



## 2019 IRVING HOTEL GUEST SURVEY

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### Final Project Report

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## 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.

## 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)

## 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%



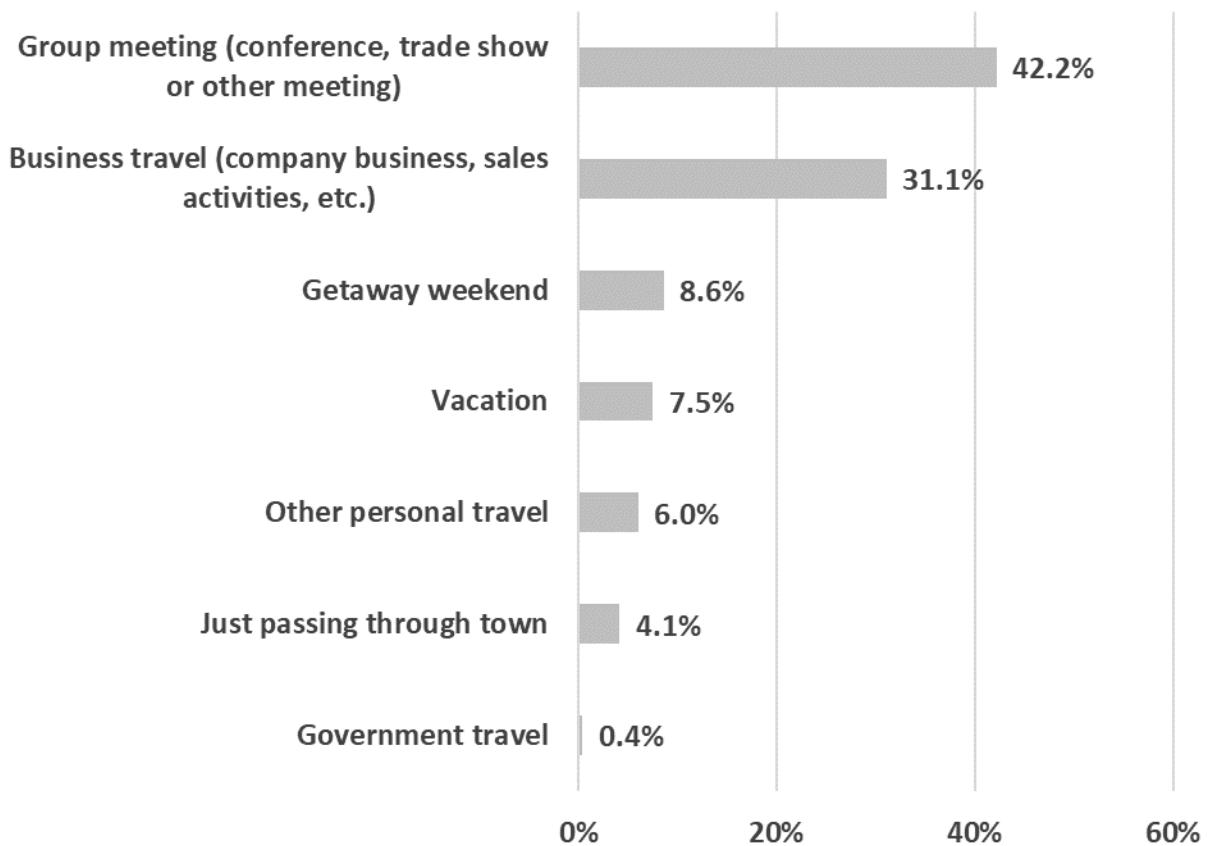
## Graphical Presentation of Survey Questions

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)**

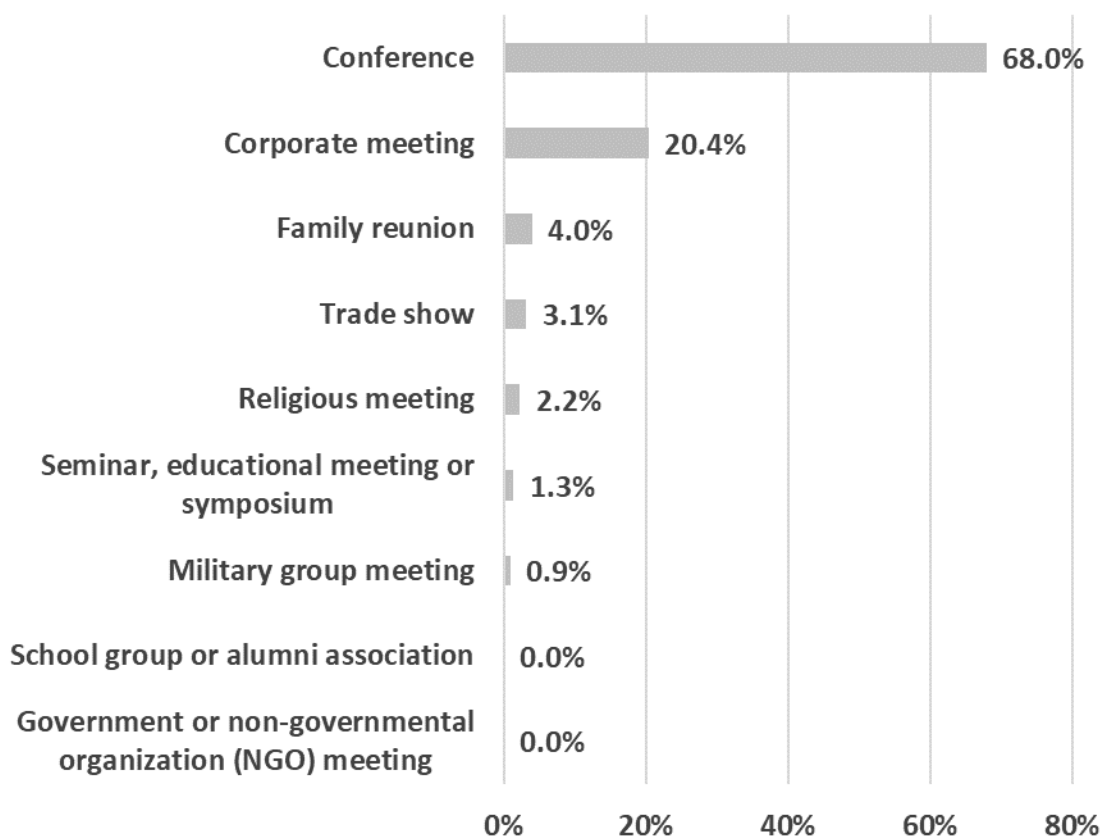


**FIGURE 4.1** - Question 1: Which best describes the primary reason for making this visit to Irving? (Select one) Base: All respondents. 533 completed surveys.

## 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)**

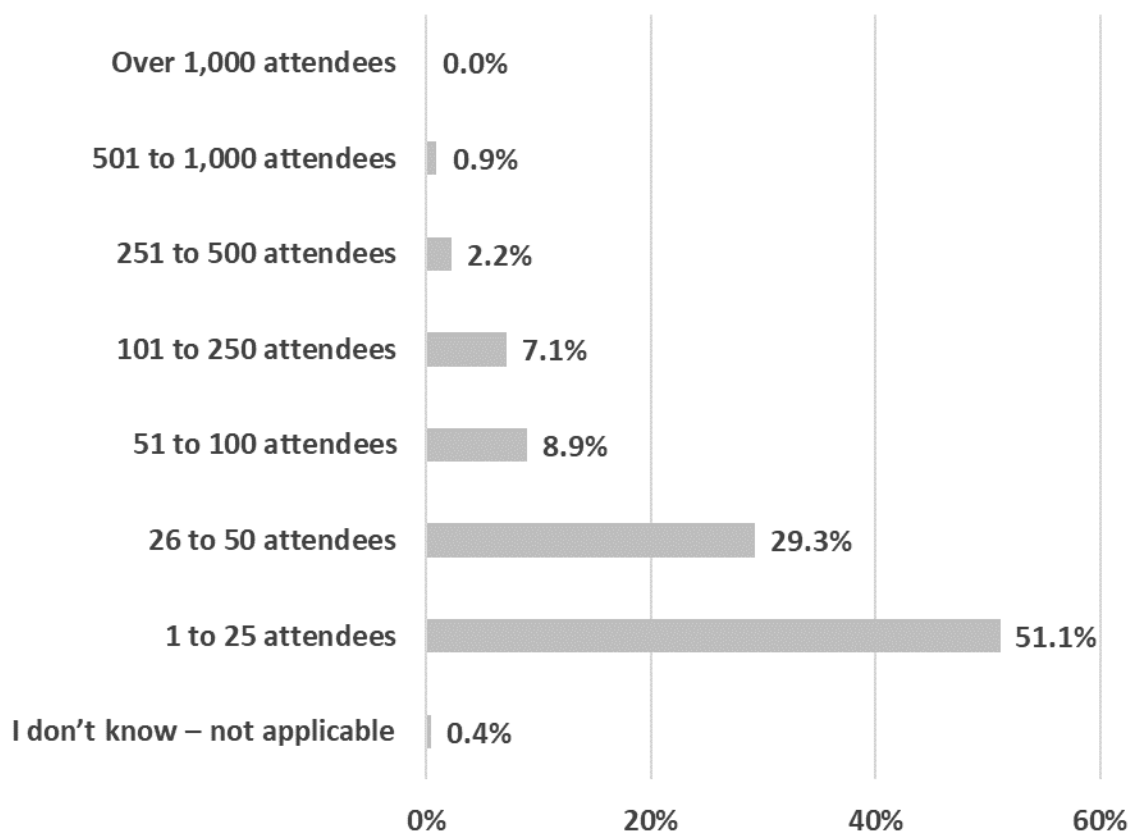


**FIGURE 4.2 – Question 2: Which best describes the meeting you attended on this trip to Irving? (Select one)** Base: Respondents who visited Irving to attend a group meeting. 225 completed surveys.

## 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)**

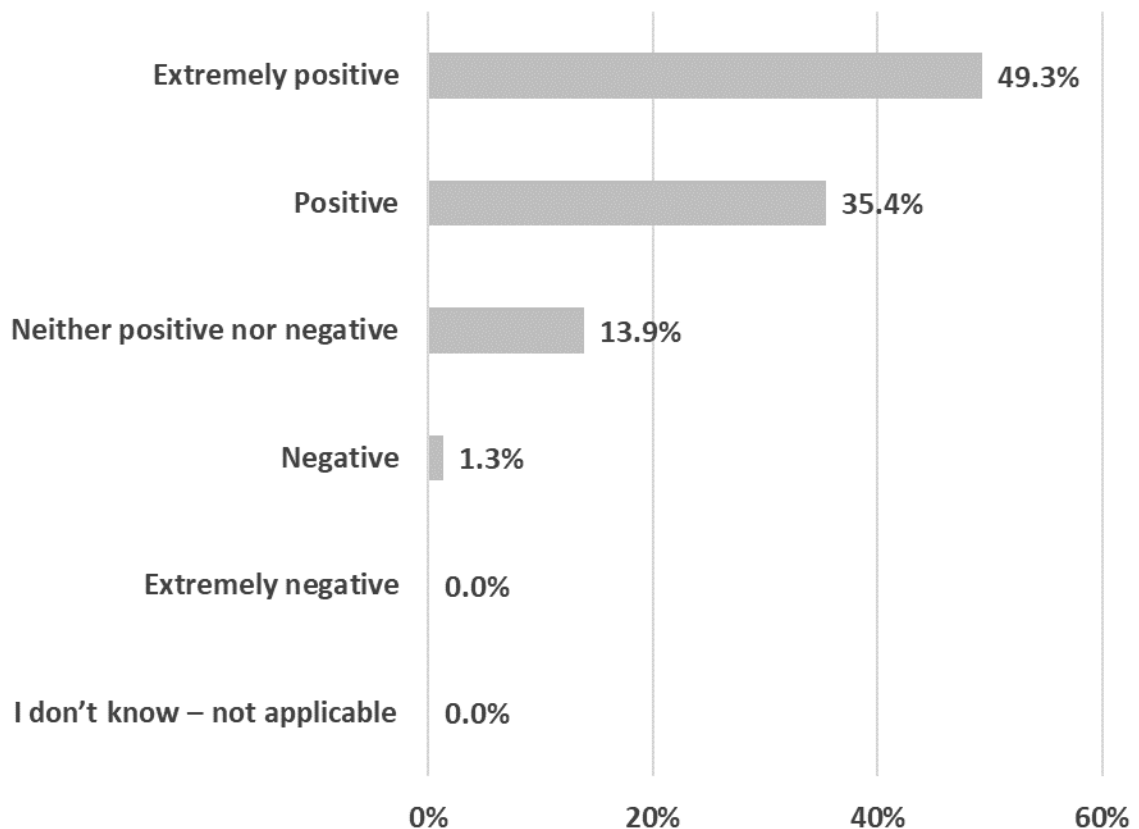


**FIGURE 4.3** – Question 3: Which best describes the size of the meeting you attended in Irving? (Select one) Base: Respondents who visited Irving to attend a group meeting. 225 completed surveys.

## 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)**

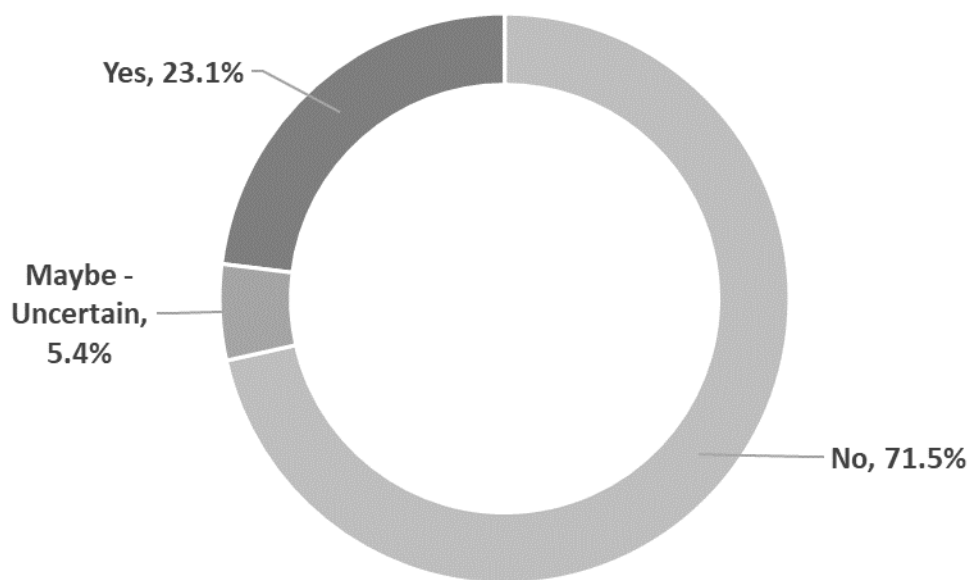


**FIGURE 4.4** – Question 4: How did you feel about the fact that your meeting was held in the City of Irving, Texas (as compared to other possible meeting destinations)? (Select one) Base: Respondents who visited Irving to attend a group meeting. 223 completed surveys.

## 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?

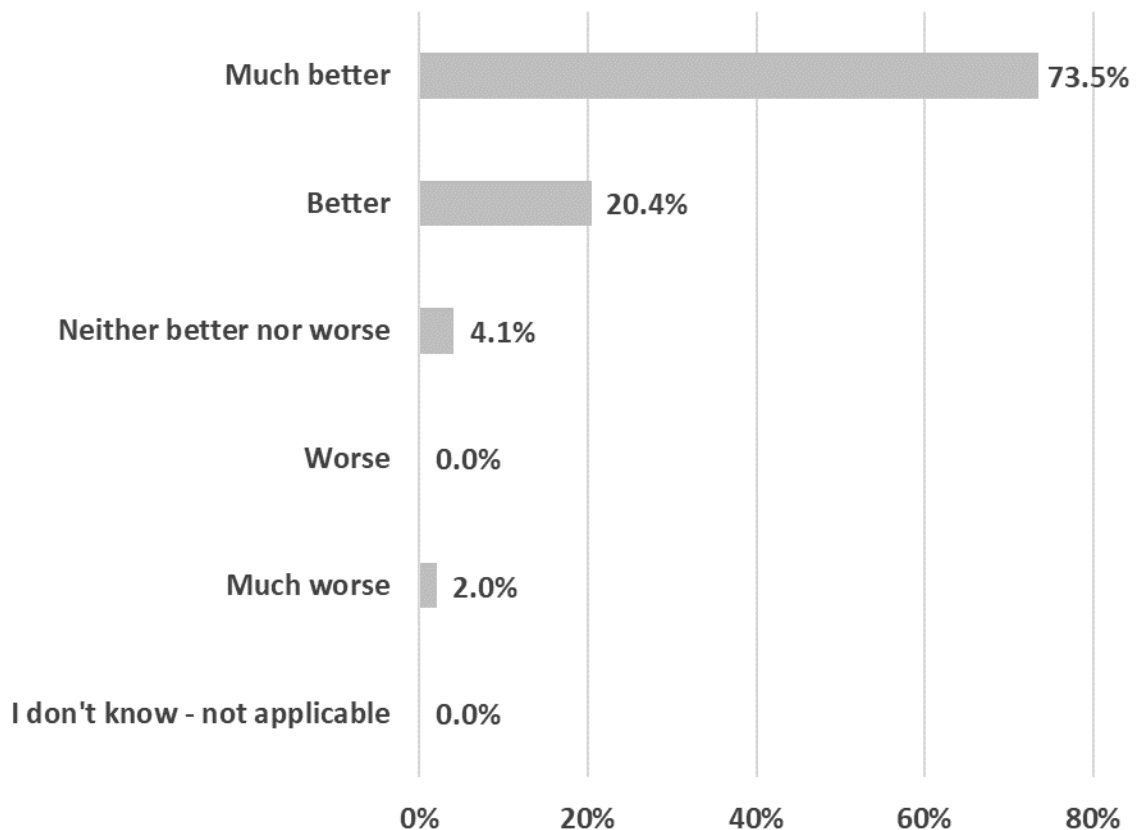


**FIGURE 4.5** – Question 5: Did your meeting use the Irving Convention Center? Base: Respondents who visited Irving to attend a group meeting. 221 completed surveys.

## 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?

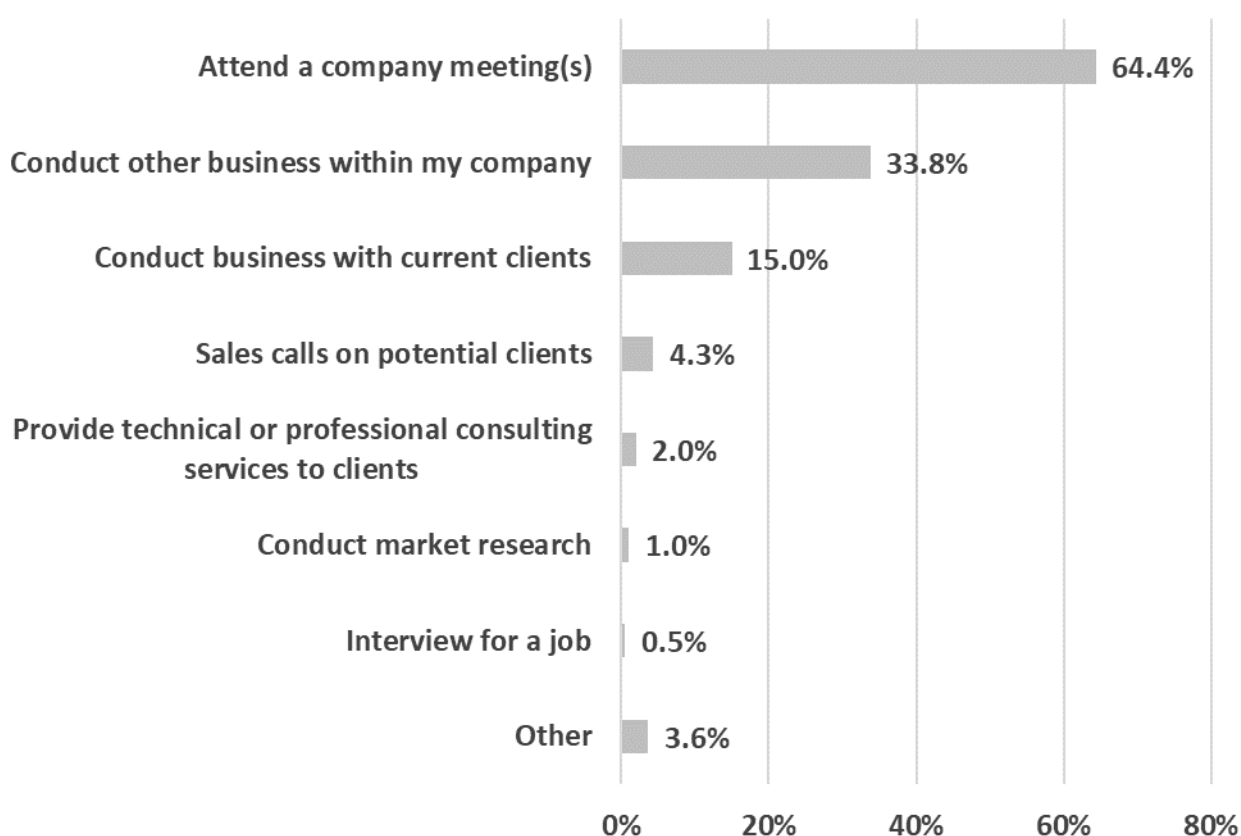


**FIGURE 4.6** – Question 6: In terms of its overall amenities, how does the Irving Convention Center compare with meeting facilities in other cities you have experienced? Base: Respondents who visited Irving to attend a group meeting and used the Irving Convention Center. 49 completed surveys.

## 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)**



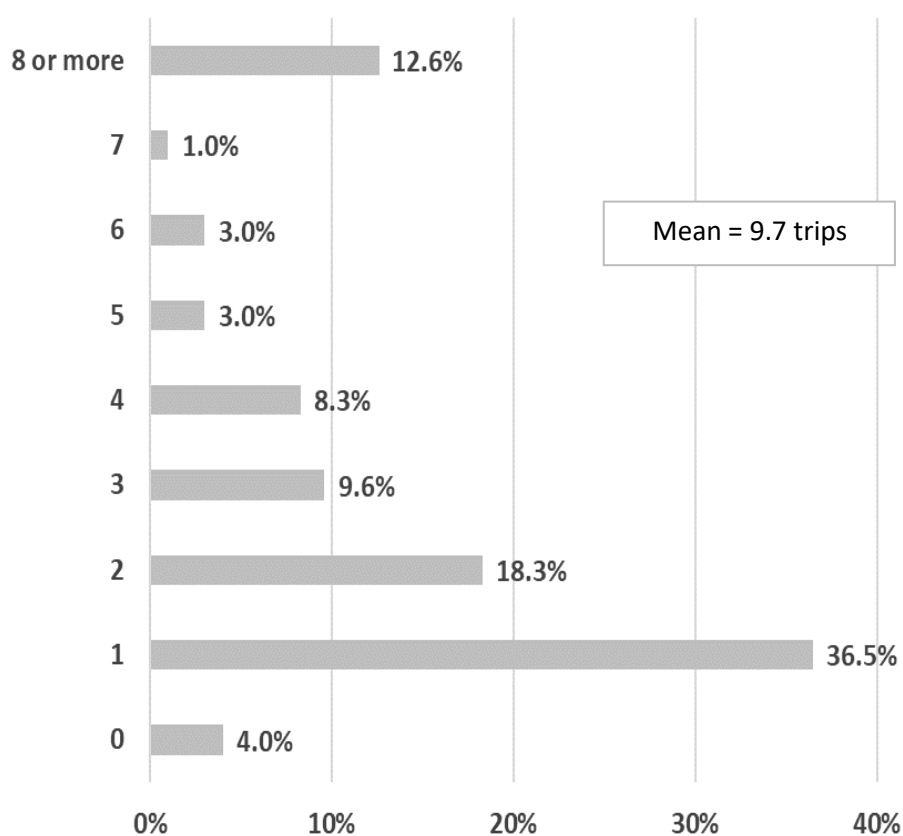
**FIGURE 4.7** – Question 7: What of these business activities (if any) did you do while in Irving? (Select all that apply) Base: Respondents who visited Irving for business reasons or to attend a group meeting. 393 completed surveys.



## 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**

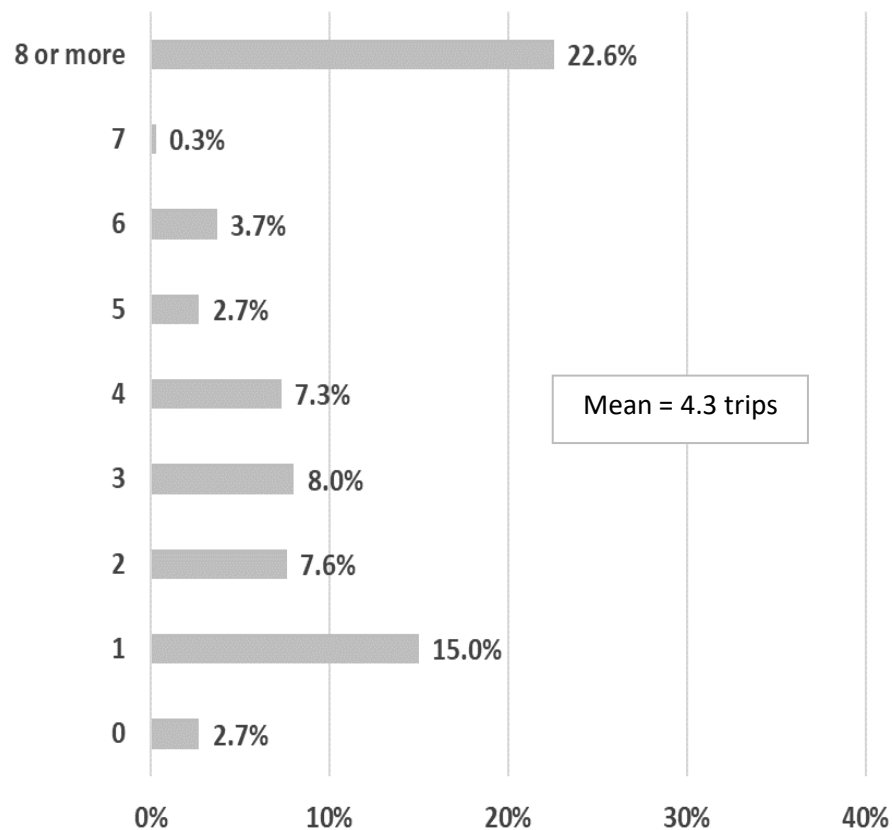


**FIGURE 4.8** – Question 8: In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel? Base: Respondents who visited Irving for business reasons or to attend a group meeting. 301 completed surveys.

## 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**

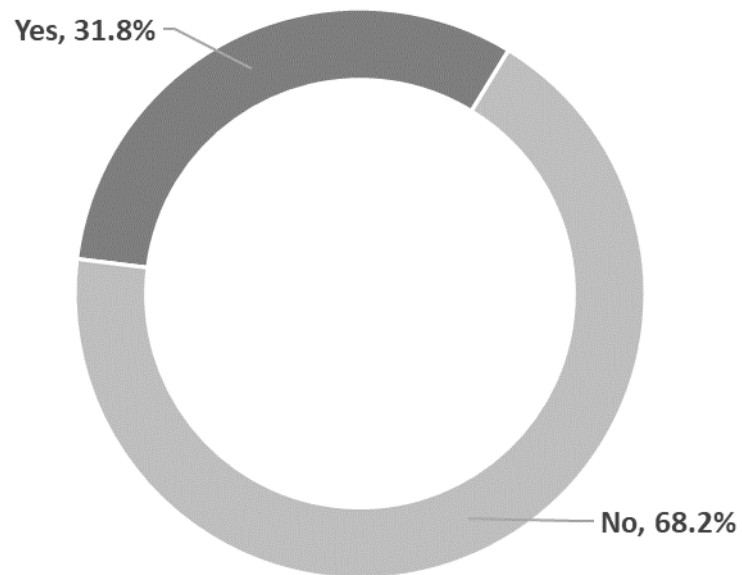


**FIGURE 4.9** – Question 8: In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel? Base: Respondents who visited Irving for business reasons or to attend a group meeting. 301 completed surveys.

## 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?

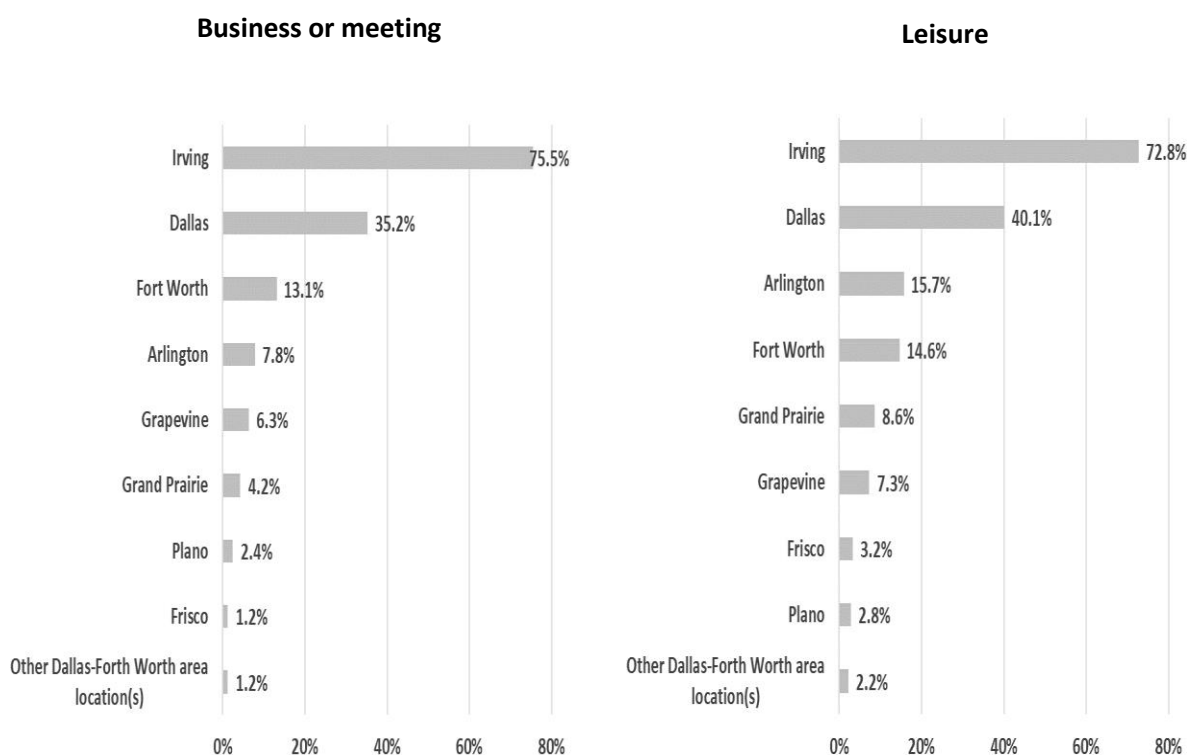


**FIGURE 4.10** – Question 9: On this visit to Irving, did you extend your stay beyond what was necessary for your meeting or business to accommodate additional leisure activities? Base: Respondents who visited Irving for business reasons or to attend a group meeting. 321 completed surveys.

## 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.)?**

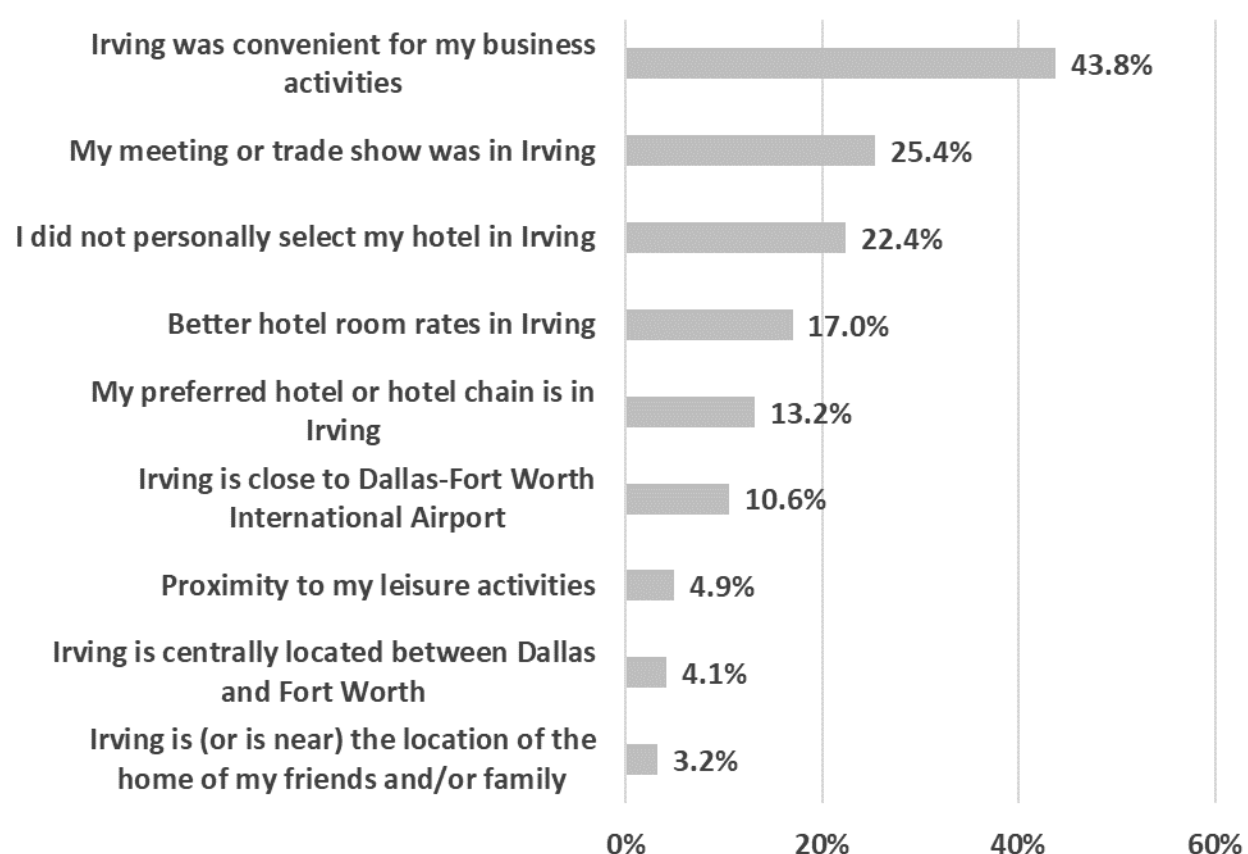


**FIGURE 4.11 – Question 10: On this trip, in which Dallas-Fort Worth area cities did you conduct business or attend meetings? (Select all that apply)** Base: Respondents who visited Irving for business reasons or to attend a group meeting. 335 completed surveys.

## 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)**

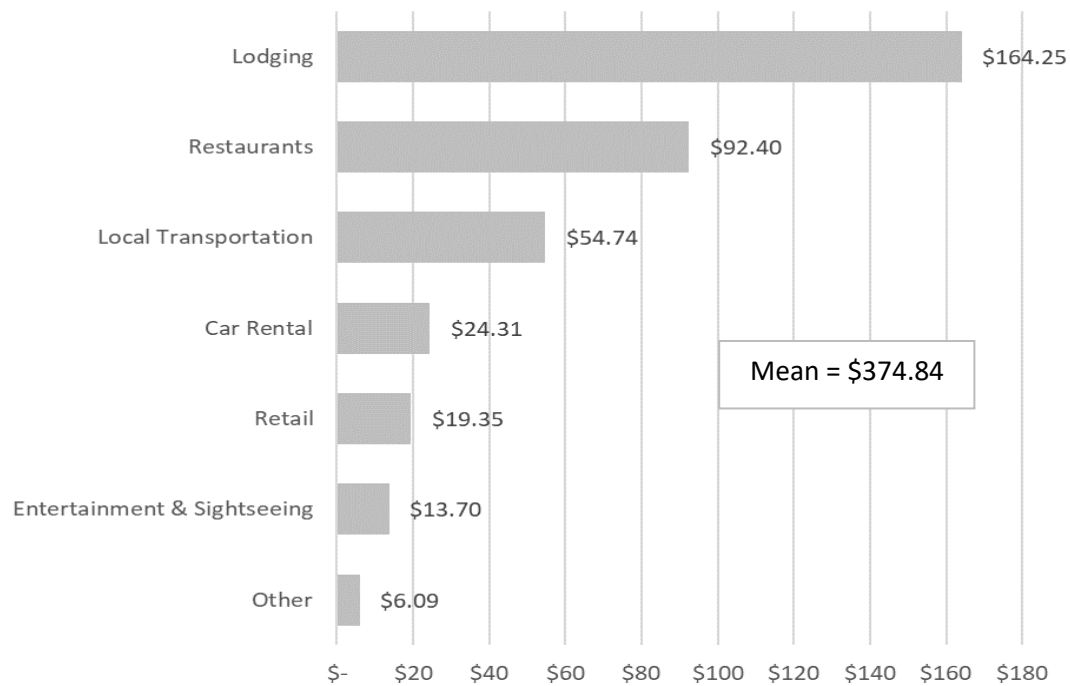


**FIGURE 4.12** – Question 11: Why did you decide to stay in a hotel in the City of Irving, Texas rather than in another Dallas-Fort Worth area city? (Select all that apply) Base: All respondents. 536 completed surveys.

## 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?

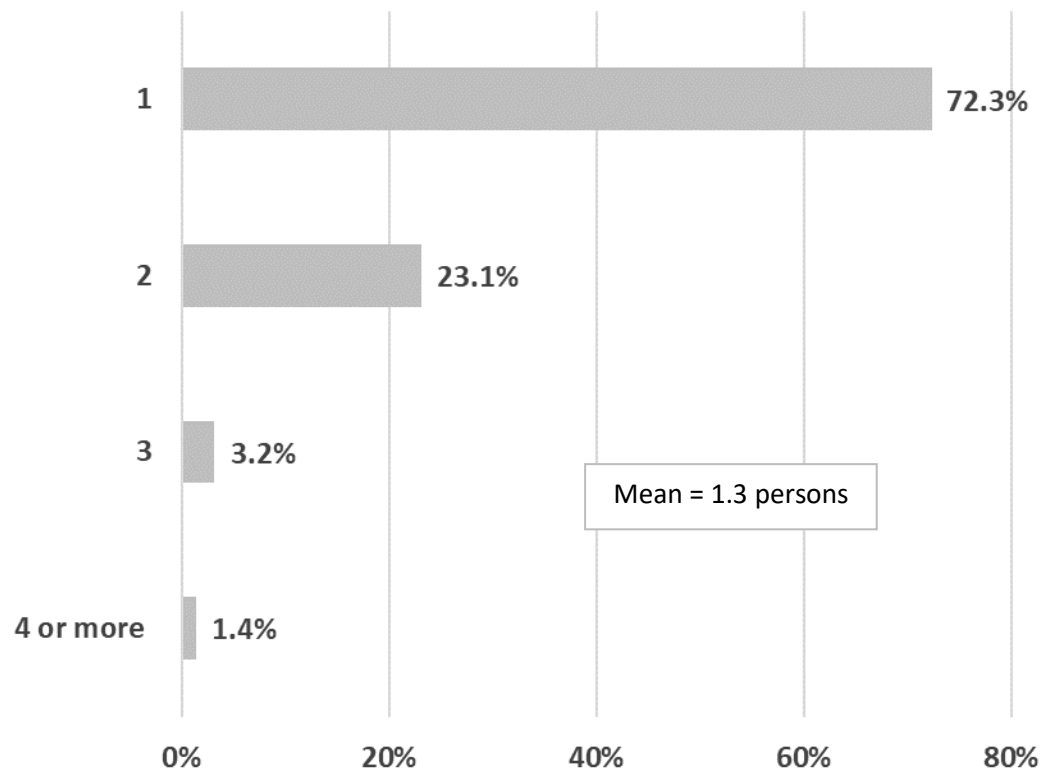


**FIGURE 4.13** – Question 12: Approximately how much PER DAY did you spend on the following while in the city of Irving?  
Base: All respondents. 444 completed surveys.

## 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.

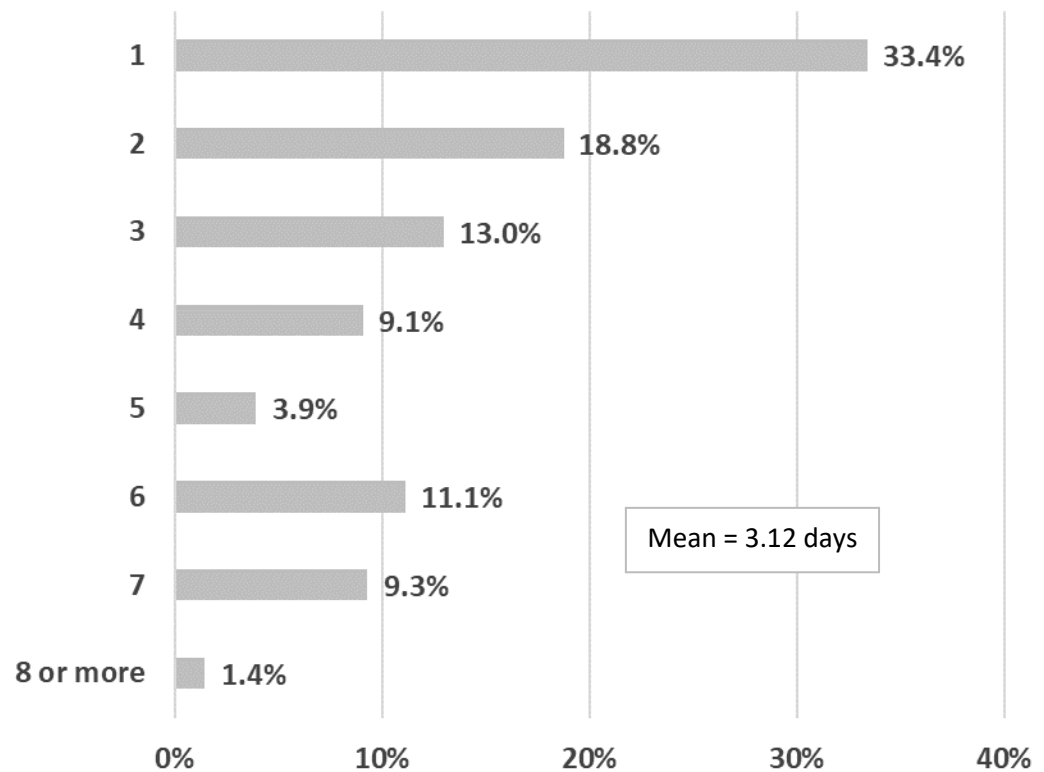


**FIGURE 4.14** – Question 13: Number of people in hotel room. Base: All respondents. 506 completed surveys.

## 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.**



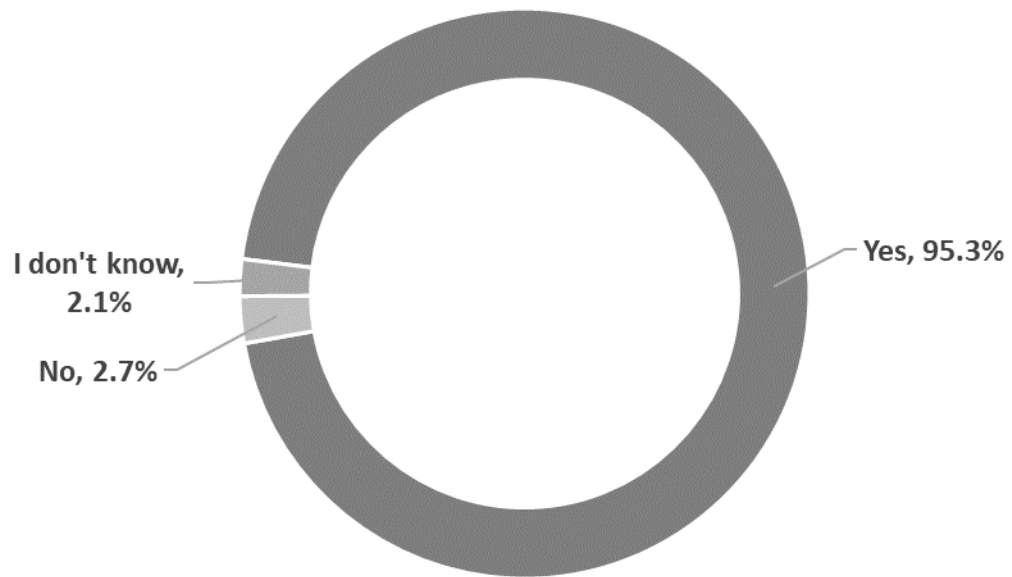
**FIGURE 4.15** – Question 13: Total number of days you stayed in Irving. Base: All respondents. 485 completed surveys.



## Return to Irving

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

Figure 4.16: Would you return to Irving?

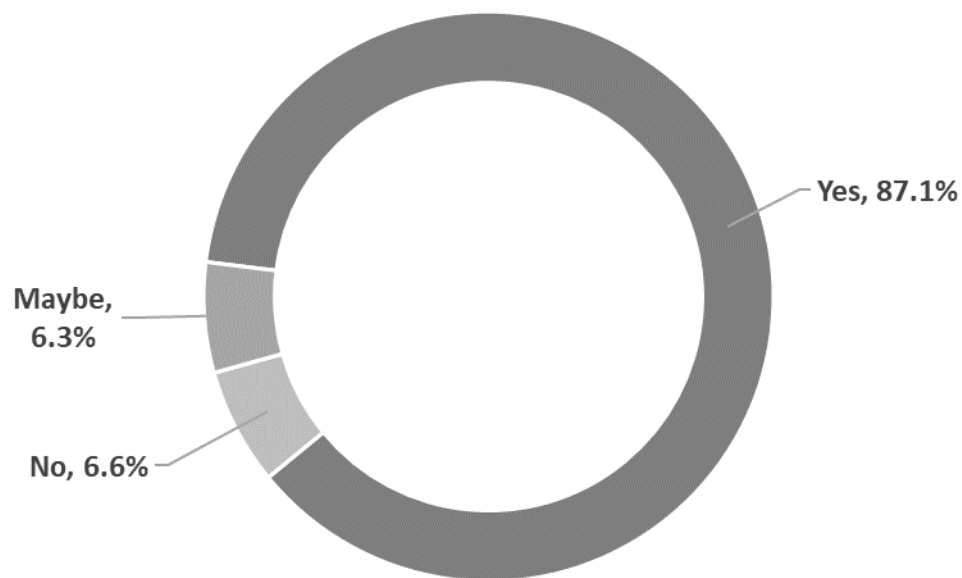


**FIGURE 4.16** – Question 14: Would you return to Irving? Base: All respondents. 527 completed surveys.

## 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?

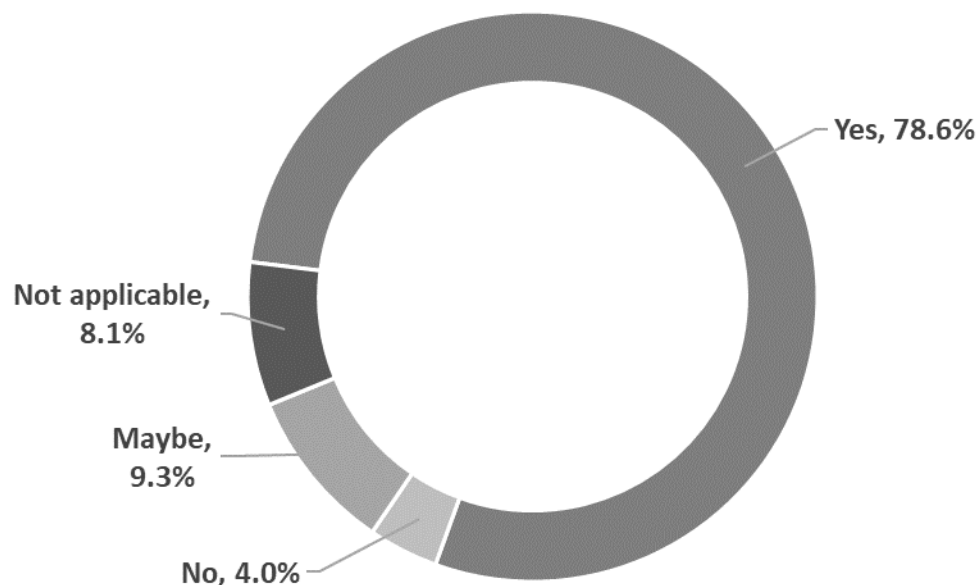


**FIGURE 4.17** – Question 15: Would you recommend Irving to others as a vacation or getaway weekend destination?  
Base: All respondents. 528 completed surveys.

## 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?

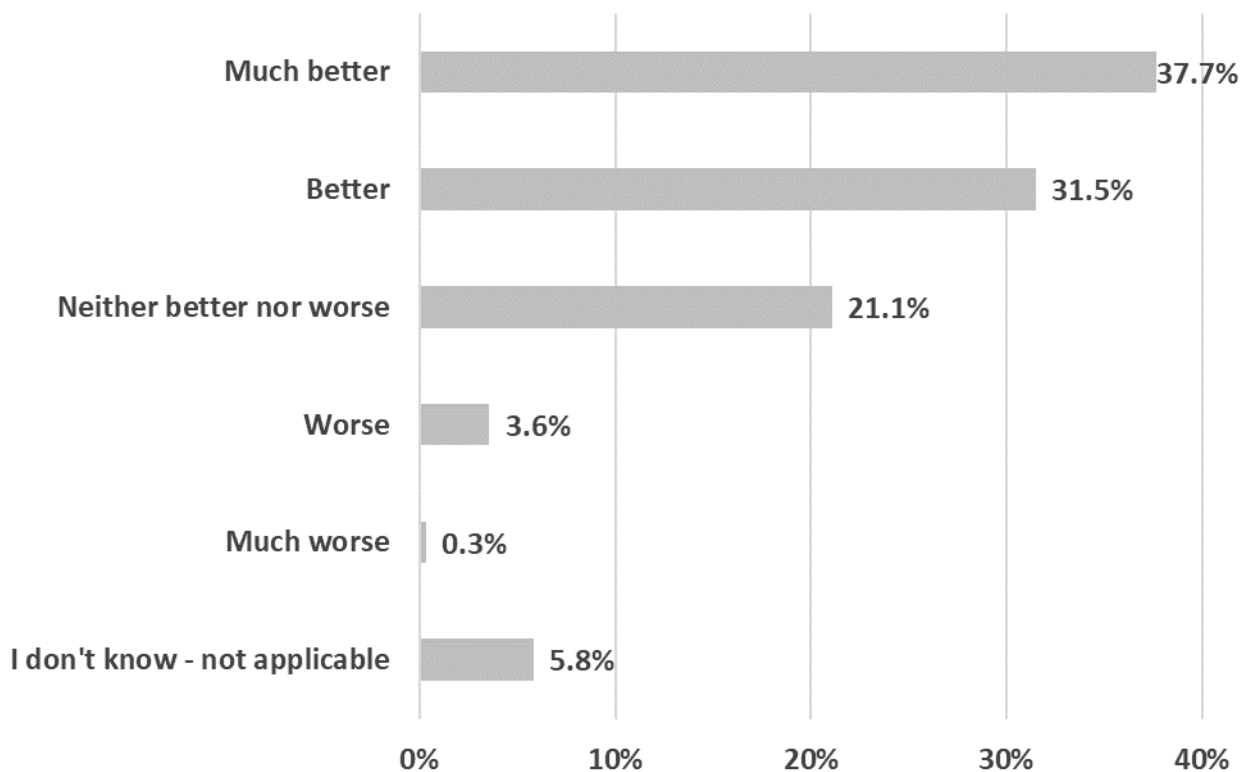


**FIGURE 4.18** – Question 16: Would you recommend Irving to others as a place to attend a conference, trade show or business meeting? Base: All respondents. 528 completed surveys.

## 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)

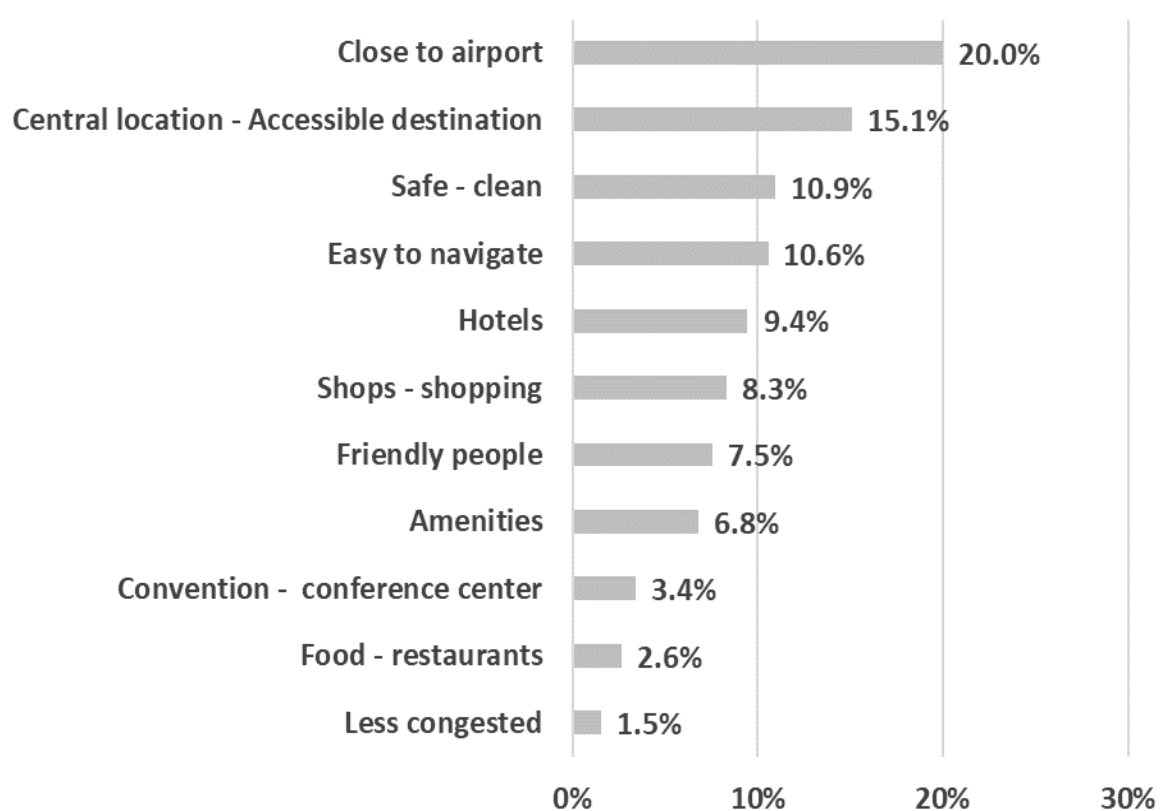


**FIGURE 4.19** – Question 17: In terms of its overall visitor amenities, how does the City of Irving generally compare with the other destinations you travel to for meetings or business? (Select one) Base: Respondents who visited Irving for business reasons or to attend a group meeting. 308 completed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

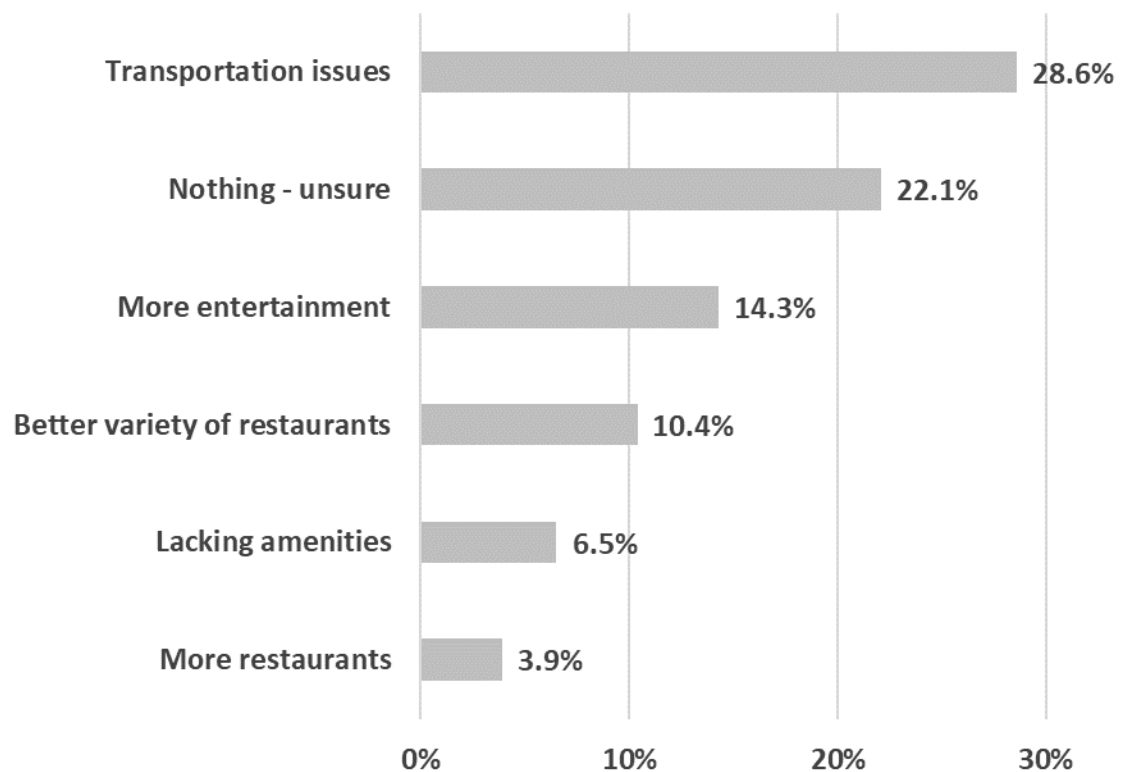


**FIGURE 4.20** – Question 18: What one thing do you like most about Irving as a business travel destination? Base: All respondents. 265 completed surveys.

## 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?**

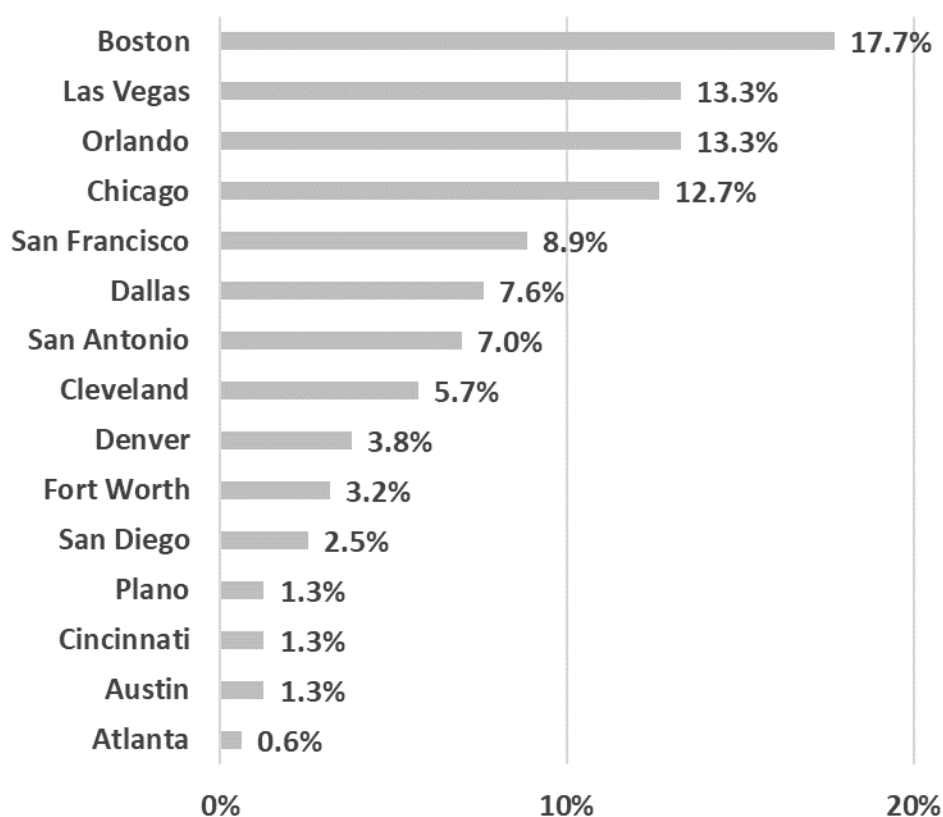


**FIGURE 4.21** – Question 19: What amenities would improve Irving as a business travel destination? Base: All respondents. 154 completed surveys.

## 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.

## Respondent Profile

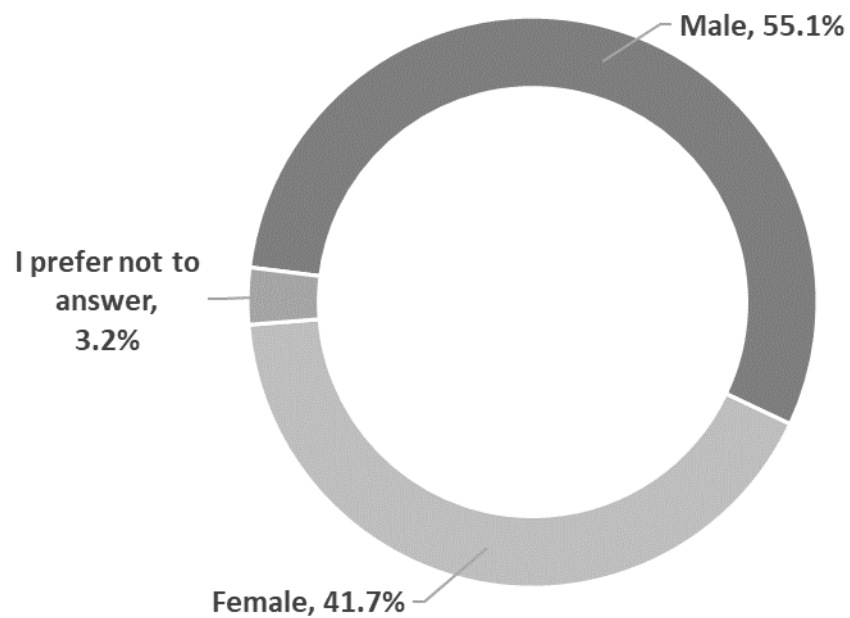
This section contains the findings of the survey's demographic questions in the order they were asked.



## 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?**

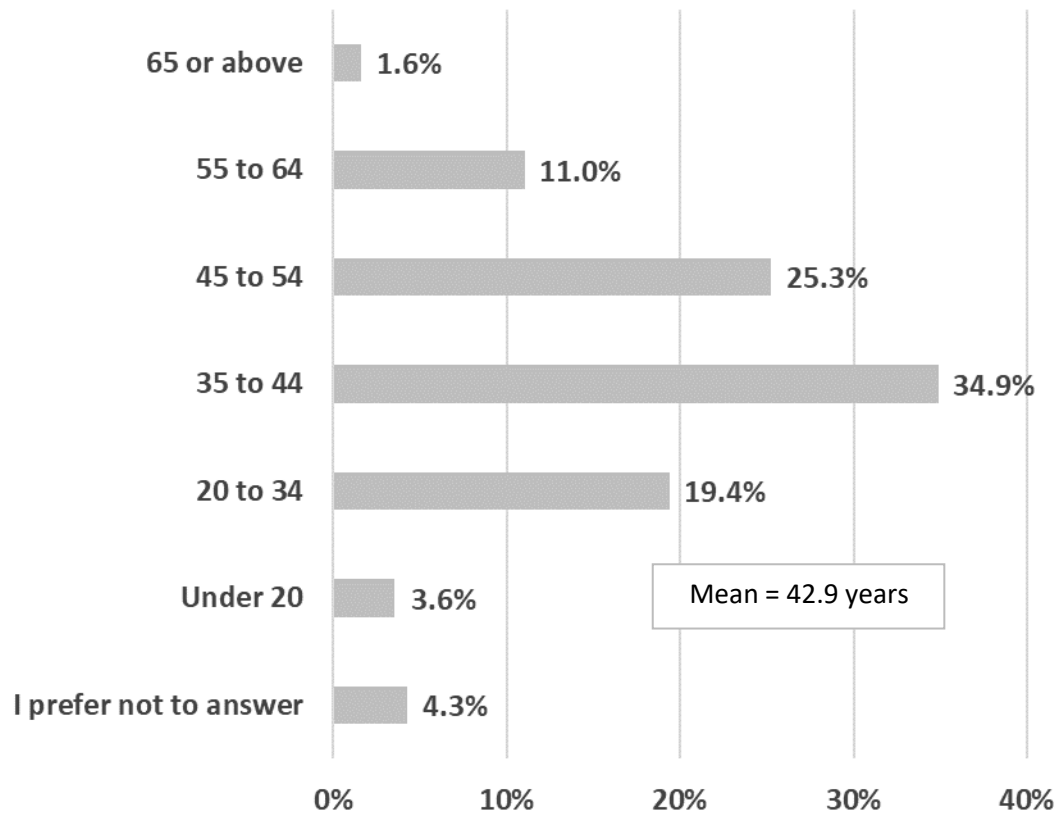


**FIGURE 5.1** – Question 21: What is your gender? Base: All respondents. 561 completed surveys.

## Age

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

Figure 5.2: Which best describes your age?

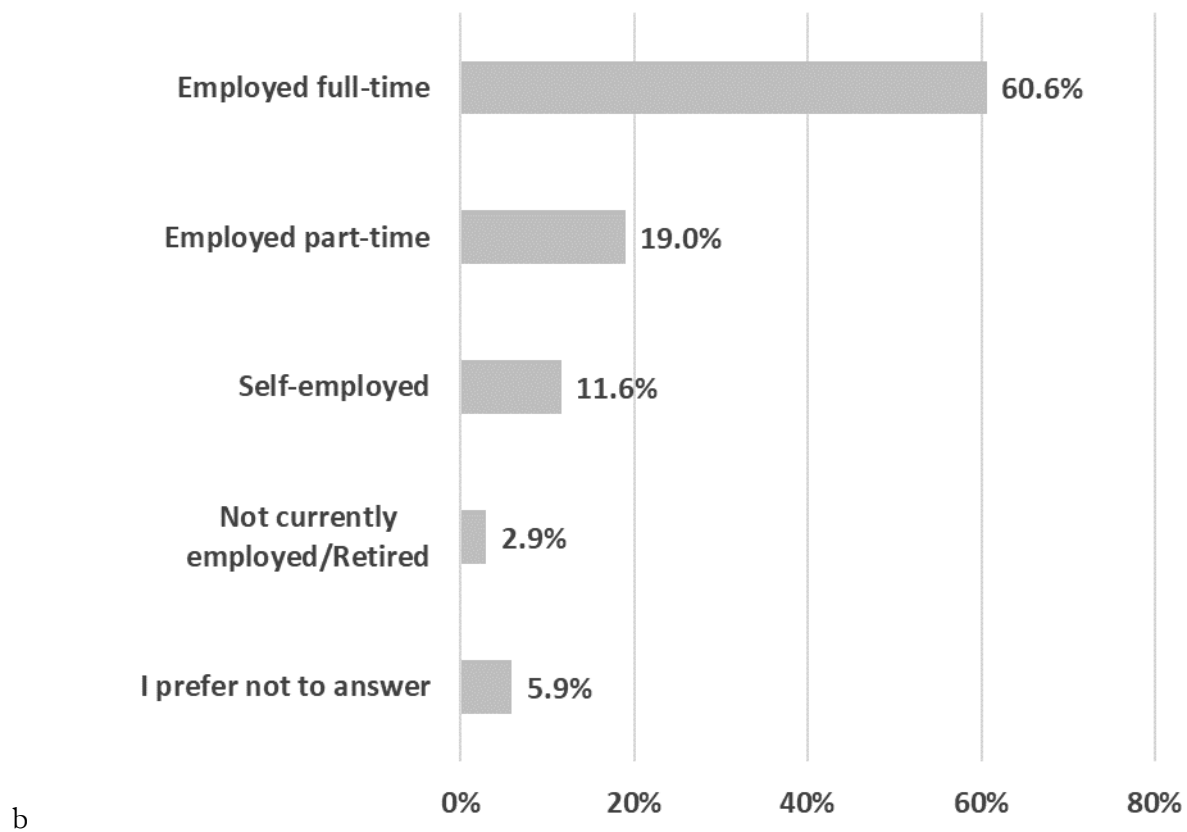


**FIGURE 5.2** – Question 22: Which best describes your age? Base: All respondents. 562 completed surveys.

## 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?**

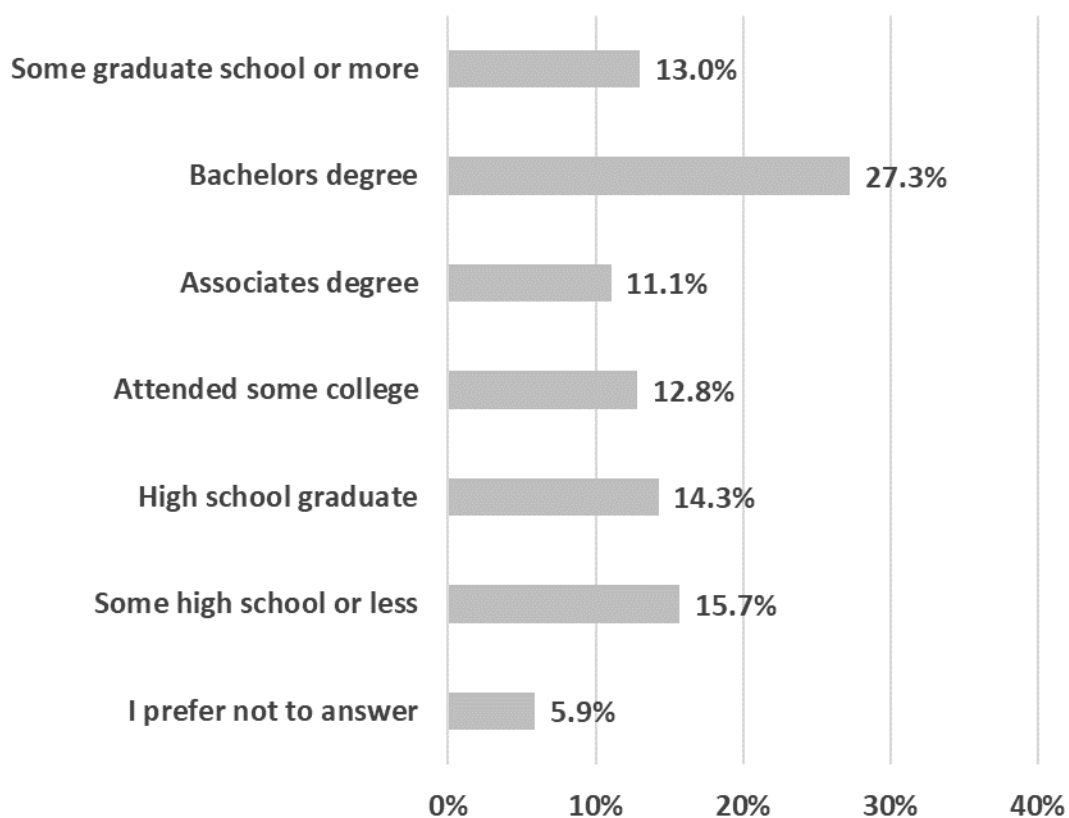


**FIGURE 5.3** – Question 23: Which best describes your current employment status? Base: All respondents. 559 completed surveys.

## 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?

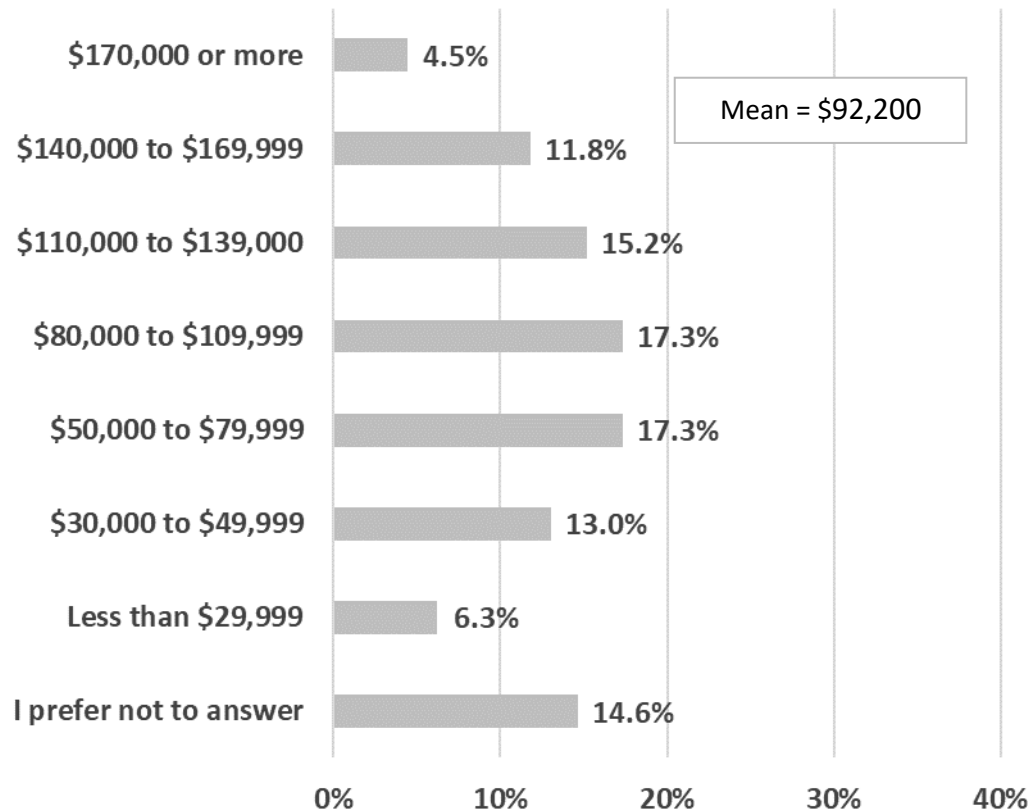


**FIGURE 5.4** – Question 24: Which of the following best represents the highest level of formal education you have completed? Base: All respondents. 561 completed surveys.

## 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?**

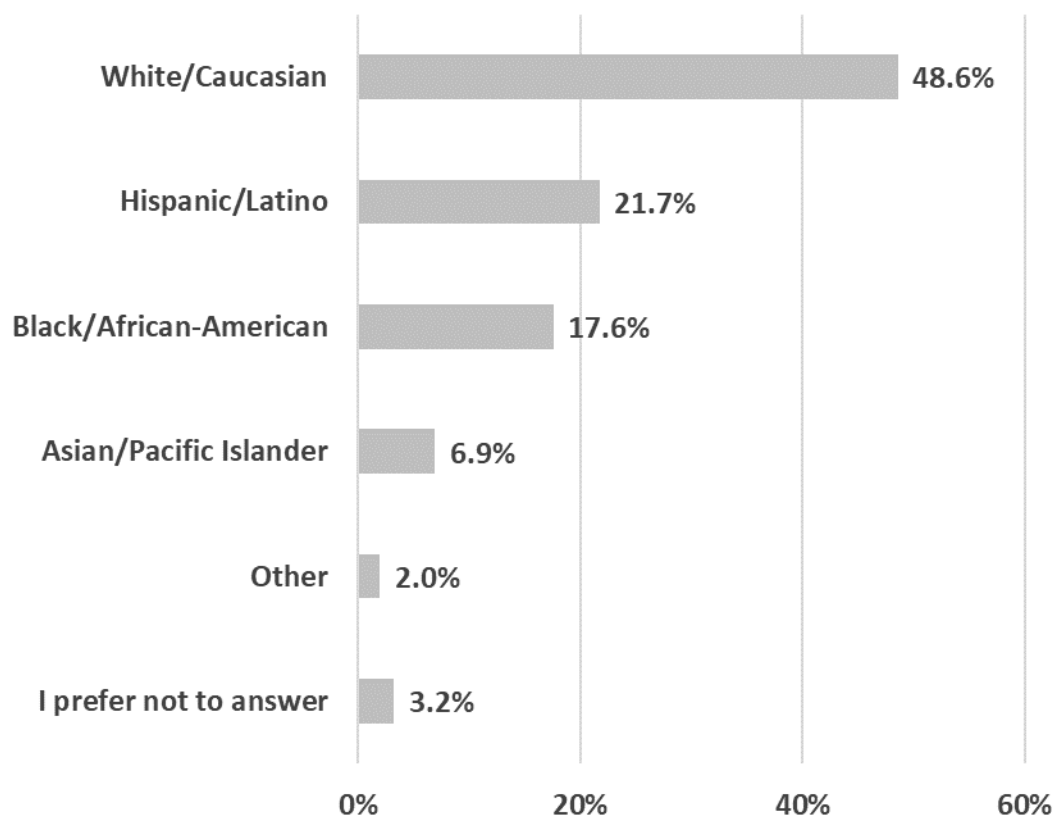


**FIGURE 5.5** – Question 25: Which best describes the combined annual income of all members of your household? Base: All respondents. 560 completed surveys.

## 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?

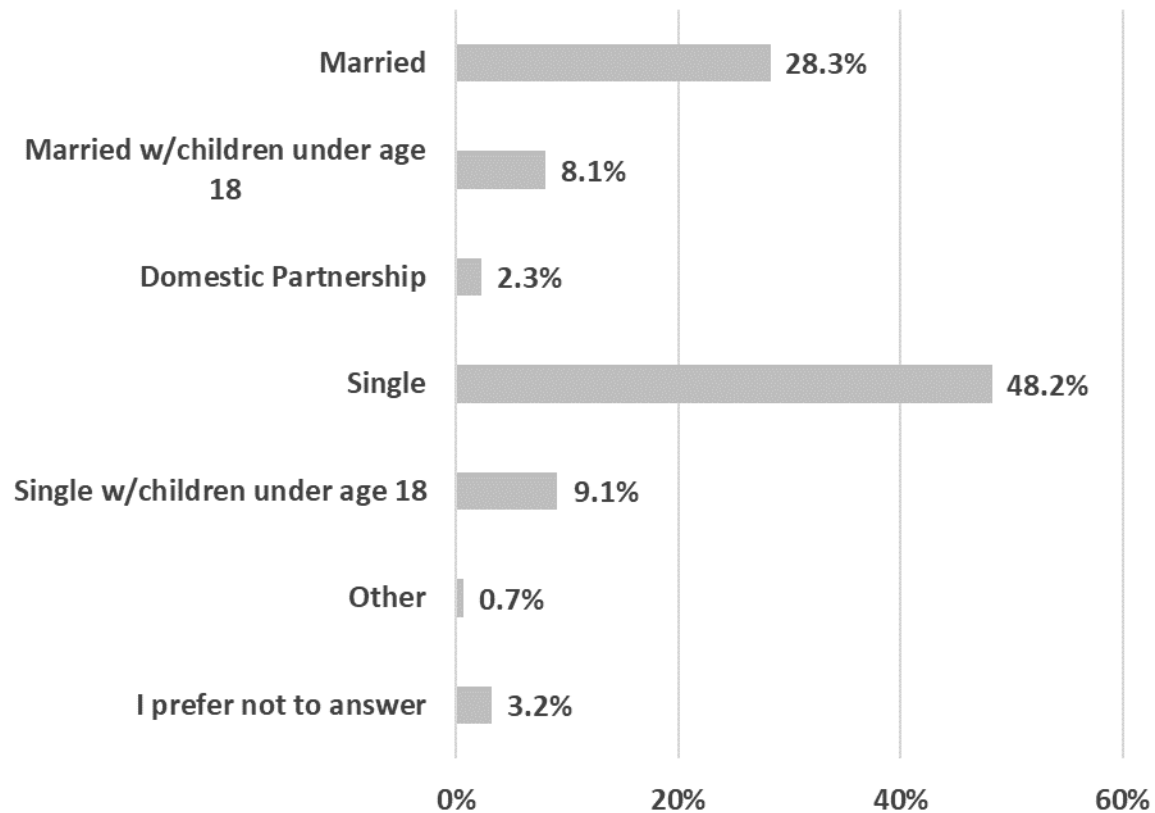
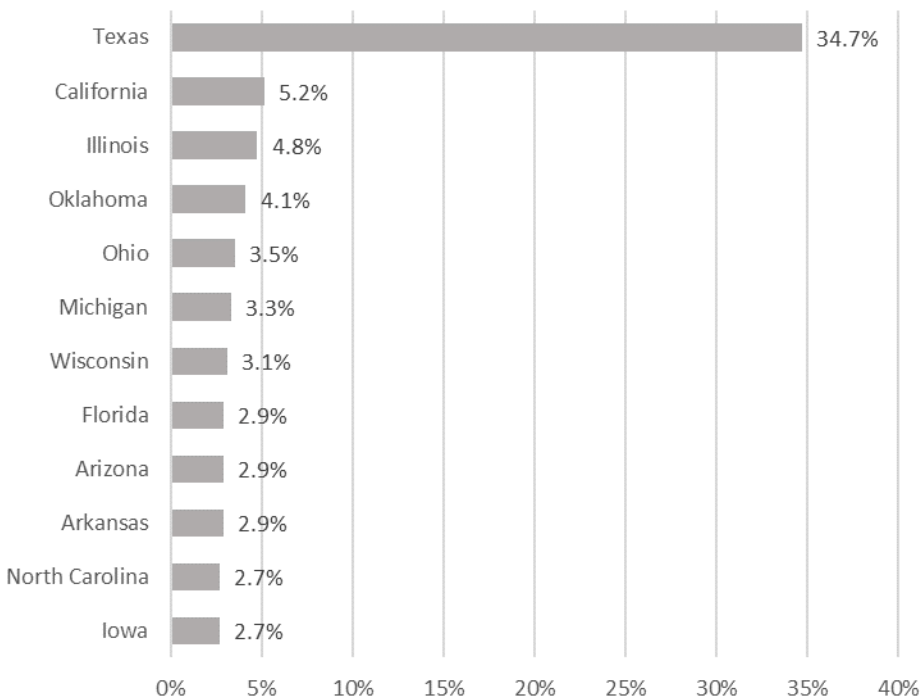


FIGURE 5.7 – Question 27: Which best describes your marital status? Base: All respondents. 558 completed surveys.

## 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.



## 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 PER DAY 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?**

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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?**

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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?**

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**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.***