

CONVENTION evaluation

*MEASUREMENT CRITERIA TO EVALUATE GROUPS FOR THE HOTELS, SPCC, and VISIT SALT LAKE

P.R.O.C.E.S.S

DRAFT

BALANCED SCORE CARD

- criteria
- group stats
- valuation system
- score
- % of Total

ROOM NIGHTS

33%

21%

TOTAL ATTENDEES

SALT PALACE DUES

17%

ADDITIONAL YEARS

21%

8%

NET REVENUE OF SPCC

120 SURVEY DATAS IN SALT LAKE

DMAT - 9 SURVEYS NATIONALLY

It's a PUZZLE!

KEY % of GROUP TOTAL

YOU COULD MEASURE SPEND IN THE CITY and USE AS LEVERAGE

TRACKING CREDIT CARD TRENDS

MY PRIVACY!

BUT IT'S DIFFICULT TO TRACK WITH A WIDE DEMOGRAPHICS

ESP. HOTELS NOT PARTICIPATING

NOT ALL DATA IS BEING CAPTURED

I DON'T SEE THE VALUE

DOES NOT FACTOR SEASONS OR PEAK NIGHT

THIS IS GEARED TOWARDS LARGER GROUPS

...BUT YOU DON'T EVEN HAVE A CONVENTION CENTER HOTEL