

*Institute for Policy and Economic Development*

*IPED Technical Reports*

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University of Texas at El Paso

Year 2003

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Convention and Visitors Data  
Assessment

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## **Convention and Visitors Data Assessment**

Prepared for  
El Paso Convention and Visitors Bureau

By

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and

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Technical Report No. 2003-05

February 2003

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## Introduction

In December 2002, the Institute for Policy and Economic Development was contracted by the El Paso Convention and Visitors Bureau to prepare a report from the data in order to analyze the results from a survey taken by the Texas Society of Association Executives. The association's survey was developed into the publication, "2000 Association Meetings Profile: The Association Meeting Almanac," and was released in the year 2000.

The publication highlights the profiles of 113 Texas associations and their patterns associated with conventions and meetings. Questions included information into the associations' required product and service needs for travel plans and meeting patterns. Several questions were not answered by numerous associations. This pattern of non-response is significant for some of the questions in that it is indicative of no demand of those services. After more careful analysis, the results produced various key findings that the Convention and Visitors Bureau can employ to develop strategies to attract more association meetings and activities to El Paso.

In summary, the results indicate that:

- It was significantly shown that *downtown hotels are utilized more than any other hotels*, and in a variety of locations in both cities and resorts. The survey shows that 80 percent of the participating associations use downtown hotels; that is 30 percent more than next closest type of hotel.
- The results reveal that *groups and associations are more likely to host seminars* than conventions, board meetings and any other meetings. In contrast, examination of the average attendance for each type of meeting shows that *conventions draw the greatest number of participants*, on average over 2000, more than any other function. Similarly, the average convention will require a longer stay when compared to other meetings, by at least 2 days.
- The survey also shows the preferences of the associations for location, time of the year, and hotel chain. While there was no significant distinction for these preferences, *Austin and San Antonio are the two cities most often cited as having been visited for professional meetings in Texas*. Again, there was no distinctive time of year in which the meetings were held; however, summer and autumn months were most popular. Lastly, most of the associations stated they hold no preference for a single type of hotel chain. The Hyatt, Hilton, Marriott, and Doubletree are among the most popular hotels, most likely because of their ability to service convention and seminars needs.
- The survey revealed the type of services offered by the hotels most utilized by associations. *Among the most demanded services are information on airlines, car rentals, resources on entertainment, awards and plaques, and audio and visual services*. The services offered that had no demand were in the areas of financial management, survey research, strategic planning, online services, meeting management, and association meeting services.

## Findings

### Facilities Used

While there are a number of facilities used by various groups attending conferences, the survey results reveal that the most often type of hotel used are downtown hotels. Nearly 80 percent (79.6 %) of the respondents indicated using a downtown hotel while a little more than 50 percent use a suburban hotel (52.2 %) or resort property (51.3 %). In stark contrast almost two-thirds (65.5 %) of those reporting, do not use airport hotels.

Again, a little more than half (50.4 %) utilize a convention or civic center. When asked about use of a conference center, only 28.3 percent of the respondents had used that type of facility.

#### *Facility Used: Airport Hotel*

	Frequency	Percent
No	74	65.5
Yes	39	34.5
Total	113	100.0

#### *Facility Used: Resort Property*

	Frequency	Percent
No	55	48.7
Yes	58	51.3
Total	113	100.0

#### *Facility Used: Convention/Civic Center*

	Frequency	Percent
No	56	49.6
Yes	57	50.4
Total	113	100.0

#### *Facility Used: Downtown Hotel*

	Frequency	Percent
No	23	20.4
Yes	90	79.6
Total	113	100.0

#### *Facility Used: Suburban Hotel*

	Frequency	Percent
No	54	47.8
Yes	59	52.2
Total	113	100.0

#### *Facility Used: Conference Center*

	Frequency	Percent
No	81	71.7
Yes	32	28.3
Total	113	100.0

**Number of Meetings Held Each Year**

On average, groups report that they will host more seminars than conventions, board meetings and other meetings.

**Conventions**

The results indicate that the majority of respondents, 70.8 percent, host 1 convention per year. The remaining responses vary as they range between 2 and 20 conventions conducted in a given year.

*Conventions by Number of Meetings*

	Frequency	Percent
No Response	20	17.7
1	80	70.8
2	8	7.1
5	2	1.8
8	1	.9
20	1	.9
Varies	1	.9
Total	113	100.0

**Seminars**

The greatest number of respondents report conducting 1 seminar per year, the range extends up to 400, but only 8 percent indicate hosting more than 50 in a year. On average, respondents produce approximately 106 seminars in a given year. Over 30 percent (31 %) of the respondents did not indicate an answer.

*Seminars by Number of Meetings*

	Frequency	Percent
No Response	35	31.0
1-4	40	35.4
5-9	10	8.8
10-19	13	11.5
20-49	6	5.3
50-99	1	.9
> 100	7	6.2
Varies	1	.9
Total	113	100.0

**Board Meetings**

Over a quarter of the respondents (26.5 %) state they hold 4 board meetings per year. The number of meetings conducted range from 1 to 16 in a year.

*Board Meetings by Number of Meetings*

	Frequency	Percent
No Response	19	16.8
1	10	8.8
2	19	16.8
3	18	15.9
4	30	26.5
5-9	9	8.0
10 or more	8	7.1
Total	113	100.0

**Other Meetings**

Over 70 percent (70.8 %) of the respondents gave no response to hosting any other meetings. More than 13 percent (13.3 %) had conducted at least 1 other meeting, however, no details about these meetings were reported.

*Other by Number of Meetings*

	Frequency	Percent
No Response	80	70.8
1	15	13.3
2	5	4.4
3	3	2.7
4	1	.9
5-9	3	2.7
10 or more	5	4.4
Varies	1	.9
Total	113	100.0

**Average Attendance by Meetings**

**Conventions**

On average, the results show that 2400 individuals participate in a given convention. Most conventions had approximately 500 to 1000 participants. Attendance varied dramatically between 35 to 100,000 convention participants.

*Conventions by Average Attendance*

	Frequency	Percent
No Response	20	17.7
1-50	2	1.8
51-100	7	6.2
101-200	9	8.0
201-300	10	8.8
301-400	9	8.0
401-500	9	8.0
501-1000	19	16.8
1001-1500	6	5.3
1501-2000	3	2.7
2001-3000	7	6.2
3001-5000	3	2.7
> 5000	9	8.0
Total	113	100.0

**Seminars**

On average, a little more than 300 individuals attended seminars. Most seminars (24.8 %) had less than 50 individuals in attendance. Again, over 30 percent (31.9 %) of the respondents did not indicate an answer.

*Seminars by Average Attendance*

	Frequency	Percent
No Response	36	31.9
1-50	28	24.8
51-100	17	15.0
101-200	19	16.8
201-300	4	3.5
301-400	2	1.8
401-500	2	1.8
501-1000	3	2.7
> 1000	1	.9
Varies	1	.9
Total	113	100.0

**Board Meetings**

The average attendance for board meetings is 32 individuals. The results show that most respondents (34.5 %) indicate an attendance in the range of 20 to 49 individuals. The range peaks at 300; however, only slightly more than 6 percent (6.2 %) of board meetings have more than 100 attendants.

*Board Meetings by Average Attendance*

	Frequency	Percent
No Response	22	19.5
5-9	3	2.7
10-19	27	23.9
20-49	39	34.5
50-99	15	13.3
> 100	7	6.2
Total	113	100.0

**Other Meetings**

Nearly 70 percent (69.9 %) of the respondents do not indicate an answer; and, the respondents' who presented answers vary significantly from 10 to 7,000 attendants.

*Other by Average Attendance*

	Frequency	Percent
No Response	79	69.9
10-19	1	.9
20-49	7	6.2
50-99	8	7.1
> 100	16	14.2
Varies	2	1.8
Total	113	100.0

**Meetings by Number of Days**

**Conventions**

Over 30 percent (31 %) of respondents stated they had attended conventions that lasted 3 days. The vast majority of conventions range between 3 to 4 days, but no more than 5 days. However, one respondent indicated attending a convention that lasted 23 days.

*Conventions by Number of Days*

	Frequency	Percent
No Response	19	16.8
1	3	2.7
2	16	14.2
3	35	31.0
4	31	27.4
5	8	7.1
> 5	1	.9
Total	113	100.0

**Seminars**

Over one-third (34.5 %) of the respondents, report having attended 1 day seminars. Over 30 percent (31 %) of the respondents did not indicate an answer

*Seminar by Number of Days*

	Frequency	Percent
No Response	35	31.0
1	39	34.5
2	21	18.6
3	10	8.8
4	4	3.5
5	2	1.8
> 5	2	1.8
Total	113	100.0

**Board Meetings**

Most of the respondents (42.5 %) attended 1 day board meetings. More interesting is that the vast majority, 73.5 percent, indicate attending board meetings that last 1 or 2 days.

*Board Meetings by Number of Days*

	Frequency	Percent
No Response	21	18.6
1	48	42.5
2	35	31.0
3	3	2.7
4	2	1.8
> 5	4	3.5
Total	113	100.0

**Other Meetings**

Those who provided a response indicated that they participated in other meetings for the duration of 1 (9.7 %) to 2 (8.8 %) days.

*Other by Number of Days*

	Frequency	Percent
No Response	80	70.8
1	11	9.7
2	10	8.8
3	6	5.3
4	3	2.7
5	1	.9
> 5	2	1.8
Total	113	100.0

**Peak Room Nights**

Averaging almost four-hundred (393) rooms, by “peak night,” a convention requires more than seminars, board, and other meetings. It must be noted that each category has a significant number of non-use of rooms for overnight stays, 30.1 percent, 54 percent, 43.4 percent, and 77.9 percent, respectively.

*Convention by Peak Room Night*

	Frequency	Percent
No Response	34	30.1
1-50	5	4.4
51-100	12	10.6
101-200	20	17.7
201-300	14	12.4
301-400	5	4.4
401-500	2	1.8
501-1000	10	8.8
> 1000	11	9.7
Total	113	100.0

*Seminars by Peak Room Night*

	Frequency	Percent
No Response	61	54.0
1-50	35	31.0
51-100	5	4.4
101-200	8	7.1
201-300	2	1.8
501-1000	1	.9
> 1000	1	.9
Total	113	100.0

*Board Meetings by Peak Room Night*

	Frequency	Percent
No Response	49	43.4
1-50	60	53.1
51-100	1	.9
101-200	2	1.8
201-300	1	.9
Total	113	100.0

*Other by Peak Room Night*

	Frequency	Percent
No Response	88	77.9
1-50	16	14.2
51-100	5	4.4
201-300	2	1.8
501-1000	2	1.8
Total	113	100.0

**Total Room Nights**

Once more, on average, the convention meeting requires significantly more room nights than seminar, board, and other meetings. Convention meetings have an average utilization of 1,922 rooms. Seminars have an average utilization of 147.7 rooms. Board meetings have an average utilization of 31.9 rooms. Lastly, other meetings have an average utilization of 48.4 rooms.

*Convention by Total Room Nights*

	Frequency	Percent
No Response	31	27.4
1-50	12	10.6
51-100	1	.9
101-200	7	6.2
201-300	10	8.8
301-400	4	3.5
401-500	6	5.3
501-1000	16	14.2
> 1000	25	22.1
Varies	1	.9
Total	113	100.0

*Seminars by Total Room Nights*

	Frequency	Percent
No Response	64	56.6
1-51	24	21.2
51-100	6	5.3
101-200	6	5.3
201-300	3	2.7
301-400	3	2.7
401-500	1	.9
501-1000	2	1.8
> 1000	4	3.5
Total	113	100.0

*Board Meetings by Total Room Nights*

	Frequency	Percent
No Response	47	41.6
1-51	52	46.0
51-100	4	3.5
101-200	7	6.2
201-300	2	1.8
501-1000	1	.9
Total	113	100.0

*Other by Total Room Nights*

	Frequency	Percent
No Response	89	78.8
1-51	8	7.1
51-100	6	5.3
101-200	5	4.4
201-300	1	.9
401-500	1	.9
501-1000	1	.9
> 1000	2	1.8
Total	113	100.0

**Preferred Month**

**Conventions**

Respondents indicate the top two months for attending conventions as June (16.8 %) and October (10.6 %).

*Convention by Preferred Month*

	Frequency	Percent
No Response	21	18.6
Jan	3	2.7
Feb	7	6.2
Mar	2	1.8
Apr	9	8.0
May	6	5.3
Jun	19	16.8
Jul	10	8.8
Aug	5	4.4
Sep	5	4.4
Oct	12	10.6
Nov	2	1.8
Dec	3	2.7
Jan and Mar	1	.9
Feb and Mar	2	1.8
Apr and May	1	.9
Jan and Feb	1	.9
Feb and Oct	1	.9
Apr and Oct	2	1.8
Sep and Oct	1	.9
Total	113	100.0

**Seminars**

The top four months are February, March, July, and September, but no clear preference exists.

*Seminars by Preferred Month*

	Frequency	Percent
No Response	68	60.2
Jan	3	2.7
Feb	4	3.5
Mar	4	3.5
Apr	1	.9
Jun	2	1.8
Jul	5	4.4
Aug	2	1.8
Sep	4	3.5
Oct	1	.9
Nov	3	2.7
Jan and Apr	1	.9
Jan and Aug	1	.9
Jun and Sep	1	.9
Jan and Feb	1	.9
Feb/Jul/Sep	1	.9
All	7	6.2
Varies	4	3.5
Total	113	100.0

**Board Meetings**

Nearly half, 46 percent, of the respondents did not indicate a preference of month to attend seminars. Most of those that do have a preference indicated January at 5.3 percent.

*Board Meetings by Preferred Month*

	Frequency	Percent
No Response	52	46.0
Jan	6	5.3
Feb	3	2.7
Mar	4	3.5
Apr	3	2.7
Jun	3	2.7
Jul	3	2.7
Aug	1	.9
Sep	5	4.4
Oct	1	.9
Nov	1	.9
Dec	1	.9
Jan and Jun	2	1.8
Feb and Jul	1	.9
Feb and Sep	1	.9
Mar and Sep	1	.9
Jul and Aug	1	.9
Jan/Feb/Aug	1	.9
Feb/Jun/Sep	1	.9
Mar/Jun/Sep	1	.9
Apr and Dec	1	.9
Jun and Oct	1	.9
Oct and Nov	1	.9
Dec/Feb/Jun	1	.9
Jan/Mar/Aug/Sep	1	.9
Jan/Apr/Oct	1	.9
Feb/Jun/Oct	1	.9
Mar/Sep/Dec	1	.9
Mar/Aug/Oct	1	.9
All	3	2.7
Varies	6	5.3
Jan/Apr/Jul/Oct	1	.9
Jan/Apr/Jul/Dec	1	.9
Apr/Jul/Oct/Dec	1	.9
Total	113	100.0

**Other Meetings**

Over 80 percent (80.5 %) of the respondents did not indicate a preference of month for other meetings. Those who did provide an answer prefer the months of February (4.4 %), June (3.5 %), July (3.5 %), and January (2.7 %), respectively

*Other by Preferred Month*

	Frequency	Percent
No Response	91	80.5
Jan	3	2.7
Feb	5	4.4
Mar	1	.9
Apr	1	.9
Jun	4	3.5
Jul	4	3.5
Aug and Sep	1	.9
Jul/Dec	1	.9
All	1	.9
Varies	1	.9
Total	113	100.0

**City Used Last Year**

Numerous responses did not match the code in the appendix of the survey results. All those that did not match are indicated as such.

**Conventions**

Convention participants indicated Austin at 15.9 percent and San Antonio at 15 percent as the cities they visited most in the previous year. Dallas at 12.4 percent and Houston at 7.1 percent were third and fourth, respectively. The remaining choices varied across the state and a few mentioned visiting out-of-state locations.

*Convention by City Used Last Year*

	Frequency	Percent
No Response	22	19.5
Abilene	1	.9
Alexis Park	1	.9
Arlington	2	1.8
Aspen	1	.9
Austin	18	15.9
Corpus Christi	2	1.8
Dallas	14	12.4
El Dorado	1	.9
<b>El Paso</b>	1	.9
Fairmont	1	.9
Florida	1	.9
Fort Worth	2	1.8
Fredona	1	.9
Galveston	2	1.8
Houston	8	7.1
Houston/Puerto Vallarta	1	.9
Kansas City, MO	1	.9
Las Vegas	2	1.8
Longview/Midland	1	.9
Memphis	1	.9
Nashville	1	.9
Orlando	1	.9
Puerto Rico	1	.9
Richardson	1	.9
San Antonio	17	15.0
San Diego	1	.9
Santa Barbara	1	.9
Santa Fe	1	.9
Seguin	1	.9
South Padre Island	2	1.8
Varies	1	.9
Wichita Falls	1	.9
Total	113	100.0

**Seminars**

Almost half, 46.9 percent, of the respondents did not provide an answer to this question. Again, Austin and San Antonio received the most visits for seminar attendees at 8 percent and 5.3 percent, respectfully. The remaining choices varied across the state and 3 indicated visiting out-of-state locations.

*Seminars by City Used Last Year*

	Frequency	Percent
No Response	53	46.9
Albuquerque/Dallas/Houston	1	.9
Austin	9	8.0
Beaumont	1	.9
Chickasha, OK	1	.9
College Station	1	.9
Dallas	6	5.3
Dallas/Austin	1	.9
Dallas/Houston/Austin	1	.9
Dallas/Houston/Corpus	1	.9
Christi/McAllen/Austin/San Antonio		
Dallas/Houston/San Antonio	1	.9
Dallas/Houston/San Antonio/Tyler/Lubbock	1	.9
Denver/Orlando	1	.9
El Dorado/South Padre Island	1	.9
Galveston	1	.9
Harlingen/Lubbock	1	.9
Houston	1	.9
Houston/Austin/San Antonio	1	.9
Houston/San Antonio/Arlington/ <b>El Paso</b> /Lubbock	1	.9
Irving	1	.9
JNC (not in code)	1	.9
Longview/Midland	1	.9
Palm Springs	1	.9
San Antonio	6	5.3
San Antonio/Dallas/Houston/Fort Worth/Austin	1	.9
San Antonio/Galveston	1	.9
Varies	17	15.0
Total	113	100.0

**Board Meetings**

Over one-third of respondents (34.5 %) did not indicate a preference of location for board meetings. Of those that did respond, 27.4 percent attended meetings in Austin. The remaining choices varied across the state and a few indicated visiting out-of-state locations.

*Board Meetings by City Used Last Year*

	Frequency	Percent
No Response	39	34.5
Austin	31	27.4
Austin/College Station	1	.9
Austin/Dallas/Houston	1	.9
Austin/Fort Worth	1	.9
Austin/Galveston	1	.9
Austin/Galveston/Fort Worth	1	.9
Baltimore	1	.9
BRO (not in code)	1	.9
Burnett	1	.9
College Station	1	.9
College Station/San Angelo	1	.9
Dallas	6	5.3
Dallas/AI (not in code)	1	.9
Detroit	1	.9
Fort Worth	1	.9
Fort Worth/Austin	1	.9
Houston	2	1.8
Irving	2	1.8
Kerrville	1	.9
Lake Tahoe	1	.9
Longview/Midland	1	.9
Lubbock	1	.9
New Braunfels	1	.9
Orlando	1	.9
Phoenix	1	.9
San Antonio	3	2.7
San Antonio/Dallas	1	.9
San Francisco	1	.9
Vail	1	.9
Wichita Falls	1	.9
Varies	5	4.4
Total	113	100.0

**Other Meetings**

Nearly three fourths, 74.3 percent, of the respondents did not indicate a preference of city for other meetings. Again, Austin received the most responses, 8 percent, and the remainder varied across the state and some out-of-state locations.

*Other by City Used Last Year*

	Frequency	Percent
No Response	84	74.3
Austin	9	8.0
Chicago	1	.9
Corpus Christi	1	.9
Dallas/Fort Worth	1	.9
Fort Worth	1	.9
Galveston	1	.9
GRP (not in code)	1	.9
Houston	2	1.8
Irving	1	.9
kl (not in code)	1	.9
Longview/Midland/Austin	1	.9
New Orleans	1	.9
Ritz Carlton	1	.9
San Antonio	2	1.8
Wichita Falls	1	.9
Varies	4	3.5
Total	113	100.0

**Downtown Hotel Booked**

**Conventions**

Over one-third of the respondents, 38.9 percent, did not indicate a preference for hotels while attending a convention. At only 6.2 percent, the Hyatt received the most number of responses for convention attendees.

*Convention by Hotel Booked*

	Frequency	Percent
No Response	44	38.9
Adam's Mark	3	2.7
Anatole	2	1.8
Camino Real	1	.9
Doubletree	2	1.8
Doubletree/ Marriott	1	.9
Embassy Suites	1	.9
Executive Guesthouse	1	.9
Four Seasons	2	1.8
Four Seasons/ Radisson/ Hyatt/ Driskill/ Marriott/ Sheraton/ Holiday Inn/ Embassy Suites/ La Quinta	1	.9
Galleria	1	.9
Guest Suites/ Comfort Inn	1	.9
Hilton	3	2.7
Holiday Inn	2	1.8
Holiday Inn/ Radisson/ Comfort Inn	1	.9
Hotel Intercontinental	2	1.8
Hyatt	7	6.2
Hyatt/ Varies	2	1.8
JW Marriott	1	.9
Marriott	4	3.5
Marriott/ Varies	1	.9
Moody Gardens	3	2.7
Omni	6	5.3
Opryland	1	.9
Peabody	1	.9
Renaissance	5	4.4
San Antonio	1	.9
Sheraton	4	3.5
Westin	1	.9
Wyndham	1	.9
Wyndham/ Anatole	1	.9
Wyndham/ Anatole/ Hyatt/ Ramada	1	.9
Varies	5	4.4
Total	113	100.0

**Seminars**

Nearly two-thirds of the respondents, 63.7 percent, did not indicate a preference for hotels while attending seminars. The remainder varied among more than twenty other hotels.

*Seminars by Hotel Booked*

	Frequency	Percent
No Response	72	63.7
Camino Real/Sheraton	1	.9
Four Seasons	1	.9
Guest Suites/Comfort Inn	1	.9
Harvey	1	.9
Hilton	2	1.8
Holiday Inn	1	.9
Holiday Inn/Dallas/Ft. Worth	1	.9
Hotel Galvez	1	.9
Hotel Intercontinental	1	.9
Hyatt	2	1.8
La Marina	1	.9
Lago Vista Resort	1	.9
Marriott	1	.9
Miramonte	1	.9
Omni	1	.9
Omni/ Marriott/ Hyatt/ Westin/ Holiday Inn/ Ambassador	1	.9
Omni/Renaissance/Red Lion/Marriott	1	.9
Sheraton	1	.9
TT (not in code may be UT)	1	.9
University of Texas/Jester Center	1	.9
UTSW Medical School	1	.9
Westin	1	.9
Varies	17	15.0
Total	113	100.0

**Board Meetings**

Over half of the respondents, 52.5 percent, did not indicate a preference for hotels while attending board meetings. At only 8.8 percent, the Doubletree was the hotel most mentioned in the survey.

*Board Meetings by Hotel Booked*

	Frequency	Percent
No Response	59	52.2
Austin	1	.9
Comfort Inn	1	.9
Dallas, Forth Worth, Marriott	1	.9
Disney's Coronado Springs Resort	1	.9
Doubletree	10	8.8
Driskill	1	.9
Eagles on the Canyon	1	.9
Embassy Suites	2	1.8
Four Seasons	1	.9
Four Seasons/Marriott	1	.9
Guest Suites/Comfort Inn	1	.9
Harvey Dallas/Ft. Worth	1	.9
Hilton	1	.9
Holiday Inn	2	1.8
Houston Association of Realtors	1	.9
Hyatt	3	2.7
Le Meridien	1	.9
Marriott	2	1.8
Omni	6	5.3
Omni/Moody Gardens	1	.9
Radisson	1	.9
T-Bar-M Ranch	1	.9
Tahoe Seasons Resort	1	.9
Vintage Villas	1	.9
Westin	2	1.8
Worthington/ Holiday Inn/ Omni/ Allen Center	1	.9
Wyndham	1	.9
yo hi (not in code - may be IOH)	1	.9
Varies	6	5.3
Total	113	100.0

**Other Meetings**

Nearly 80 percent (79.6 %) of respondents did not indicate a preference for hotels while attending other types of meetings. Preferences varied greatly among the various hotels.

*Other by Hotel Booked*

	Frequency	Percent
No Response	90	79.6
Barton Creek	1	.9
bo (not in code)	1	.9
Dallas, Forth Worth, Marriott	1	.9
Doubletree	2	1.8
Fort Worth Club	1	.9
Four Points	1	.9
Four Seasons	1	.9
Guest Suites/Comfort Inn	1	.9
Hilton	3	2.7
Hyatt	1	.9
La Cantera	1	.9
Moody Gardens	1	.9
Omni	1	.9
Radisson	1	.9
Renaissance	1	.9
Ritz Carlton	1	.9
uiw (not in code)	1	.9
Westin	1	.9
Varies	2	1.8
Total	113	100.0

**Next Open Date**

For all respondents attending all meetings, the next open date selected was at some time in the years 2001, 2002, and 2003. There was a high rate of non-response for each category of meeting.

*Convention by Next Open Date*

	Frequency	Percent
<b>No Response</b>	<b>28</b>	<b>24.8</b>
2000	1	.9
2001	8	7.1
2002	19	16.8
2003	15	13.3
2004	8	7.1
2005	6	5.3
2006	1	.9
2007	1	.9
2008	2	1.8
2010	1	.9
2011	4	3.5
2015	2	1.8
04-2001	2	1.8
05-2001	2	1.8
05-2002	1	.9
06-2001	4	3.5
07-2002	1	.9
09-2002	1	.9
09-2003	1	.9
10-2002	1	.9
10-2006	1	.9
12-2001	1	.9
Spring 2001/01-2002	1	.9
Varies	1	.9
<b>Total</b>	<b>113</b>	<b>100.0</b>

*Seminars by Next Open Date*

	Frequency	Percent
<b>No Response</b>	<b>71</b>	<b>62.8</b>
2000	3	2.7
2000/2001	1	.9
2001	15	13.3
2002	3	2.7
2003	3	2.7
01-2001	3	2.7
02-2001	1	.9
02-2002	1	.9
03-2001	1	.9
04-2001	1	.9
04/09-2001	1	.9
06-2000	1	.9
06-2001	1	.9
07-2000	1	.9
08-2001	1	.9
09-2000	1	.9
11-2000	1	.9
Varies	3	2.7
<b>Total</b>	<b>113</b>	<b>100.0</b>

*Board Meetings by Next Open Date*

	Frequency	Percent
<b>No Response</b>	<b>64</b>	<b>56.6</b>
2000	2	1.8
2001	16	14.2
2002	4	3.5
2004	1	.9
2011	1	.9
01-2000	1	.9
01-2001	5	4.4
01-2002	1	.9
03-2001	1	.9
04-2001	1	.9
06-2001	2	1.8
07-2000	2	1.8
07-2001	1	.9
08-2000	1	.9
08-2001	1	.9
09 (any year)	1	.9
09-2000	1	.9
09-2001	1	.9
11-2000	1	.9
12-2000	2	1.8
Spring/Fall 2000	1	.9
Winter 2000	1	.9
Varies	1	.9
<b>Total</b>	<b>113</b>	<b>100.0</b>

*Other by Next Open Date*

	Frequency	Percent
<b>No Response</b>	<b>92</b>	<b>81.4</b>
2001	8	7.1
2002	1	.9
2003	3	2.7
01-2001	2	1.8
02-2001	2	1.8
06-2001	1	.9
07-2000	1	.9
07/11-2001	1	.9
10-2006	1	.9
Varies	1	.9
<b>Total</b>	<b>113</b>	<b>100.0</b>

**Flexibility for Next Year Meetings**

Convention participants responded, with a 41.6 percent affirmative, that they were not flexible in their meeting time. Over a quarter (28.3 %) of the seminar participants stated they were flexible; however, 54.9 percent did not respond to the question. Board meeting respondents answered equally on the issue of whether or not their schedules were flexible; 41.6 percent did not respond. Over three-fourths (75.2 %) did not respond to the question of flexibility in schedules for other meetings.

*Convention Schedule Flexibility*

	Frequency	Percent
No Response	47	41.6
Yes	34	30.1
No response	32	28.3
Total	113	100.0

*Board Meetings Schedule Flexibility*

	Frequency	Percent
No Response	33	29.2
Yes	33	29.2
No response	47	41.6
Total	113	100.0

*Seminar Schedule Flexibility*

	Frequency	Percent
No Response	19	16.8
Yes	32	28.3
No response	62	54.9
Total	113	100.0

*Other Meetings Schedule Flexibility*

	Frequency	Percent
No Response	11	9.7
Yes	17	15.0
No Response	85	75.2
Total	113	100.0

**Arrival and Departure Patterns**

Nearly one-fourth (24.8 %) of the respondents indicated Thursday as the most preferable day to travel. In this survey, 21.1 percent did not indicate a preference. Wednesday (18.6 %) and Sunday (15.9 %) were the third and fourth preferential days, respectfully.

*Arrival and Departure Patterns*

	Frequency	Percent
No Response	24	21.2
Monday	8	7.1
Tuesday	1	.9
Wednesday	21	18.6
Thursday	28	24.8
Friday	9	8.0
Saturday	3	2.7
Sunday	18	15.9
Varies	1	.9
Total	113	100.0

**Number of Breakout Rooms Required**

Over 28 percent (28.3 %) of the respondents did not respond to giving a number of breakout rooms for meetings. Respondents indicated that 3 rooms at 15.9 percent was the most frequently request for breakout rooms. The remainder varied between 1 to 50 rooms.

*Number of Breakout Rooms Required*

	Frequency	Percent
No Response	32	28.3
1	3	2.7
2	7	6.2
3	18	15.9
4	7	6.2
5	3	2.7
6	7	6.2
7	1	.9
8	7	6.2
10	5	4.4
11-15	7	6.2
16-20	5	4.4
> 20	10	8.8
Varies	1	.9
Total	113	100.0

**Type of Set Up for Breakout Rooms**

A significant number, 41 percent, of respondents did not indicate a preferred type of set up for breakout rooms. The most popular type of set up was the classroom style receiving over 28 percent (28.3 %) of the responses.

*Breakout Room Set-up Required*

	Frequency	Percent
No Response	47	41.6
bo	1	.9
Conference	2	1.8
Conference/Classroom/ Banquet	1	.9
Classroom	32	28.3
Classroom and Auditorium	1	.9
Classroom and Theater	3	2.7
Hollow Squares	1	.9
Perimeter and Theater	1	.9
Rounds	2	1.8
Rounds and Classroom	1	.9
Reception	1	.9
Square	1	.9
Theatre	11	9.7
Varies	8	7.1
Total	113	100.0

**Exhibit Space Required**

A majority, 56.6 percent, of respondents did not indicate a number for exhibit space. The range indicated by the respondents varied tremendously from 1000 to 350,000 square feet.

*Exhibit Space Required*

	Frequency	Percent
No Response	64	56.6
1-1000	2	1.8
1001-5000	5	4.4
5001-10000	5	4.4
10001-20000	6	5.3
20001-30000	3	2.7
30001-50000	6	5.3
50001-75000	7	6.2
75001-100000	4	3.5
> 100000	10	8.8
Varies	1	.9
Total	113	100.0

**Meetings Out of State**

The majority of respondents, over 58 percent (58.4 %), indicated they did not attend meetings out of the state. Again respondents, 17.7 percent, did not indicate an answer, while 23.9 percent stated they did attend out-of-state meetings.

*Meetings Out-of-State*

	Frequency	Percent
No	66	58.4
Yes	27	23.9
No Response	20	17.7
Total	113	100.0

**Arrival and Departure Flexibility**

The majority of respondents (53.1 %) indicated no flexibility in shifting schedules for arrivals and departures. Respondents, 24 percent, did not provide an answer; and, 22 percent stated they were flexible to change their schedule.

*Arrival/Departure Flexibility*

	Frequency	Percent
No	60	53.1
Yes	25	22.1
No Response	28	24.8
Total	113	100.0

**Largest General Session**

Respondents varied greatly when indicating the size of the largest general session attended during their meetings. Nearly a quarter (22.1 %) of respondents did not indicate an answer, and most respondents (53.9 %) indicated that the largest general session in which they participated had less than 500 individuals in attendance.

*Largest General Session*

	Frequency	Percent
No Response	25	22.1
1-50	3	2.7
51-100	4	3.5
101-200	18	15.9
201-300	15	13.3
301-400	10	8.8
401-500	11	9.7
650.00	1	.9
501-750	5	4.4
751-1000	8	7.1
1001-2000	4	3.5
2001-3000	6	5.3
> 3000	3	2.7
Total	113	100.0

**Type of Set Up Required for the General Session**

The two most popular types of set ups were theater and classroom, receiving 32.7 and 25.7 percent of the responses, respectively. The remainder varied between the three other set up types. Over one-third (35.4 %) of the respondents did not respond to this question.

*General Session Set-Up Required*

	Frequency	Percent
No Response	40	35.4
300	1	.9
Classroom	29	25.7
Classroom and Theater	2	1.8
Rounds	3	2.7
Square	1	.9
Theatre	37	32.7
Total	113	100.0

**Number of Booths Required**

Over 38 percent (38.1 %) of the respondents did not indicate a need for display booths, while the remainder varied significantly from 8 to 1,700 booths.

*Number of Booths*

	Frequency	Percent
No Response	43	38.1
1-10	2	1.8
11-20	6	5.3
21-30	8	7.1
31-40	3	2.7
41-50	4	3.5
51-75	6	5.3
76-100	8	7.1
101-150	7	6.2
151-200	5	4.4
201-250	6	5.3
251-500	7	6.2
> 500	7	6.2
Varies	1	.9
Total	113	100.0

**Primary Site Decision Maker**

Respondents indicated that the two positions most often responsible for on-site direction are the executive director (19.5 %) and the board (15.1 %). The remaining responses varied between the twenty other individual positions.

*Primary Site Decision-Maker*

	Frequency	Percent
No Response	24	21.2
Board	17	15.1
Board and Executive Director	2	1.8
Chief Executive Officer	1	.9
Chairman of the Board	1	.9
Director of Communications	1	.9
Director of Convention and Member Services	1	.9
Deputy of Education	1	.9
Director of Meeting Planning	1	.9
Executive Director	22	19.5
Executive Director and Board	3	2.7
Executive Director/Board/Meeting Planner	1	.9
Executive Director and Education Director	2	1.8
Executive Director and Meetings & Exposition Manager	1	.9
Executive Director and Meeting Planner	4	3.5
Executive Director/Meeting Planner/Board	1	.9
Executive Director/Meeting Planner/Chairs	1	.9
Executive Director and Vice President	1	.9
Executive Vice President	2	1.8
Incoming Board President	1	.9
Local Host Committee	1	.9
Meetings and Exposition Manager	2	1.8
Managing Director	1	.9
Meeting Planner	4	3.5
Meeting Planner and Board	1	.9
Meeting Planner and Council	1	.9
President	3	2.7
President and Chief Executive Officer	2	1.8
Russell	1	.9
Senior Vice President	1	.9
TXMD Association	1	.9
Other or specific individual	7	6.3
Total	113	100.0

**Largest Meal Function**

Again, this category fielded various responses. Of those responding, 400 is the number that was mentioned most frequently that attended the largest meal function. On average, the number of attendees is 552. Nearly one-fifth (18.6 %) of the respondents did not indicate a number.

*Largest Meal Function*

	Frequency	Percent
No Response	21	18.6
1-20	1	.9
21-50	2	1.8
51-100	9	8.0
101-150	6	5.3
151-250	16	14.2
251-350	13	11.5
351-500	17	15.0
650.00	1	.9
501-750	6	5.3
751-1000	10	8.8
> 1000	11	9.7
Total	113	100.0

**Booth Size**

Again, over one-third of the respondents, 36 percent, did not respond to this question. Yet, the most popular sized booth is 10 feet by 10 feet, receiving over 35 percent (35.4 %) of the responses.

*Booth Size (in feet)*

	Frequency	Percent
No Response	41	36.3
10x10	40	35.4
10x10/ 20x50/ 30x30/ 20x20	1	.9
10x10/ 8x10	1	.9
6x6	2	1.8
6x8	1	.9
8x10	15	13.3
8x10/ 10x10	1	.9
8x10/ Table Top	1	.9
8x8	1	.9
Table Top	6	5.3
Varies	3	2.7
Total	113	100.0

### Site Decision Timeframe

Respondents indicated that a site decision time frame of 1 year (8 %) is most often necessary to make a decision on the location of the next meeting. Over 40 percent (43.4 %) did not respond and the remaining varied from a few months to 10 years.

#### Site Decision Timeframe

	Frequency	Percent
No Response	49	43.4
1-3 years	2	1.8
1 year	9	8.0
1.5 years	1	.9
10 years	3	2.7
12-18 months	1	.9
18 months	3	2.7
2-3 years	2	1.8
2 months	1	.9
2 years	8	7.1
3-4 years	1	.9
3 years	6	5.3
4 years	4	3.5
5-6 years	1	.9
5 years	3	2.7
6-8 years	1	.9
6 months	2	1.8
6 months to 1year	1	.9
7-8 years	1	.9
8 months	2	1.8
April to June	1	.9
December of the year before	1	.9
November 2000	1	.9
November 2 years from date	1	.9
October of the year before	1	.9
Oct/Nov of the year before	1	.9
Summer of each year	1	.9
Varies	5	4.4
Total	113	100.0

**Utilization of Hotel Services**

**Airline Services**

The majority of respondents, 56.6 percent, did utilize the airline service at hotels.

*Airlines*

	Frequency	Percent
No	49	43.4
Yes	64	56.6
Total	113	100.0

**Attractions**

Nearly two-thirds (66.4 percent) did not participate in nearby attractions. It is noted that over 33 percent (33.6 %) of the respondents used the hotel services to view attractions.

*Attractions*

	Frequency	Percent
No	75	66.4
Yes	38	33.6
Total	113	100.0

**Association Meeting Services**

A significant majority, 92 percent, of the respondents answered that the association meeting services provided by hotel services was not utilized.

*Association Meeting Services*

	Frequency	Percent
No	104	92.0
Yes	9	8.0
Total	113	100.0

**Audio/Visual**

A slight majority (51.3 percent) needed audio or visual services offered by the hotel.

*Audio Visual*

	Frequency	Percent
No	55	48.7
Yes	58	51.3
Total	113	100.0

**Awards and Plaques**

Over half of the respondents (52.2 %) utilize the awards and plaques service available through the hotel.

*Awards/Plaques*

	Frequency	Percent
No	54	47.8
Yes	59	52.2
Total	113	100.0

**Car Rentals**

Over two-thirds (68.1 %) indicated using this hotel care rental service while almost 32 percent (31.9) did not.

*Car Rentals*

	Frequency	Percent
No	77	68.1
Yes	36	31.9
Total	113	100.0

**Computer and Software**

Nearly four-fifths (79.6 %) of the respondents did not use the hotel computer and software service.

*Computer and Software*

	Frequency	Percent
No	90	79.6
Yes	23	20.4
Total	113	100.0

**Entertainment**

A slight majority, or 52.2 percent, of respondents indicated use of the hotel entertainment services.

*Entertainment*

	Frequency	Percent
No	54	47.8
Yes	59	52.2
Total	113	100.0

**Promotional Gifts**

Over two-thirds, 69 percent, of the respondents did not use the hotel promotional gifts service.

*Promotional Gifts*

	Frequency	Percent
No	78	69.0
Yes	35	31.0
Total	113	100.0

**Exhibitor Decorator**

Over four-fifths (81.4 %) of the respondents indicated no need for the hotel exhibitor decorator service.

*Exhibitor Decorator*

	Frequency	Percent
No	92	81.4
Yes	21	18.6
Total	113	100.0

**Fax/Broadcast Fax**

Over 84 percent (84.1) of the respondents did not indicate the need to use the hotel fax service.

*Fax/Broadcast Fax*

	Frequency	Percent
No	95	84.1
Yes	18	15.9
Total	113	100.0

**Financial Management**

None of the respondents indicated the necessity to use the hotel financial management service.

*Financial Management*

	Frequency	Percent
No	113	100.0

**Ground Transportation and Tours**

Respondents reported that over 58 percent (58.4 %) of the associations did not use the hotel ground transportation and tours service.

*Ground Transportation and Tours*

	Frequency	Percent
No	66	58.4
Yes	47	41.6
Total	113	100.0

**Insurance**

Over three-fourths (76.1 %) of the respondents did not indicate using the hotel insurance service

*Insurance*

	Frequency	Percent
No	86	76.1
Yes	27	23.9
Total	113	100.0

**Mail Service**

Over 88 percent (88.5 %) of the respondents did not use the hotel mail service.

*Mail Services*

	Frequency	Percent
No	100	88.5
Yes	13	11.5
Total	113	100.0

**Meeting Management**

A vast majority, 97.3 percent, of the respondents did not require the hotel meeting management service.

*Meeting Management*

	Frequency	Percent
No	110	97.3
Yes	3	2.7
Total	113	100.0

**Online Services**

Over 90 percent (92.9 %) of the respondents did not require the hotel on-line service.

*Online Service*

	Frequency	Percent
No	105	92.9
Yes	8	7.1
Total	113	100.0

**Photocopier**

Most respondents (88.5 %) indicated they did not use the hotel photocopier service.

*Photocopier*

	Frequency	Percent
No	100	88.5
Yes	13	11.5
Total	113	100.0

**Printing**

A majority, 57.5 percent, of the respondents did not utilize the hotel printing service.

*Printing*

	Frequency	Percent
No	65	57.5
Yes	48	42.5
Total	113	100.0

**Security**

Nearly two-thirds of the respondents (65.5 %) indicated it was not necessary to use the hotel security service.

*Security*

	Frequency	Percent
No	74	65.5
Yes	39	34.5
Total	113	100.0

**Speakers**

A majority (54 %) of respondents did not use the hotel speaker service.

*Speakers*

	Frequency	Valid Percent
No	61	54.0
Yes	52	46.0
Total	113	100.0

**Strategic Planning**

Exactly 92 percent of the respondents did not use the hotel strategic planning service.

*Strategic Planning*

	Frequency	Percent
No	104	92.0
Yes	9	8.0
Total	113	100.0

**Survey Research**

Just over 91 percent (91.2 %) of the respondents did not use the hotel survey research service.

*Survey Research*

	Frequency	Percent
No	103	91.2
Yes	10	8.8
Total	113	100.0

**Telephone**

Almost 90 percent (89.4 %) of the respondents reported that they did not use the hotel phone service.

*Telephone*

	Frequency	Percent
No	101	89.4
Yes	12	10.6
Total	113	100.0

**Voicemail**

Exactly 92 percent of the respondents indicated that they did not use the hotel voicemail service.

*Voice Mail*

	Frequency	Percent
No	104	92.0
Yes	9	8.0
Total	113	100.0

**Temporary Staff**

A significant majority, 77 percent, of the respondents indicated no necessity to use the hotel temporary staff service.

*Temporary Staff*

	Frequency	Percent
No	87	77.0
Yes	26	23.0
Total	113	100.0