



Irving Convention & Visitors Bureau Semi-Annual Update

Irving City Council

May 1, 2019

ICVB Vision

Irving will be a uniquely vibrant destination attracting visitors of all kinds for unforgettable experiences.

ICVB Mission

The ICVB enhances Irving's economy and quality of life by marketing and advocating for the development of Irving as a premier destination.

Agenda

- State of the Industry
- Irving Hotel Development Pipeline
- Organizational Overview & YTD Performance
 - Sales & Services
 - Marketing & Communications
 - Irving Convention Center
- 2018-21 ICVB Strategic Plan

State of the Industry - Nationally

- Despite some softening in the market, US lodging & airline industries continue to hit new records year-to-date
 - Room revenues have increased 4.8%
 - Demand has increased 2.8%
 - 2.1% increase in supply
 - Average Daily Rate has increased 1.9%
 - RevPAR increased 2.6%
 - Year-over-year growth for 107 of the past 108 months

State of the Industry - Irving

- Irving's occupancy rate remains higher than Texas & US figures at 77.0%
 - For March, it was up .9%
 - Texas was down .9%, and the US was flat
 - Being up .9% significant & positive for Irving when you factor in added supply
 - Hotel development standards a key component in keeping Irving strong
- Irving YTD demand is up 2.51%
 - This is significant in light of added supply (Texican and re-opened Home2Suites)
 - Westin opening adds 350 more rooms
- Average Daily Rate
 - For March, \$111.53, up 2.9% from last March
 - For YTD \$112.84, up 2.3%

Irving Hotel Development Pipeline

Hotel Name	Location	Projected Opening	# Rooms	Project Status
Element Hotel	114 @ Meadowcreek (Sfuzzi site)	Apr-20	159	Construction
IHG Staybridge, Avid & Event	DFW North	TBD	320	Approved; 3-property combo (replaced Woolley Suites)
Best Western VIB	Urban Center	TBD	150	Zoning approved; pending TxDOT, TLCA approvals; may be shopping a new flag/flags
Towne Plaza Suites	DFW North		119	Construction
Four Points by Sheraton	183/DFW South	TBD	125	Zoning approved
Aloft	635/DFW North	Oct 2020	145	Construction
Marriott AC & Residence Inn or Hilton Tru & TBD	Urban Center	Jan 2021	200-300	Anticipated to go to P&Z in 2019, with a 2021 opening
Hampton Inn & Suites	DFW North; Carpenter @ Esters	TBD	108	Rumored
AVID/Holiday Inn	DFW North	TBD	125-150	Rumored
Northland Properties - Sandman and Sutton Place	Blue Star Site 161 @ 114 (Meridian)	TBD	200+	Going to P&Z likely early 2021
TBD	Verizon/Hidden Ridge Campus	TBD	200+	Rumored
Embassy Suites	771 W. Carpenter	2021	168	Zoning approved 12/13/18
Tru by Hilton	DFW Airport South	2020-2021	125	May be proposed as a combo with an existing property
PROJECTED TOTALS			2,144-2,294	

Organizational Overview & YTD Performance

Key ICVB Priorities

- Solicit meetings and groups to convene in Irving - at any/all of Irving's 75+ hotels, and/or any of its offsite meeting venues
- Build optimal awareness of Irving among travelers, decision-makers and influencers
- Influence appropriate product development
- Provide leadership that unites the hospitality industry with the community
- Secure resources that will allow the ICVB to achieve its mission, objectives and goals

Recent Awards & Recognitions



CVB Sales & Services

Sales & Services Overview

- Primary Customers
 - Meeting planners, travel managers, third-party firms, procurement managers, association execs, sports governing bodies, tour operators, reunion planners, volunteers, wedding planners
 - Corporations, Associations, Sports, SMERFE, Tradeshow
- Sales Markets
 - Direct sales calls, tradeshow, various industry events & organizations
 - Target geographic markets: Austin, DC, Chicago, NY/NJ/PA, Colorado Springs, Indianapolis
- What we present Irving as an option for
 - Meetings, conventions, tradeshow, consumer shows, sporting events, training programs, product rollouts, airline crew rooms, reunions, social occasions

Sales & Services YTD Performance

Leads Generated	March	YTD
Irving CVB – Hotel Leads	195	901
Irving Convention Center Leads	20	195

Two key “opportunity” bookings:

- Professional Fraternity Association (PFA) – September 2020
 - 35 professional fraternities & sororities and 45 associated businesses
- Religious Conference Managers Association (RCMA) – Feb 2020
 - Non-profit, multi-faith organization for individuals responsible for planning and/or managing meetings and events for their religious organizations
 - We’ll be working to engage Irving’s diverse faith community as part of our city’s welcome force

Sales Year-to-Date

Room Nights Generated	Monthly Goal	March 2019 Actuals	March 2018 Actuals	FY2018-19 Annual Goal	FY2018-19 YTD Actuals	FY 2017-18 YTD Actuals	March Convention Center	Convention Center YTD
Definite Room Nights	18,588	29,776	25,464	223,060	130,441	114,784	3,428	22,015
Lost Room Nights	N/A	66,513	31,725	N/A	223,117	120,443	36,367	101,634

Future Westin ICC bookings - Definites


- National Guard Association of Texas (2020)
- Gathering of the Eagles International Worship Summit (2019 & 2020)
- Learning Forward Texas (2019)
- Southwest Drycleaners Association (2022)
- Texas Podiatric Medical Association (2020 & 2021)
- Texas Pharmacy Association (2019)
- Dallas Geologic Society (2019)
- Mary Kay (2020)
- American Telugu Sambaralu (2019)
- Texas Association for Supervision & Curriculum Development (2019)
- Steubenville (2019)
- National Association of Social Workers, Texas Chapter (2021)
- Texas Association of School Business Officials (2022)
- National Police Collector's Convention (2019)
- Texas Municipal Utilities Association (2019)
- International City/County Management Association (2020)
- Texas Society of CPAs (2022)

Future Westin ICC Leads

- American Numismatic Assn
- American Society of Travel Advisors
- American Waterworks Assn
- ATA Telangana Convention
- Best Practices for Oil & Gas
- Creative Cookie Festival
- Gathering of the Eagles (2021 & 2022)
- HEB
- HelmsBriscoe
- HNTB Corporation
- Instructional Materials Coordinators Assn of Texas
- International Congress of Esthetics & Spa
- Joint Association
- National Guard Association of Texas (2023 & 2025)
- National Indian Council on Aging
- Society for the Advancement of Blood Management
- Southern Association of Agricultural Scientists
- Steubenville (2020)
- Texas Association of Student Councils (2020 & 2021)
- Texas Chiropractic Association
- Texas Court Appointed Special Advocates
- Texas Distance Learning Association
- Texas Funeral Directors Association
- Texas Order of the Eastern Star
- Texas Package Stores Association
- Texas Propane Gas Association
- Texas Skyward Users Group
- Texas Society of Association Executives
- Texas State Genealogical Society
- Texas Tactical Police Officers Association
- Texas Trial Lawyers Association
- Tortilla Industry Association

Early customer responses via TripAdvisor

- Texican reviews

 **Sandi** wrote a review Apr 19
Las Vegas, Nevada • 2 contributions

Follow ...

★★★★★


OMG...Amazing Place and Service

"Where do I begin?! This place has it all....bar, restaurant, hotel rooms. It has a boutique look and feel. Fire pits throughout the property. If you are a local you need to go to their little tequila bar. And hopefully you will meet Hannah! She was an exceptional bartender. No doubt she loves her job and the company she works for. We had a great time and met several other locals while we were there. Our friends are going back and staying the night. Great location! Walking distance to several bars and restaurants. They even have bicycles that you can use if you are a hotel guest!!"

Read less ▲

Date of stay: April 2019

Trip type: Traveled with friends

 **gregwizzy** wrote a review Apr 13
Seattle, Washington • 2 contributions

Follow ...

★★★★★

Fun, hip and funky!

"This place has by far the COOLEST honor bar you will ever encounter. A full-size SMEG retro fridge packed with more local beers and wines than you could ever imagine. Well-Equipped rooms, with great features and fixtures. All very chic, and hipster modern. Great amenities on the rest of the property as well, including a nice restaurant, bar, pool and terrific fitness room"


Read less ▲

Date of stay: April 2019

Trip type: Traveled on business

Review collected in partnership with this hotel

- Westin reviews

 **MikeBinVa** wrote a review Apr 14
Potomac Falls, Virginia • 65 contributions • 10 helpful votes

Follow ...

★★★★★

Beautiful hotel, excellent team

"Stayed for insurance conference this past week. At check-in, the front desk gal went way beyond what I expected and researched and found my long-lost SPG number and signed me up for the new Bonvoy program too. My room was beautiful, though the brand new door knobs stick a little. Had breakfast in restaurant Friday morning, delicious! Waitress was helpful and attentive, but not overbearing. Conference facilities were beautiful, rooms, common areas, even bathrooms and hallways, were clean and actively maintained. Lots of restaurants nearby, like Kabuki's(?) and Thirsty Lion. Hope to go back - lovely spot and very easy to get to from the airport (but never noticed a plane.) enjoy!"


Read less ▲

Date of stay: April 2019

Trip type: Traveled on business

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Helpful Repost Share

 **Mike M** wrote a review Apr 13
New Braunfels, Texas • 5 contributions • 5 helpful votes

Follow ...

★★★★★

Fabulous Hotel

"The hotel is in the middle of Irving's entertainment district. The rooms were great, the staff attentive. The food at the hotel restaurant was excellent. The hotel is within walking distance of several restaurants and an 8000 seat concert venue."

Read less ▲

Date of stay: April 2019

Trip type: Traveled on business

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

1 Helpful vote

Helpful Repost Share



CVB Marketing & Communications

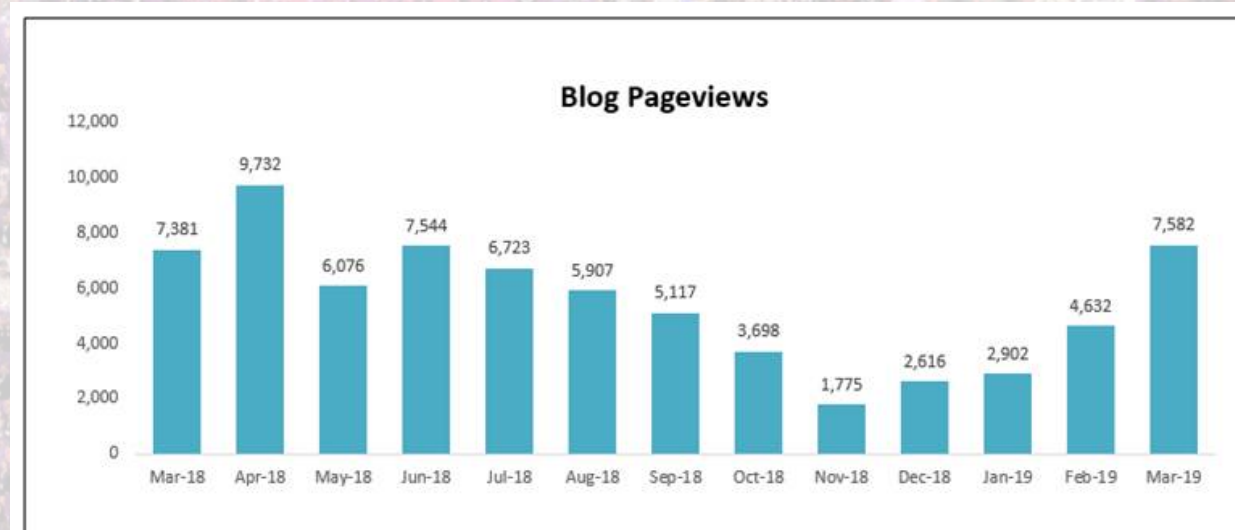
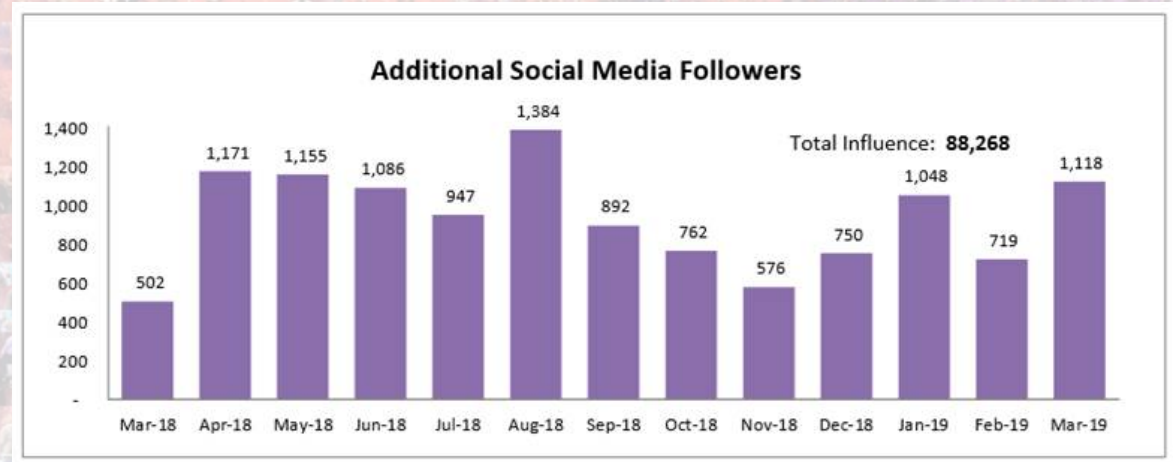
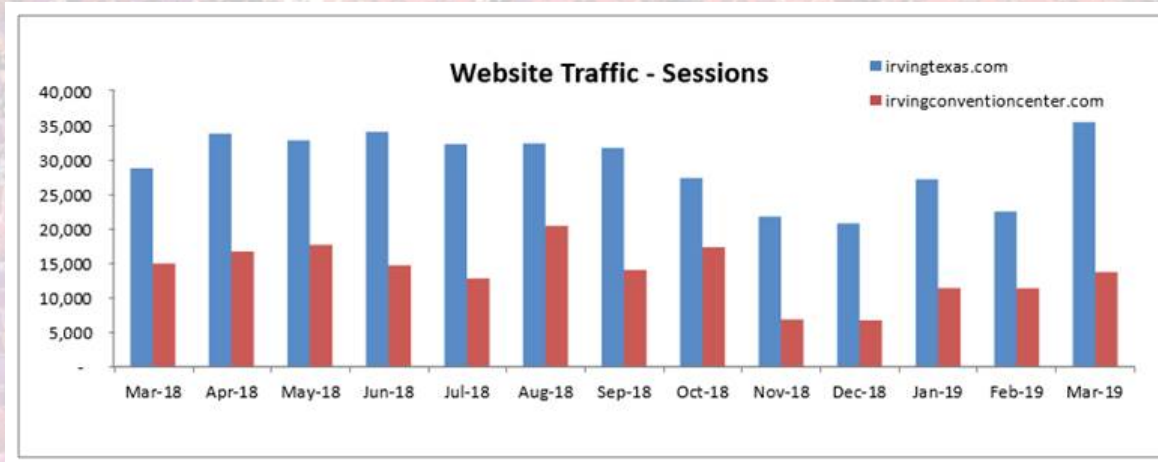
Marketing & Communications Overview

- Primary external audiences
 - Trade and consumer publications & outlets
 - Travel writers, bloggers, social media influencers
- Primary internal audiences
 - Local customers, corporations
 - Industry
 - Residents
- What stories do we pitch:
 - Uniquely Irving things
 - Irving as a destination – business travel, weekend getaway, foodie fun, live music experience, arts experiences, festivals & events, etc.
 - Irving as the “hub” for a Dallas/Fort Worth trip
 - Texas, with Irving a key access point
 - “Headquarters of headquarters” for business-focused publications

Marketing & Communications Overview

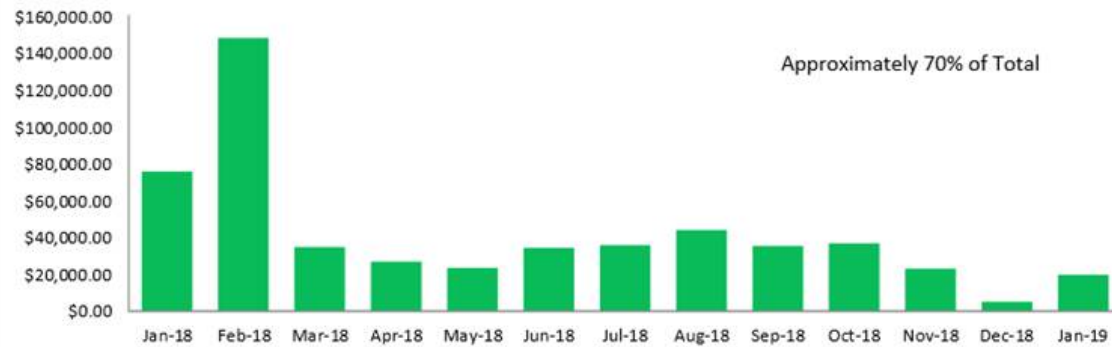
- Collateral
 - Websites & Social Media
 - Videos & Photography
 - Traveler's Guide
 - Surveyor Magazine
 - Various flyers and market-specific brochures: restaurant maps, wedding guides, sports market guides, catering menus, etc.
- Media Advertising
 - Primarily meeting trades
 - Trade specific re-targeting
 - CVENT
 - Consumer publications primarily Texas-focused
 - Digital co-op with Visit DFW (formerly Dallas-Fort Worth Area Tourism Council)

Marketing & Communications YTD Performance



Marketing & Communications YTD Performance

Hotel Booking Revenue from Website Visitors



Advertising Engagement



Adwords Site Visits



Irving makes its debut at South by Southwest

- Targeted a broad range of attendees with messaging about the new Irving – new experiences and offerings, pitched to an audience that’s all about “new”
 - Premium booth placement adjacent to a primary entrance
- Wide range of companies exhibiting – indirect awareness building for site selection
 - Other destinations exhibiting included: Quebec, Brazil, Ireland, Great Britain, Raleigh, Fort Worth
- Interactive “Irving Rocks” booth with social mosaic literally built by attendees
 - 1 of 3 companies to ever have a mosaic filled “naturally”
 - 35 Irving travel packages given away – Irving hotels, restaurants & concert tickets
 - 6000 #irvingrocks logoed promotional items distributed
 - 1,346 attendees “opted in” to email database – 32.5% open rate post event
 - Geofencing messages delivered 287,976 impressions
 - Facebook total impressions up 197,684 in March
 - Instagram total impressions up 60,267 in March
 - Twitter total impressions up 27,200 in March



BEFORE



AFTER



Irving Convention Center

Convention Center Overview

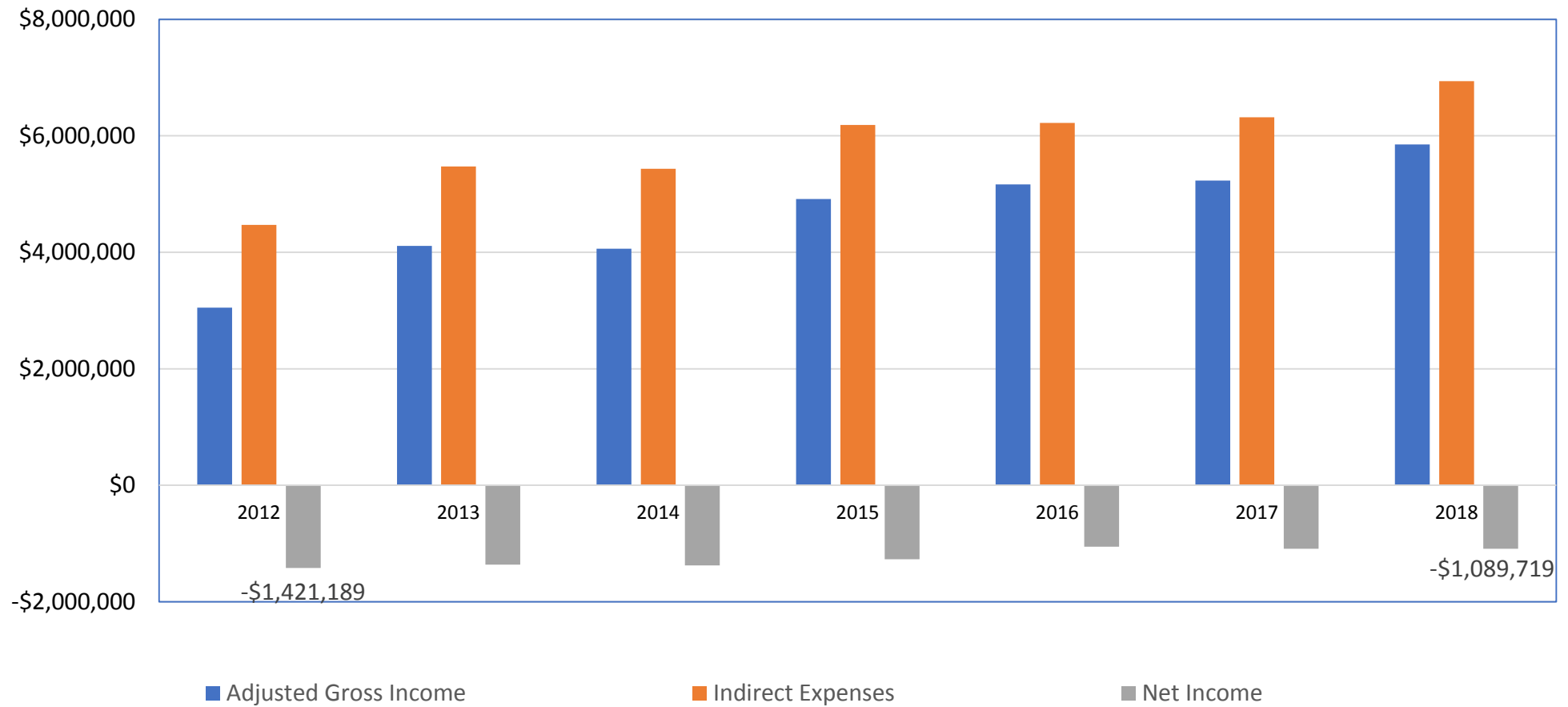
- Operated by SMG
 - Management fee, plus management incentives equivalent to that fee
 - Incentives tied to: Revenue, Performance vs Operating Subsidy, Room Nights Generated, Customer Service, Community Involvement
 - Sales efforts focused on 12 months and in (CVB handles longer term)
- ICVB budget covers operating expenses and capital improvements
 - Annual operating subsidy budget \$1.395 million
 - Current year capital budget \$992,250
 - Rolling 20-year Capital Improvement Plan
 - Key goals: protect guests & employees; maintain & increase customer satisfaction; enhance appeal and thus revenues
 - Project priorities: health & safety; ROI/revenue enhancement; customer, environmental & aesthetic benefits
 - Respond nimbly to emergencies

Convention Center Activity

- FY 2011-18:
 - 1.8 million attendees
 - Average 244,825/yr
 - 2,180 events, including:
 - Assemblies 169
 - Banquets 486
 - Consumer 408
 - Conventions 225
 - Meetings 1,272
 - Trade Shows 183
 - 291 events/year average
 - 85% utilization rate average
- 2018-19 YTD
 - 110,958 attendees
 - 125 events
 - NBM Show – first compressed air event
- Key Current Capital Improvements
 - 4th floor ballroom carpet
 - Chiller repairs



ICC Performance History



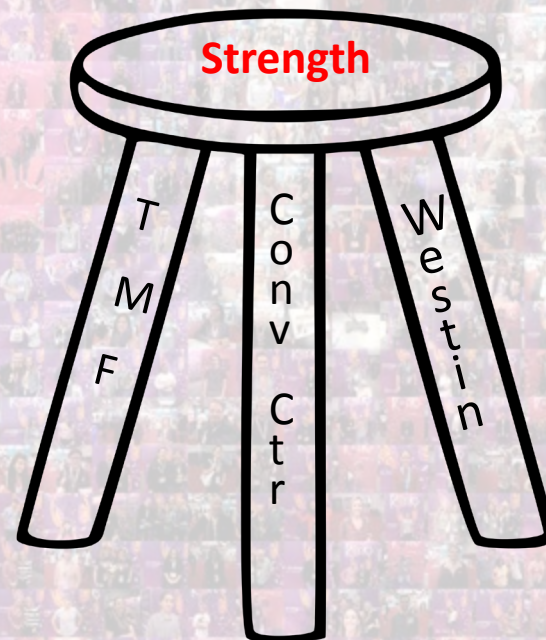
2018-21 ICVB Strategic Plan

2018-21 ICVB Strategic Plan

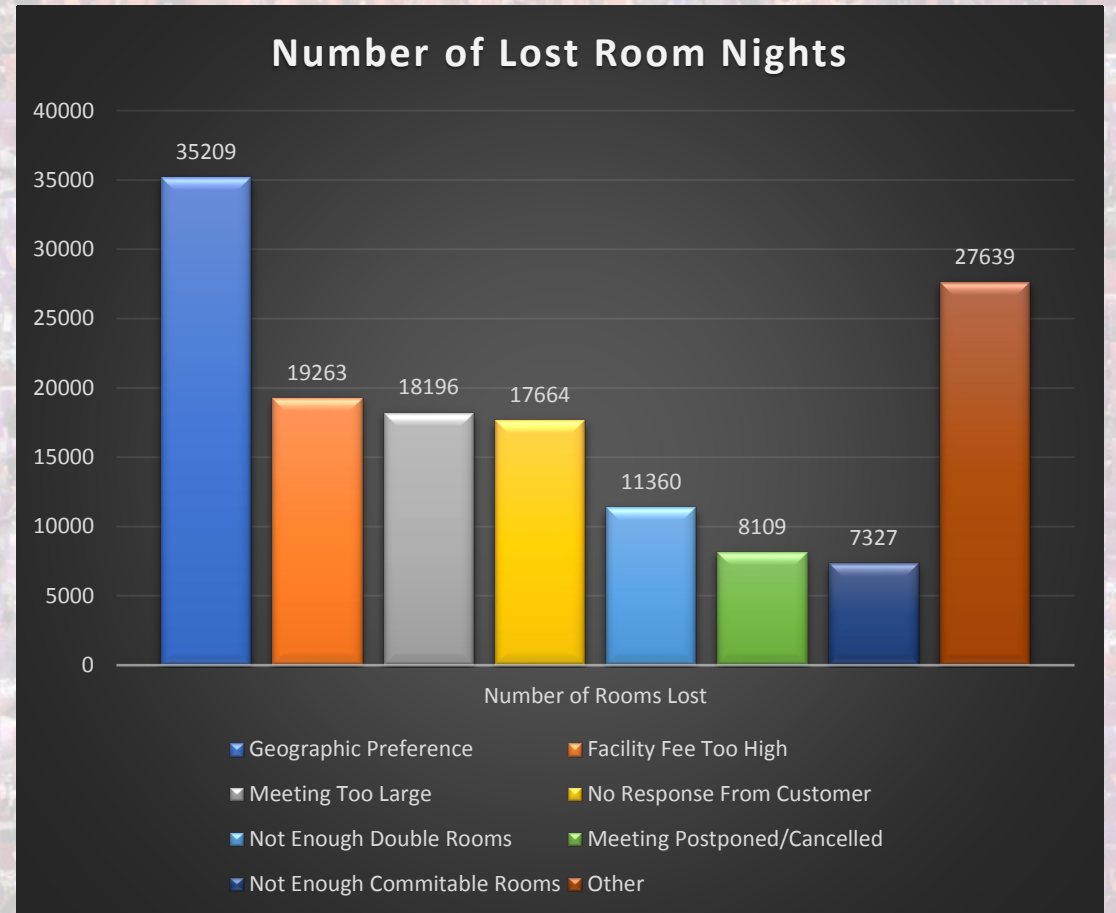
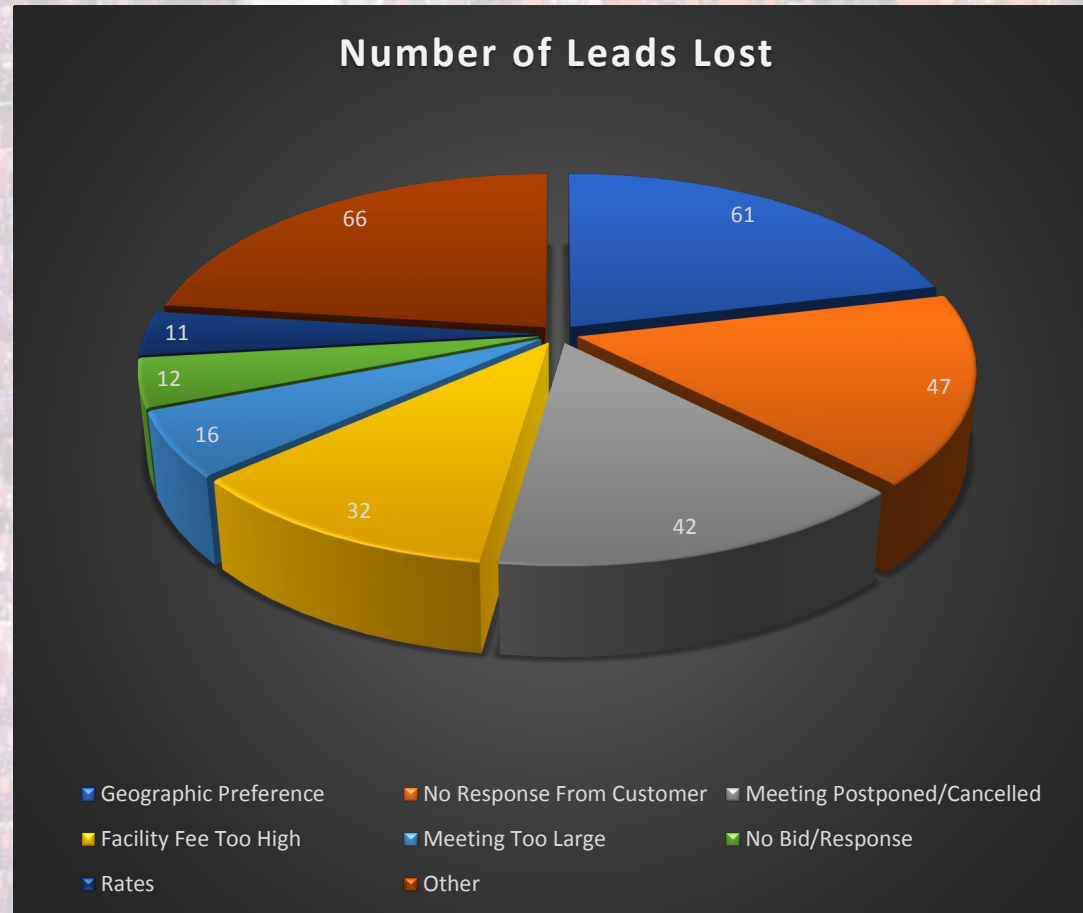
- DestinationNEXT assessment provided roadmap
- Resulting goals:
 - Advocate for Destination-Defining Development
 - Endeavor to Enhance the Visitor Experience
 - Enhance the Community's Awareness & Appreciation of Irving as a Visitor Destination
 - Increase the ICVB's Competitiveness in the Marketplace
- Goals & Objectives defined & assigned to the respective board committees
 - Executive Committee
 - Destination Development
 - Community Engagement
 - Board & Business Development

Irving is moving the needle

WEEKENDS	2011	2012	2013	2014	2015	2016	2017	2018
Occupancy	57.6%	61.1%	64.1%	68.8%	72.7%	72.8%	71.0%	71.8%
ADR	\$73.05	\$71.57	\$75.64	\$78.90	\$82.39	\$85.63	\$88.49	\$89.77
RevPAR	\$42.06	\$43.76	\$48.51	\$54.26	\$59.86	\$62.36	\$62.80	\$64.47



Irving is moving the needle



Our competition is moving other needles...

- Dallas, Fort Worth, Arlington, San Antonio have all created Tourism Public Improvement Districts (TPIDs)
 - Self-assessment tool for hotels to create additional sales and marketing resources
- Existing TPID resources
 - Dallas -\$18 million for 2018-19 (2%)
 - Initial term 5 years – hotels have just renewed for 13 years
 - Fort Worth - \$4.9 million for 2018-19 (2%)
 - Arlington - \$2.9 million for 2018-19 (2%)
- Estimated Frisco TPID resources(currently pursuing legislation)
 - 2,536 eligible rooms, \$140.44 ADR, 67% occupancy
 - \$1.74 million (2%)

Irving's Potential for a TPID

- Discussion began during ICVB Board Strategic Plan retreat
- State statutory authority is necessary first step
 - Irving City Council approved resolution to seek authority 12/13/18
- Meetings continuing simultaneously with local hoteliers to educate and engage
- If legislation successful, two-prong vote of eligible (75 rooms or more) hoteliers is next
 - 60% of hotel ownership and appraised value of Irving hotels AND 60% of properties
 - Hotels determine how implemented (currently leaning toward \$/room vs %) and of annual “service plan” elements
 - Hotels create TPID Board to oversee administration of plan
- City Council authorizes the creation of the district and approves annual service plan
- Estimated start date – October 1, 2020

Irving's Visitor Economy

Economic Impact

PEOPLE

**3.75
MILLION**

Total Irving Visitors in 2017

=

**29,000 PER
DAY**

Number of Visitors in Irving
on an Average Day in 2017

DOLLARS

**\$2.68
BILLION**

Total Direct Visitor
Spending in Irving in 2017

=

**\$7.3 MILLION
PER DAY**

Visitor Spending in Irving
on an Average Day in 2017

\$11,261

Annual Visitor Spending
per Irving Resident

**\$1.93
BILLION**

Spending by Visitors
on Lodging in Irving

**\$582
MILLION**

Economic Impact of
Group Meetings in Irving

JOBS

22,168

Total Jobs
Supported by Irving
Visitor Industry

**\$611
MILLION**

Total Payroll
for Irving Visitor
Industry

TAXES

**\$61.8
MILLION**

Taxes Generated
by the Visitor Industry for
the City of Irving in 2017

\$702

Tax Revenues
Generated
per Irving Household



Questions?