

WELCOME



EXTRAORDINARY

Alexandria

Get **Clock Hours** ▶



Webinar

1:00pm – 2:00pm EST

**5 Ways to Avoid a
Half Empty Room Block**



CIC Clock Hour Approved

WEBINAR HOST



Robin D. Roane, CTE, HMCC, CMP
Senior Sales Manager
Visit Alexandria
Board Director – Leadership |
MPI Potomac Chapter
703-652-5372 |
RRoane@VisitAlexVA.com

Webinar Housekeeping

- Phones on mute
- Questions – use chat icon to “Shimo”
- CIC Clock Hour - *CMP-IS Domain B: Project Management*
 - If you have a CIC account
 - If you don't have a CIC account



Today's Presenter



CHRISTINE SHIMASAKI, CDME, CMP

*MANAGING DIRECTOR, EMPOWERMINT.COM
AND THE EVENT IMPACT CALCULATOR*

DESTINATION MARKETING INTERNATIONAL
(DMAI)

5 WAYS TO AVOID A HALF-EMPTY ROOM BLOCK

Our Session Roadmap

**Understand
current room
block trends**

**Why room blocks
still continue to
matter?**

**Five strategies
you can
execute**

What we know...

5,740



ALL ATTENDEES

2,210

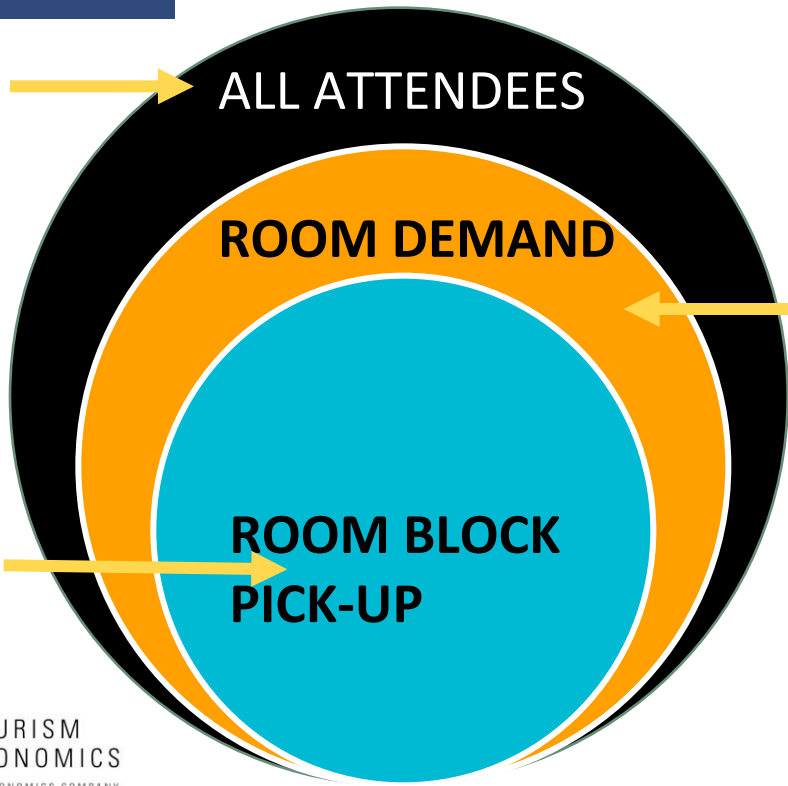


ROOM BLOCK
PICK-UP

 **TOURISM
ECONOMICS**
AN OXFORD ECONOMICS COMPANY

And what we don't

5,740



?

2,210

 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

What Percent of Hotel Rooms Do You Think Your Attendees Book Outside Your Contracted Room Block?

Prepare to VOTE

Two Ways to VOTE

#1

Join
First

Then
Vote



#2

Go to

Pollev.com/dmai





To show this poll

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Install the app from
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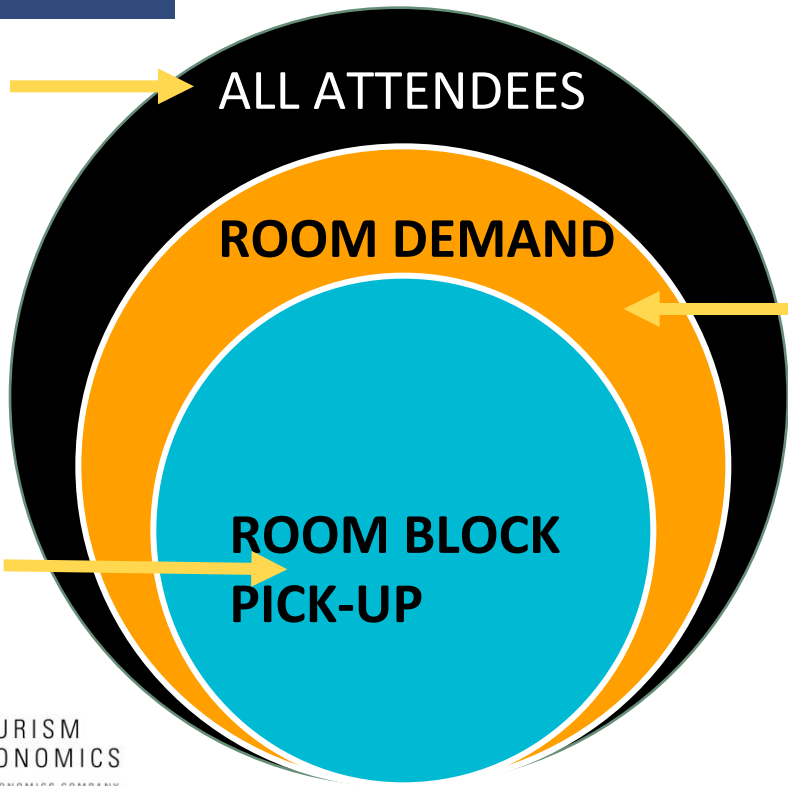
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And what we don't

5,740



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2,210

 TOURISM
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Until now...



How Many Rooms Does Your Convention *Really* Use?

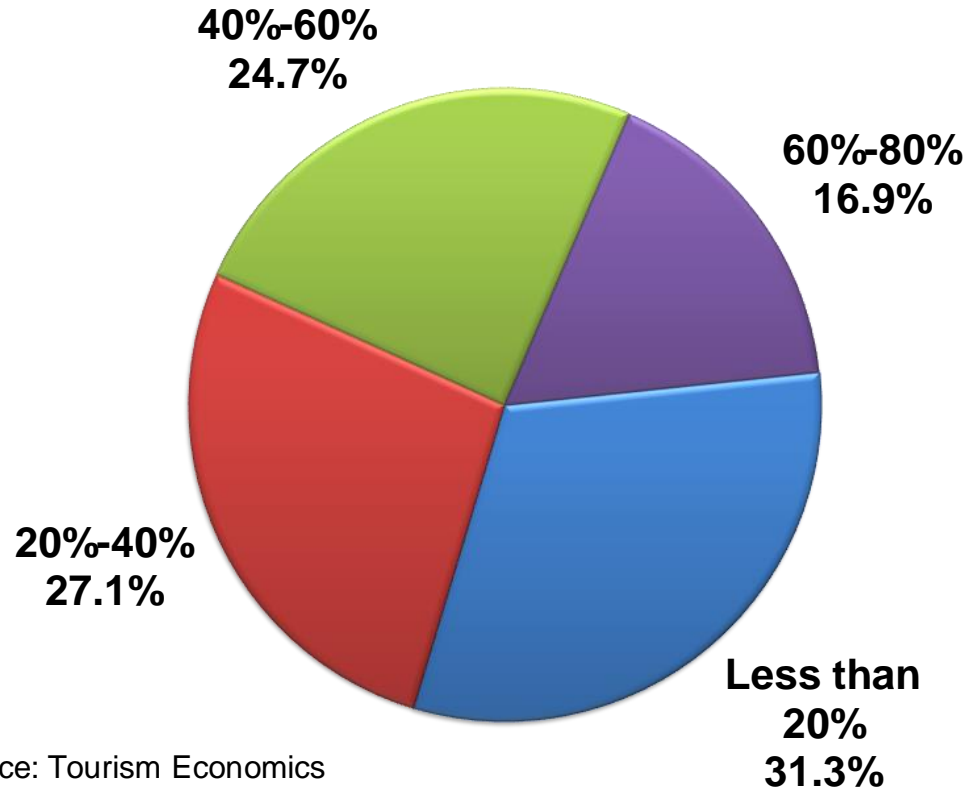
The Event Room Demand Study –
July 2015

1 out of every 3
(34.1%) rooms are being booked outside the room block



But our events are all so different...

Rooms booked outside block



Source: Tourism Economics



PREPARE TO VOTE

Here to Stay?

Thing of the Past?





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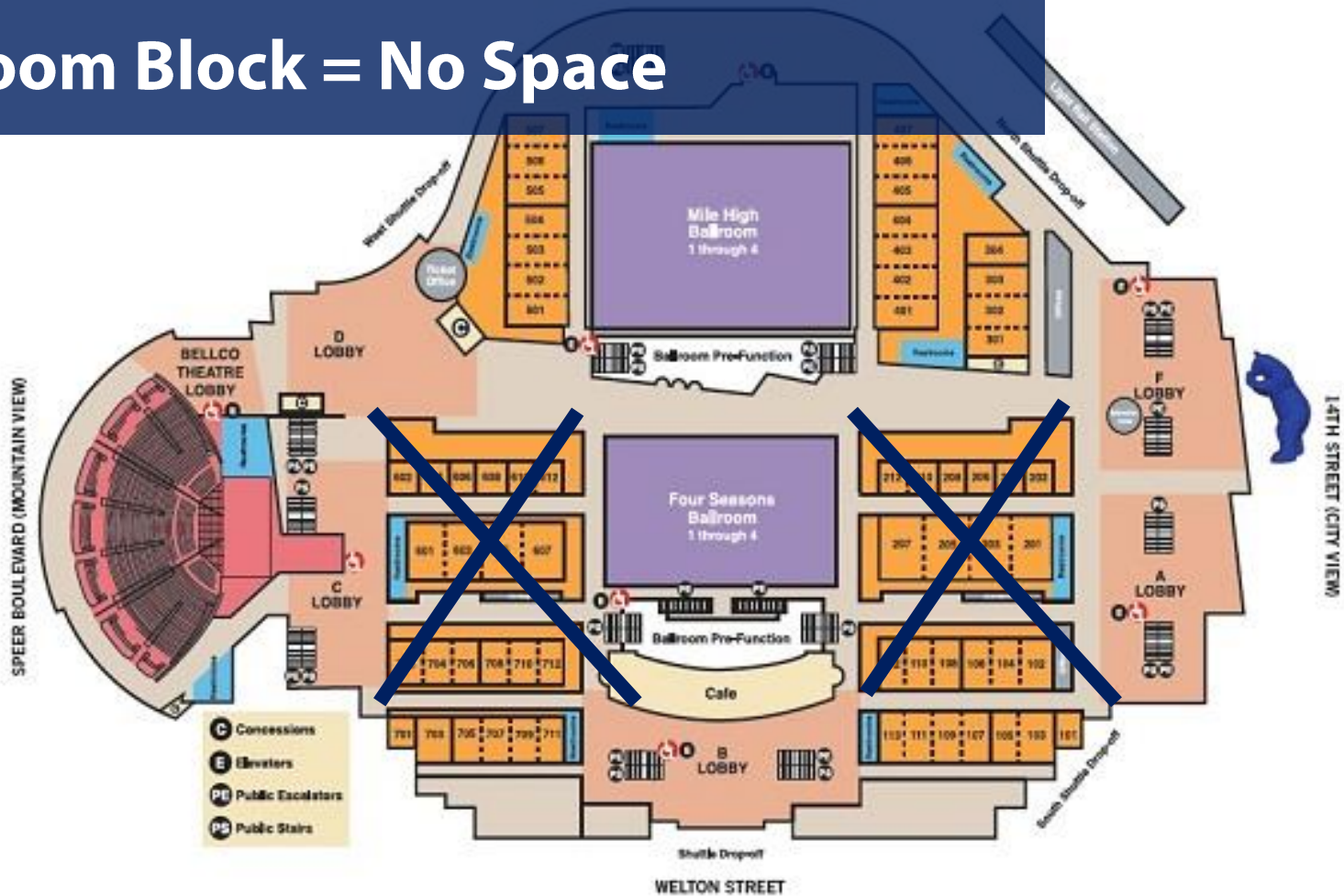
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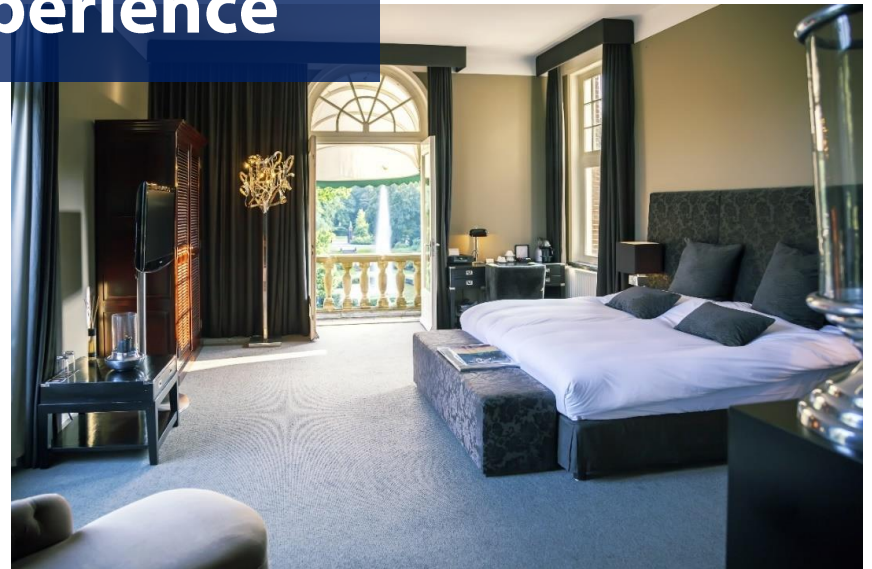
MEETING ROOM LEVEL

STOUT STREET

No Room Block = No Space



Protecting the Attendee Experience



1. Don't Keep the "Reasons" a Secret



Example Language: MGMA

“MGMA has reserved rooms at two area hotels. Reserve your accommodations early for the best chance of getting your first choice, as the number of rooms held at each hotel is limited. By making housing reservations through the MGMA housing bureau, you receive a discount on your registration fee. Staying at the official conference hotels will keep your registration fees a current rates. If MGMA does not achieve a minimum number of overnight accommodations, the price of services will increase registration fees for future programs. Without your support, MGMA faces huge financial penalties for unused sleeping rooms.”



2. Link the Processes of Registration & Housing

REGISTRATION

HOUSING

3. Continue to Sell Past Cut-off

25



30 Day
Cut-Off

4. Don't Ignore Pirates and Poachers





IMAGINE WHAT'S NEXT.



- REGISTER
- ABOUT THE SHOW
- CONEXPO-CON/AGG RADIO
- TECH EXPERIENCE
- EDUCATION
- EVENT FACT SHEET
- WHOS EXHIBITING
- HOTEL INFORMATION

Hotel Information

All the information you need for your Las Vegas stay.

Book Your Room

Hotel partners are offering a limited number of early booking discounts on rooms - book today to receive the best rates!

Reserve Now

Please note availability and pricing within the show block are subject to change. Be sure to reserve your room early for the best possible prices. Registration for a show badge pack is required prior to reserving.

Group Room Blocks

BEWARE OF UNAUTHORIZED HOTEL SOLICITATIONS

Note that Experient is the only official housing company associated with our event. While other hotel resellers may try to solicit housing for your trip, they are not endorsed by or affiliated with the show. Beware that entering into financial agreements with non-endorsed companies can have costly consequences. They may provide false information regarding the availability of rooms at hotels within the show housing program. If you are contacted by a travel company other than Experient, please immediately notify Show Management at aweller@aem.org. Show Management works to prevent the unauthorized solicitation of CONEXPO-CON/AGG & IFPE 2017 exhibitors and attendees.

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5. Keep Informed on Local Factors Impacting Occupancy



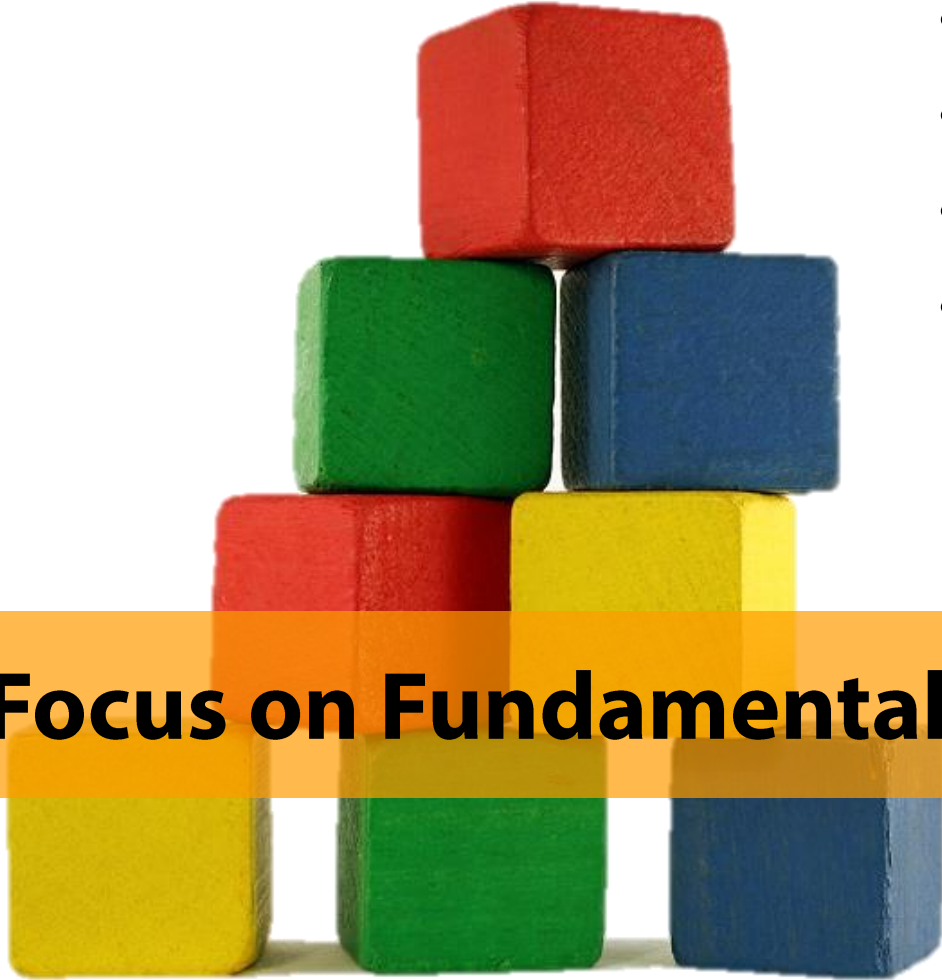
Bonus: Protect the Shoulder Nights

Room Block's Bellcurve

Day	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
Number of Rooms	50	125	950	1,650	1,650	1300	75
Percentage of Peak	3%	8%	58%	100%	100%	79%	5%

Considerations from Year-to-Year:

- Timing of program & program content
- Regional market access
- Air access, especially departures
- Geographic location
- Destination appeal

- 
- History & pace reports
 - Audits
 - Room block review
 - Guarantee rate clause
 - Mix of hotels (rates, brands)

Also: Focus on Fundamentals...

shimo@destinationmarketing.org

 shimosan

Questions & Discussion

THANK YOU

FOR DIRECT CLOCK HOUR SUBMISSION TO CIC:

EMAIL TODAY...

RROANE@VISITALEXVA.COM

SUBJECT LINE: EXTRAORDINARY ALEXANDRIA

