



	Jobs Supported
Restaurants	10,878
Hotels	8,189
Local Transportation	2,572
Entertainment and Sightseeing	1,714
Exhibition Services	1,025
Retail Stores	726
Total	25,104

FIGURE 4.6 – Jobs supported by the Irving Visitor Industry (2019). Source: Destination Analysts Economic Impact Model developed for the Irving Convention & Visitors Bureau.

Irving Visitor Industry Payroll, 2019

Last year, the 25,104 jobs supported by the Irving visitor industry had an estimated total combined payroll of $704 million.

Figure 4.7: Irving Visitor Industry Payroll (in millions), 2019

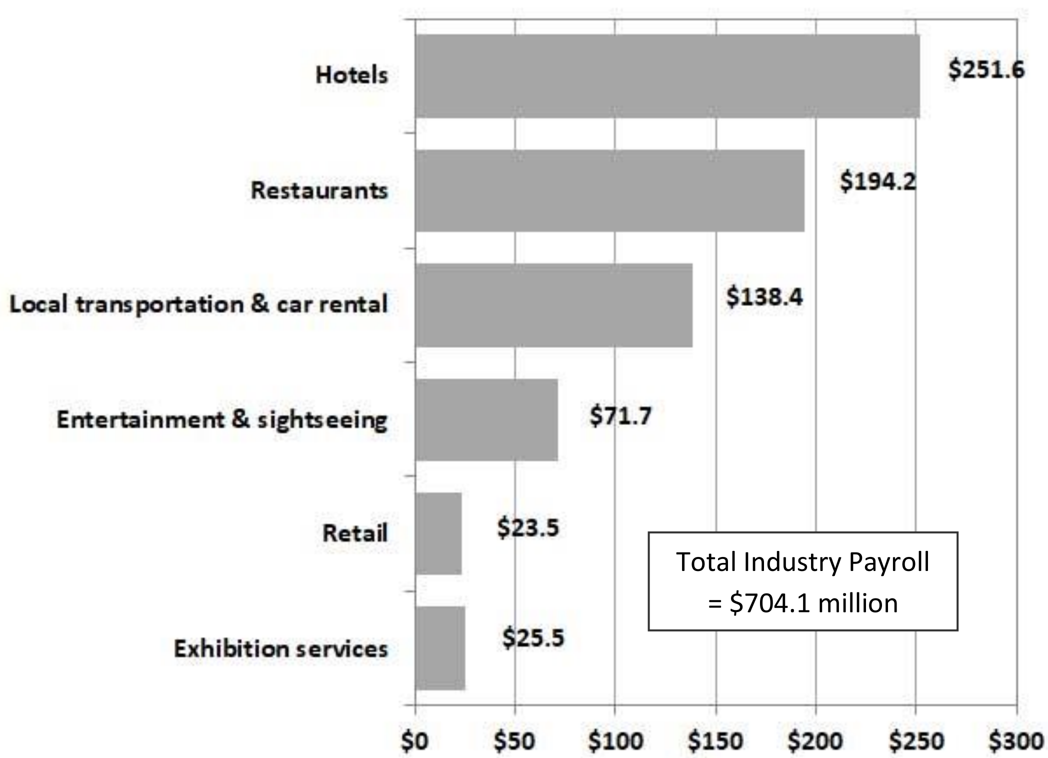


FIGURE 4.7 – Irving Visitor Industry Payroll (2019). Source: Destination Analysts Economic Impact Model developed for the Irving Convention & Visitors Bureau.

Tax Revenues Generated for the City of Irving, 2019

In 2019, the Irving visitor industry generated over $64.7 million in tax revenues for the city. Taxes directly generated by the visitor industry include revenues from the transient occupancy tax (hotel tax), sales taxes and property taxes paid on hotels. The hotel industry generates the majority of these revenues, with the combination of transient occupancy tax and property taxes on hotels creating almost $52.7 million in income for the city.

Figure 4.8: Tax Revenues Generated for the City of Irving, 2019

IRVING CITY REVENUES
PAID DIRECTLY BY VISITOR INDUSTRIES: 2019

MAJOR REVENUE SOURCES		Total Annual Direct Revenue in 2019 $1,000s
HOTEL TAX		
Visitor Spending on Lodging	$986,764	
Tax Rate (Local)	9.0%	
Factor for Non-Taxable Room Sales	30.8%	
Hotel Tax Collected by the City		$27,345
HOTEL PROPERTY TAX		
Property Taxes Paid to the City by Hotels		$25,344
SALES TAX		
Visitor Spending (including 8.25% tax)		
Retail	$289,777	
Restaurants (less 15% tips)	$721,673	
Entertainment & Sightseeing	$202,643	
Tax Rate (net to City and County)	1.00%	
Sales Tax Returned to the City		$12,021
DIRECT CITY REVENUES FROM VISITOR INDUSTRY		$64,709

Source: Destination Analysts, Inc., model developed for the Irving Convention & Visitors Bureau

FIGURE 4.8 – Tax Revenues Generated for the City of Irving (2019). Source: City of Irving, Destination Analysts Economic Impact Model developed for the Irving Convention & Visitors Bureau. Property taxes included are for hotels and motels in Irving.

Section

5

Appendix I: References

The following resources were used in the preparation of these estimates.

1. 2019 Irving Hotel Guest Survey, Final Project Report. Research conducted by Destination Analysts, Inc. for the Irving Convention & Visitors Bureau

2. National-Regional Travel Survey, 2019 Survey of Adult Americans

3. 2019 Survey of Irving Meeting Planners, Final Project Report. Research conducted by Destination Analysts, Inc. for the Irving Convention & Visitors Bureau

4. Irving citywide hotel occupancy & hotel tax data provided by the Irving Convention & Visitors Bureau

5. U.S. Census Bureau, Economic Census

6. U.S. Census Bureau, County Business Patterns

7. U.S. Bureau of Labor Statistics, Employment Cost Index

8. U.S. Census Bureau, population estimates

9. Travel Industry Association of America, Travel Price Index

2019 IRVING HOTEL GUEST SURVEY

Final Project Report

Research prepared for the Irving Convention & Visitors Bureau by Destination Analysts, Inc.

Table of Contents

Section

1

Introduction

Research Objectives

This report presents the results of a year-long survey of Irving hotel guests conducted by Destination Analysts on behalf of the Irving Convention & Visitors Bureau. The primary objective of this research was to generate data—such as the number of days spent in-market, average spending, and travel party size—to estimate the economic impact of tourism to Irving by one of its most important visitor segments. The research also served to explore trip planning behavior, as well as develop a profile of Irving hotel guests.

Methodology

The Irving Hotel Guest Survey was conducted throughout 2019 at a variety of Irving hotels. Destination Analysts worked closely with the Irving CVB to develop a 28-question survey questionnaire (Section 6, page 41), which was then administered in an intercept survey in hotel lobbies. Destination Analysts survey crew worked throughout the year in hotel lobbies to collect these surveys by randomly intercepting hotel patrons and having them answer the question set. In total, 570 fully completed surveys were collected.

Section

2

Executive Summary

Survey Findings

- **Group meetings are the primary driver of Irving's hotel occupancy.** 42.2 percent of Irving's hotel guests are in the city for a conference, trade show or group meeting followed by 31.1 percent of hotel guests who are visiting Irving for business. Nearly one in four (22.1%) hotel guests visited for personal or leisure purposes, such as a vacation or weekend getaway. (Page 9)

- **The majority of this visitor activity comes from conferences.** Visitors in Irving for a group meeting were asked to report the type of meeting they attended in Irving. Conferences (68.0%) and corporate meetings (20.4%) were the most common event types. (Page 10)

- **Irving's meetings landscape mostly consists of smaller meetings.** Nine in ten Irving hotel guests, who attended a group meeting, reported that their meeting consisted of 100 or fewer attendees (89.3%). The single largest proportion of meetings (51.1%) was comprised of 1-25 persons. 3.1 percent of respondents attended meetings of 251 or more people. (Page 11)

- **Group meeting attendees clearly appreciate Irving as a place to meet.** 84.7 percent of hotel guests in town for meetings had "Positive" (35.4%) or "Extremely positive" (49.3%) feelings about the fact that their meeting was held in Irving. Only 1.3 percent reported any negative feelings. (Page 12)

- **Approximately one quarter of survey respondents who visited Irving attended a group meeting reported that they used the Irving Convention Center (23.1%).** Seven in ten of respondents (71.5%) who did not attend a meeting that used the Irving Convention Center. 5.4 percent are uncertain as to whether or not their meeting was held in the Irving Convention Center. (Page 13)

- **The large majority of group meeting attendees who used the Irving Convention Center consider it to be "better" or "much better" than other meeting facilities they have visited (93.9%),** with three-quarters rating the Convention Center to be "much better" (73.5%). 4.1 percent of survey respondents finds the Irving Convention Center to be neither better nor worse than other meeting facilities. (Page 14)

- **Business travel to Irving appears to be mostly for internal business reasons.** Hotel guests who travel to Irving for business or group meeting purposes were asked about the business-related activities they engaged in during their stay. Nearly two thirds of these hotel guests attended a company meeting in Irving (64.4%). (Page 15)

- **Irving's business hotel guests take an average of 9.7 business trips in the year prior.** Nearly four in ten respondents (37.5%) took three or more business trips in the past twelve months. (Page 16)

- **Irving's visitor industry also services many experienced meeting attendees.** Business-related hotel guests were also asked to report the number of trips they made in the past twelve months to attend a convention, conference or other group meeting. Similar to past studies, group meetings do not drive as much travel amongst this group as other (general) business meetings. Still, the typical hotel guest who stayed in Irving for business or group meeting purposes attended 4.3 group meetings in the past year. (Page 17)

- **31.8 percent of hotel guests extended their stay in Irving for leisure.** (Page 18)

- **It appears that most of these visitors' activity centers around Irving.** Hotel guests who visited Irving for business or group meeting purposes were asked in which Dallas-Fort Worth cities they visited for leisure reasons or conducted business or attended meetings during their trip. Still, a sizable share of these travelers had leisure or business activities in other area cities, primarily Dallas, Fort Worth, Arlington, Grapevine and Grand Prairie. (Page 19)

- **Respondents stay in Irving hotels for a variety of reasons.** Nearly half of respondents stayed in Irving because it was convenient for their business activities (43.8%), followed by one quarter who had their meeting or trade show in Irving (25.4%) and one in five who didn't personally select their hotel within the city (22.4%). Additionally, 17.0 percent stayed in Irving due to better hotel room rates. (Page 20)

- **On an annual average, the typical hotel guest spent an average of $374.25 per day.** The largest proportion of this spending is attributed to lodging ($164.25) and dining ($92.40). (Page 21)

- **The typical hotel room was occupied by 1.3 guests in 2019.** (Page 22)

- **One third of Irving's hotel guests spend four or more days in the city (33.4%).** Hotel guests spend an average of 3.12 days in Irving. (Page 23)

- **Nearly all hotel guests (95.3%) say that they will return to Irving.** (Page 24)

- **The majority of Irving hotel guests say that they would recommend Irving as a vacation or weekend getaway destination (87.1%).** 6.6 percent report that they would not recommend Irving to others as leisure trip destination. (Page 25)

- **Eight in ten hotel guests report that they would recommend Irving to others as a place to attend a conference, trade show or business meeting (78.6%).** 9.3 percent said that they might recommend Irving as a group meeting destination. (Page 26)

- **Nearly 70 percent of respondents who visited Irving for business reasons or to attend a group meeting rated Irving to be better overall visitor amenities compared to other business destinations (69.2%).** In terms of its overall visitor amenities, Irving is considered to be "Better" (31.5%) or "Much better" (37.7%) than other meetings and business destinations. (Page 27)

- **Irving's close proximity to the airport (20.0%) and central location (15.1%) are the most valued aspects of Irving as a travel destination.** Irving hotel guests who visited for business or a group meeting were asked to share the one aspect they like most about Irving as a business destination. Other valued aspects include a safe and clean appearance (10.9%), ease to navigate around (10.6%) and hotels (9.4%) in the city. (Page 28)

- **Transportation issues continue to be the most common amenities visitors suggested to improve the Irving experience.** Close to three in ten business and group meeting hotel guest (28.6%) suggested better some form on improved transportation as a way to make their Irving experience as a business travel destination better. (Page 29)

- **Boston was the most preferred city to visit over Irving (17.7%).** In another open-ended question, business and meeting hotel guests were asked to identify the cities they prefer to visit for business over Irving. Las Vegas (13.3%), Orlando (13.3%) and Chicago (12.7%) were other cities business and meeting hotel guests preferred to visit over Irving. (Page 30)

- **Gender.** Irving's hotel guests skewed male. 55.1 percent were male and 41.7 percent of survey respondents were female. (Page 32)
- **Age.** The average age of survey respondents was 42.9 years of age. (Page 33)
- **Employment status.** Most Irving hotel guests are employed in some capacity (91.2%). Six in ten are employed full-time (60.6%), while 19.0 percent are self-employed, and 11.6 percent are employed part-time. 2.9 percent are retired or not currently employed. (Page 34)
- **Educational Status.** Irving hotel guests are well-educated. Nearly two-thirds of all respondents had some college education (64.2%). (Page 35)
- **Annual Household Income.** Irving hotel guests are quite affluent. The average household income of Irving hotel guests is $92,200. (Page 36)
- **Ethnicity.** Irving hotel guests predominantly identify as Caucasian (48.6%). 21.7 percent of survey respondents reported being Hispanic/Latino, Asian/Pacific Islander, followed by 17.6 percent who were Black/African-American. (Page 37)
- **Marital Status.** Nearly four in ten of Irving's hotel guests are either married or partnered (38.7%). 17.2 percent have children under age 18. (Page 38)

Section

3

Quick Facts

The profile below shows a summary of key descriptive statistics and findings emerging from this survey.

Primary Reason for Visit	
Conference, trade show or group meeting:	42.2%
Business travel:	31.1%
Vacation, getaway, or other personal travel:	22.1%
Average spending per day in Irving:	$374.25
Would return to Irving:	95.3%
Feeling about holding their meeting in Irving	
Extremely positive:	49.3%
Positive:	35.4%
How Irving compares with the other business travel destinations	
Much better:	37.7%
Better:	31.5%

Section
4

Graphical Presentation of Survey Questions

In this section, we present key survey findings. These are the non-demographic questions, or those related to respondent opinions and behaviors. A brief written analysis is included for each chart.   In the section following, the results of the survey's demographic questions will describe the respondent profile.

Primary Reason for Visit

Group meetings are the primary driver of Irving's hotel occupancy. As illustrated in Figure 4.1 (below), 42.2 percent of Irving's hotel guests are in the city for a conference, trade show or group meeting followed by 31.1 percent of hotel guests who are visiting Irving for business. Nearly one in four (22.1%) hotel guests visited for personal or leisure purposes, such as a vacation or weekend getaway.

Figure 4.1: Which best describes the primary reason for making this visit to Irving? (Select one)

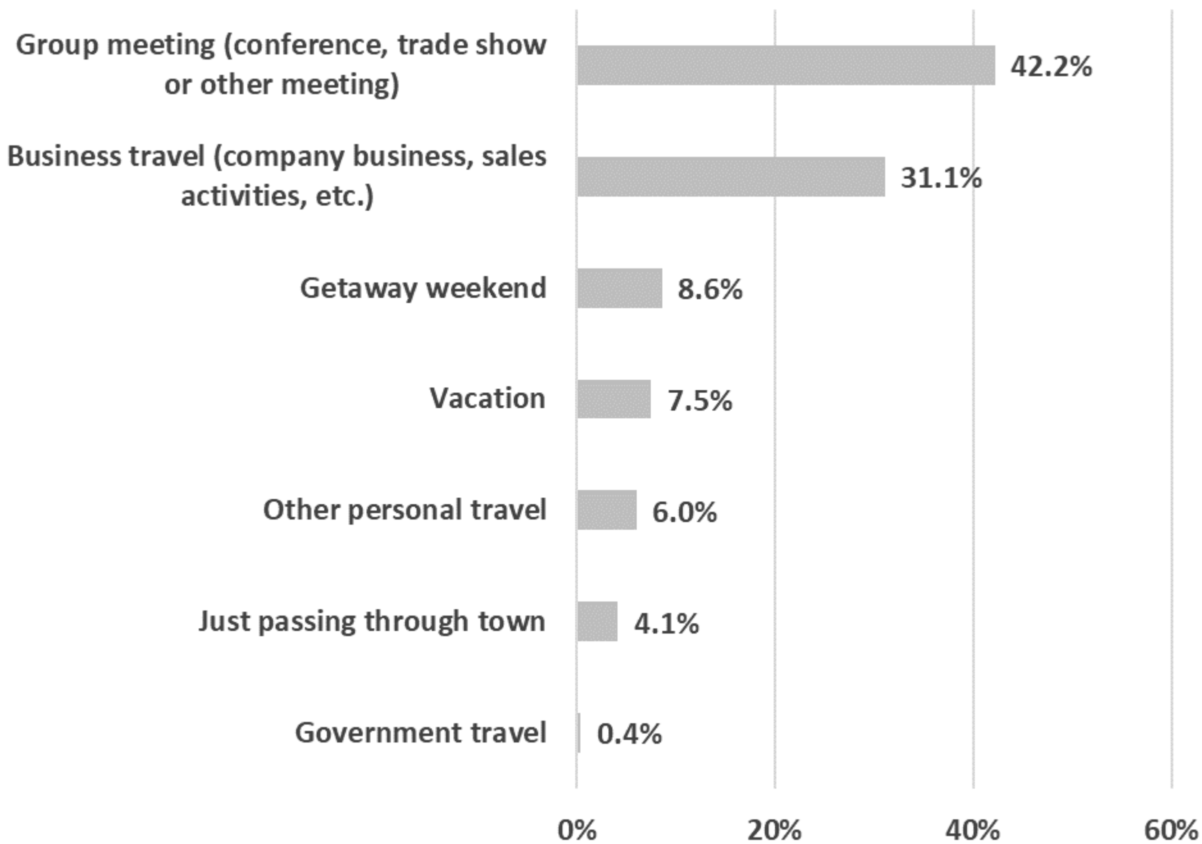


FIGURE 4.1 - Question 1: Which best describes the primary reason for making this visit to Irving? (Select one) Base: All respondents. 533 completed surveys.

Meeting Type

The majority of this visitor activity comes from conferences. Visitors in Irving for a group meeting were asked to report the type of meeting they attended in Irving. Conferences (68.0%) and corporate meetings (20.4%) were the most common event types.

Figure 4.2: Which best describes the meeting you attended on this trip to Irving? (Select one)

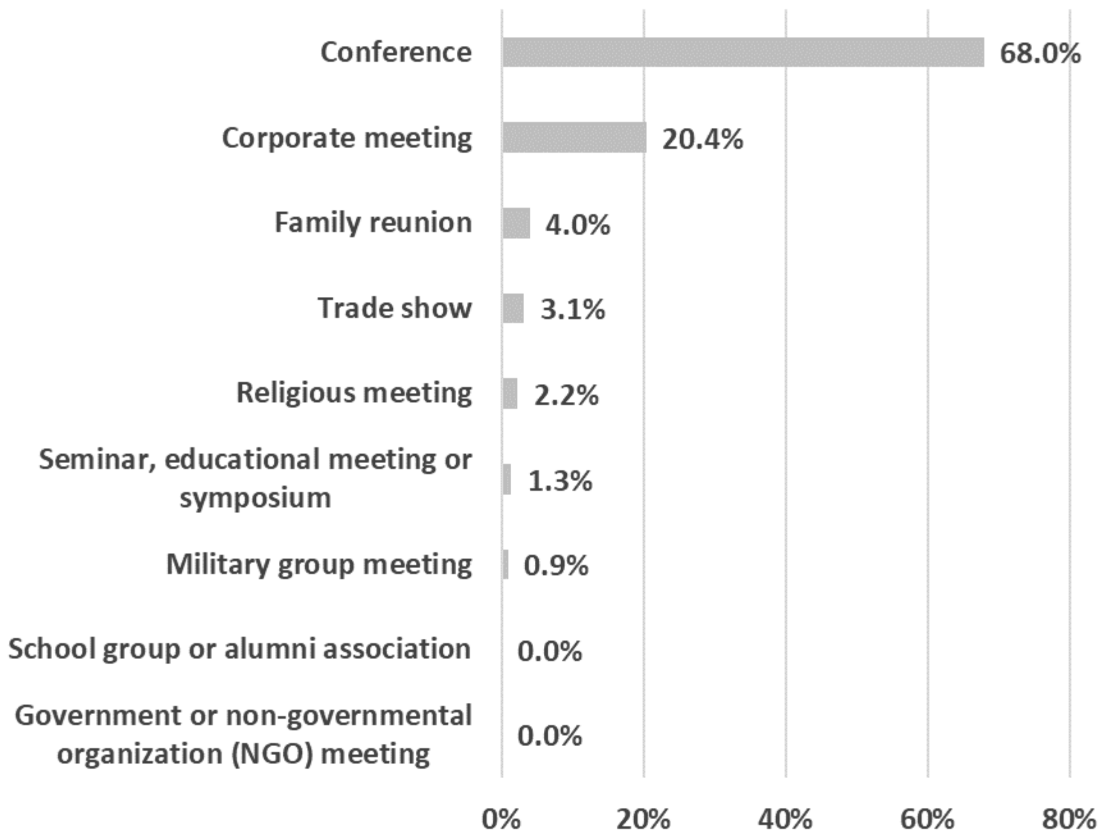


FIGURE 4.2 – Question 2: Which best describes the meeting you attended on this trip to Irving? (Select one) Base: Respondents who visited Irving to attend a group meeting. 225 completed surveys.

Meeting Size

Irving's meetings landscape mostly consists of smaller meetings. Nine in ten Irving hotel guests, who attended a group meeting, reported that their meeting consisted of 100 or fewer attendees (89.3%). The single largest proportion of meetings (51.1%) was comprised of 1-25 persons. 3.1 percent of respondents attended meetings of 251 or more people.

Figure 4.3: Which best describes the size of the meeting you attended in Irving? (Select one)

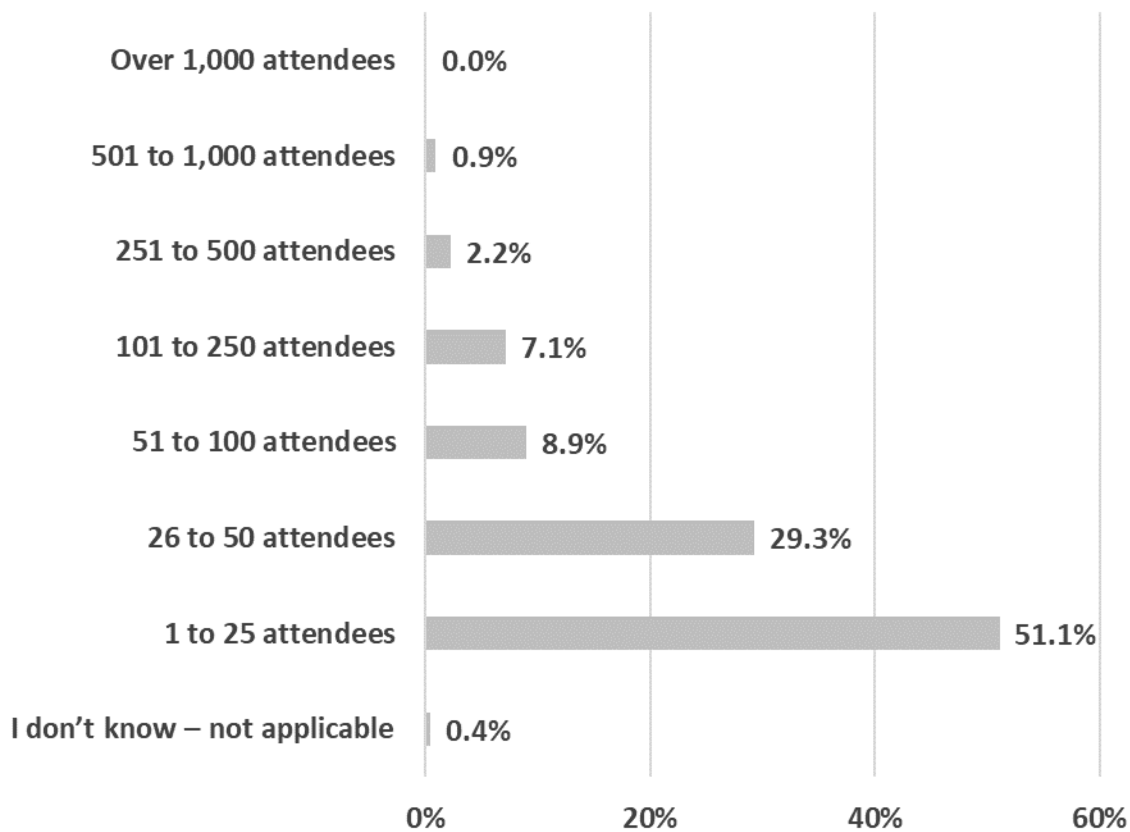


FIGURE 4.3 – Question 3: Which best describes the size of the meeting you attended in Irving? (Select one) Base: Respondents who visited Irving to attend a group meeting. 225 completed surveys.

Impressions of Meeting Being Held in Irving

Group meeting attendees clearly appreciate Irving as a place to meet. 84.7 percent of hotel guests in town for meetings had "Positive" (35.4%) or "Extremely positive" (49.3%) feelings about the fact that their meeting was held in Irving. Only 1.3 percent reported any negative feelings.

Figure 4.4: How did you feel about the fact that your meeting was held in the City of Irving, Texas (as compared to other possible meeting destinations)? (Select one)

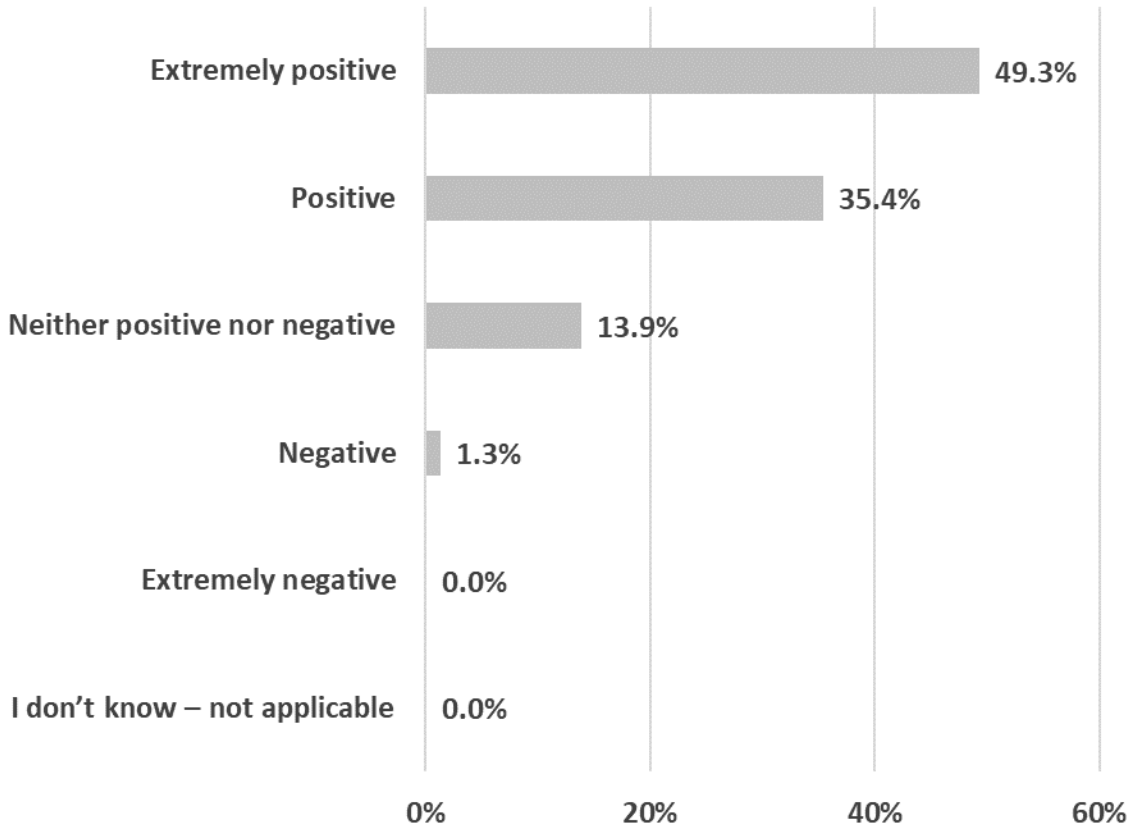


FIGURE 4.4 – Question 4: How did you feel about the fact that your meeting was held in the City of Irving, Texas (as compared to other possible meeting destinations)? (Select one) Base: Respondents who visited Irving to attend a group meeting. 223 completed surveys.

Use of Irving Convention Center

Approximately one quarter of survey respondents who visited Irving attended a group meeting reported that they used the Irving Convention Center (23.1%). Seven in ten of respondents (71.5%) who did not attend a meeting that used the Irving Convention Center. 5.4 percent are uncertain as to whether or not their meeting was held in the Irving Convention Center.

Figure 4.5: Did your meeting use the Irving Convention Center?

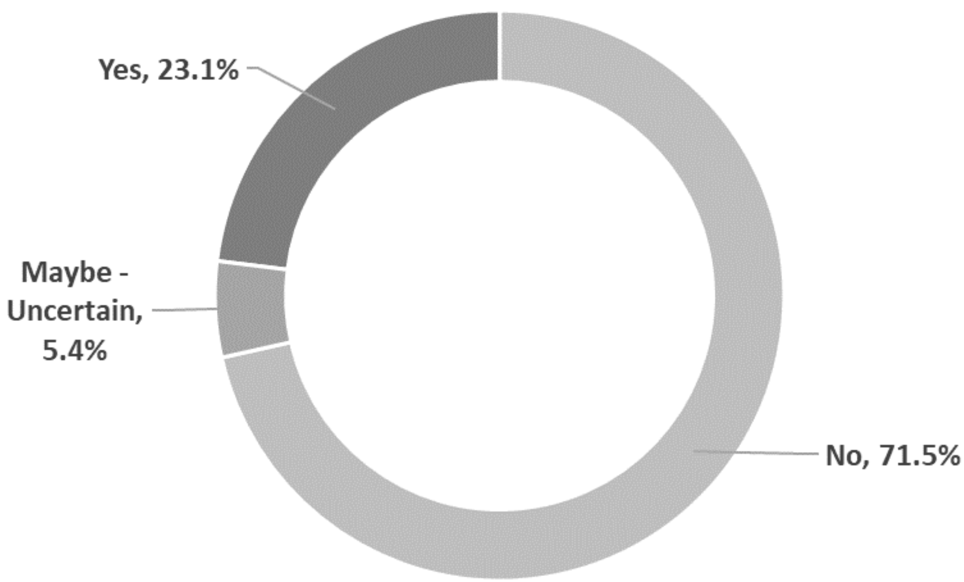


FIGURE 4.5 – Question 5: Did your meeting use the Irving Convention Center? Base: Respondents who visited Irving to attend a group meeting. 221 completed surveys.

Irving Convention Center Compared to Other Meeting Facilities

The large majority of group meeting attendees who used the Irving Convention Center consider it to be "better" or "much better" than other meeting facilities they have visited (93.9%), with three-quarters rating the Convention Center to be "much better" (73.5%). 4.1 percent of survey respondents finds the Irving Convention Center to be neither better nor worse than other meeting facilities.

Figure 4.6: In terms of its overall amenities, how does the Irving Convention Center compare with meeting facilities in other cities you have experienced?

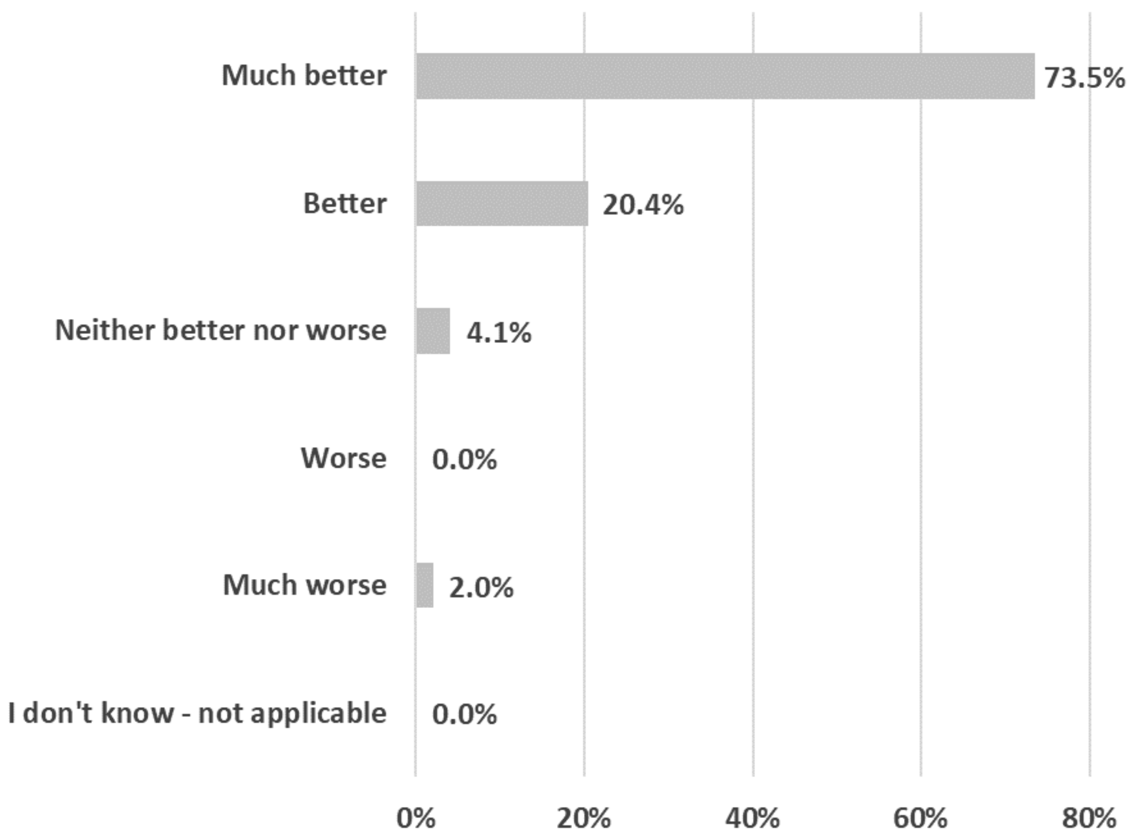


FIGURE 4.6 – Question 6: In terms of its overall amenities, how does the Irving Convention Center compare with meeting facilities in other cities you have experienced? Base: Respondents who visited Irving to attend a group meeting and used the Irving Convention Center. 49 completed surveys.

Business Activities in Irving

Business travel to Irving appears to be mostly for internal business reasons. Hotel guests who travel to Irving for business or group meeting purposes were asked about the business-related activities they engaged in during their stay. Nearly two thirds of these hotel guests attended a company meeting in Irving (64.4%).

Figure 4.7: What of these business activities (if any) did you do while in Irving? (Select all that apply)

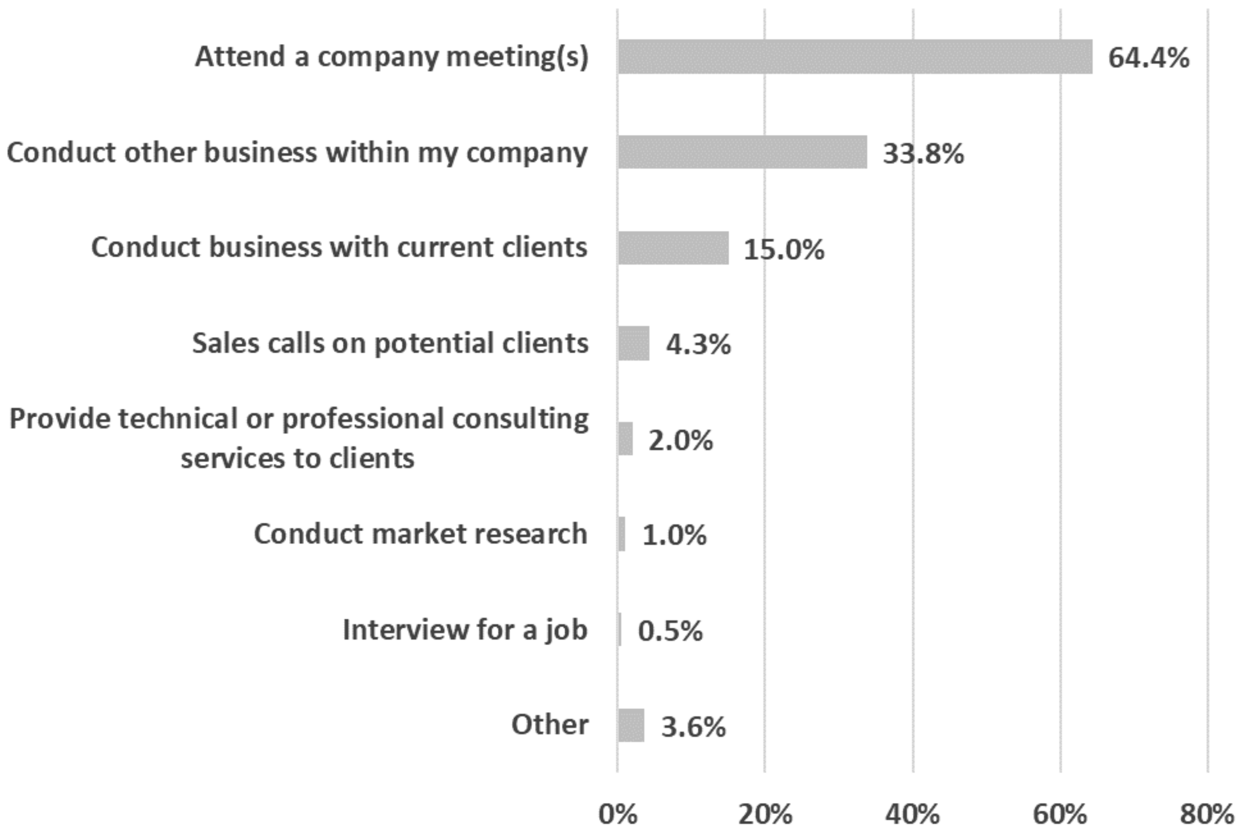


FIGURE 4.7 – Question 7: What of these business activities (if any) did you do while in Irving? (Select all that apply) Base: Respondents who visited Irving for business reasons or to attend a group meeting. 393 completed surveys.

Business Trips in Past Year

Irving's business hotel guests take an average of 9.7 business trips in the year prior. Nearly four in ten respondents (37.5%) took three or more business trips in the past twelve months.

Figure 4.8: In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel? BUSINESS

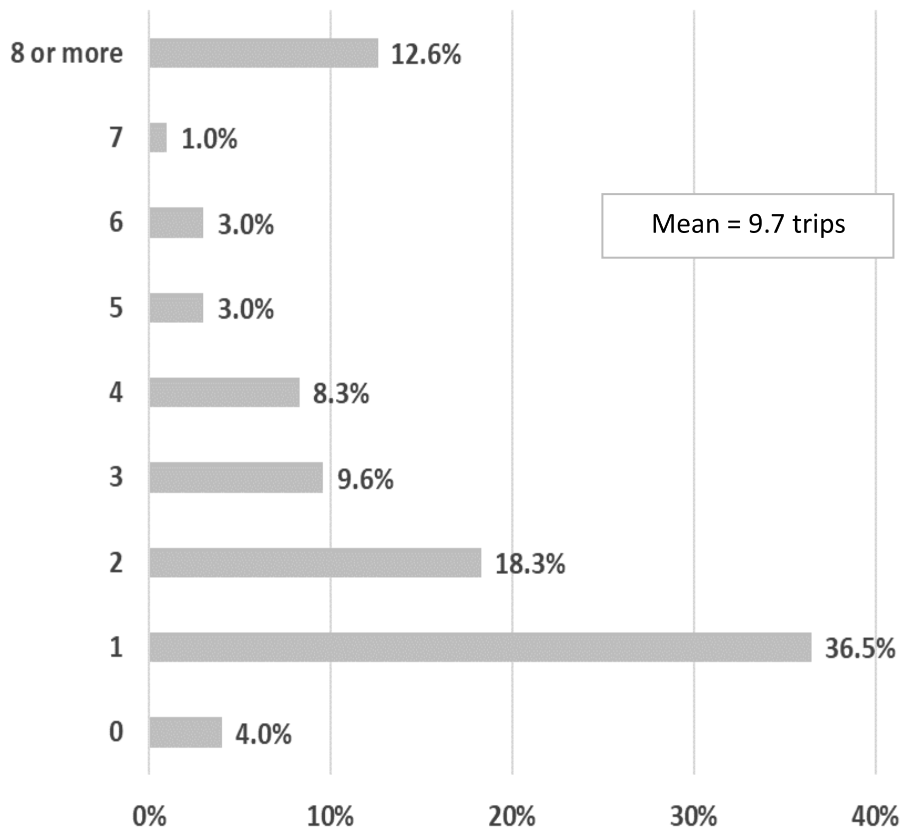


FIGURE 4.8 – Question 8: In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel? Base: Respondents who visited Irving for business reasons or to attend a group meeting. 301 completed surveys.

Group Meeting Trips in Past Year

Irving's visitor industry also services many experienced meeting attendees. Business-related hotel guests were also asked to report the number of trips they made in the past twelve months to attend a convention, conference or other group meeting. Similar to past studies, group meetings do not drive as much travel amongst this group as other (general) business meetings. Still, the typical hotel guest who stayed in Irving for business or group meeting purposes attended 4.3 group meetings in the past year.

Figure 4.9: In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel? CONVENTION, CONFERENCE OR OTHER GROUP MEETING

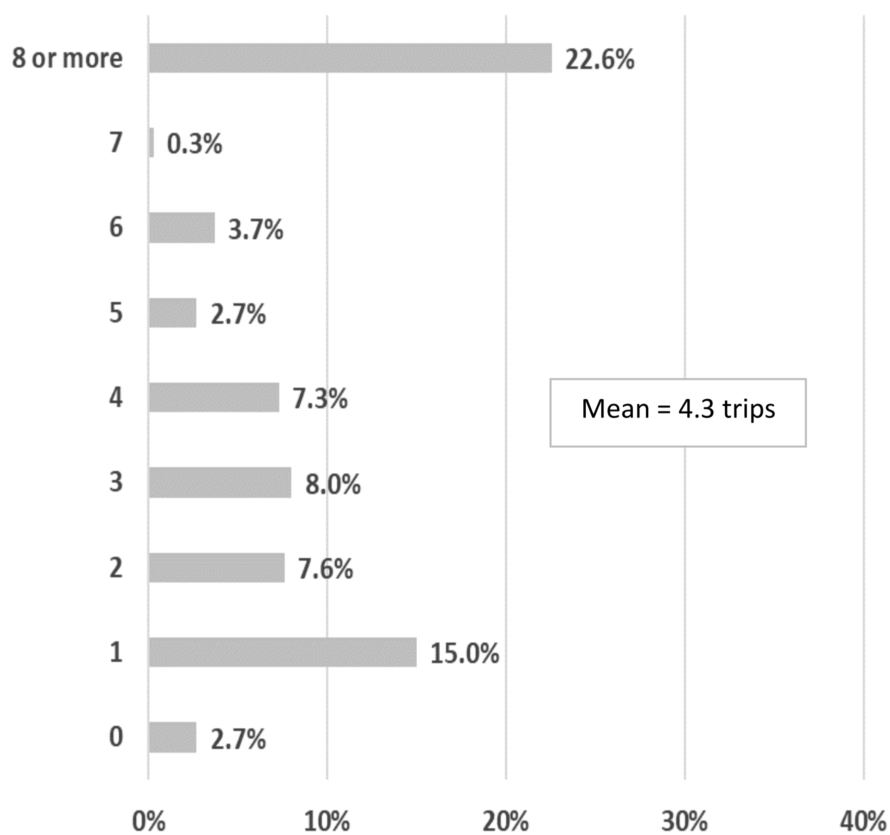


FIGURE 4.9 – Question 8: In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel? Base: Respondents who visited Irving for business reasons or to attend a group meeting. 301 completed surveys.

Extended Stay in Irving

31.8 percent of hotel guests extended their stay in Irving for leisure.

Figure 4.10: On this visit to Irving, did you extend your stay beyond what was necessary for your meeting or business to accommodate additional leisure activities?

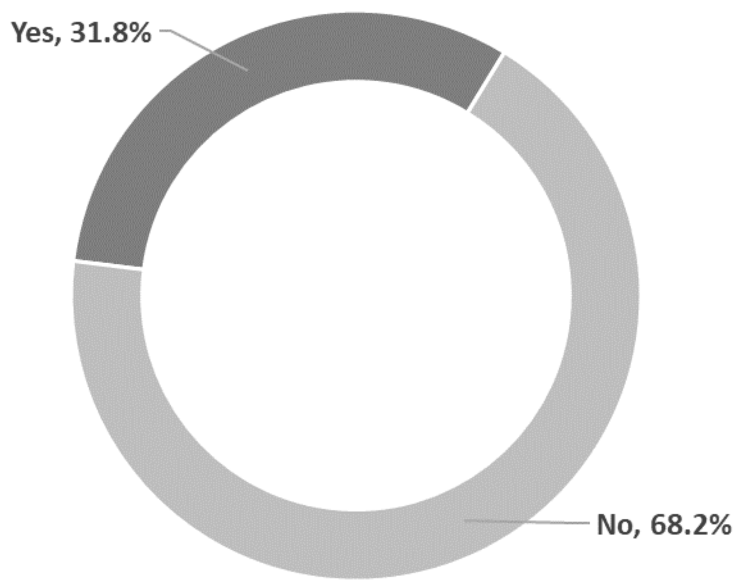


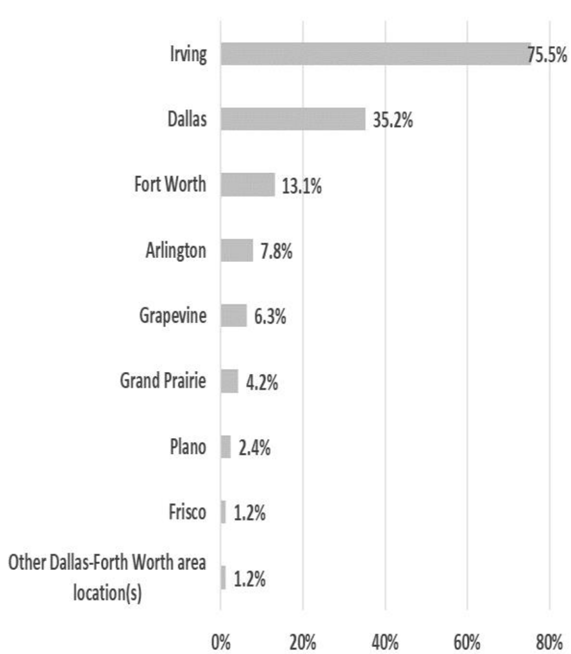
FIGURE 4.10 – Question 9: On this visit to Irving, did you extend your stay beyond what was necessary for your meeting or business to accommodate additional leisure activities? Base: Respondents who visited Irving for business reasons or to attend a group meeting. 321 completed surveys.

DFW-Area Cities Visited for Business – Leisure Reasons

It appears that most of these visitors' activity centers around Irving. Hotel guests who visited Irving for business or group meeting purposes were asked in which Dallas-Fort Worth cities they visited for leisure reasons or conducted business or attended meetings during their trip. Still, a sizable share of these travelers had leisure or business activities in other area cities, primarily Dallas, Fort Worth, Arlington, Grapevine and Grand Prairie.

Figure 4.11: On this trip, in which Dallas-Fort Worth area cities did you conduct business or attend meetings? On this trip, in which Dallas-Fort Worth area cities did you (or will you) take part in any leisure activities (dining, sightseeing, etc.)?

Business or meeting



Leisure

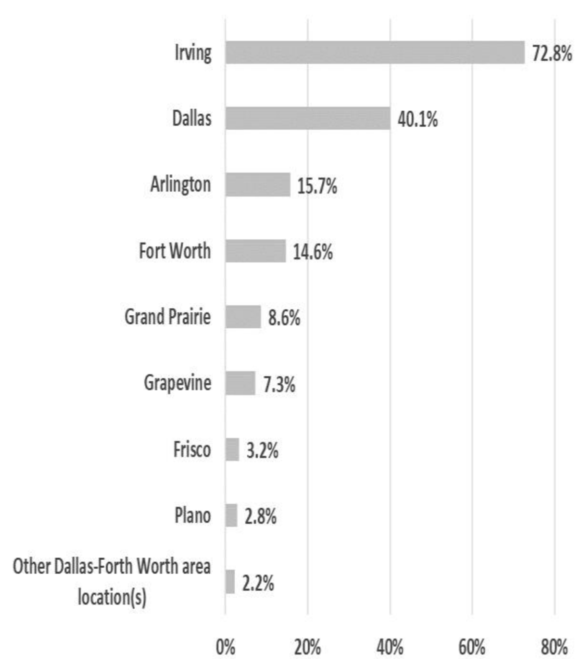


FIGURE 4.11 – Question 10: On this trip, in which Dallas-Fort Worth area cities did you conduct business or attend meetings? (Select all that apply) Base: Respondents who visited Irving for business reasons or to attend a group meeting. 335 completed surveys.

Reasons for Hotel Stay in Irving

Respondents stay in Irving hotels for a variety of reasons. Nearly half of respondents stayed in Irving because it was convenient for their business activities (43.8%), followed by one quarter who had their meeting or trade show in Irving (25.4%) and one in five who didn't personally select their hotel within the city (22.4%). Additionally, 17.0 percent stayed in Irving due to better hotel room rates.

Figure 4.12: Why did you decide to stay in a hotel in the City of Irving, Texas rather than in another Dallas-Fort Worth area city? (Select all that apply)

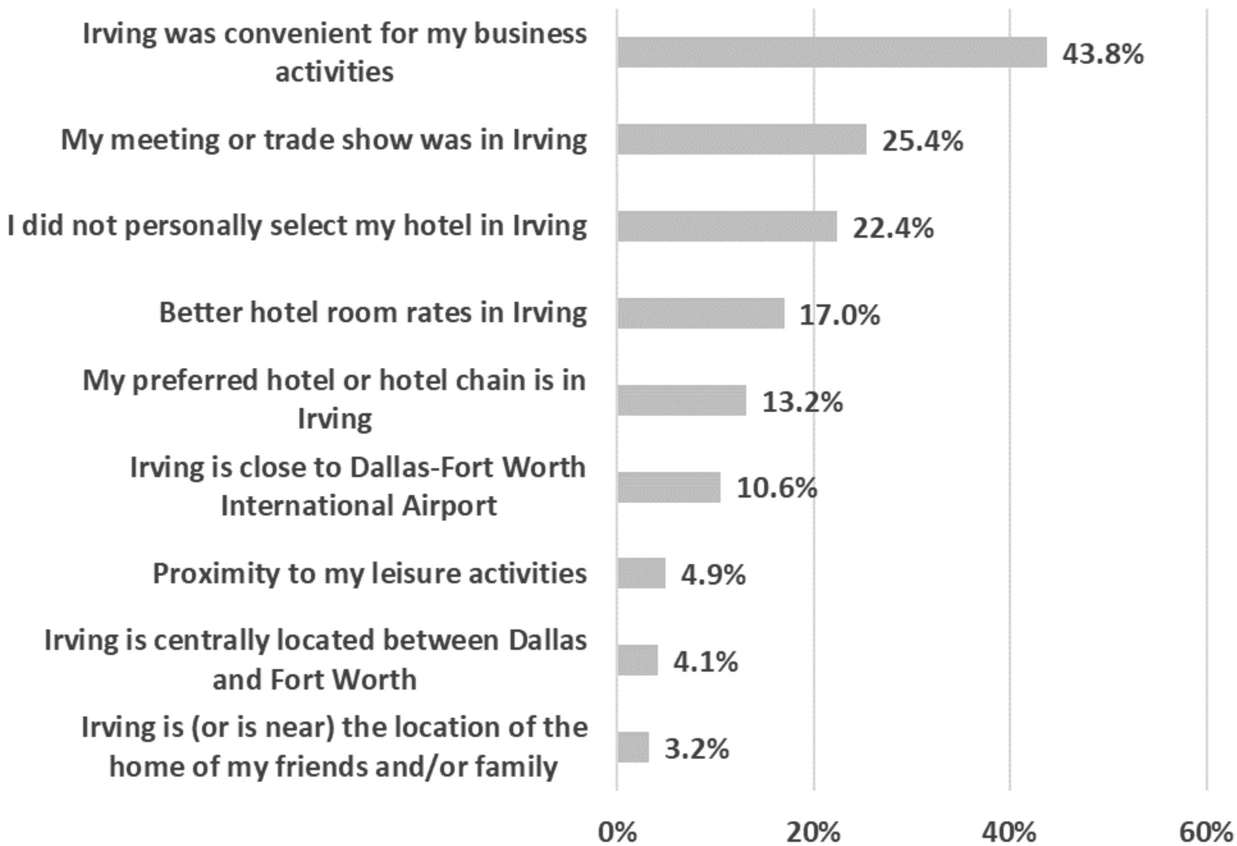


FIGURE 4.12 – Question 11: Why did you decide to stay in a hotel in the City of Irving, Texas rather than in another Dallas-Fort Worth area city? (Select all that apply) Base: All respondents. 536 completed surveys.

Visitor Spending in Irving

On an annual average, the typical hotel guest spent an average of $374.25 per day. The largest proportion of this spending is attributed to lodging ($164.25) and dining ($92.40).

Figure 4.13: Approximately how much PER DAY did you spend on the following while in the city of Irving?

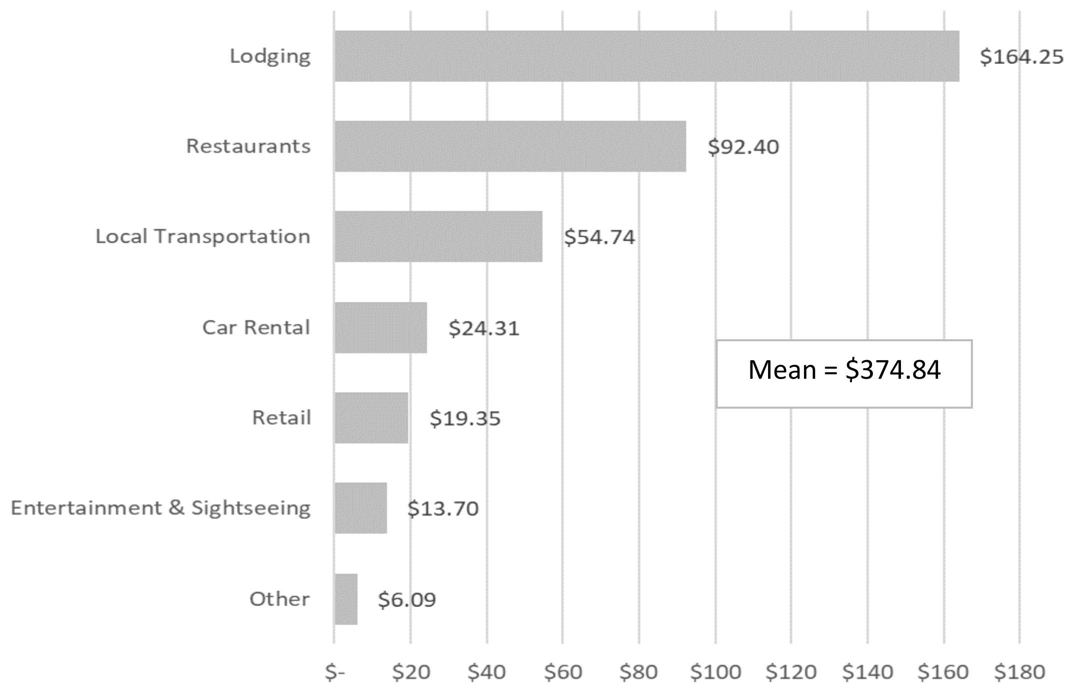


FIGURE 4.13 – Question 12: Approximately how much PER DAY did you spend on the following while in the city of Irving? Base: All respondents. 444 completed surveys.

Number of People Staying in Hotel Room

The typical hotel room was occupied by 1.3 guests in 2019.

Figure 4.14: Number of people in hotel room.

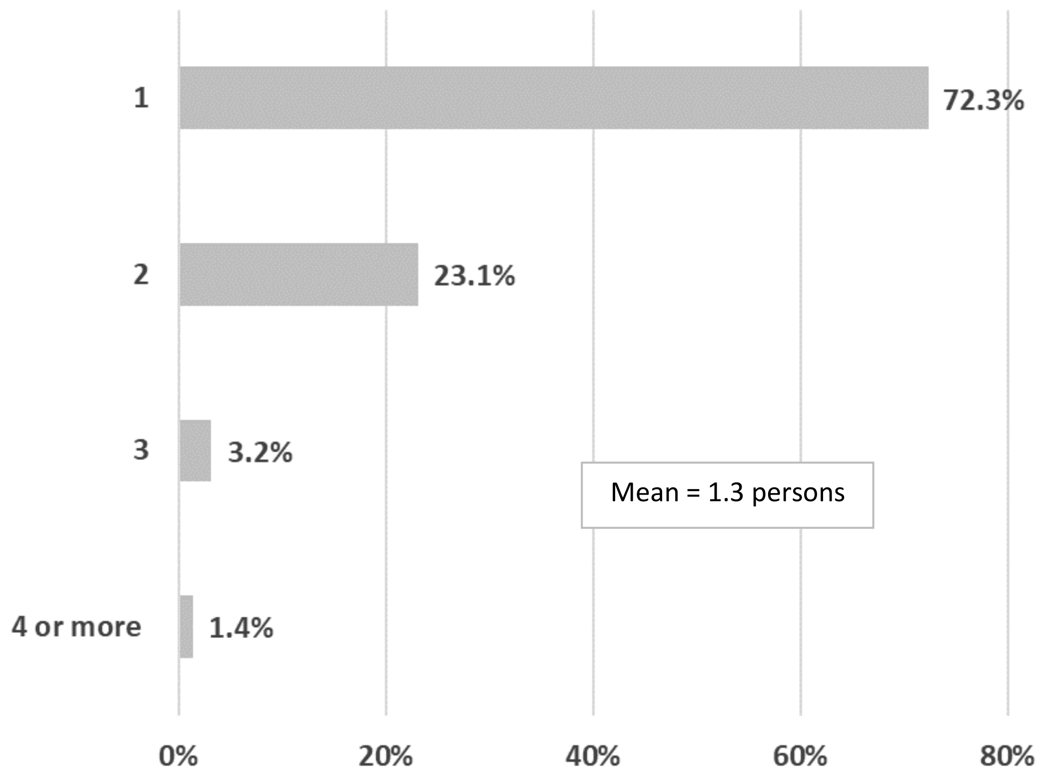


FIGURE 4.14 – Question 13: Number of people in hotel room. Base: All respondents. 506 completed surveys.

Length of Stay in Irving

One third of Irving's hotel guests spend four or more days in the city (33.4%). Hotel guests spend an average of 3.12 days in Irving.

Figure 4.15: Total number of days in Irving.

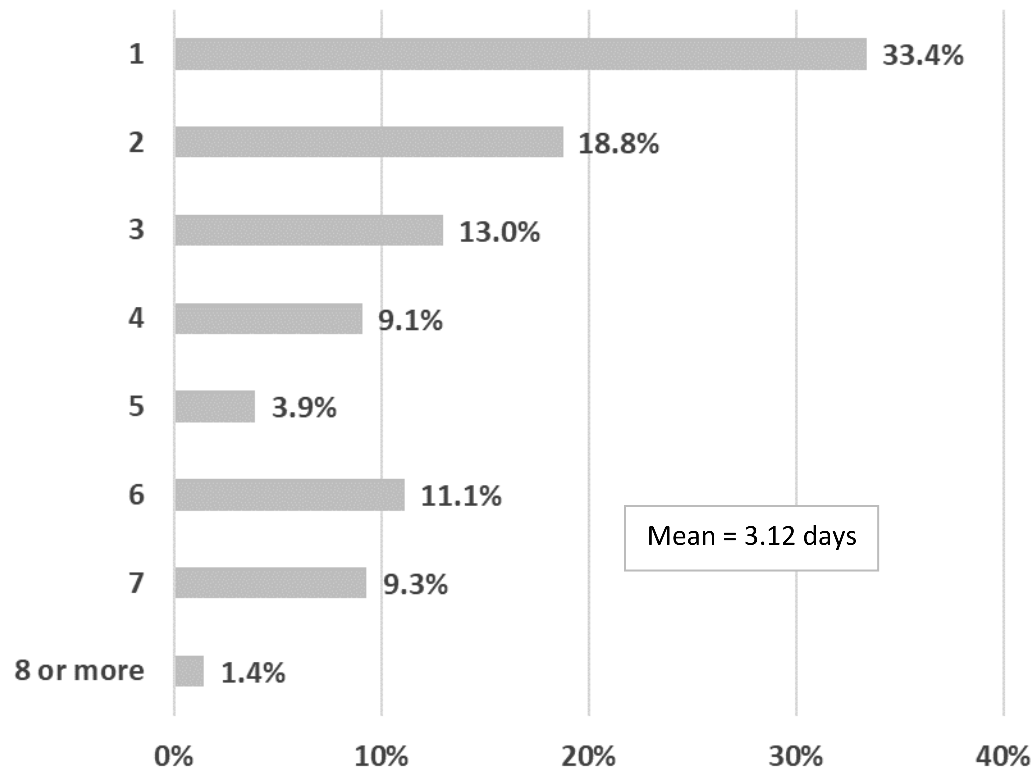


FIGURE 4.15 – Question 13: Total number of days you stayed in Irving. Base: All respondents. 485 completed surveys.

Return to Irving

Nearly all hotel guests (95.3%) say that they will return to Irving.

Figure 4.16: Would you return to Irving?

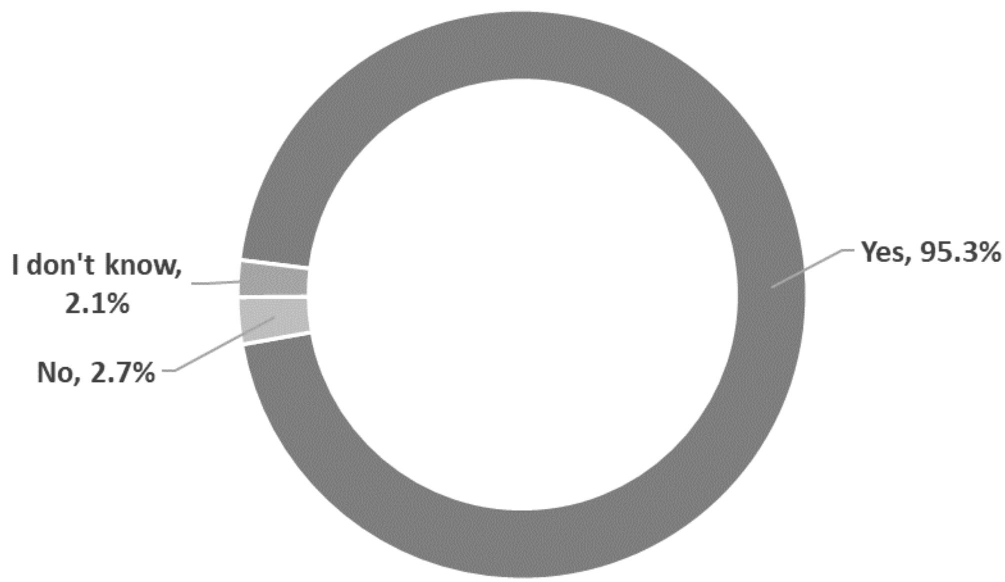


FIGURE 4.16 – Question 14: Would you return to Irving? Base: All respondents. 527 completed surveys.

Recommend Irving as a Vacation or Getaway Weekend Destination

The majority of Irving hotel guests say that they would recommend Irving as a vacation or weekend getaway destination (87.1%). 6.6 percent report that they would not recommend Irving to others as leisure trip destination.

Figure 4.17: Would you recommend Irving to others as a vacation or getaway weekend destination?

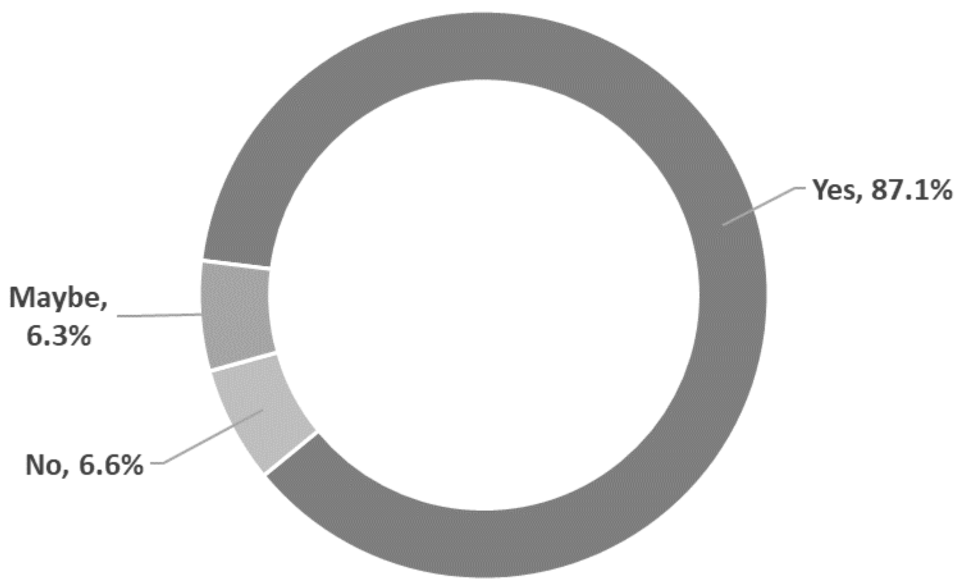


FIGURE 4.17 – Question 15: Would you recommend Irving to others as a vacation or getaway weekend destination? Base: All respondents. 528 completed surveys.

Recommend Irving as a Place to Attend a Conference, Tradeshow or Meeting

Eight in ten hotel guests report that they would recommend Irving to others as a place to attend a conference, trade show or business meeting (78.6%). 9.3 percent said that they might recommend Irving as a group meeting destination.

Figure 4.18: Would you recommend Irving to others as a place to attend a conference, trade show or business meeting?

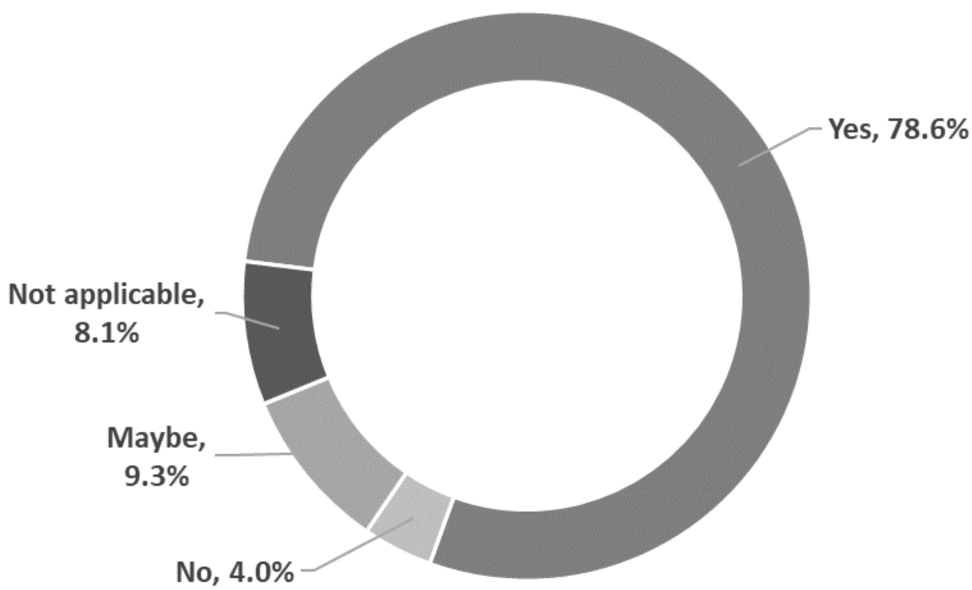


FIGURE 4.18 – Question 16: Would you recommend Irving to others as a place to attend a conference, trade show or business meeting? Base: All respondents. 528 completed surveys.

Irving Compared to Other Business Destinations

Nearly 70 percent of respondents who visited Irving for business reasons or to attend a group meeting rated Irving to be better overall visitor amenities compared to other business destinations (69.2%). In terms of its overall visitor amenities, Irving is considered to be "Better" (31.5%) or "Much better" (37.7%) than other meetings and business destinations.

Figure 4.19: In terms of its overall visitor amenities, how does the City of Irving generally compare with the other destinations you travel to for meetings or business? (Select one)

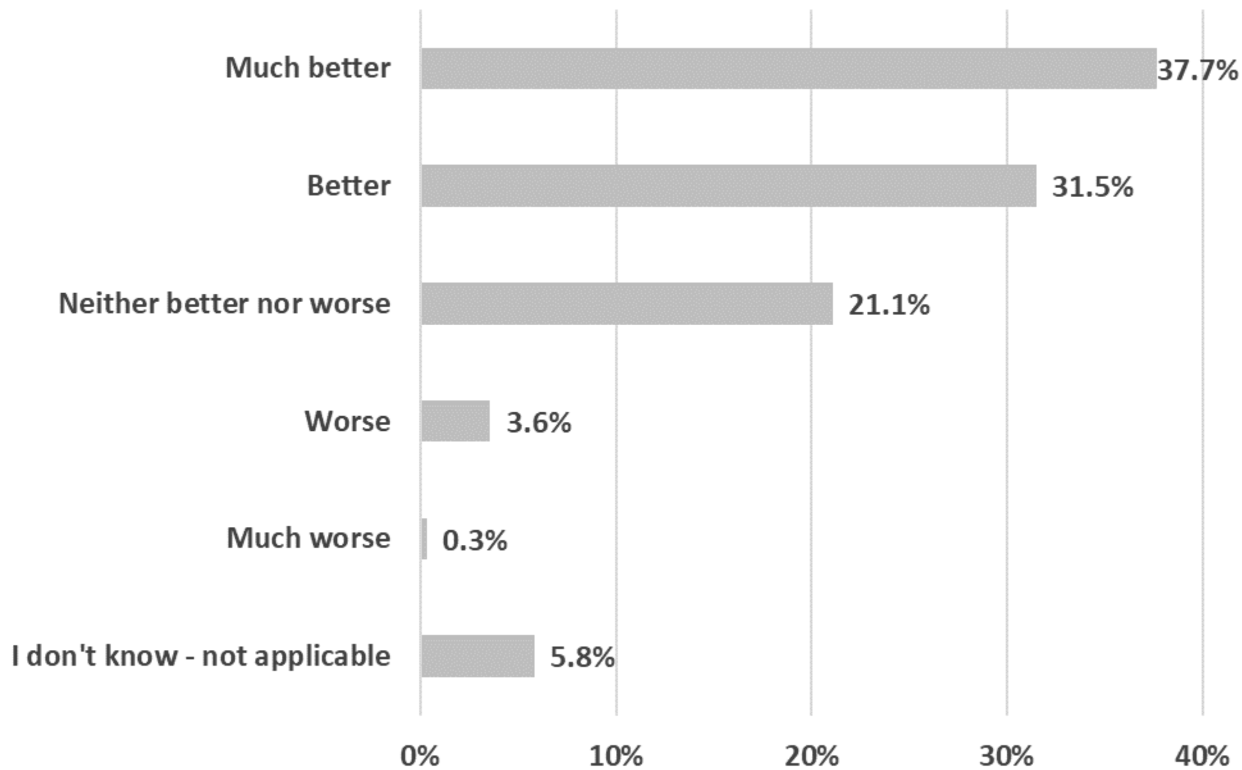


FIGURE 4.19 – Question 17: In terms of its overall visitor amenities, how does the City of Irving generally compare with the other destinations you travel to for meetings or business? (Select one) Base: Respondents who visited Irving for business reasons or to attend a group meeting. 308 completed surveys.

Most Liked Aspect of Irving as a Business Destination

Irving's close proximity to the airport (20.0%) and central location (15.1%) are the most valued aspects of Irving as a travel destination. Irving hotel guests who visited for business or a group meeting were asked to share the one aspect they like most about Irving as a business destination. Other valued aspects include a safe and clean appearance (10.9%), ease to navigate around (10.6%) and hotels (9.4%) in the city.

Figure 4.20: What one thing do you like most about Irving as a business travel destination?

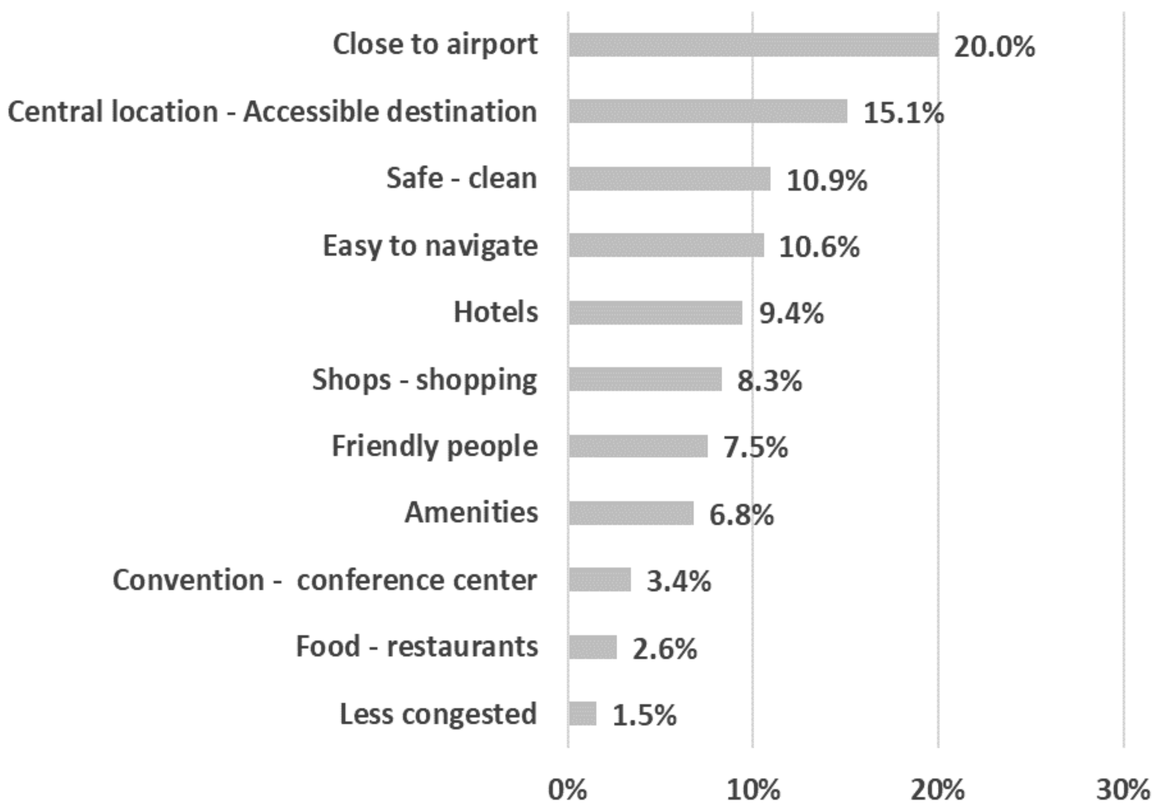


FIGURE 4.20 – Question 18: What one thing do you like most about Irving as a business travel destination? Base: All respondents. 265 completed surveys.

Amenities to Improve Irving as a Business Destination

Transportation issues continue to be the most common amenities visitors suggested to improve the Irving experience. Close to three in ten business and group meeting hotel guest (28.6%) suggested better some form on improved transportation as a way to make their Irving experience as a business travel destination better.

Figure 4.21: What amenities would improve Irving as a business travel destination?

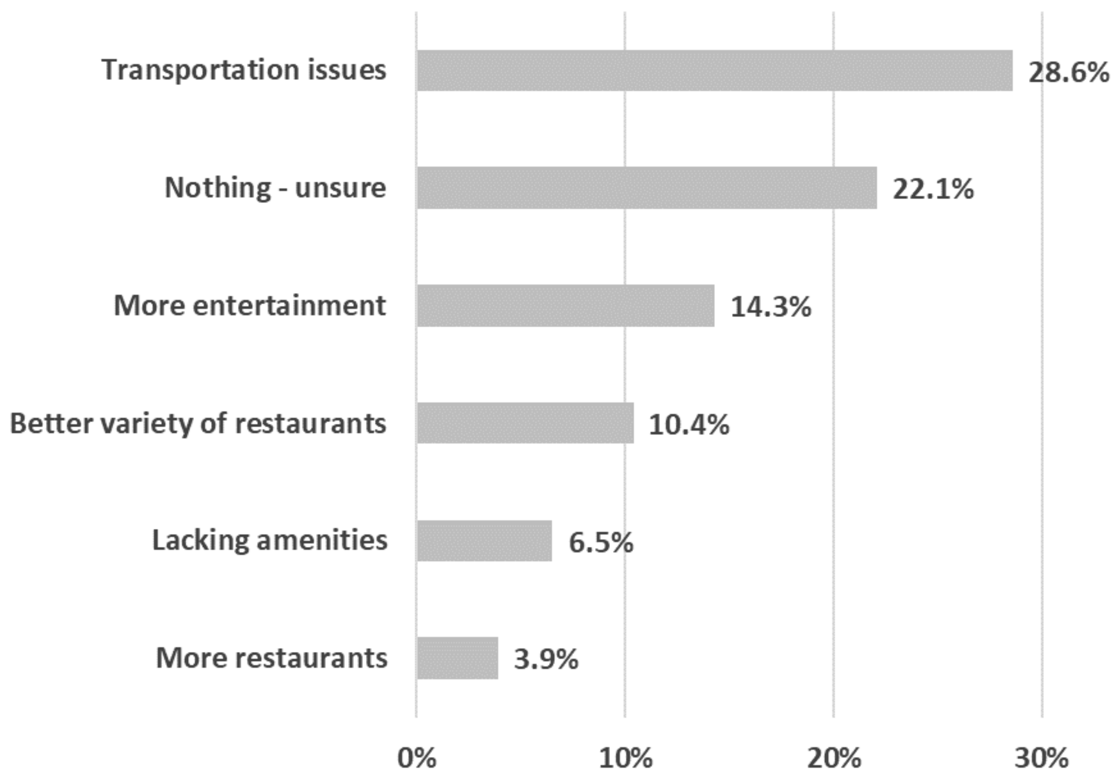


FIGURE 4.21 – Question 19: What amenities would improve Irving as a business travel destination? Base: All respondents. 154 completed surveys.

Preferred Business Destinations

Boston was the most preferred city to visit over Irving (17.7%). In another open-ended question, business and meeting hotel guests were asked to identify the cities they prefer to visit for business over Irving. Las Vegas (13.3%), Orlando (13.3%) and Chicago (12.7%) were other cities business and meeting hotel guests preferred to visit over Irving.

Figure 4.22: What other cities (if any) do you prefer visiting over Irving as destinations for business?

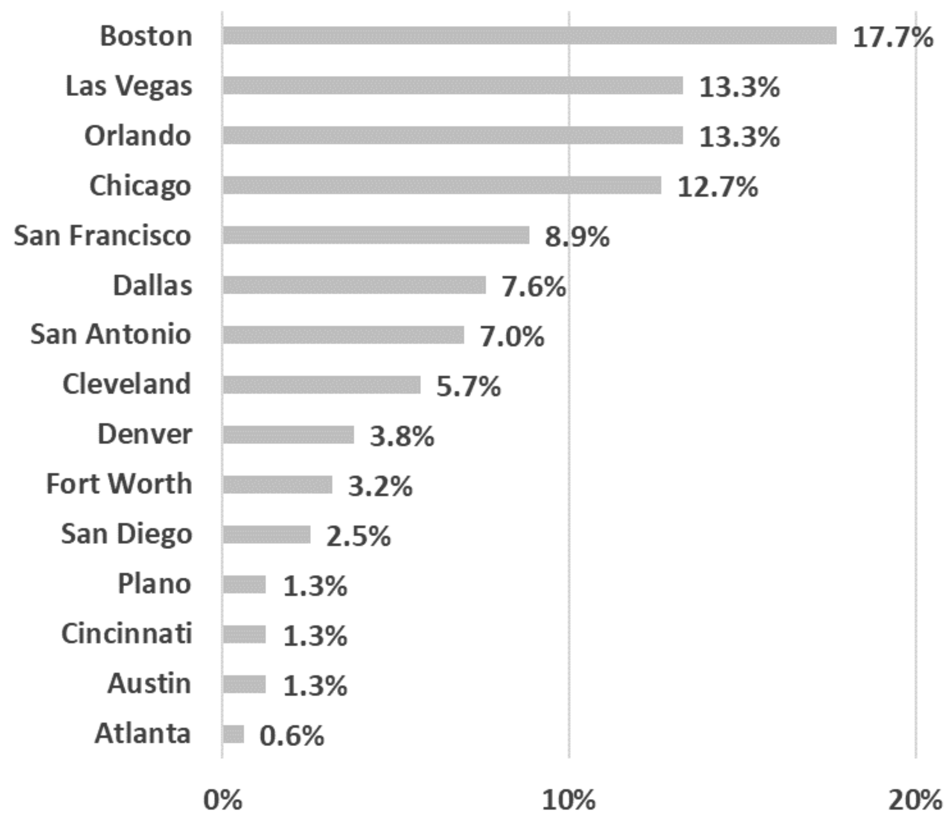


FIGURE 4.22 – Question 20: What other cities (if any) do you prefer visiting over Irving as destinations for business? Base: All respondents. 158 completed surveys.

Section

5

Respondent Profile

This section contains the findings of the survey's demographic questions in the order they were asked.

Gender

Irving's hotel guests skewed male. 55.1 percent were male and 41.7 percent of survey respondents were female.

Figure 5.1: What is your gender?

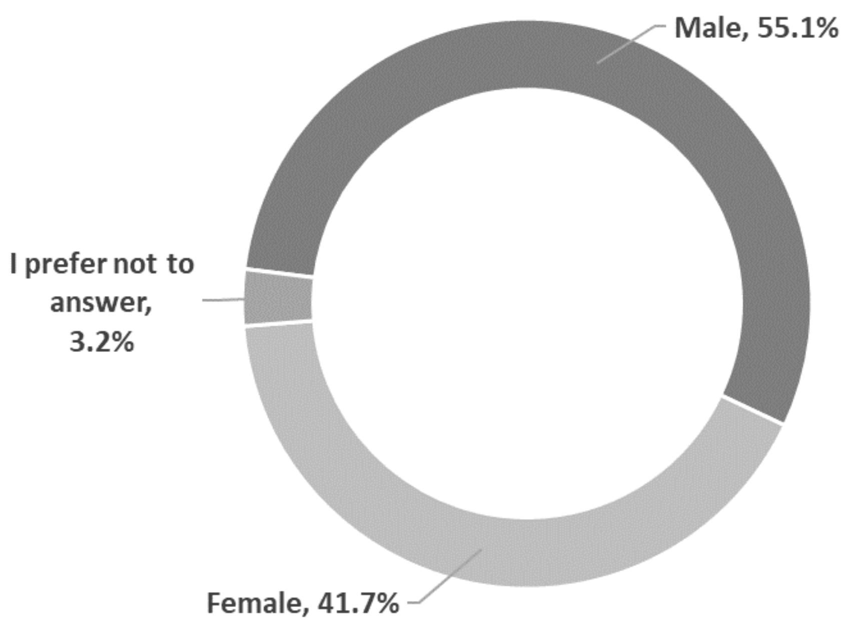


FIGURE 5.1 – Question 21: What is your gender? Base: All respondents. 561 completed surveys.

Age

The average age of survey respondents was 42.9 years of age.

Figure 5.2: Which best describes your age?

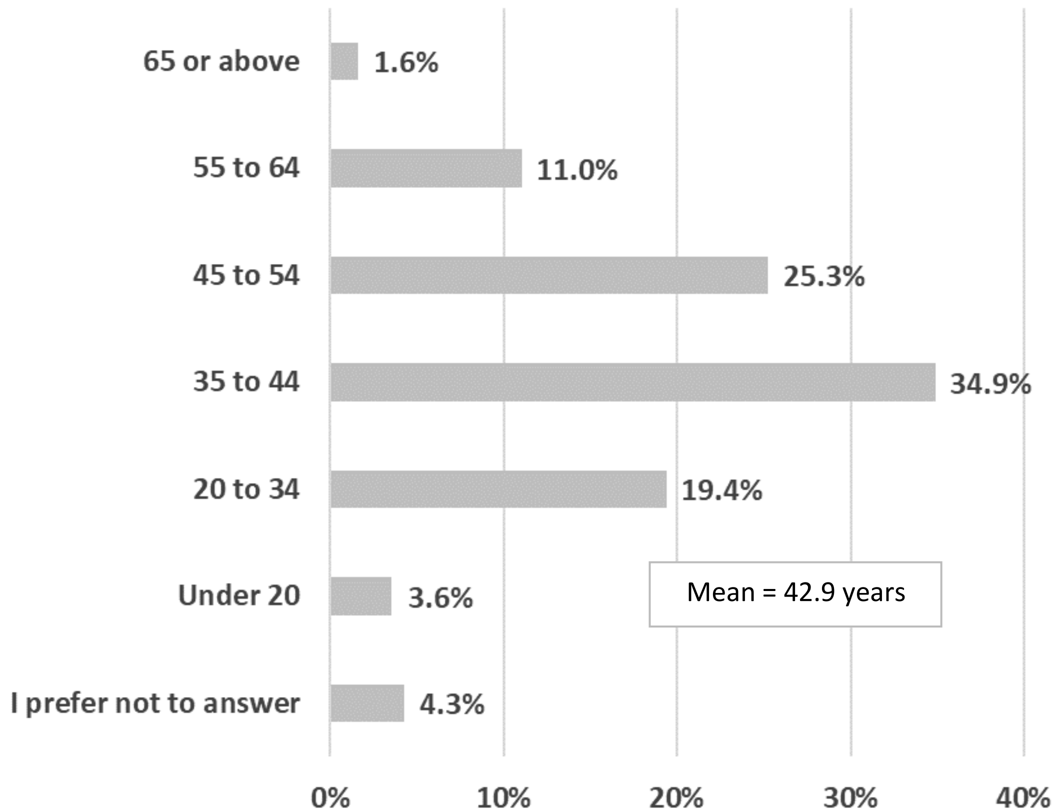
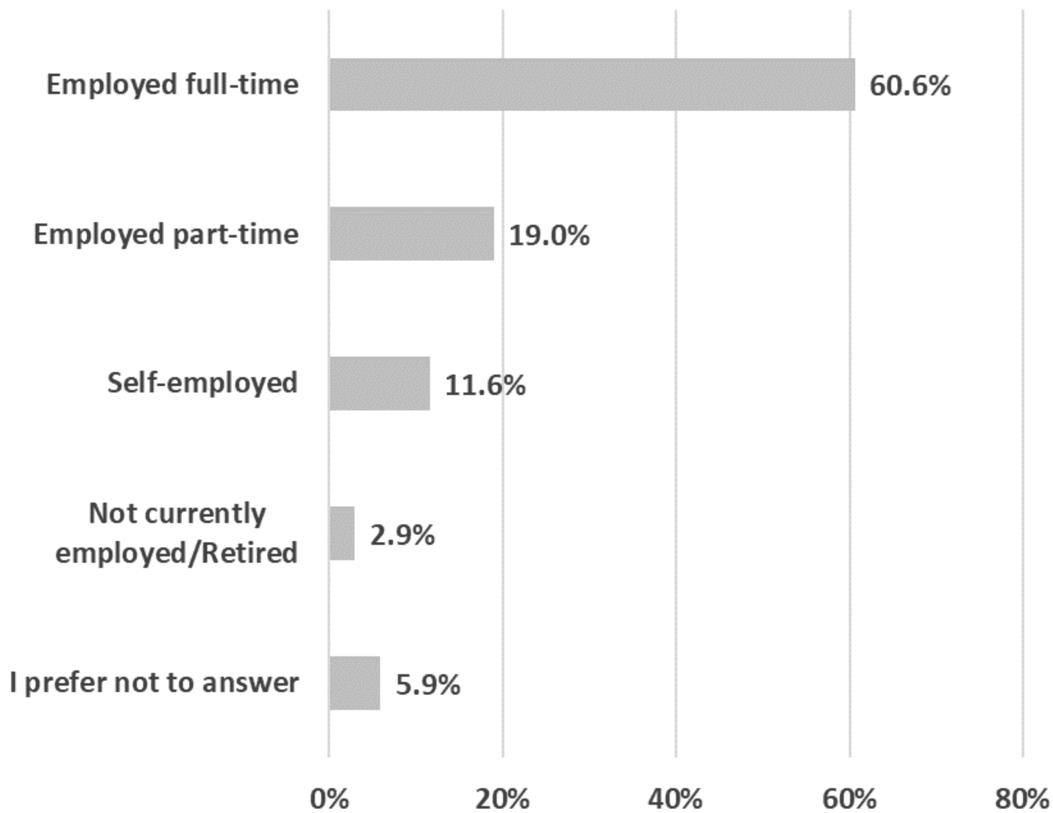


FIGURE 5.2 – Question 22: Which best describes your age? Base: All respondents. 562 completed surveys.

Employment Status

Most Irving hotel guests are employed in some capacity (91.2%). Six in ten are employed full-time (60.6%), while 19.0 percent are self-employed, and 11.6 percent are employed part-time. 2.9 percent are retired or not currently employed.

Figure 5.3: Which best describes your current employment status?



b

FIGURE 5.3 – Question 23: Which best describes your current employment status? Base: All respondents. 559 completed surveys.

Education

Irving hotel guests are well-educated. Nearly two-thirds of all respondents had some college education (64.2%).

Figure 5.4: Which of the following best represents the highest level of formal education you have completed?

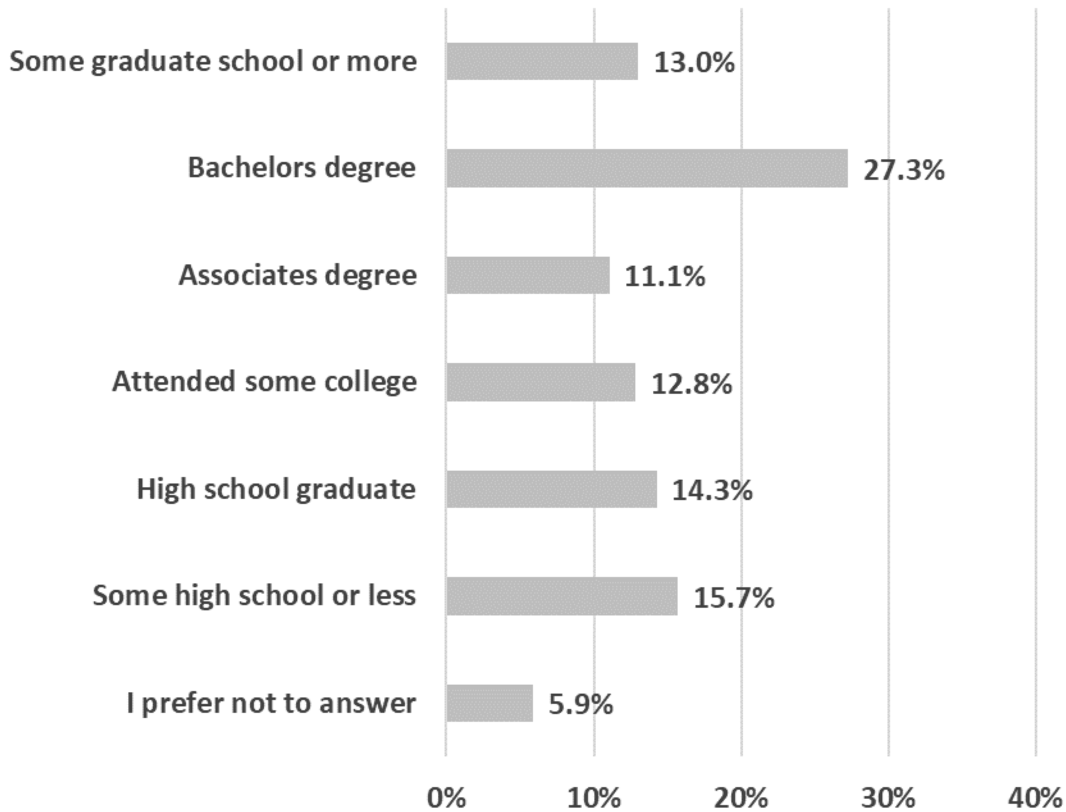


FIGURE 5.4 – Question 24: Which of the following best represents the highest level of formal education you have completed? Base: All respondents. 561 completed surveys.

Annual Household Income

Irving hotel guests are quite affluent. The average household income of Irving hotel guests is $92,200.

Figure 5.5: Which best describes the combined annual income of all members of your household?

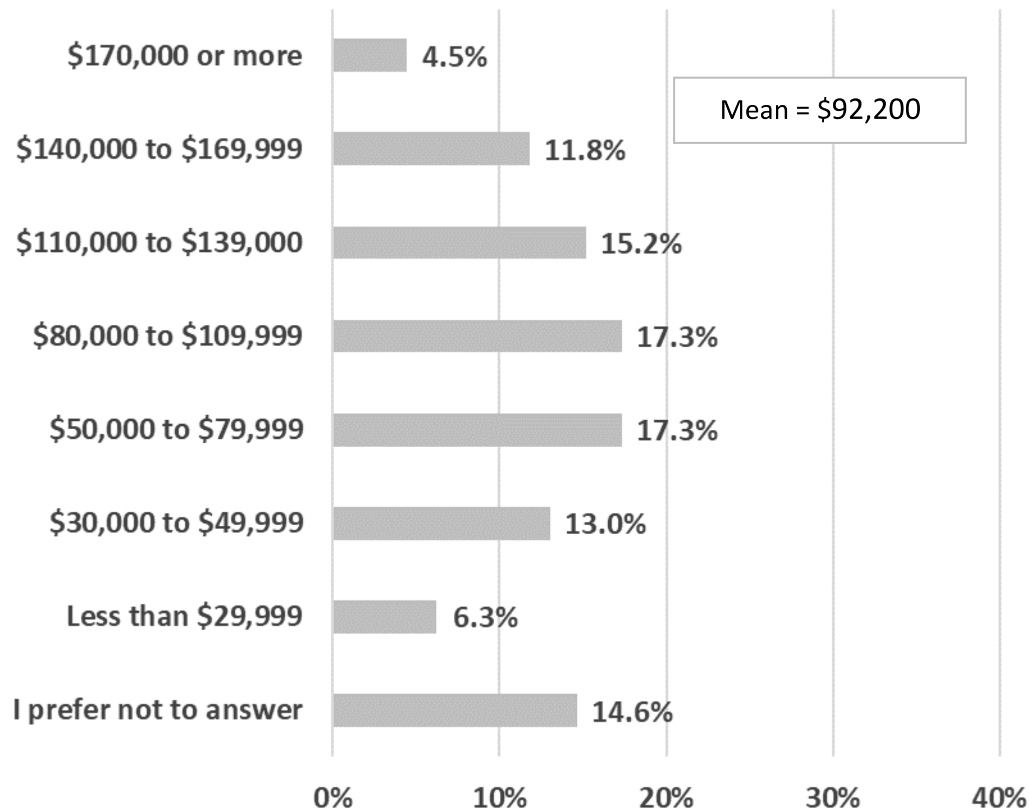


FIGURE 5.5 – Question 25: Which best describes the combined annual income of all members of your household? Base: All respondents. 560 completed surveys.

Ethnicity

Irving hotel guests predominantly identify as Caucasian (48.6%). 21.7 percent of survey respondents reported being Hispanic/Latino, Asian/Pacific Islander, followed by 17.6 percent who were Black/African-American.

Figure 5.6: Which best describes your race or ethnic background?

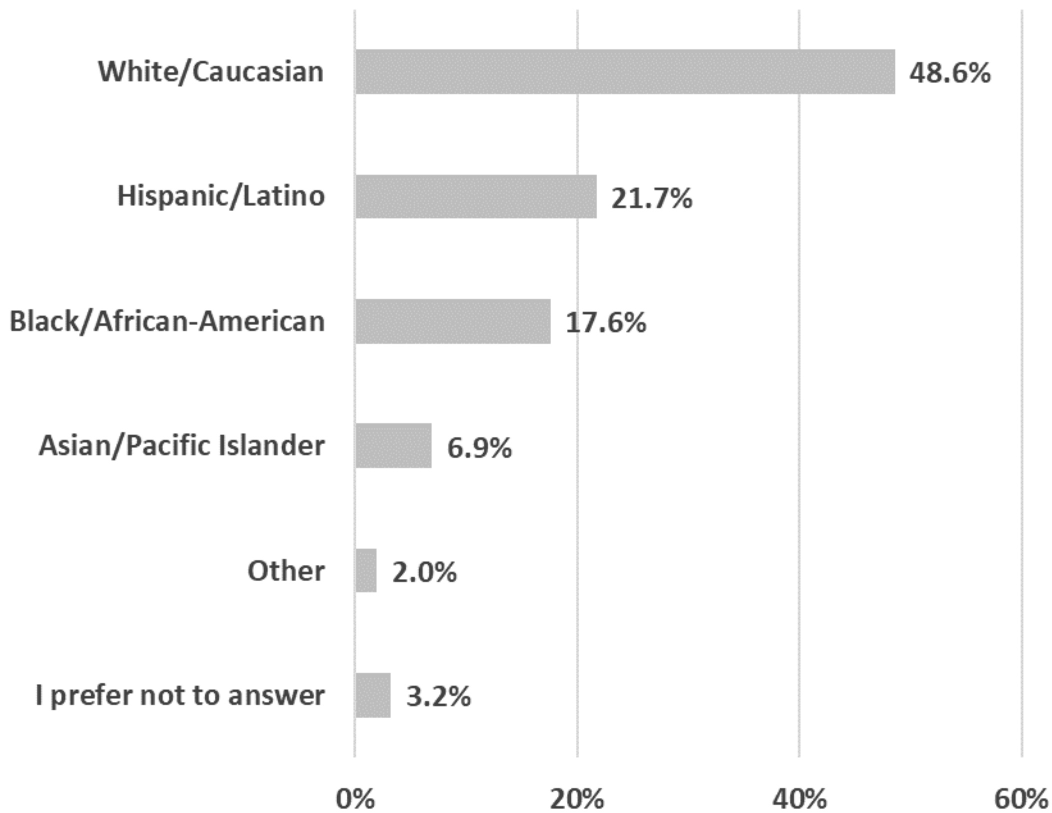


FIGURE 5.6 – Question 26: Which best describes your race or ethnic background? Base: All respondents. 562 completed surveys.

Marital Status

Nearly four in ten of Irving's hotel guests are either married or partnered (38.7%). 17.2 percent have children under age 18.

Figure 5.7: Which best describes your marital status?

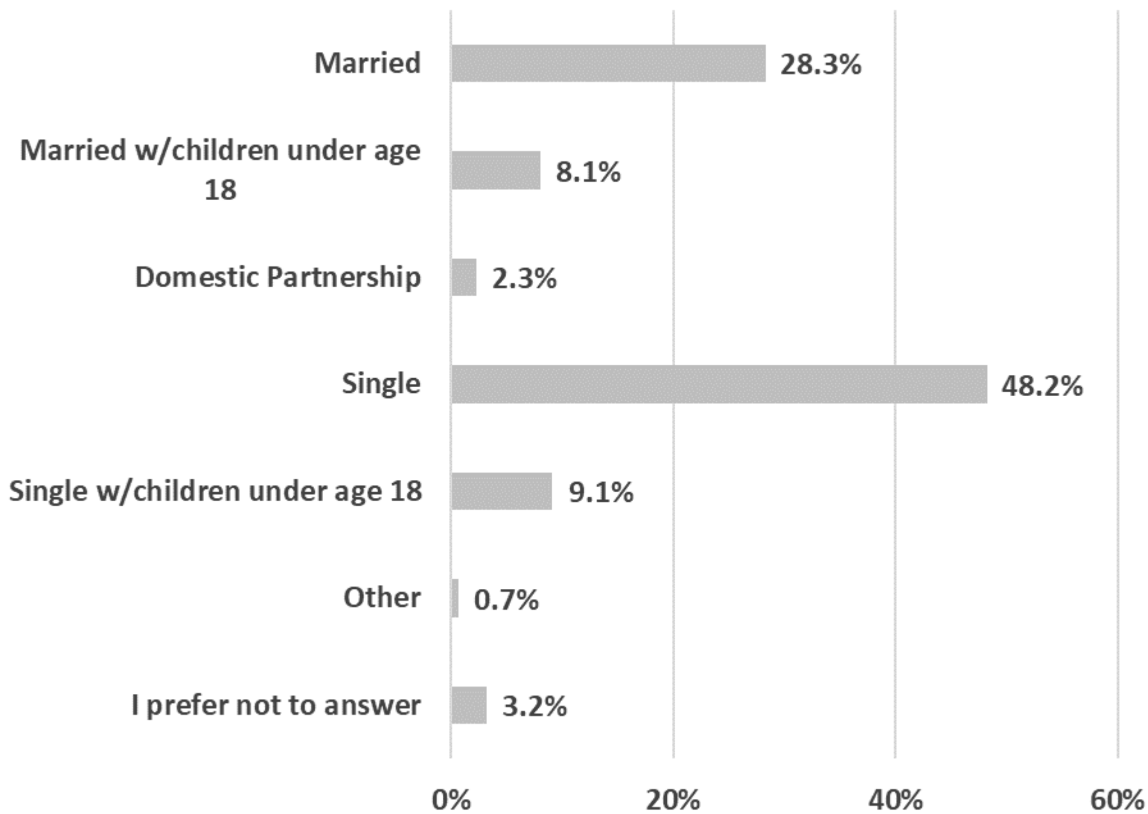


FIGURE 5.7 – Question 27: Which best describes your marital status? Base: All respondents. 558 completed surveys.

State of Origin

Irving's hotel visitors come from all regions of the country, Texas residents account for the greatest percentage of Irving hotel guests by far, at 34.7 percent. The second largest feeder state is California, which contributes 5.2 percent.

Figure 5.8: State of Origin

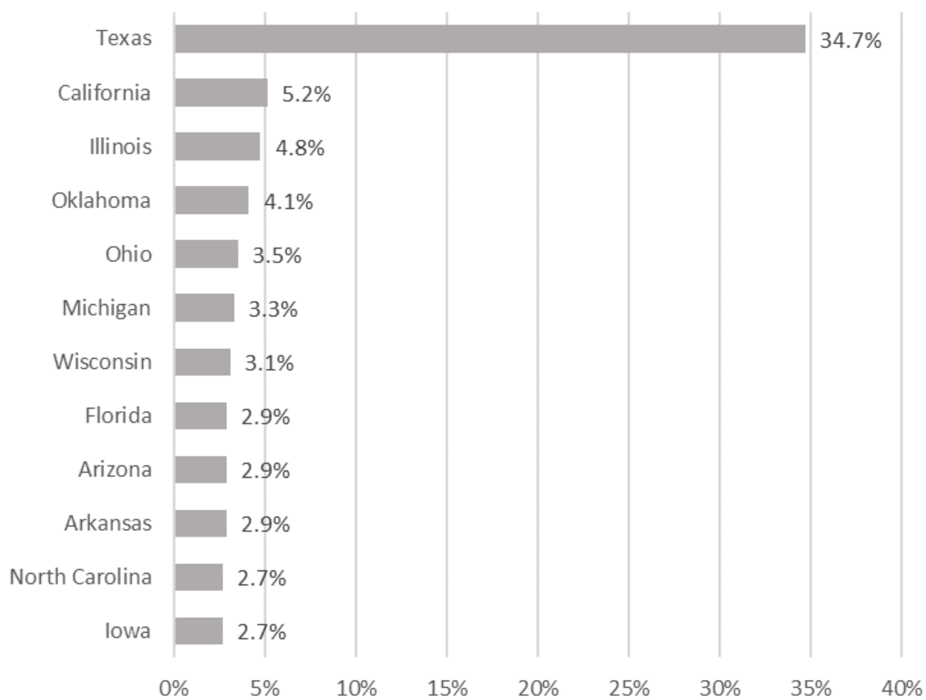


FIGURE 5.8 – State of origin. Base: All respondents. 484 completed surveys.

Section

6

Index I: Survey Questionnaire

The Irving Hotel Guest Survey instrument is presented in the pages following.

Irving Hotel Guest Intercept Survey 2019

A. Survey Location:
- ❍ Comfort Suites
- ❍ Country Inn and Suites, DFW Airport South
- ❍ Hampton Inn Irving/Las Colinas
- ❍ Hyatt Place Dallas/Las Colinas
- ❍ Hilton Garden Inn Las Colinas
- ❍ Home2 Suites by Hilton Irving/DFW Airport North
- ❍ Wingate By Wyndham Dallas-Las Colinas

1. Do you live in the City of Irving, Texas?
- ❍ Yes
- ❍ No

2. Which best describes the primary reason for making this visit to Irving? (Select one)
- ❍ Group meeting (conference, trade show or other meeting)
- ❍ Business travel (company business, sales activities, etc.)
- ❍ Government travel
- ❍ Vacation
- ❍ Getaway weekend
- ❍ Other personal travel
- ❍ Just passing through town

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting)

3. Which best describes the meeting you attended on this trip to Irving? (Select one)
- ❍ Conference
- ❍ Trade show
- ❍ Corporate meeting

❍ Religious meeting
❍ Family reunion
❍ Military group meeting
❍ Seminar, educational meeting or symposium
❍ Government or non-governmental organization (NGO) meeting
❍ School group or alumni association
❍ Other (please specify) ___________________________________

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting)

4. Which best describes the size of the meeting you attended in Irving? (Select one)

❍ 1 to 25 attendees
❍ 26 to 50 attendees
❍ 51 to 100 attendees
❍ 101 to 250 attendees
❍ 251 to 500 attendees
❍ 501 to 1,000 attendees
❍ Over 1,000 attendees
❍ I don't know – not applicable

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting)

5. How do you feel about the fact that your meeting was held in the City of Irving, Texas (as compared to other possible meeting destinations)? (Select one)

❍ Extremely positive
❍ Positive
❍ Neither positive nor negative
❍ Negative
❍ Extremely negative
❍ I don't know – not applicable

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting)

6. Did your meeting use the Irving Convention Center?

❍ Yes
❍ No
❍ Maybe – Uncertain

This Question is Conditionally Shown if: (6 = Yes)

7. In terms of its overall amenities, how does the Irving Convention Center compare with meeting facilities in other cities you have experienced? (Select one)

❍ Much better
❍ Better
❍ Neither better nor worse

❍ Worse
❍ Much worse
❍ I don't know - not applicable

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting) OR2 = Business travel (company business, sales activities, etc.) OR2 = Government travel)

8. Which of these business activities (if any) did you do while in Irving? (Select all that apply)
❑ Attend a company meeting(s)
❑ Conduct other business within my company
❑ Sales calls on potential clients
❑ Conduct business with current clients
❑ Provide technical or professional consulting services to clients
❑ Conduct market research
❑ Interview for a job
❑ Other (please specify) ___________________________________

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting) OR2 = Business travel (company business, sales activities, etc.) OR2 = Government travel)

9. In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel?

Business reasons: _________________
Convention, conference, or other group meeting _________________

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting) OR2 = Business travel (company business, sales activities, etc.) OR2 = Government travel)

10. On this visit to Irving, did you extend your stay beyond what was necessary for your meeting or business to accommodate additional leisure activities?
❍ Yes
❍ No

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting) OR2 = Business travel (company business, sales activities, etc.) OR2 = Government travel)

11. On this trip, in which Dallas-Fort Worth area cities did you (or will you) conduct business or attend meetings in? (Select all that apply)
❑ Irving
❑ Dallas
❑ Fort Worth
❑ Grapevine
❑ Plano
❑ Arlington
❑ Grand Prairie

- ❑ Frisco
- ❑ Other Dallas-Forth Worth area location(s)

12. On this trip, in which Dallas-Fort Worth area cities did you (or will you) take part in any leisure activities (dining, sightseeing, etc.)? (Select all that apply)

- ❑ Irving
- ❑ Dallas
- ❑ Fort Worth
- ❑ Grapevine
- ❑ Plano
- ❑ Arlington
- ❑ Grand Prairie
- ❑ Frisco
- ❑ Other Dallas-Forth Worth area location(s)

13. Why did you decide to stay in a hotel in the City of Irving, Texas rather than in another Dallas-Fort Worth area city? (Select all that apply)

- ❑ My meeting or trade show was in Irving
- ❑ Irving was convenient for my business activities
- ❑ My preferred hotel or hotel chain is in Irving
- ❑ Better hotel room rates in Irving
- ❑ Irving is close to Dallas-Fort Worth International Airport
- ❑ Irving is centrally located between Dallas and Fort Worth
- ❑ Irving is (or is near) the location of the home of my friends and/or family
- ❑ Proximity to my leisure activities
- ❑ I did not personally select my hotel in Irving

14. Approximately how much <u>PER DAY</u> will you spend on the following while in the City of Irving?

Lodging (per night, before tax) ___________________
Restaurants ___________________
Retail purchases ___________________
Entertainment & sightseeing ___________________
Car rental ___________________
Gas, parking & local transportation ___________________
Other ___________________

14b. Including yourself, how many people are covered by the reported spending above?

# of people ___________________

16. Including yourself, how many people stayed in your hotel room?

# of people ____________________

17. While on this trip, how many total days did you (or will you) stay in Irving?

____________________ # of days

18. Would you return to Irving?
- ❍ Yes
- ❍ No
- ❍ I don't know

19. Would you recommend Irving to others as a vacation or getaway weekend destination?
- ❍ Yes
- ❍ No
- ❍ Maybe

20. Would you recommend Irving to others as a place to attend a conference, trade show or business meeting?
- ❍ Yes
- ❍ No
- ❍ Maybe
- ❍ Not applicable

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting) OR2 = Business travel (company business, sales activities, etc.) OR2 = Government travel)

21. In terms of its overall visitor amenities, how does the City of Irving generally compare with the other destinations you travel to for meetings or business? (Select one)
- ❍ Much better
- ❍ Better
- ❍ Neither better nor worse
- ❍ Worse
- ❍ Much worse
- ❍ I don't know - not applicable

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting) OR2 = Business travel (company business, sales activities, etc.) OR2 = Government travel)

22. What one thing do you like most about Irving as a business travel destination?

____
____
____

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting) OR2 = Business travel (company business, sales activities, etc.) OR2 = Government travel)

23. What amenities would improve Irving as a business travel destination?

____

____

____

This Question is Conditionally Shown if: (2 = Group meeting (conference, trade show or other meeting) OR2 = Business travel (company business, sales activities, etc.) OR2 = Government travel)

24. What other cities (if any) do you prefer visiting over Irving as destinations for business?

____

____

____

Thank you. Please answer the demographic questions below to complete the survey. Please note your responses will be kept completely confidential and will only be used to develop a profile of visitors to Irving.

25. What is your gender?

❍ Male
❍ Female
❍ I prefer not to answer

26. Which best describes your age?

❍ Under 20
❍ 20 to 34
❍ 35 to 44
❍ 45 to 54
❍ 55 to 64
❍ 65 or above
❍ I prefer not to answer

27. Which best describes your current employment status?

❍ Employed full-time
❍ Employed part-time
❍ Self-employed
❍ Not currently employed/Retired
❍ I prefer not to answer

28. Which of the following best represents the highest level of formal education you have completed?

❍ Some high school or less
❍ High school graduate

- ❍ Attended some college
- ❍ Associates degree
- ❍ Bachelors degree
- ❍ Some graduate school or more
- ❍ I prefer not to answer

29. Which best describes the combined annual income of all members of your household?

- ❍ Less than $29,999
- ❍ $30,000 to $49,999
- ❍ $50,000 to $79,999
- ❍ $80,000 to $109,999
- ❍ $110,000 to $139,000
- ❍ $140,000 to $169,999
- ❍ $170,000 or more
- ❍ I prefer not to answer

30. Which best describes your race or ethnic background?

- ❍ White/Caucasian
- ❍ Hispanic/Latino
- ❍ Black/African-American
- ❍ Asian/Pacific Islander
- ❍ Other
- ❍ I prefer not to answer

31. Which best describes your marital status?

- ❍ Single
- ❍ Single w/children under age 18
- ❍ Married
- ❍ Married w/children under age 18
- ❍ Domestic Partnership
- ❍ Other
- ❍ I prefer not to answer

33. Country of Residence:

____

32. What is your home zip/postal code?

Zip/Postal Code ____

Thanks for your help! Please click the "Submit Survey" button below to send your responses.

Economic Impact

PEOPLE

4.01 MILLION
Total Irving Visitors in 2019

=

31,860 PER DAY
Number of Visitors in Irving on an Average Day in 2019

DOLLARS

$3.04 BILLION
Total Direct Visitor Spending in Irving in 2019

=

$8.3 MILLION PER DAY
Visitor Spending in Irving on an Average Day in 2019

$12,566
Annual Visitor Spending per Irving Resident

$2.34 BILLION
Spending by Visitors on Lodging in Irving

$806 MILLION
Economic Impact of Group Meetings in Irving

JOBS

25,104
Total Jobs
Supported by Irving Visitor Industry

$704 MILLION
Total Payroll
for Irving Visitor Industry

TAXES

$64.7 MILLION
Taxes Generated
by the Visitor Industry for the City of Irving in 2019

$776
Tax Revenues Generated
per Irving Household

Texas **Business** Outlook Surveys

Special Questions

April 26, 2021

For this month's Texas Business Outlook Surveys, Texas business executives were asked supplemental questions on the impact of COVID-19, as well as wages, prices and hiring impediments. Results below include responses from participants of all three surveys: Texas Manufacturing Outlook Survey, Texas Service Sector Outlook Survey and Texas Retail Outlook Survey.

Texas Business Outlook Surveys

Data were collected April 13–21, and 376 Texas business executives responded to the surveys.

1. What annual percent change in wages and input prices do you expect for 2021, and by how much do you expect to change selling prices in 2021?

	Actual '17 (percent)	Actual '18 (percent)	Actual '19 (percent)	Actual '20 (percent)	Expected '21 (percent)
Wages	3.8	4.5	3.9	2.1	4.7
Input prices (excluding wages)	3.1	4.7	3.4	2.7	5.5
Selling prices	2.3	3.1	2.4	1.1	4.3

NOTES: 341 responses. 2017–20 figures are based on year-end questions asking, "What annual percent change in wages and input prices did your firm experience last year? Also, by how much did your firm change selling prices?" Shown are averages calculated as trimmed means with the lowest and highest 5 percent of responses omitted.

Texas business executives report increased expectations for wage and price growth this year

NOTE: 341 responses. Respondents were asked "What annual percent change in wages and input prices do you expect for 2021, and by how much do you expect to change selling prices in 2021?" in Dec. 2020 and Apr. 2021. Values are trimmed means with the lowest and highest 5 percent of responses omitted.
SOURCE: Federal Reserve Bank of Dallas Texas Business Outlook Surveys.

2. How do your firm's current revenues compare with a typical April? For example, if revenues are down 20 percent from normal, enter 80 percent. If revenues are up 20 percent, enter 120 percent.

	May '20 (percent)	Aug. '20 (percent)	Nov. '20 (percent)	Feb. '21 (percent)	Apr. '21 (percent)
Share of firms reporting reduced revenues	81.2	68.3	63.7	56.5	50.1
Average revenue decline (Y/Y)	-38.3	-29.9	-28.7	-26.7	-26.3
Share of firms reporting increased revenues	10.2	18.3	19.9	23.3	34.0
Average revenue increase (Y/Y)	20.1	17.6	17.7	15.8	15.5
Share of firms reporting no change in revenues	8.6	13.4	16.4	20.2	15.9

NOTES: 353 responses. In past months the question wording was adjusted to reference the respective month of comparison. Averages are calculated as trimmed means with the lowest and highest 7.5 percent of responses omitted. Average revenue decline is calculated using only responses from firms that reported reduced revenues. Average revenue increase is calculated using only responses from firms that reported increased revenues.

3. How does your firm's current employee head count compare with February 2020 (pre-COVID)? For example, if head count is down 20 percent from February last year, enter 80 percent. If head count is up 20 percent, enter 120 percent. Please exclude any changes due to typical seasonality.

	Aug. '20 (percent)	Nov. '20 (percent)	Feb. '21 (percent)	Apr. '21 (percent)
Share of firms reporting reduced head count	51.4	51.1	47.3	48.6
Average head count decline (compared with Feb. 2020 levels)	-27.2	-28.4	-25.4	-26.4
Share of firms reporting increased head count	15.4	13.2	21.0	22.6
Average head count increase (compared with Feb. 2020 levels)	21.0	15.2	10.8	12.6
Share of firms reporting no change in head count	33.2	35.7	31.7	28.8

NOTES: 354 responses. Averages are calculated as trimmed means with the lowest and highest 7.5 percent of responses omitted. Average head count decline is calculated using only responses from firms that reported reduced head count. Average head count increase is calculated using only responses from firms that reported increased head count.

4. Are you currently trying to hire or recall workers?

	Apr. '21 (percent)
Yes	60.1
No	39.9

NOTE: 363 responses.

4a. Are there any impediments to hiring/recalling workers? Please select all that apply.

	Apr. '21 (percent)
Lack of available applicants/no applicants	66.7
Generous unemployment benefits	47.7
Lack of technical competencies (hard skills)	41.2
Lack of experience	38.4
Workers looking for more pay than is offered	33.8
Lack of workplace competencies (soft skills)	26.9
Inability to pass drug test and/or background check	19.9
Lack of child care	11.6
Fear of COVID-19 infection	8.3
Other	10.6
None	9.7

NOTES: 216 responses. This question was only posed to those currently trying to hire or recall workers.

Survey respondents were given the opportunity to provide comments. These comments can be found on the individual survey Special Questions results pages

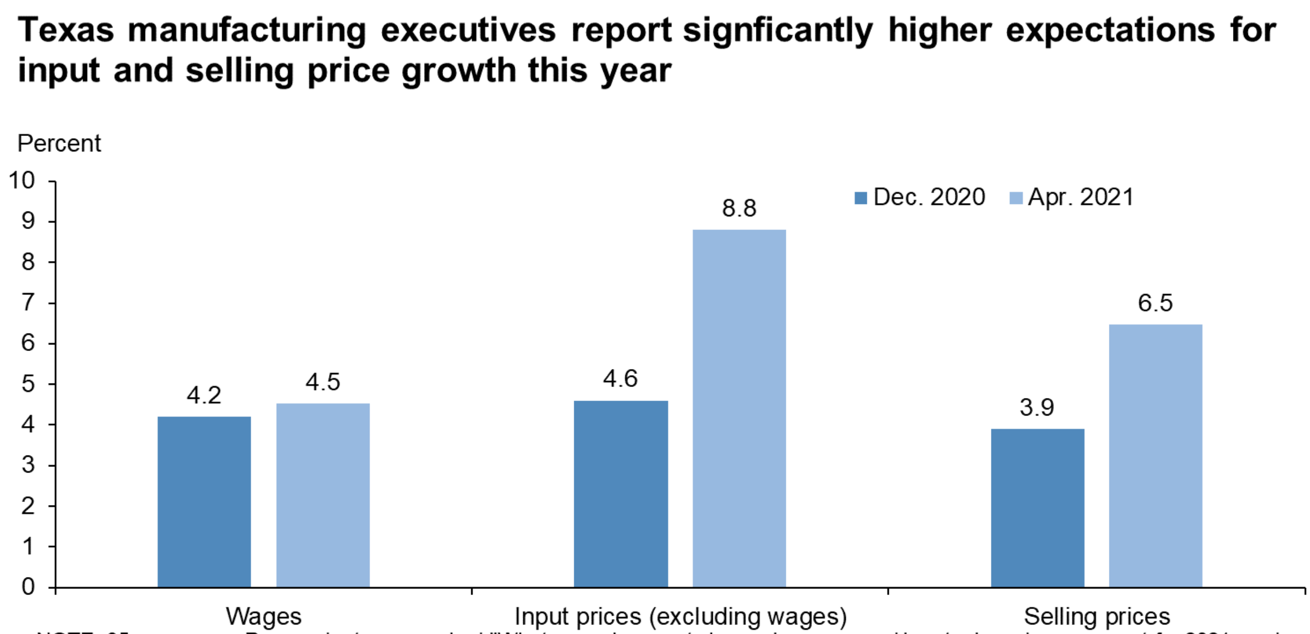
Texas Manufacturing Outlook Survey

Data were collected April 13–21, and 103 Texas manufacturers responded to the surveys.

1. What annual percent change in wages and input prices do you expect for 2021, and by how much do you expect to change selling prices in 2021?

	Actual '17 (percent)	Actual '18 (percent)	Actual '19 (percent)	Actual '20 (percent)	Expected '21 (percent)
Wages	3.4	4.4	3.4	3.3	4.5
Input prices (excluding wages)	3.1	5.7	3.2	3.0	8.8
Selling prices	2.3	3.8	2.2	1.6	6.5

NOTES: 95 responses. 2017–20 figures are based on year-end questions asking, "What annual percent change in wages and input prices did your firm experience last year? Also, by how much did your firm change selling prices?" Shown are averages calculated as trimmed means with the lowest and highest 5 percent of responses omitted.



NOTE: 95 responses. Respondents were asked "What annual percent change in wages and input prices do you expect for 2021, and by how much do you expect to change selling prices in 2021?" in Dec. 2020 and Apr. 2021. Values are trimmed means with the lowest and highest 5 percent of responses omitted.
SOURCE: Federal Reserve Bank of Dallas Texas Manufacturing Outlook Survey.

2. How do your firm's current revenues compare with a typical April? For example, if revenues are down 20 percent from normal, enter 80 percent. If revenues are up 20 percent, enter 120 percent.

	May '20 (percent)	Aug. '20 (percent)	Nov. '20 (percent)	Feb. '21 (percent)	Apr. '21 (percent)
Share of firms reporting reduced revenues	78.0	68.6	57.7	55.7	45.9
Average revenue decline (Y/Y)	-38.6	-28.7	-30.7	-26.0	-30.3
Share of firms reporting increased revenues	16.5	20.0	29.8	30.7	40.8
Average revenue increase (Y/Y)	19.1	24.6	19.3	17.7	19.4
Share of firms reporting no change in revenues	5.5	11.4	12.5	13.6	13.3

NOTES: 98 responses. In past months the question wording was adjusted to reference the respective month of comparison. Averages are calculated as trimmed means with the lowest and highest 7.5 percent of responses omitted. Average revenue decline is calculated using only responses from firms that reported reduced revenues. Average revenue increase is calculated using only responses from firms that reported increased revenues.

3. How does your firm's current employee head count compare with February 2020 (pre-COVID)? For example, if head count is down 20 percent from February last year, enter 80 percent. If head count is up 20 percent, enter 120 percent. Please exclude any changes due to typical seasonality.

	Aug. '20 (percent)	Nov. '20 (percent)	Feb. '21 (percent)	Apr. '21 (percent)
Share of firms reporting reduced head count	47.6	49.0	47.7	40.8
Average head count decline (compared with Feb. 2020 levels)	-23.9	-24.5	-26.8	-23.4
Share of firms reporting increased head count	21.9	17.3	25.0	30.6
Average head count increase (compared with Feb. 2020 levels)	17.1	22.0	15.1	13.9
Share of firms reporting no change in head count	30.5	33.7	27.3	28.6

NOTES: 98 responses. Averages are calculated as trimmed means with the lowest and highest 7.5 percent of responses omitted. Average head count decline is calculated using only responses from firms that reported reduced head count. Average head count increase is calculated using only responses from firms that reported increased head count.

4. Are you currently trying to hire or recall workers?

	Apr. '21 (percent)
Yes	70.7
No	29.3

NOTE: 99 responses.

4a. Are there any impediments to hiring/recalling workers? Please select all that apply.

	Apr. '21 (percent)
Lack of available applicants/no applicants	75.7
Generous unemployment benefits	60.0
Lack of technical competencies (hard skills)	51.4
Lack of experience	42.9
Workers looking for more pay than is offered	32.9
Lack of workplace competencies (soft skills)	32.9
Inability to pass drug test and/or background check	30.0
Lack of child care	8.6
Fear of COVID-19 infection	2.9
Other	10.0
None	4.3

NOTES: 70 responses. This question was only posed to those currently trying to hire or recall workers.

Special Questions Comments

These comments have been edited for publication.

Chemical Manufacturing

- Extended and expanded unemployment benefits make it very difficult to hire at the low end of the market.

Primary Metal Manufacturing

- Government support is making it harder and harder to get folks back to work.
- Our selling prices are mostly fixed for the rest of 2021. Costs will go up this year, but it is too early to plan on a price increase for 2022.

Fabricated Metal Manufacturing

- Finding personnel is problematic. There are very few applications in the labor pool. Lead times for production equipment are extended beyond a year. Steel prices have risen significantly and continue to do so. We are seeing increased pricing across the board in fuel, supplies, etc. We are "nose to the grindstone" on extracting all efficiencies possible in selling, production, and logistics people and processes.

Plastics and Rubber Products Manufacturing

- Hiring continues to be a struggle. Onboarding due to government requirements takes longer than most applicants are willing to accept. When we do manage to get someone in and start training, they are unable to handle the strenuous workload, forcing us back to square one. Our backlog is steadily increasing. Customers are pushing more and more for quicker deliveries. Raw material pricing is becoming a problem. We're getting almost monthly increases for metals and elastomers.

Machinery Manufacturing

- It's difficult to find people who want to work when they're making $15 per hour to sit home on unemployment.
- Get rid of the free money.
- We cannot compare month to month with sales being so random. The swings are unpredictable.

Computer and Electronic Product Manufacturing

- We are hiring, but it is very hard to find qualified technical SaaS [software as a service]-based salespeople.

Transportation Equipment Manufacturing

- We will not try to hire any planned employees due to the uncertainty of the outlook.
- Constrained hiring for both skilled and unskilled factory labor ($15 to $25 per hour) is our most significant challenge to profitable growth. Our order backlog and new orders are strong. Our focus right now is rapid and effective hiring while managing excessive overtime and employee burnout.
- Government checks are keeping people from wanting to work. They have money without having to work for it.

Paper Manufacturing

- It is very difficult to hire anyone who really wants to work. What we keep hearing is that it is too easy to stay home and draw unemployment. This really needs to be looked at. People need to be incentivized to work—not to stay home.

Printing and Related Support Activities

- The $300 per week of additional unemployment benefits needs to go away. There are plenty of jobs but very few jobseekers at the moment.

Food Manufacturing

- Government unemployment policy offers disincentives to finding a job by paying people more to stay home than [they can earn] going to work.

The New York Times https://www.nytimes.com/2021/04/27/nyregion/hotels-tourism-new-york-covid.html

A $7 Billion Mistake? New York Seeks to Curb New Hotels.

A plan to require approval for every new hotel has sparked opposition inside city government, where budget officials say it could reduce future tax revenue from tourism.

By Dana Rubinstein and J. David Goodman

April 27, 2021

Mayor Bill de Blasio and other New York City leaders are pushing a controversial plan to drastically restrict hotel development, a move that the mayor's own experts fear could endanger the city's post-pandemic recovery and cost billions in lost tax revenue.

The mayor wants to require City Council approval for any new hotel, anywhere in the city — a layer of scrutiny otherwise reserved for neighborhood-altering projects such as airports, helipads, racetracks, large stadiums and drive-in movie theaters. He has said hotels create more traffic and activity than ordinary buildings, and he has defended the policy as good for both organized labor and community residents.

The Council is expected to approve the plan in time for Mr. de Blasio to see it become law before he leaves office this year. Once it is in place, developers fear that few, if any, new hotels would be built. Similar requirements have been imposed in a smattering of neighborhoods dating to the Bloomberg administration; in those districts, no new hotels have been built under the stricter rules.

City budget officials have calculated that the move could eventually leave New York with insufficient hotel capacity, potentially costing $350 million by 2025 and as much as $7 billion by 2035 in lost taxes, according to a confidential budget office report drafted in February and shared with The New York Times.

And in an internal memo obtained by The Times, the city's top planning official warned that a more limited proposal — requiring a special permit for hotels in the Union Square area of Manhattan — could hamper the hospitality industry, without a viable urban planning rationale.

"We flag that to continue with this proposal could be seen as contrary to economic recovery principles and sound planning," Marisa Lago, the director of the planning department, wrote last year in the memo to City Hall.

But Mr. de Blasio's views hew closer to those of another group: the hotel workers union that endorsed his 2020 presidential campaign, pouring $440,000 into ads to bolster his ill-fated candidacy.

The union, the Hotel Trades Council, has long pushed to limit the construction of new hotels, which are often nonunion. Its calculation has been that limiting the development of such hotels, which typically offer less-expensive lodging than existing full-service hotels, would tend to increase hotel room prices generally and bolster the higher-end hotels where many of its workers are employed.

Union officials argue that many of the new hotels that have sprung up outside Manhattan in recent years have turned into homeless shelters or have become plagued by crime. They contend that the special permit would not stop development but would ensure that it incorporates community concerns.

The mayor echoes the union's arguments.

"There's no lack of hotel rooms in New York City right now," Mr. de Blasio said in a news conference on Tuesday. "What we're working to do is to make sure there's community input. Hotels have an impact on surrounding areas, particularly if they're more residential areas."

There is currently little demand for new hotels; the pandemic has led to the loss of roughly 30 percent of the city's hotel rooms, as hotels have closed, at least temporarily. But developers and city officials, including Mr. de Blasio, believe that new hotel construction will be necessary as tourists return.

"When hotels are full up again and tourism is booming again, I think the market will adjust, and you'll see new hotel development," the mayor said on Tuesday.

Before the pandemic, in 2019, 67 million tourists flocked to the city. About 22 million tourists visited New York City in 2020. Much of the city's recovery hinges on bringing those visitors back, and how to do so has become a key issue in the election to replace Mr. de Blasio, who is barred from seeking a third term by term-limits laws.

Last week, the mayor announced a $30 million advertising campaign aimed at drawing tourists to the city again. “If we build it, they will come,” Mr. de Blasio said at a news conference announcing the campaign.

In most of the city, developers are free to build hotels in areas that are zoned for such use. Under a special approval process, building hotels would become far more challenging, said Moses Gates, vice president of housing and neighborhood planning at the Regional Plan Association, an influential nonprofit planning group. No other type of routine development currently gets the kind of scrutiny that Mr. de Blasio is proposing for hotels, he said.

“Hotels would be the only common land use which would always need City Council approval to be built, no matter what,” Mr. Gates said.

The Hotel Trades Council was the only union to endorse Mayor Bill de Blasio’s presidential bid. Stephanie Keith for The New York Times

Mr. de Blasio has strenuously denied that the union has influenced his stance on the new hotels, saying in a 2019 interview that it was “just plain good policy.”

The Coronavirus Outbreak ›

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- Pfizer and Moderna vaccines are 94 percent effective at preventing hospitalization in older adults, a study finds.
- The U.S. television industry struggles to balance safety and a return to work
- The Olympics update the virus protocols for this summer’s games.

Opponents among urban planners and real estate professionals argue that the policy would restrict new hotel development and stymie job growth at precisely the time when it is most needed.

“It is directly contrary to what the administration ought to want to do in order to revive the city’s economy, put people back to work and reinvigorate its tax base, which has been severely damaged,” said Eric Kober, who spent nearly 40 years at the New York City planning department and now works at the conservative Manhattan Institute.

The mayor has faced legal scrutiny since early in his tenure over his penchant for taking political contributions from those with business before the city, including a restaurateur in Queens, an aspiring real estate developer and well-heeled advocates for a ban on horse carriages.

Federal prosecutors in 2017 said they had found a pattern in which Mr. de Blasio or his aides sought political donations from those seeking favors from the city, and then reached out to city agencies on their behalf. But they stopped short of formal charges, citing a “high burden of proof.” Mr. de Blasio has denied any wrongdoing.

“It’s a de Blasio payback,” said Richard Emery, a civil rights lawyer who served as the head of the mayor’s police oversight board before resigning amid controversy.

Mr. de Blasio's plan is about to enter a critical stage, as officials prepare to present it publicly to communities around the city. Once the plan goes through the public review process, it will go to the Council for a vote later this year, where it is expected to pass. That would allow the mayor to finalize the new policy before he leaves office.

The Council speaker, Corey Johnson, is running for comptroller with the backing of the hotel workers union and says he is "happy to see this plan going forward." Councilman Brad Lander of Brooklyn, another comptroller candidate, spoke in favor of the proposal at a virtual hearing earlier this year, as did Benjamin Kallos, a councilman from Manhattan's Upper East Side.

"I would like Council members and community boards to have a say in the placement of new hotels," Mr. Kallos said in an interview. "At the current time where tourism is at an all-time low, I want to make sure that what we are building is actually what we need."

Carlos Menchaca, a Brooklyn councilman who was instrumental in beating back a major expansion of the Industry City complex on the Brooklyn waterfront, echoed Mr. Kallos's sentiment at the hearing, saying, "Giving power to the community through a special permit is how we want to go."

The Hotel Trades Council's support of a special permit process for new hotels may seem counterintuitive, since it is effectively opposing the growth of jobs in the industry that it represents. Union hotel jobs in New York City provide one of the few pathways to the middle class for workers with no college education.

"Labor generally is in favor of employment and of growth, but especially jobs in their own sector," said Harry C. Katz, a professor of collective bargaining at Cornell University.

But mid-market hotels that serve middle-class tourists are hard to unionize, union and industry experts say. If citywide special permits are adopted, as is expected, the hotel union would most likely use its political leverage to pressure Council members to only accept new hotels that use union labor.

Asked for comment, Neal Kwatra, a spokesman for the Hotel Trades Council, sent over a quote from Tyler Morse, a developer whose company owns and operates hotels across the country. Several of his company's hotels would likely face less competition under the new policy.

"We always welcome community input on any proposed project, and it's simply not in our interest to build a hotel that our neighbors don't appreciate," Mr. Morse said.

The leisure and hospitality sector hemorrhaged 200,000 jobs in 2020, and the city's Independent Budget Office expects it to be the slowest sector to recover. It is likely to take years for international travel to return.

Some hotels have been converted to other uses, such as homeless shelters. Officials have called for permanently converting some now-empty hotels into affordable housing.

But New York is just starting to recover from the pandemic, and city tourism officials project that the number of visitors to the city may reach its 2019 levels by 2025. By then, even in a best-case scenario, under the proposed new approval system, the city analysis found that there would be 123,000 hotel rooms — a shortage of more than 5,000 rooms.

Without rooms to stay in, about half of New York City's would-be tourists would simply not come, the city's analysis estimated. A third of travelers would resort to using Airbnb or staying with friends.

And roughly 15 percent would stay in New Jersey and travel to the city by day, pumping millions a year into New Jersey's economy.

Analysts said that the lengthy review process to get a permit would change the economics of hotel development, and existing hotels would be likely to grow more expensive.

"I don't think New York should be reserved for the tourists who can afford $400 a night to stay here," Mr. Gates said.

Irving Restaurant Closings

Jan-21

India Café – 3601 Regent Blvd #150
Taco Diner – 5904 N MacArthur #150
Original Pancake House – 510 W I-635
Express Mart Chevron/Church's Chicken – 5075 W Northgate
Rodizio Grill – 5400 Green Park Drive

Dec-20

McDonald's – 1635 Market Place (inside Walmart)
Captain Nemo's – 1426 N Irving Heights
Infretta Pizza Wings Bar – 3341 Regent Blvd #150
R & M Burgers – 3601 Regent Blvd #110
HMS Deli – 5615 High Pointe #150
Jinbeh – 301 E Las Colinas Blvd
Touch Nine (Indian) - 6421 Riverside Ste 160
Veranda Greek Café - 5433 N MacArthur Blvd
Ramailo Restaurant - 3225 W Airport Fwy, Ste 300

Nov-20

Pink Frosting Cupcakes – 925 W John Carpenter #104
Fooda – Wageworks – 4609 Regent Blvd
Fooda – Exeter Finance – 2250 W John Carpenter
Fooda – Vizient -290 E John Carpenter
Hooter's – 1820 Market Place
Alonti Catering – 2924 W Story
Andhra Mess – 5910 N MacArthur #142-1
AmExpress - 5910 N MacArthur 142-2

Oct-20

Bombay Fusion – 7750 N MacArthur #135
Premier Designs – 1551 Corporate Drive
Plaza Café & Grill – 5525 N MacArthur Blvd #150
Subroc MacArthur – 6565 N MacArthur Blvd #120
Quieres Taco Way – 9401 N MacArthur (inside convenience store)
Boy Scouts of America (American Food & Vending) – 1325 W Walnut Hill
Perks @ Work Market – 370 W Las Colinas Blvd #108
The Gent's Place – 5220 N O'Connor #100
Mi Casita Restaurant – 228 W Sixth St

Sep-20

Fruteria Sonrisas #3 – 4070 N Beltline #113
Which Wich – Las Colinas – 7707 N MacArthur Blvd #140
TMF – Blue Fire Catering – 340 W Las Colinas Blvd #110
Fooda – Williams Square – 5221 N O'Connor
Fooda – Vistra Energy – 200 W John Carpenter
Fooda – 6555 Sierra Drive
Olivella's Las Colinas – 5238 N O'Connor

El Famoso Las Colinas – 5228 N O'Connor
Golden Corral – 1701 N Beltline
Giovanni's Pizzeria – 3401 W Airport Frwy #132
Hanaki Japanese Cuisine – 3045 N Beltline
Fruteria El Shaddai – 2800 W Irving Blvd #A149
O'Connor Food Court – 901 N O'Connor #129
Momo To Go – 4020 W Northgate (inside convenience store)
Mason's Café #6 – 222 W Las Colinas
Mason's Café Starbucks – 222 W Las Colinas #180
Bob's Kitchen – 2240 W Walnut Hill (inside convenience store)
Madurai Thattu Kadai – 8001 Bryson
Champps Kitchen & Bar - 855 W John Carpenter Freeway

Aug-20

SOI 55 Thai Eatery – 6550 N MacArthur #150
Vito's Pizza Restaurant – 8251 N Beltline #160
Aramark @ Pioneer – 5205 N O'Connor, 1st floor
Fiesta Mart Grocery Store – 2200 W Shady Grove
Sauce Pizza and Wine – 7300 N MacArthur #120
Taj Chaat House – 10010 N MacArthur
Holy Family of Nazareth Cafeteria – 2323 Cheyenne (closed for 2020/2021 school year)
Journey Café – 623 E Second Street
Bombay Sizzler – 8170 Walton Blvd
Freshii – 8704 Cypress Waters #170

IRVING CONVENTION AND VISITORS BUREAU
MINUTES – DESTINATION DEVELOPMENT COMMITTEE MEETING
ZOOM CONFERENCE CALL
TUESDAY, FEBRUARY 9, 2021

Those in attendance were Greg Malcolm – Committee Chair, David Cole – Board Vice Chair, Karen Cooperstein – Board Chair, Nydia Hoskins, Julia Kang, Clem Lear, Bill Mahoney, and Joe Philipp - Committee Members; Bob Bourgeois – Board Member; Carol Boyer, Lori Fojtasek, Maura Gast, and Susan Rose – Staff.

Committee Chair Greg Malcolm called the meeting to order at 11:30 a.m. There were no citizen comments. He thanked everyone for joining the meeting.

Executive Director Maura Gast gave a COVID-19 Impact Update:

- Hotel Occupancy assumptions were reviewed.
- Both September and October assumptions are slightly better than August estimates.
- September numbers include hurricane evacuees; October includes some remaining evacuees as well as a boost from Major League Baseball for divisional championships and the World Series.

Assistant Executive Director of Sales and Services Lori Fojtasek gave an overview of sales with the COVID-19 impact:

- The room nights lost and canceled have increased, the number of rescheduled rooms has decreased to 14,473, most rescheduled rooms have now canceled.
- The Sports market has returned slightly.
- Cheerleading event that was confirmed, has now canceled, and gone virtual.
- Sales has a strategy retreat planned and will review Business Development Incentive Program incentives for short-term business.
- A review of the Sales Pipeline chart reveals an uptick in 2021 business, 2021-22 numbers are significantly higher than previously, and 2025-2027 has not changed.

ICC Director of Sales Matt Tungett reported:

- Seeing similar trends.
- Sporting events are trying to get back on track.
- Auto Research groups are booking a large amount of space with a small attendee numbers for social distancing purposes.
- Corporate business leads are returning for late 2021 and early 2022.
- Pipeline event leads in 2021 have dropped significantly for this year but spiking in 2021-22.
- There is close to $3 million in cancellations, which does not consider room rental revenue and food and beverage minimums.
- Working with groups and being as flexible and creative as possible with events that are confirmed; adjusting minimums, room rental rates, etc. to match their estimates and keeping space as event to 50% occupancy and social distancing policies.

Industry profile of current bookings shows:

- Social, sporting events are booking.

- Corporate and Association business still is canceling.
- Starting to see a few more Religious leads.
- Working on plans to keep the citywide Steubenville Youth Conference safe, with 2,500 possible high school student attendees.
- Fojtasek added hotel double occupancy rooms are now booking as single rooms, which leads to more room pick-up numbers for those events.

Malcolm reported the Hilton Garden Inn DFW South has meeting space booked from now until November. The Arlington property is very slow, and Carrollton has a steady business.

Board member Nydia Hoskins reported:

- Omni Las Colinas catering is carrying the business.
- Surveys are showing only 40% of meeting attendees are saying they would be comfortable attending in January.
- Five weddings booked in January, and more contracts out for signature.
- The hotel hosted the first mini Customer Advisory Board meeting with 74 people over two days with different classes. These events will be held across the Omni brand nationwide. There was good, positive feedback.
- In Quarter 1-2021, there were last-minute cancellations.
- February/March shows conservative prospects, but February is holding well with good pick-up.
- Adding some F&B offerings to keep visitors/business in the hotel.

Irving Restaurant Update
Board Vice Chair David Cole reported:

- There have been major restaurant closings since August of last year, including office building cafeterias and snack bars, small locally owned restaurants, gas station snack bars, etc.
- Closed: Champs, Taco Diner, and Blue Fish (but opened a location at Toyota Music Factory). Terra Mediterranean Grill, Hanaki Japanese, Golden Corral on Belt Line and Hwy 183, Captain Nemo's, El Famoso and Olivella's at Water Street, Bombay Sizzler, Hooters North Irving, the McDonalds in Walmart, Which Wich on MacArthur, Jinbeh, Rodizio Grill and Original Pancake House.
- Toast +Jam opened a second location at MacArthur and Hwy 114.
- Legislative Update – Alcohol-to-Go Bill will be an item to watch. The upcoming municipal election could help move forward the Alcohol Beverage (R-AB) zoning requirements regulating the sale, serving and storage of alcoholic beverages. The 30:70 citywide ratio could create new growth in the area. Board member Bill Mahoney added the new 30:70 R-AB ratio Ordinance could open doors to fill the empty restaurant spaces with good, substantial restaurants.

ACTION ITEM: As discussed in the November 10 Committee meeting, it was agreed to carry over discussion with City Council and Planning & Development Committee in support of the Ordinance change after the municipal election. More data is available to support the conversation than previously available.

Gast noted the Visit Irving blog updates daily as data becomes available for eating locally while social distancing.

Malcolm asked for a motion to approve the Destination Development Committee meeting minutes from November 10, 2020. Cole made a motion to approve, with a second from Mahoney. The November 10, 2020 minutes were unanimously approved as presented.

Respectfully submitted,

Maura Allen Gast, FCDME
Executive Director