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Tourism Vancouver

Effects of Citywide Conventions on Vancouver Hotels in 2009

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Purpose

The purpose of this project was to analyze how citywide conventions affected both “large” and “small” hotels in Vancouver during 2009. We have defined “large” hotels to be hotels with a capacity exceeding 300 rooms, and “small” hotels to be hotels with a capacity of less than 300 rooms. The “large” hotels are typically the hotels which host conventions as they are able to facilitate a larger number of convention attendees, have a greater total meeting space, and a greater total number of guest rooms than the “small” hotels. Specifically, the goals of this project were:

- to measure the average change in hotel occupancy rates that occurred during a citywide convention at “large” hotels (>300 rooms); and
- to quantify the average change in hotel occupancy rates at “small” hotels (<300 rooms) during a citywide convention.

Approach

There were a total of 15 citywide conventions in the city of Vancouver in 2009. During this 365 day period there were 62 days where there was one citywide event being held in the city, as well as three days where there were two events being held. There were no instances of days with three or more citywide events being held simultaneously. Thus, it is possible to separate the days during this time period into two classes: those days where there were no citywide conventions in the city, and those days where there were citywide conventions. (Because there are only a small number of days with two citywide conventions, we have simply combined these types of days into the one class.)

Table 1: Citywide Convention Days

Days with 1 or more citywide conventions	65
Days with 0 citywide conventions	300
Total	365



Using historical room sales figures from the Vancouver “On The Books” Project (OTB), we estimated two types of daily occupancy rates:

- occupancy rates for “large” hotels; and
- occupancy rates for “small” hotels

The hotels that participate in the Vancouver OTB Project were divided into the two classes based on the amount of meeting space that each hotel possesses, and whether or not they are able to host a large convention. The hotels with a capacity greater than 300 rooms which we refer to as “large” hotels are:

- Hyatt Regency Vancouver
- Pan Pacific
- Sheraton Vancouver Wall Centre
- Fairmont Waterfront Centre
- Four Seasons
- Westin Bayshore
- Marriott Pinnacle
- Renaissance

The hotels with a capacity less than 300 rooms which we refer to as “small” hotels are:

- Metropolitan
- Listel Vancouver
- Pacific Palisades
- Coast Plaza
- Ramada Downtown Vancouver
- Opus Hotel
- Westin Grand

Analysis

Using daily “on the books” data and monthly occupancy rates we were able to estimate daily occupancy rates. The following two figures show the average occupancies for “large” and “small” hotels for the two classes of days (i.e., days with a citywide convention and days without a citywide convention) for each month in which there was a citywide convention during 2009.

Figure 1: Occupancy Rates at “Large” Hotels

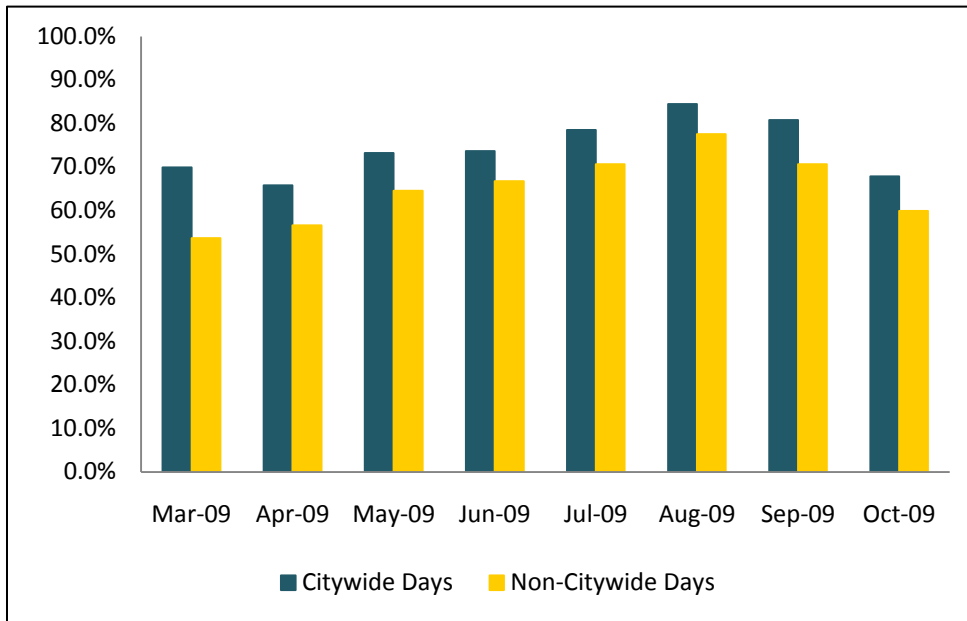
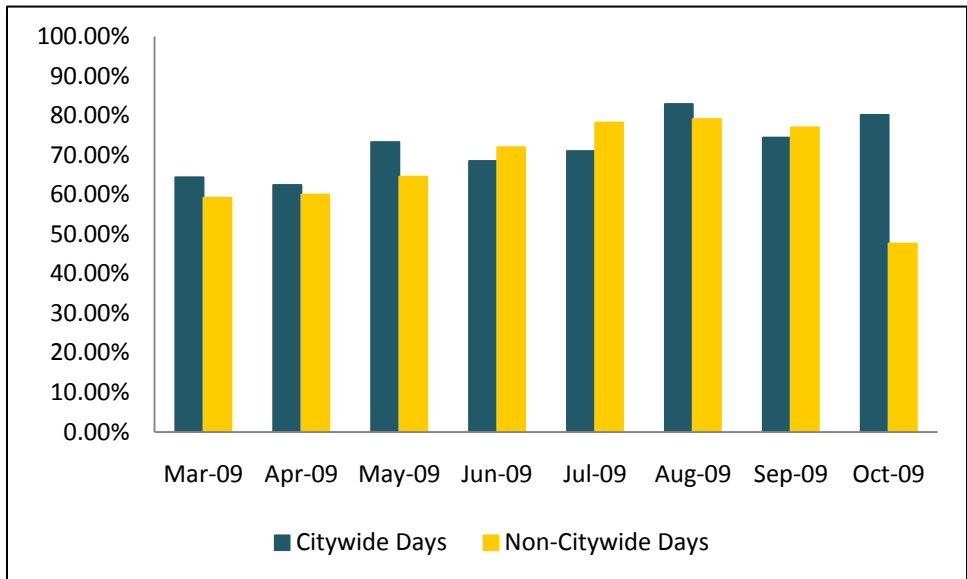


Figure 2: Occupancy Rates at “Small” Hotels



Occupancy rates at “large” hotels for days with a citywide convention were consistently higher in all months than on than days without a citywide convention. Occupancy rates at “small hotels” for days with a citywide convention were higher in March, April, May, August, and October than days without a citywide convention in the respective months. In June, July, and September occupancy rates at “small” hotels were lower for days with a citywide convention versus days with without a citywide convention. However, the average occupancy rate for all months at “small” hotels was higher on days with a citywide convention than days without a citywide convention. The following two tables summarize the average occupancies for “large” and “small” hotels for the two classes of days.

Table 2: Average occupancy for “large” hotels

Average occupancy for days with a citywide convention	74.28%
Average occupancy for days with no citywide conventions	65.04%
Difference	9.24%

Table 3: Average occupancy for “small” hotels

Average occupancy for days with a citywide convention	72.13%
Average occupancy for days with no citywide conventions	67.20%
Difference	4.93%

Table 2 shows that the occupancy at “large” hotels were higher by approximately 9% on days in which there is a citywide convention. Table 3 shows that occupancy rates rose by approximately 5% in “small” hotels on days in which there was a citywide convention.

To confirm that these differences were statistically significant, we performed statistical t-tests for both the “large” and “small” hotel groups. The results of these tests showed that, for both “large” and “small” hotels, there was a significant difference in occupancy rates between the days in which there is was citywide convention versus those days in which there was no citywide convention.

Conclusion

On days in which there was a citywide convention, there was an average increase in the occupancy rate at “large” hotels of approximately 9%. On days in which there was a citywide convention, there was an average increase in the occupancy rate at “small” hotels of approximately 5%.

Appendix: 2009 Citywide Conventions

Organization Name	Convention Dates	Meeting Name	Venue
Association of Dental Surgeons of BC	March 5-6	Pacific Dental Conference	VCC -East
Canadian Academy of Recording Arts and Sciences	March 26-29	Juno Awards	GM Place
Canadian Health Food Association	April 4-5	CHFA Expo West	VCC -East
American Bar Association Section of Business Law	April 15-19	2009 Spring Meeting	VCC -West
Vancouver International Marathon Society	April 29-May 3	BMO Vancouver Marathon	Various Hotels
Liberal Party of Canada	April 30-May 2	2009 Leadership and Biennial Convention	VCC -West
American Society of Neuroradiology	May 17-21	2009 Annual Meeting	VCC -East
Medical Users Software Exchange	May 25-31	20009 Annual Meeting	VCC -East
International Assn of Insolvency Practitioners	June 21 - 24	2009 Annual Education Conference & Annual Meeting	VCC -West
Association of Higher Education Facilities Officers	July 6-12		VCC -East
International Union of Aesthetic Medicine	July 17-19	2009 World Congress	VCC -East
World Police & Fire Games Federation	July 31-Aug 9	WPFG	VCC - Entire
International Congress of Oral Implantologist	Aug 20 - 22	2009 Annual ICOI	VCC - East
International Fiscal Association	Aug 30 - Sept 3	2009 Annual IFA Congress	VCC - East
Union of BC Municipalities	Sept 29-Oct 2	UBCM Annual Meeting	VCC - East