

HOTEL EVENT SURVEY

Hoteliers have reservations about big gains in event business, but still expect a steady stream

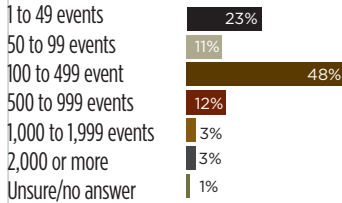
EDITED BY LISA HURLEY

The exuberant predictions for year-upon-year increases in event business at hotels and resorts have checked out. Last year, a whopping 60 percent of our respondents expected a jump in event business in 2008, a figure that has fallen to 13 percent as the year draws to a close. Still, three-fourths expect 2009 to be as good as or better than 2008.

HOW EVENTS ADD UP

Approximately how many special events (including weddings, bar/bat mitzvahs, birthday parties, corporate parties, holiday parties) does your hotel or resort stage annually?

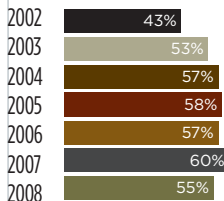
Percentage of respondents



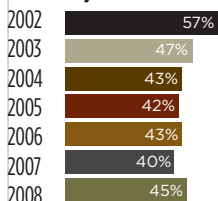
What proportion of your special event business is business events vs. social/private events?

Figures are responses to that year's survey.

Business

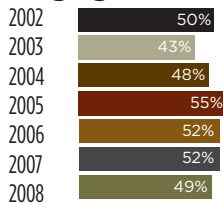


Social/Private

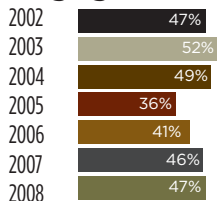


In terms of revenue, which area provides the greater growth opportunity for your property?

Staging business events

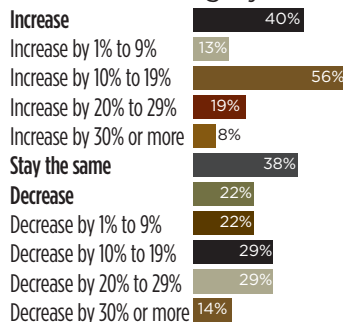


Staging social events



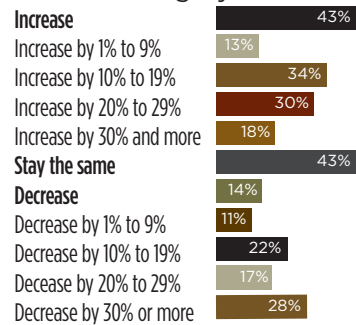
Figures above do not include "unsure/no answer" replies.

Will revenue increase, decrease or stay the same over the next 12 months in the business category?



Figures do not include unsure/no answer replies.

Will revenue increase, decrease or stay the same over the next 12 months in the social category?

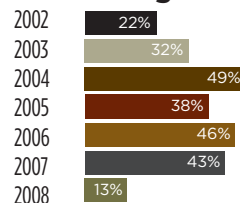


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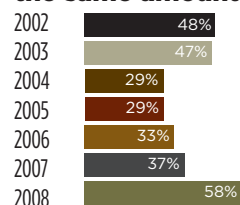
FORECASTING THE FUTURE

Will the number of special events that you stage this year be more or less than your "typical" amount?

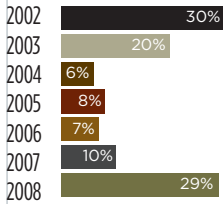
We will stage more events



We will stage about the same amount

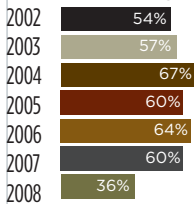


We will stage fewer events this year

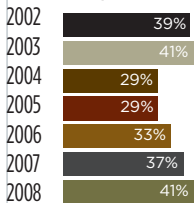


How will the number of events you stage next year compare with this year?

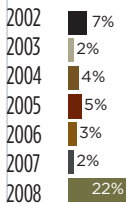
We will stage more events next year



We will stage about the same number next year as this year



We will stage fewer events next year



Figures above do not include "unsure/no answer" replies.

“WE CUSTOMIZE THE EVENT—EVERYTHING RIGHT DOWN TO NAMING A DRINK AFTER THE CLIENT.”

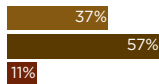
BUDGET BREAKDOWN

What is the average budget of a special event staged at your hotel/resort?

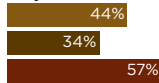
Percentage of respondents

- All respondents
- Hotels/resorts with less than \$1 million a year in special event revenue
- Hotel/resorts with \$1 million a year or more in special event revenue

Less than \$10,000



\$10,000 to \$49,999



\$50,000 to \$99,999



\$100,000 to \$249,999



\$250,000 and above

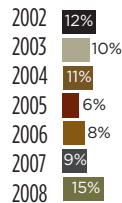


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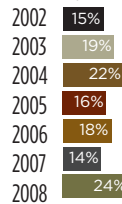
BRINGING SOMETHING TO THE PARTY

How much revenue do special events contribute to your hotel/resort annually?

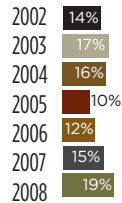
Less than \$100,000



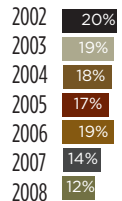
\$100,000 to \$499,999



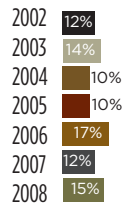
\$500,000 to \$999,999



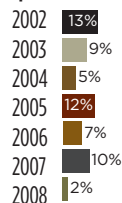
\$1 million to \$1.9 million



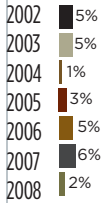
\$2 million to \$4.9 million



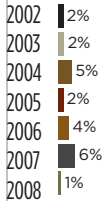
\$5 million to \$9.9 million



\$10 million to \$19.9 million



\$20 million and above



Figures above do not include "unsure/no answer" replies.

The entire report, which presents statistics broken out by property based on number of catering/banquet employees and by special event revenue, is available for a nominal fee from the Penton Research Department. To order online, visit specialevents.com/research.

WHAT DOES YOUR HOTEL BANQUET/CATERING DEPARTMENT DO THAT MAKES YOUR SPECIAL EVENTS STAND OUT?

Statistics are only part of the hotel event story. Here, our respondents share what makes their special events truly special ...

"We have a system of 'Random Acts of Kindness' in place where our catering staff is required to do one nice thing for an entire group or some individuals for each event they work."

"We collect more information than we really need to make sure we truly understand the event."

"We have a lot of mitzvah business here, which grows by word of mouth. We see many event parents who started out as mitzvah attendees and appreciated the personal touch."

"Our property focuses specifically on one client at a time. You're not in a catering factory!"

"We have established an event design department that designs the look and coordinates the outside vendors for each event so the production is seamless with the catering and banquet setup."

"SERVICE, SERVICE, SERVICE!" AND "TRAINING, TRAINING, TRAINING!"