



2014 IRVING HOTEL GUEST SURVEY

Final Project Report

Table of Contents

| | | | |
|--|-----------|---|-----------|
| SECTION 1 | | Length of Stay in Irving | 24 |
| Introduction | 2 | Return to Irving | 25 |
| SECTION 2 | | Recommend Irving as a Vacation or Getaway Weekend Destination | 26 |
| Executive Summary | 4 | Recommend Irving as a Place to Attend a Conference, Tradeshow or Meeting | 27 |
| SECTION 3 | | Irving Compared to Other Business Destinations | 28 |
| Quick Facts | 8 | Most Liked Aspect of Irving as a Business Destination | 29 |
| SECTION 4 | | Amenities to Improve Irving as a Business Destination | 30 |
| Graphical Presentation of Survey Questions | 9 | Preferred Business Destinations | 31 |
| Primary Reason for Visit | 10 | SECTION 5 | |
| Type of Meeting | 11 | Respondent Profile | 32 |
| Size of Meeting | 12 | Gender | 33 |
| Feeling About Meeting Held in Irving | 13 | Age | 34 |
| Use of Irving Convention Center | 14 | Employment Status | 35 |
| Irving Convention Center Compared to Other Meeting Facilities | 15 | Education | 36 |
| Business Activities in Irving | 16 | Household Income | 37 |
| Number of Business Trips in Past Year | 17 | Ethnicity | 38 |
| Number of Group Meeting Trips in Past Year | 18 | Marital Status | 39 |
| Extended Stay in Irving | 19 | State of Origin | 40 |
| Cities Visited for Business Reasons | 20 | SECTION 6 | |
| Reasons for Hotel Stay in Irving | 21 | Index I: Survey Questionnaire | 41 |
| Visitor Spending in Irving | 22 | | |
| Number of People Staying in Hotel Room | 23 | | |

Introduction

Research Objectives

This report presents the results of a year-long survey of Irving hotel guests conducted by Destination Analysts on behalf of the Irving Convention & Visitors Bureau. The primary objective of this research was to generate data—such as the number of days spent in-market, average spending, and travel party size—to estimate the economic impact of tourism to Irving by one of its most important visitor segments. The research also served to explore trip planning behavior, as well as develop a profile of Irving hotel guests.

Methodology

The Irving Hotel Guest Survey was conducted throughout 2014 at 30 participating Irving hotels. Destination Analysts worked closely with the Irving CVB to develop a 28-question survey questionnaire (Section 6, page 41), which was then laid out as a one-page, tri-fold printed piece. The printed piece was designed with a business reply panel so that, upon completing the survey, hotel guests could simply fold, seal, and drop it in the mail. A sweepstakes to win one of several cash prizes was offered as an incentive for hotel guests to complete the survey.

The survey was distributed to all hotel guests at participating hotels over a two-week period during each quarter of 2014. Throughout each distribution period, guests were given the survey on the day of their departure either in their room with their express checkout receipt or at the front desk staff when they checked out. If the surveys were distributed in hotel rooms through express checkout, hotel staff notified guests at check-in that they would be receiving the survey. In total, 437 fully completed surveys were collected.

Participating Hotels:

Aloft Las Colinas
Atrium Hotel and Suites
Candlewood Suites
Comfort Suites Las Colinas
Courtyard by Marriott DFW South
DoubleTree by Hilton DFW North
Element Hotel
Embassy Suites DFW Airport South
Fairfield Inn & Suites Dallas Las Colinas
Four Seasons Resort & Club Dallas at Las Colinas
Hampton Inn Las Colinas
Hilton Garden Inn DFW South
Hilton Garden Inn Las Colinas
Holiday Inn Express DFW Airport South
Holiday Inn Express DFW North
Homewood Suites by Hilton-Dallas/Irving/Las Colinas
Hyatt House Dallas/Las Colinas
Hyatt Place Las Colinas
La Quinta Inn & Suites
Las Colinas Courtyard
NYLO Hotel Irving/Las Colinas
Residence Inn Dallas Las Colinas
Residence Inn DFW South Irving
Sheraton DFW Airport Hotel
SpringHill Suites by Marriott
Staybridge Suites Dallas Las Colinas
TownePlace Suites - Dallas/Las Colinas
Wingate By Wyndham
Wingate by Wyndham Las Colinas
Westin DFW Airport

Executive Summary

Survey Findings

- **Business related travel is the primary contributor to Irving's hotel occupancy.** More than half of Irving's hotel guests (53.3%) are in the city on business, an increase from 2013 (49.7%). One in four hotel guests (26.1%) is visiting Irving for a conference, trade show or group meeting, up from last year's figure of 17.1 percent. Leisure trips (vacation, getaway weekend and other personal travel) has decreased to 18.8%, compared to last year at 23.8 percent. (Figure 4.1, Page 10)
- **In 2014, over a quarter of group meeting attendees visited Irving for a trade show (26.4%).** School group or alumni association meetings (20.8%) and conferences (19.8%) finish the top three. (Figure 4.2, Page 11)
- **The bulk of Irving's group meetings business is smaller size meetings.** Of Irving hotel guests who attended a group meeting, more than a third reported that their meeting consisted of 100 or fewer attendees (36.8%). The single largest proportion of meetings (25.4%) was comprised of 1 to 25 persons. 13.1 percent of respondents attended meetings of 500 or more people. (Figures 4.3, Page 12)
- **Irving continues to be held in high regard as a meetings destination.** About 73 percent of hotel guests in town for meetings had "Positive" (46.8%) or "Extremely positive" (26.0%) feelings about the fact that their meeting was held in Irving. A very small percent reported any negative feelings. (Figure 4.4, Page 13)
- **16.5 percent of survey respondents who visited Irving to attend a group meeting that used the Irving Convention Center, an increase from prior year's number of 11.8 percent.** Over three fourth of respondents (77.2%) did not attend a meeting that used the Irving Convention Center. (Figure 4.5, Page 14)

- Most visitor business activity in Irving is for internal business reasons.** Hotel guests who travel to Irving for business or group meeting purposes were asked about the business related activities they engaged in during their stay in the city. Similar to findings in 2013, attending a company meeting is the most common business activity amongst business and group meeting travelers while in Irving, cited at 50.8 percent of survey respondents. Other frequently cited business activities include conducting other company business at 35.9% (compared to last year at 28.9%) and conducting business with current clients at 28.5% (compared to last year at 22.9%). (Figure 4.7, Page 16)
- A significant proportion of Irving's hotel guests are frequent business travelers.** On average, Irving's business and group meetings hotel guests reported taking 17.6 business trips in the year prior. (Figure 4.8, Pages 17)
- Irving hotel guests are also frequent group meetings travelers.** While group meetings do not drive as much travel amongst this group as other (general) business meetings, the typical hotel guest who stayed in Irving for business or group meeting purposes nevertheless attended 2.4, down from last year's figure of 3.7 group meetings. (Figure 4.9, Page 18)
- In regards to its overall visitor amenities, Irving is perceived as a superior business destination by an important proportion of its business-related hotel guests.** About half of all business and meetings travelers rate Irving as "Better" (36.0%) or "Much better" (10.5 %) than other destinations they visit for business. 3.2 percent of these travelers consider Irving "Worse" (3.0%). (Figure 4.19, Page 28)
- Business and meetings travelers to Irving, for the most part, do not extend their stays to accommodate leisure activities.** In 2014, 15.5 percent increased the length of their trip for leisure purposes. (Figure 4.10, Page 19)
- Two thirds of Irving business and group meeting hotel guests have business-related activities in Irving itself (74.3%), an increase from 2013 of 68.1percent.** Over a third conducted business and/or attended meetings in Dallas (35.2%), while approximately one in ten did so in Fort Worth (13.8%) and Grand Praire (8.9%). (Figure 4.11, Page 20)
- The local business activity drives occupancy for Irving's hotels.** Nearly 40 percent of Irving's hotel guests said they chose to stay in an Irving hotel because it was close to their business activities (38.8%). Close to one third (29.2%) said they chose Irving because it was their meeting/trade show was in Irving. Approximately one in four survey respondents stayed in Irving because of the promximity to the Dallas-Fort Worth Airport. Over 20 percent chose an Irving hotel due to the location of their preferred hotel or hotel chain (22.9%). (Figure 4.12, Page 20)

- **Hotel guests generally have a positive reception to attending a meeting at the new Irving Convention Center.** More than half of hotel guest survey respondents said that they felt the Irving Convention Center was “Better” (13.3%) or “Much Better” (53.3%) than meeting facilities in other destinations. (Figure 4.6, Page 15)
- **In 2014, the typical hotel guest spent an average of \$323.72 per day.** The largest proportion of this spending is attributed to lodging (\$133.35) and dining (\$69.23). (Figure 4.13, Page 22)
- **Irving’s hotel guests tend to be the sole occupant of their hotel room,** which is likely largely due to the proportion of these travelers who visit Irving for business or group meetings. The majority of survey respondents (72.0%) reported being the only person staying in their hotel room. 16.9 percent shared the room with just one other person. The typical hotel room is occupied by 1.5 persons. (Figure 4.14, Page 23)
- **Hotel guests’ average length of stay in Irving is 3.0 days.** Half of Irving’s hotel guests spent two (29.2%) or less (20.9%) days in the city. 20.1 percent stayed three days and the remaining one third (29.7%) stayed four or more days. (Figure 4.15, Page 24)
- **Implying satisfaction with their experience in Irving, 92.8 percent of hotel guests surveyed said definitively that they would return to the city.** (Figure 4.16, Page 25)
- **Half of hotel guest survey respondents (49.2%) would recommend Irving as a vacation or weekend getaway destination, a decrease from 2013 of 54.3 percent.** 37.1 percent “Maybe” would. This result may be attributable to the high proportion of hotel guests visiting the city for business purposes, who may have less of an opportunity to learn about or familiarize themselves with Irving’s tourism assets. (Figure 4.17, Page 26)
- **In contrast to their response to Irving as a recommended leisure destination, two thirds of surveyed hotel guests said they would recommend Irving as a place to attend a conference, tradeshow or business meeting (67.1%).** (Figure 4.18, Page 27)
- **Irving’s hotel guests skew male.** About two-thirds (63.0%) of Irving hotel guests are men. (Figure 5.1, Page 33)
- **The mature market continues to be well represented amongst Irving’s hotel guests, with 63.1 percent age 45 or over.** The mean age is 48.7 years old. (Figure 5.2, Page 34)

- **Nearly all Irving hotel guests are employed in some capacity.** 89.8 percent are employed full-time, 2.1 percent are employed part-time and 7.2 percent are self-employed. (Figure 5.3, Page 35)
- **Irving hotel guests are well-educated.** Over half (51.3%) have at least a bachelor's degree, and 37.1 percent of this group has attended graduate school or obtained a graduate degree. (Figure 5.4, Page 36)
- **Irving hotel guests are quite affluent.** The average household income of Irving hotel guests is \$116,622. (Figure 5.5, Page 37)
- **Irving hotel guests are primarily of Caucasian descent (70.1%).** Only 20.0 percent of survey respondents reported being Latino, African-American, Asian or other ethnicities. (Figure 5.6, Page 38)
- **The majority of Irving hotel guests is married or partnered (70.5%).** 14.4 percent of Irving's hotel guests have children under age 18. (Figure 5.7, Page 39)
- **Texas is the city's largest feeder market.** As seen in all previous years, in-state travel continues to represent the city's most significant market. While visitors come from all regions of the country, Texas residents account for the greatest percentage of Irving hotel guests by far, at 25.9 percent. The second largest feeder state is Georgia, which contributes 5.5 percent. International travelers represented 3.0 percent of hotel visitor volume in 2014 (Figure 5.8, Page 40)

Quick Facts

The profile below shows a summary of key descriptive statistics and findings emerging from this survey.

| | |
|---|----------|
| Primary Reason for Visit | |
| Business travel: | 53.3% |
| Conference, trade show or group meeting: | 26.1% |
| Vacation, getaway, or other personal travel: | 18.8% |
| Average spending per day in Irving: | |
| | \$323.72 |
| Would return to Irving: | |
| | 92.8% |
| Feeling about holding their meeting in Irving | |
| Extremely positive: | 26.0% |
| Positive: | 46.8% |

How Irving compares with the other business travel destinations

| | |
|--------------|-------|
| Much better: | 10.5% |
| Better: | 36.0% |

Graphical Presentation of Survey Questions

In this section, we present the topline data from the survey's findings. These are the non-demographic questions, or those related to respondent opinions and behaviors. A brief written analysis is included for each chart. In the section following, the results of the survey's demographic questions will describe the respondent profile.

Primary Reason for Visit

Business related travel is the primary contributor to Irving's hotel occupancy. As illustrated in Figure 4.1 (below), more than half of Irving's hotel guests (53.3%) are in the city on business. About one in four hotel guests (26.1%) is visiting Irving for a conference, trade show or group meeting. 18.8 percent of Irving hotel guests visited for personal or leisure purposes, such as a vacation (3.9%) or weekend getaway (5.7%).

Figure 4.1: Which best describes the primary reason for making this visit to Irving? (Select one)

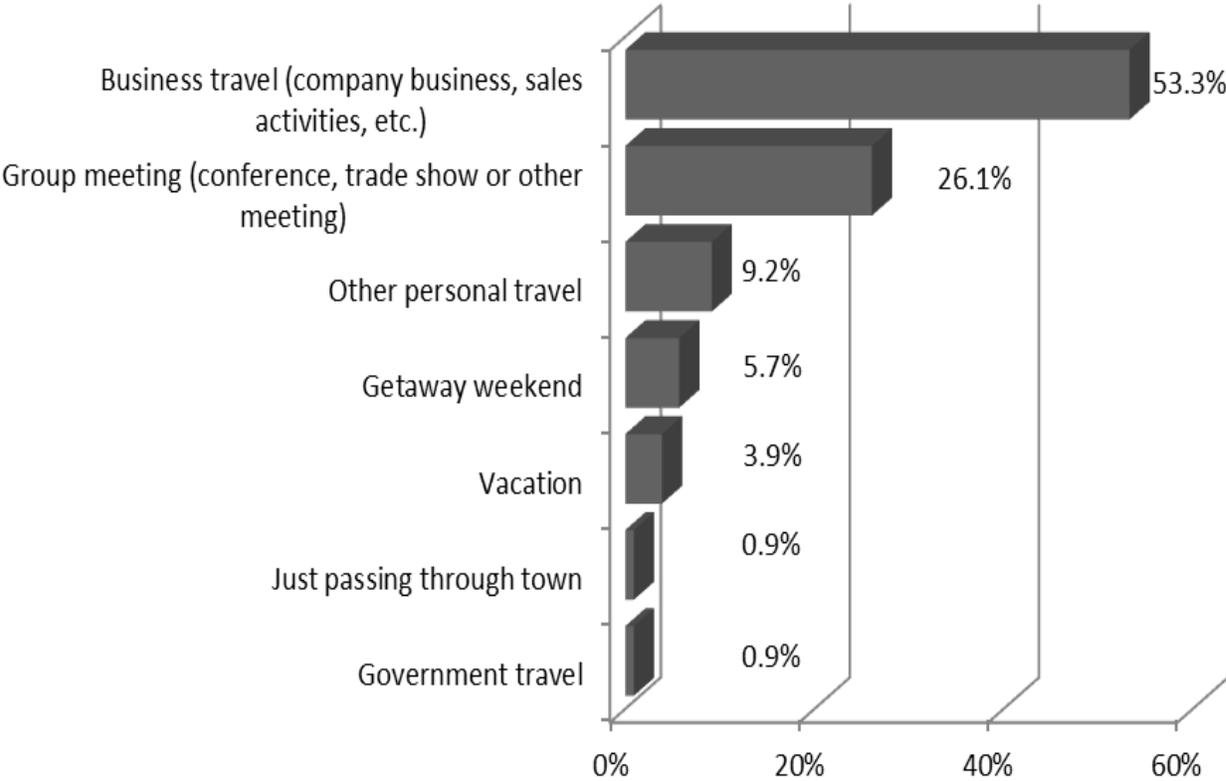


FIGURE 4.1 - Question 1: Which best describes the primary reason for making this visit to Irving? (Select one) Base: All respondents. 437 completed surveys.

Type of Meeting

Hotel guests who were in town for a group meeting were then asked to report the type of meeting they attended in Irving. Over a quarter of group meeting attendees visited Irving for a trade show (26.4%). School group or alumni association meetings (20.8%) and conferences (19.8%) finish the top three.

Figure 4.2: Which best describes the meeting you attended on this trip to Irving? (Select one)

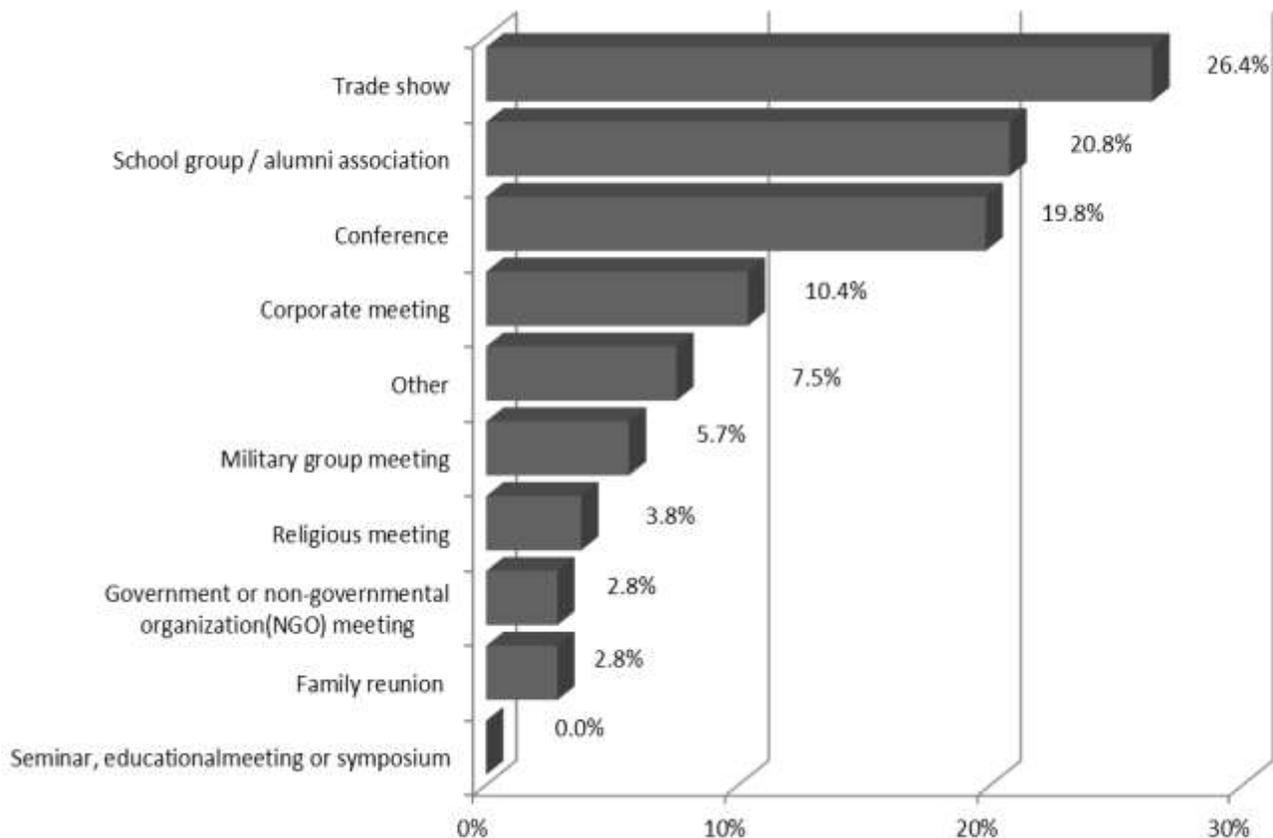


FIGURE 4.2 – Question 2: Which best describes the meeting you attended on this trip to Irving? (Select one) Base: Respondents who visited Irving to attend a group meeting. 106 completed surveys.

Size of Meeting

The bulk of Irving's group meetings business is small meetings. Of Irving hotel guests who attended a group meeting, more than a third reported that their meeting consisted of 100 or fewer attendees (36.8%). The single largest proportion of meetings (25.4%) was comprised of 1 to 25 persons. 13.1 percent of respondents attended meetings of 500 or more people.

Figure 4.3: Which best describes the size of the meeting you attended in Irving? (Select one)

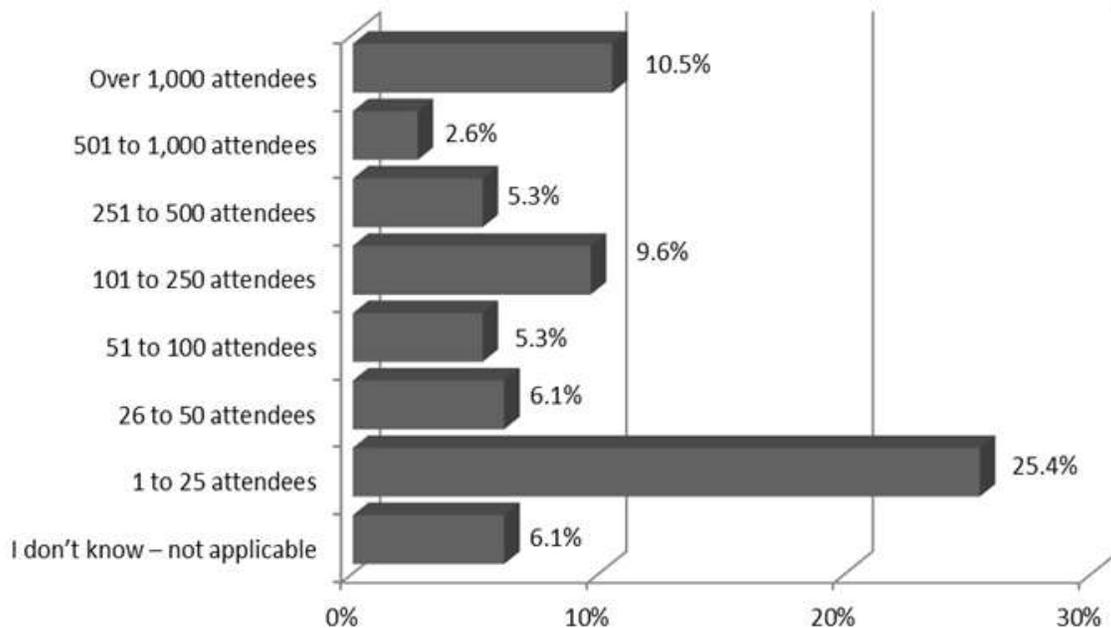


FIGURE 4.3 – Question 3: Which best describes the size of the meeting you attended in Irving? (Select one) Base: Respondents who visited Irving to attend a group meeting. 114 completed surveys.

Feeling about Meeting Held in Irving

Irving is held in high regard as a meetings destination. About 73 percent of hotel guests in town for meetings had “Positive” (46.8%) or “Extremely positive” (26.0%) feelings about the fact that their meeting was held in Irving. A very small proportion reported any negative feelings (3.9%).

Figure 4.4: How did you feel about the fact that your meeting was held in the City of Irving, Texas (as compared to other possible meeting destinations)? (Select one)

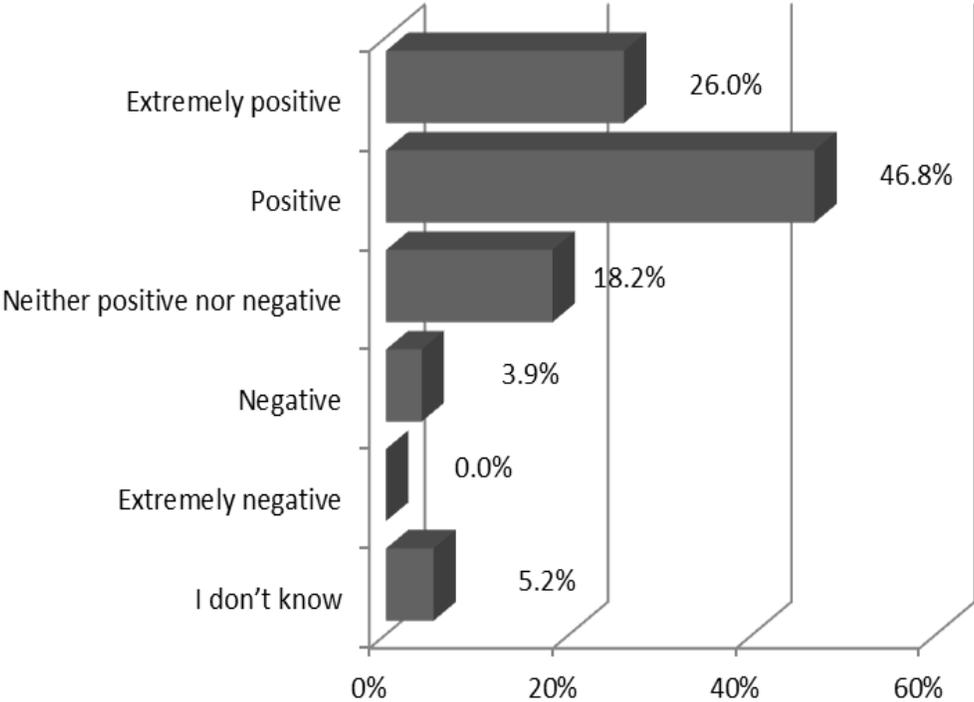


FIGURE 4.4 – Question 4: How did you feel about the fact that your meeting was held in the City of Irving, Texas (as compared to other possible meeting destinations)? (Select one) Base: Respondents who visited Irving to attend a group meeting. 79 completed surveys.

Use of Irving Convention Center

16.5 percent of survey respondents who visited Irving attended a group meeting that used the Irving Convention Center. 77.2 percent did not attend a meeting that used the Irving Convention Center and only 6.3 percent is uncertain as to whether or not their meeting was held in the Irving Convention Center.

Figure 4.5: Did your meeting use the Irving Convention Center?

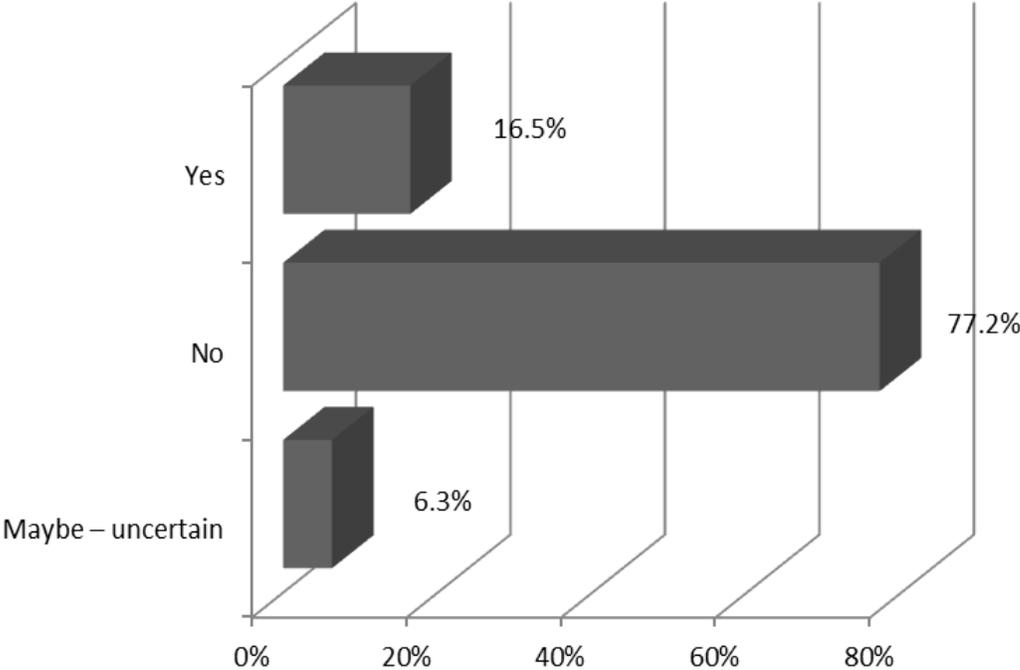


FIGURE 4.5 – Question 5: Did your meeting use the Irving Convention Center? Base: Respondents who visited Irving to attend a group meeting. 79 completed surveys.

Irving Convention Center Compared to Other Meeting Facilities

The Irving Convention Center is well-received by meeting attendees. Two thirds of group meeting attendees who used the Irving Convention Center consider it to be better or much better than other meeting facilities they have visited (66.3%). 13.3 percent of survey respondents finds the Irving Convention Center to be neither better nor worse than other meeting facilities (13.3%), and one out of five consider it worse or much worse (20.0%).

Figure 4.6: In terms of its overall amenities, how does the Irving Convention Center compare with meeting facilities in other cities you have experienced?

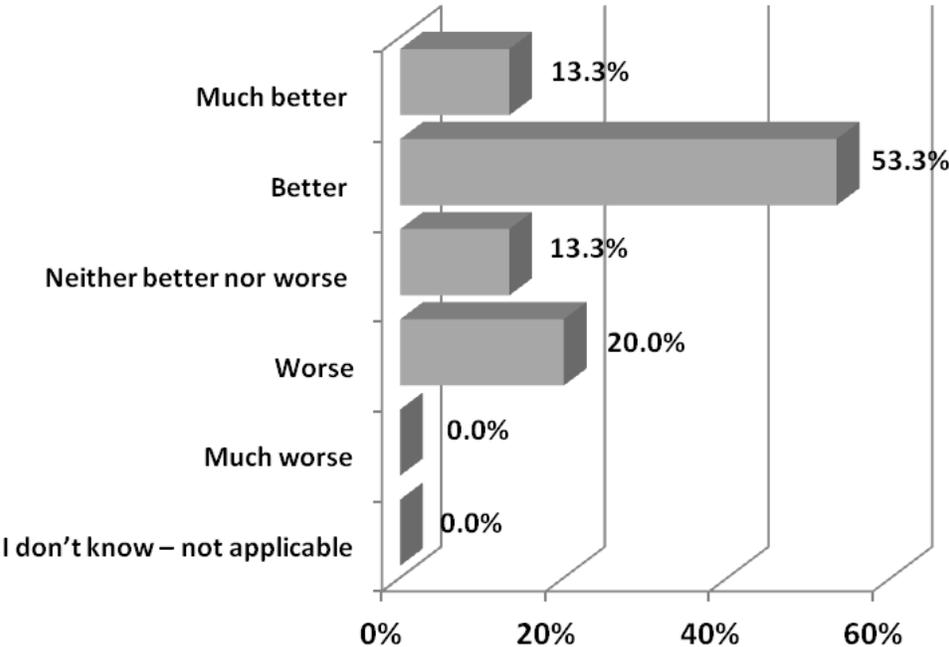


FIGURE 4.6 – Question 6: In terms of its overall amenities, how does the Irving Convention Center compare with meeting facilities in other cities you have experienced? Base: Respondents who visited Irving to attend a group meeting and used the Irving Convention Center. 15 completed surveys.

Business Activities in Irving

Business travel to Irving appears to be for internal business reasons. Hotel guests who travel to Irving for business or group meeting purposes were asked about the business-related activities they engaged in during their stay. Half of these hotel guests attended a company meeting in Irving (50.8%). More than a third of business travelers also conducted other company business (35.9%) and one out of four survey respondents conducted business with current clients (28.5%). 16.3 percent respondents conducted “Other” business activities while in Irving.

Figure 4.7: What of these business activities (if any) did you do while in Irving? (Select all that apply)



FIGURE 4.7 – Question 7: What of these business activities (if any) did you do while in Irving? (Select all that apply) Base: Respondents who visited Irving for business reasons or to attend a group meeting. 319 completed surveys.

Number of Business Trips in Past Year

Figure 4.8 (below) illustrates the number of trips away from home that business and group meeting travelers have made in the past year for business-related travel reasons. A significant majority (71.6%) took five or more business trips in the past twelve months, suggesting that a significant proportion of Irving's hotel guests are frequent business travelers. Irving's business and group meetings hotel guests took an average of 17.6 business trips in the year prior.

Figure 4.8: In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel? BUSINESS

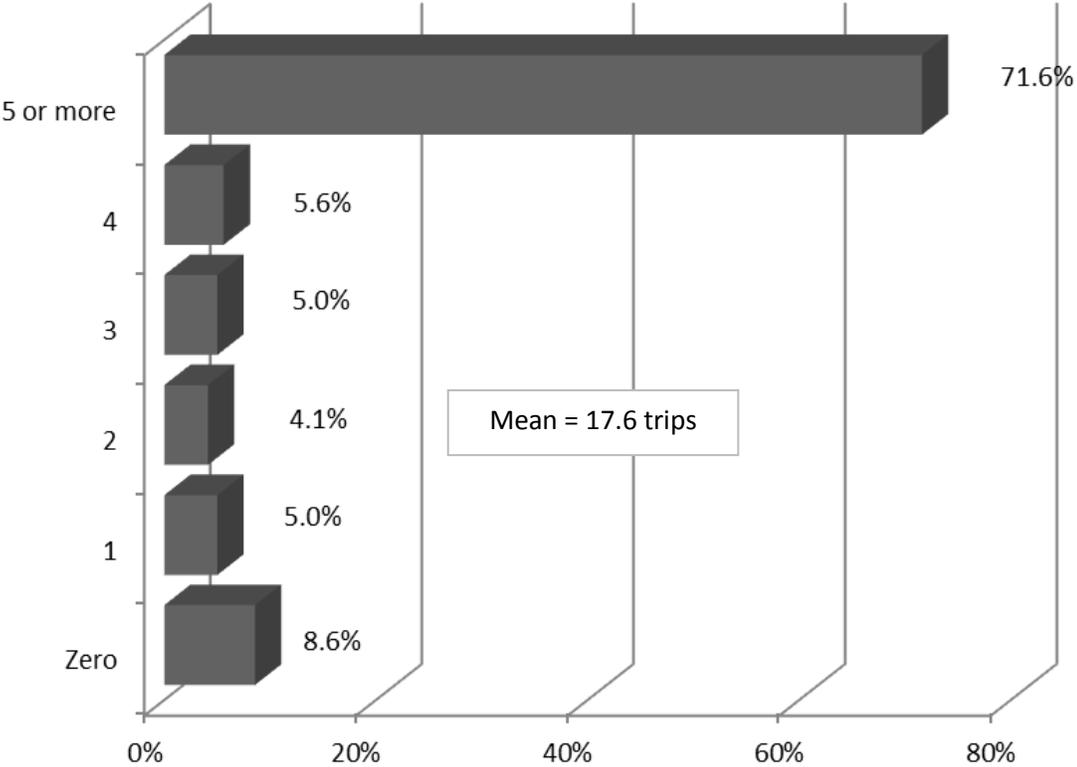


FIGURE 4.8 – Question 8: In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel? Base: Respondents who visited Irving for business reasons or to attend a group meeting. 338 completed surveys.

Number of Group Meeting Trips in Past Year

Business and group meeting hotel guests were also asked to report the number of trips they made in the past twelve months to attend a convention, conference or other group meeting. Group meetings do not drive as much travel amongst this group as other (general) business meetings. Nevertheless, the typical hotel guest who stayed in Irving for business or group meeting purposes attended 2.4 group meetings (nearly one a quarter) in the past year.

Figure 4.9: In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel? CONVENTION, CONFERENCE OR OTHER GROUP MEETING

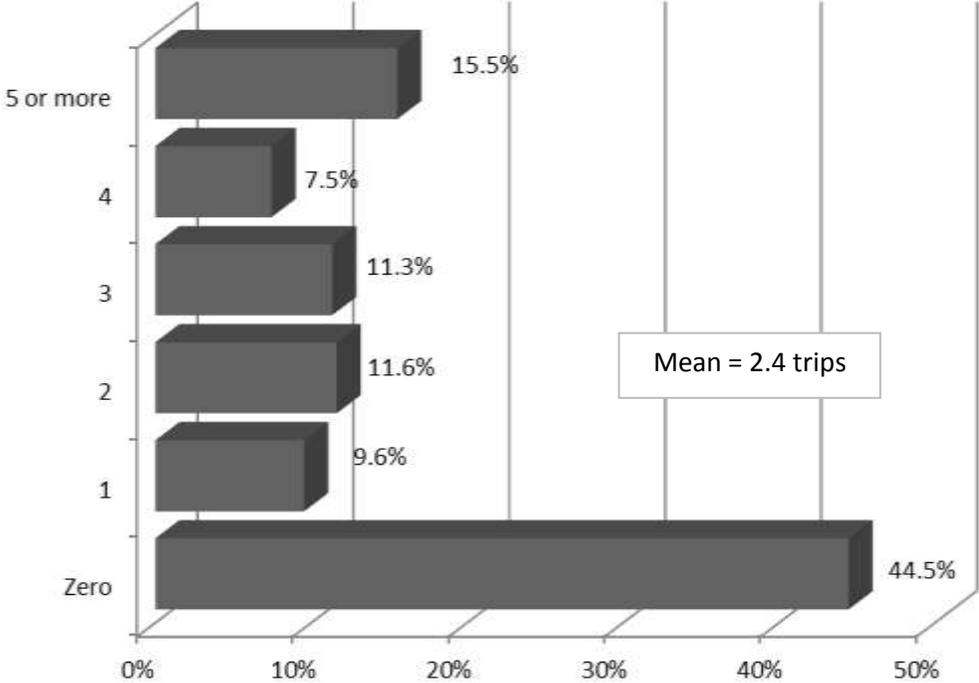


FIGURE 4.9 – Question 8: In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel? Base: Respondents who visited Irving for business reasons or to attend a group meeting. 335 completed surveys.

Extended Stay in Irving

Although the majority of business travelers to Irving did not extend their stay to accommodate additional leisure activities in Irving, 15.5 percent did, in fact, increase the length of their trip for leisure purposes.

Figure 4.10: On this visit to Irving, did you extend your stay beyond what was necessary for your meeting or business to accommodate additional leisure activities?

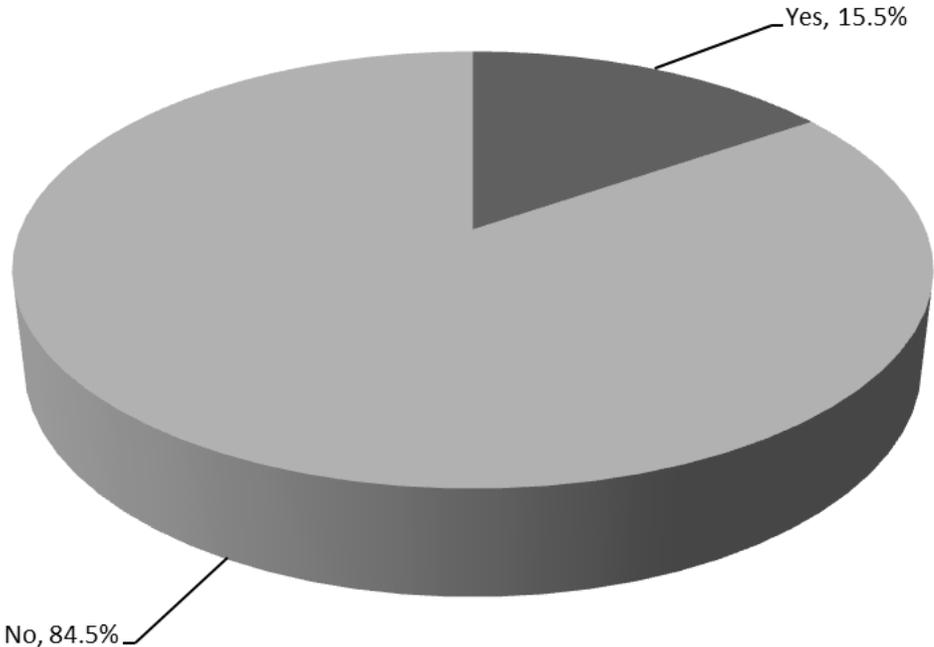


FIGURE 4.10 – Question 9: On this visit to Irving, did you extend your stay beyond what was necessary for your meeting or business to accommodate additional leisure activities? Base: Respondents who visited Irving for business reasons or to attend a group meeting. 336 completed surveys.

Cities Visited for Business Reasons

Hotel guests who visited Irving for business or group meeting purposes were asked in which Dallas-Fort Worth cities they conducted business or attended meetings during their trip. Figure 4.11 (below) shows that close to two thirds of these travelers have business-related activities in Irving itself (74.3%). More than one-third conducted business and/or attended meetings in Dallas (35.2%), followed by Fort Worth (13.8%) and Grand Prairie (8.9%). About one-fifth of business travelers conducted business or attended meetings in other areas (20.4%).

Figure 4.11: On this trip, in which Dallas-Fort Worth area cities did you conduct business or attend meetings? (Select all that apply)

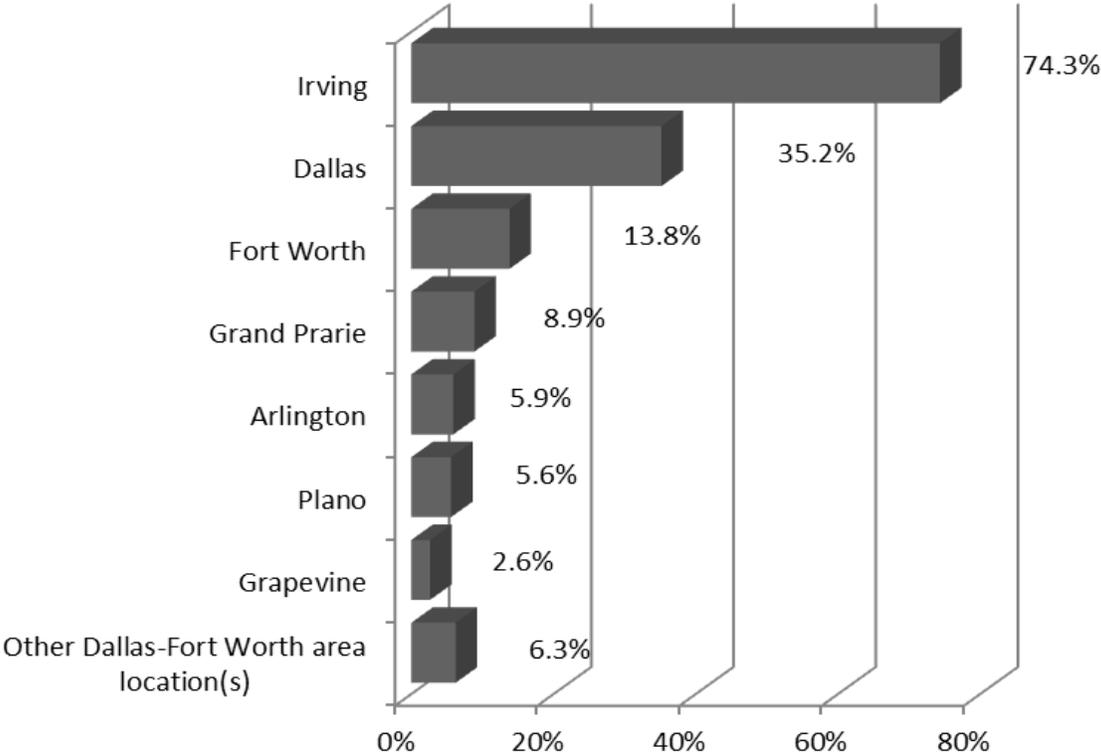


FIGURE 4.11 – Question 10: On this trip, in which Dallas-Fort Worth area cities did you conduct business or attend meetings? (Select all that apply) Base: Respondents who visited Irving for business reasons or to attend a group meeting. 304 completed surveys.

Reasons for Hotel Stay in Irving

Irving's convenient geographic location appears to drive occupancy for the city's hotels. Over one-third of survey respondents stayed in Irving because it was convenient for their business activities (38.8%). Close to one in three respondents (29.2%) cited meeting or trade show held in Irving as the reason for their hotel stay. Close to a quarter of respondents listed proximity to the Dallas-Fort Worth airport as the rationale for their stay. Other common reasons were their the preferred hotel was in Irving (22.9%) and better hotel room rates (17.8%).

Figure 4.12: Why did you decide to stay in a hotel in the City of Irving, Texas rather than in another Dallas-Fort Worth area city? (Select all that apply)

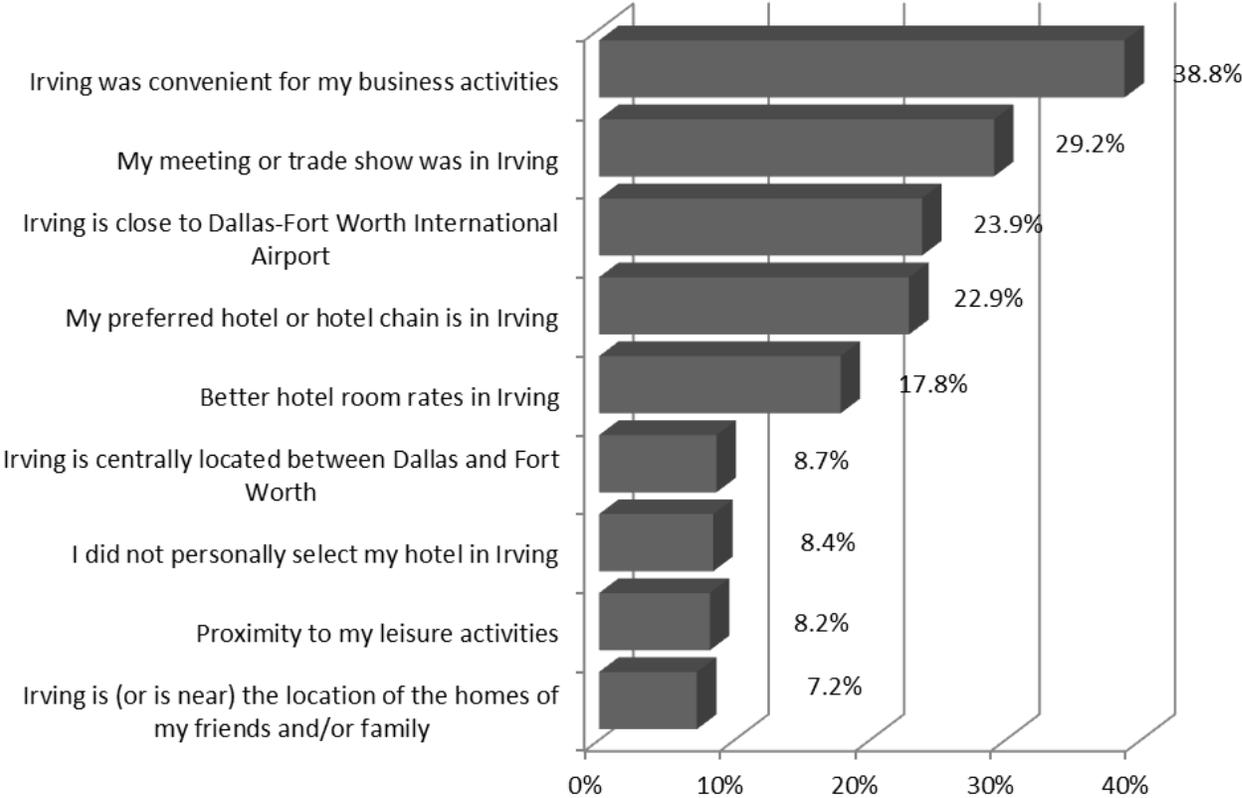


FIGURE 4.12 – Question 11: Why did you decide to stay in a hotel in the City of Irving, Texas rather than in another Dallas-Fort Worth area city? (Select all that apply) Base: All respondents. 415 completed surveys.

Visitor Spending in Irving

In 2014, the typical hotel guest spent an average of \$323.72 per day. The largest proportion of this spending is attributed to lodging (\$133.35) and dining (\$69.23).

Figure 4.13: Approximately how much PER DAY did you spend on the following while in the city of Irving?

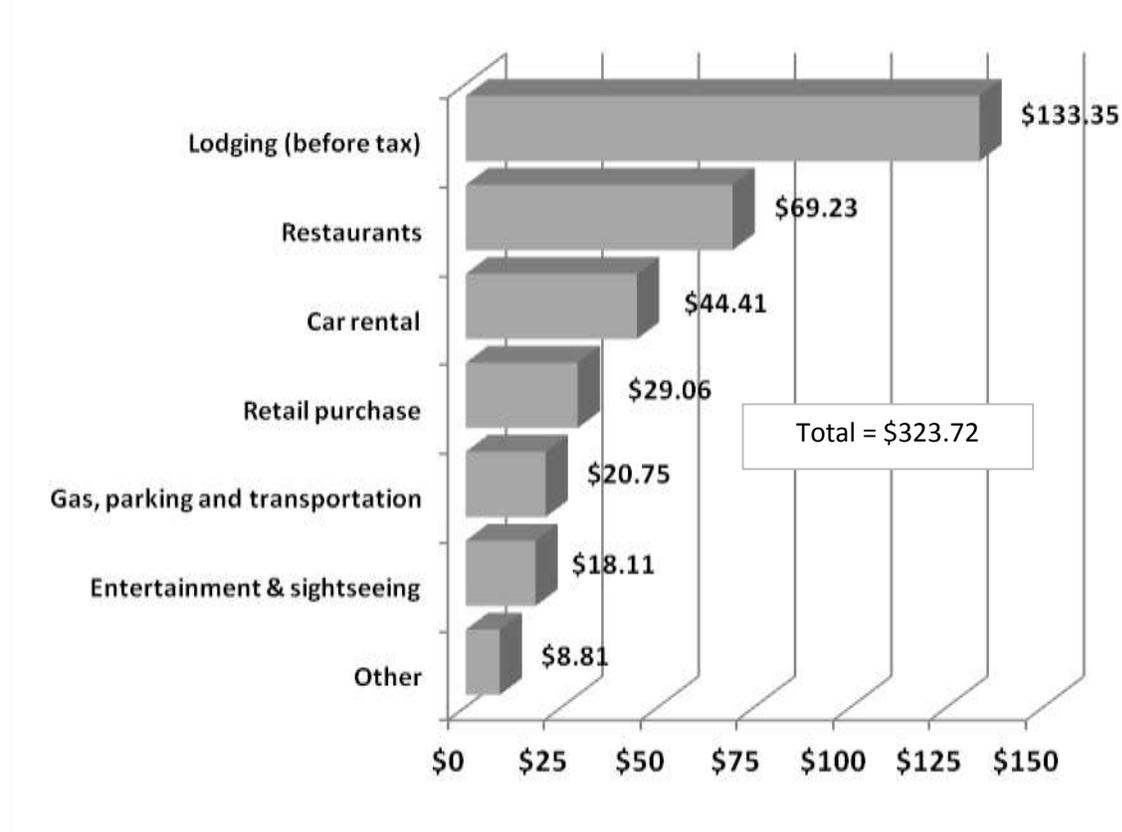


FIGURE 4.13 – Question 12: Approximately how much PER DAY did you spend on the following while in the city of Irving? Base: All respondents. 452 completed surveys.

Number of People Staying in Hotel Room

Irving's hotel guests tend to be the sole occupant of their hotel room. This may be largely due to the proportion of these travelers who visit Irving for business or group meetings (Figure 4.1, page 10). The majority of survey respondents (72.0%) reported being the only person staying in their hotel room. 16.9 percent shared the room with just one other person. The typical hotel room is occupied by 1.5 guests.

Figure 4.14: Number of people in hotel room.

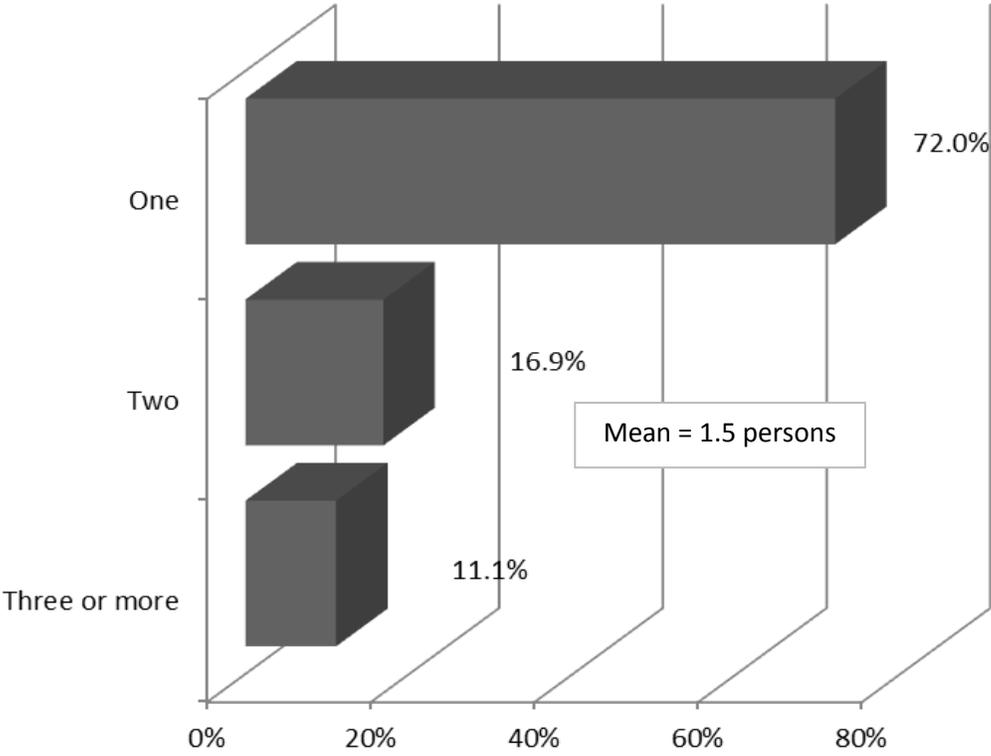


FIGURE 4.14 – Question 13: Number of people in hotel room. Base: All respondents. 415 completed surveys.

Length of Stay in Irving

One third of Irving's hotel guests spend four or more days in the city (29.7%). Hotel guests spend an average of 3.0 days in Irving.

Figure 4.15: Total number of days in Irving.

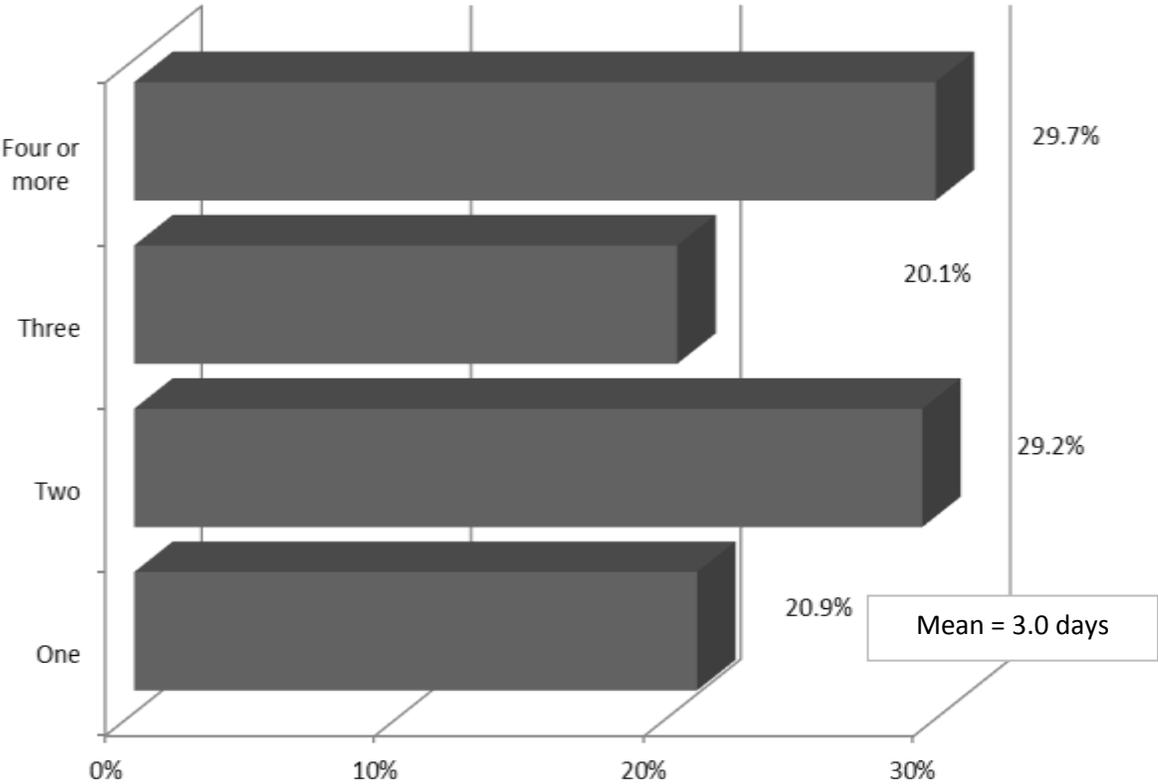


FIGURE 4.15 – Question 13: Total number of days you stayed in Irving. Base: All respondents. 407 completed surveys.

Return to Irving

Nine of out ten hotel guests affirmed that they would return to Irving, suggesting satisfaction with their visitor experience in Irving.

Figure 4.16: Would you return to Irving?

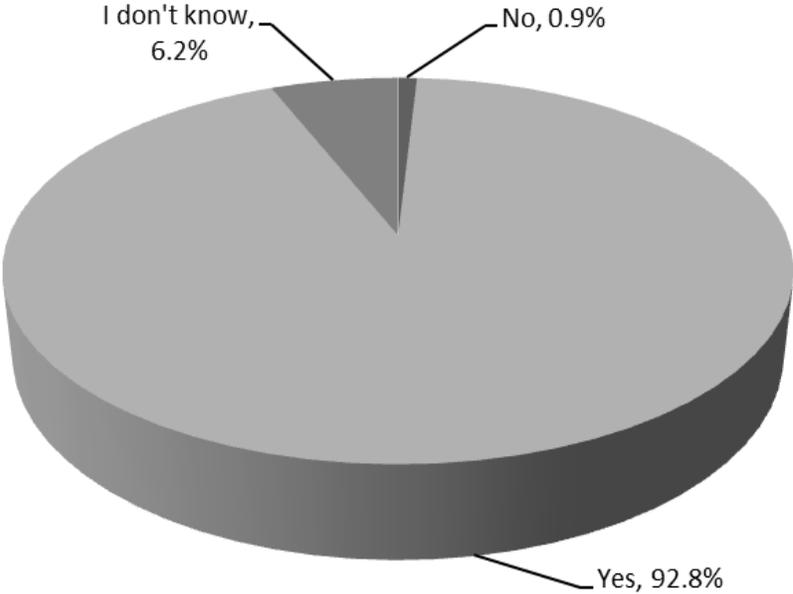


FIGURE 4.16 – Question 14: Would you return to Irving? Base: All respondents. 433 completed surveys.

Recommend Irving as a Vacation or Getaway Weekend Destination

Half of Irving hotel guests agree that they would recommend Irving as a vacation or weekend getaway destination (49.2%). More than one third report that they would “maybe” recommend Irving to others as leisure trip destination (37.1%). This may be attributable to the high proportion of hotel guests visiting the city for business purposes (Figure 4.1, page 10), who may have less of an opportunity to learn about or familiarize themselves with Irving’s tourism assets.

Figure 4.17: Would you recommend Irving to others as a vacation or getaway weekend destination?

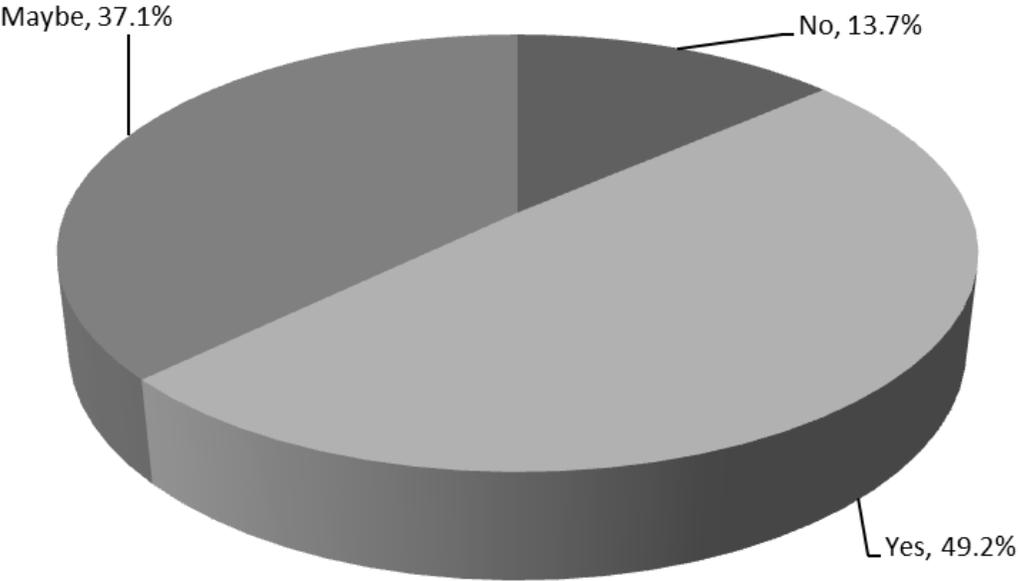


FIGURE 4.17 – Question 15: Would you recommend Irving to others as a vacation or getaway weekend destination? Base: All respondents. 431 completed surveys.

Recommend Irving as a Place to Attend a Conference, Tradeshow or Meeting

Over two thirds of hotel guests would recommend Irving to others as a place to attend a conference, trade show or business meeting (67.1%). 17.9 percent said that they would maybe recommend Irving as a group meeting destination.

Figure 4.18: Would you recommend Irving to others as a place to attend a conference, trade show or business meeting?

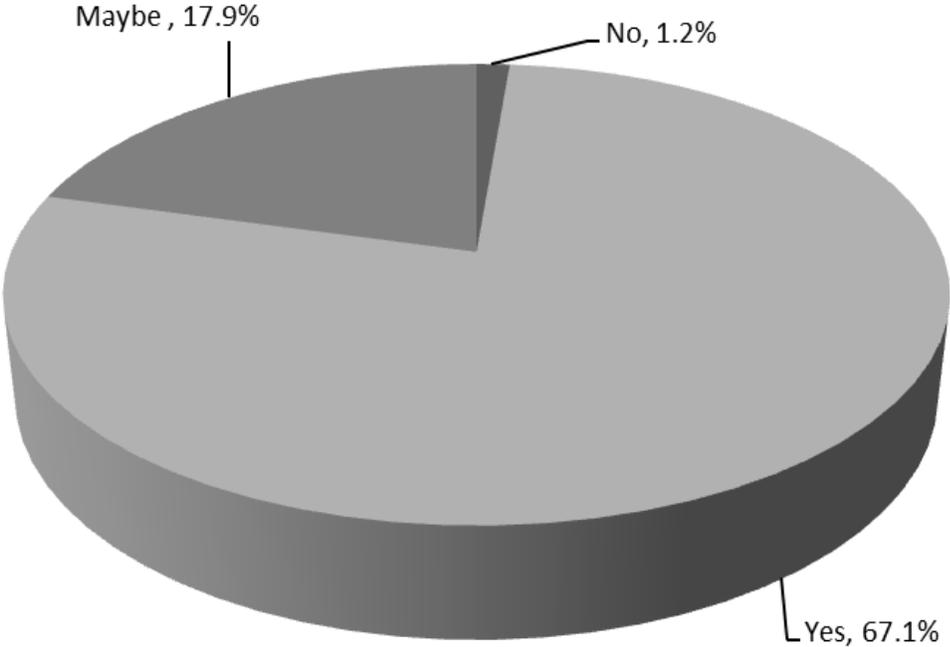


FIGURE 4.18 – Question 16: Would you recommend Irving to others as a place to attend a conference, trade show or business meeting? Base: All respondents. 429 completed surveys.

Irving Compared to Other Business Destinations

In terms of its overall visitor amenities, Irving is considered to be “Better” (36.0%) or “Much better” (10.5%) than other meetings destinations.

Figure 4.19: In terms of its overall visitor amenities, how does the City of Irving generally compare with the other destinations you travel to for meetings or business? (Select one)

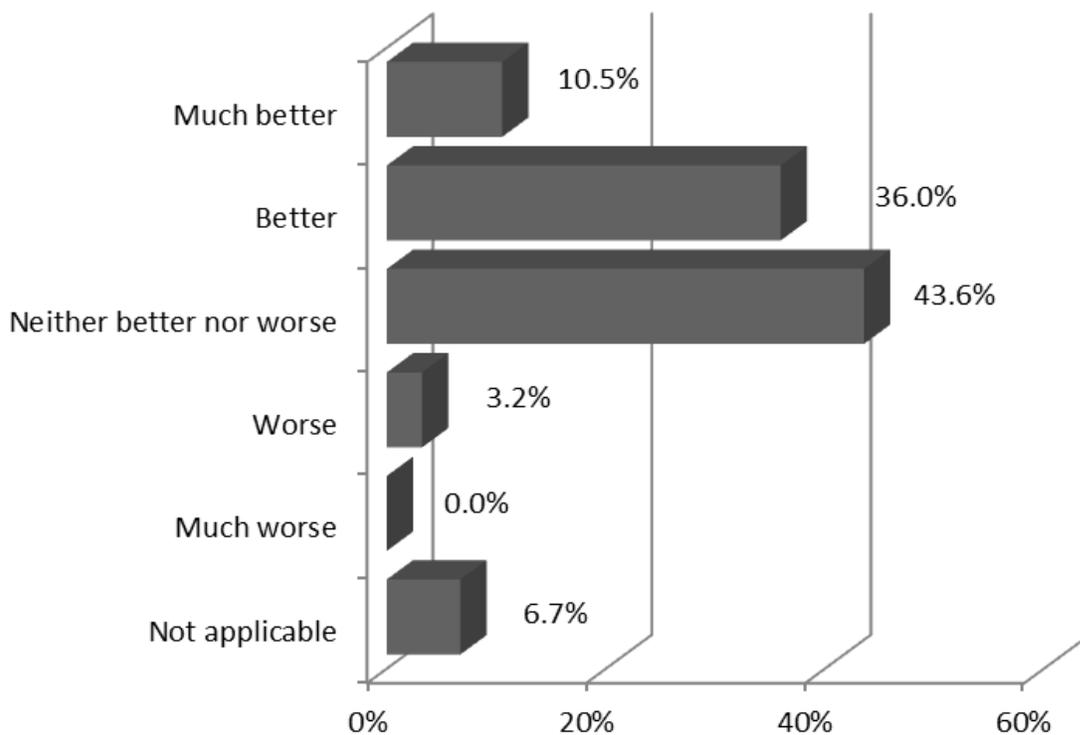


FIGURE 4.19 – Question 17: In terms of its overall visitor amenities, how does the City of Irving generally compare with the other destinations you travel to for meetings or business? (Select one) Base: Respondents who visited Irving for business reasons or to attend a group meeting. 342 completed surveys.

Most Liked Aspect of Irving as a Business Destination

In an open-ended question, Irving hotel guests who visited for business or a group meeting were asked to share the one aspect they like most about Irving as a business destination. Similar to respondents' reasons for staying in an Irving hotel (Figure 4.12, page 21), Irving's central location (42.0%) is the most valued aspect of Irving as a travel destination. Other valued aspects include proximity to the airport (22.7%) and many restaurants (18.0%).

Figure 4.20: What one thing do you like most about Irving as a business travel destination?

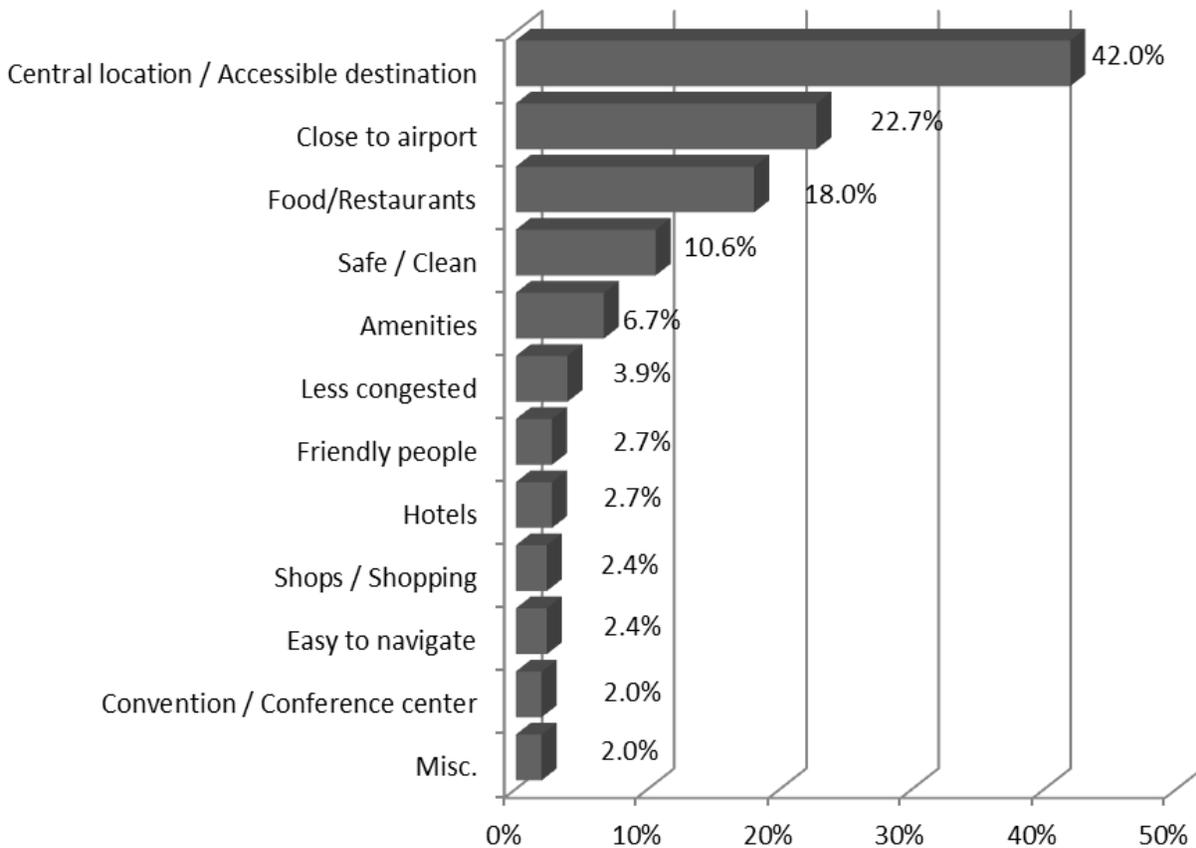


FIGURE 4.20 – Question 18: What one thing do you like most about Irving as a business travel destination? Base: All respondents. 255 completed surveys.

Amenities to Improve Irving as a Business Destination

To improve Irving as a business travel destination, business and group meeting hotel guests suggested better public transportation (31.8%) and more options for restaurants and bars (25.0%).

Figure 4.21: What amenities would improve Irving as a business travel destination?

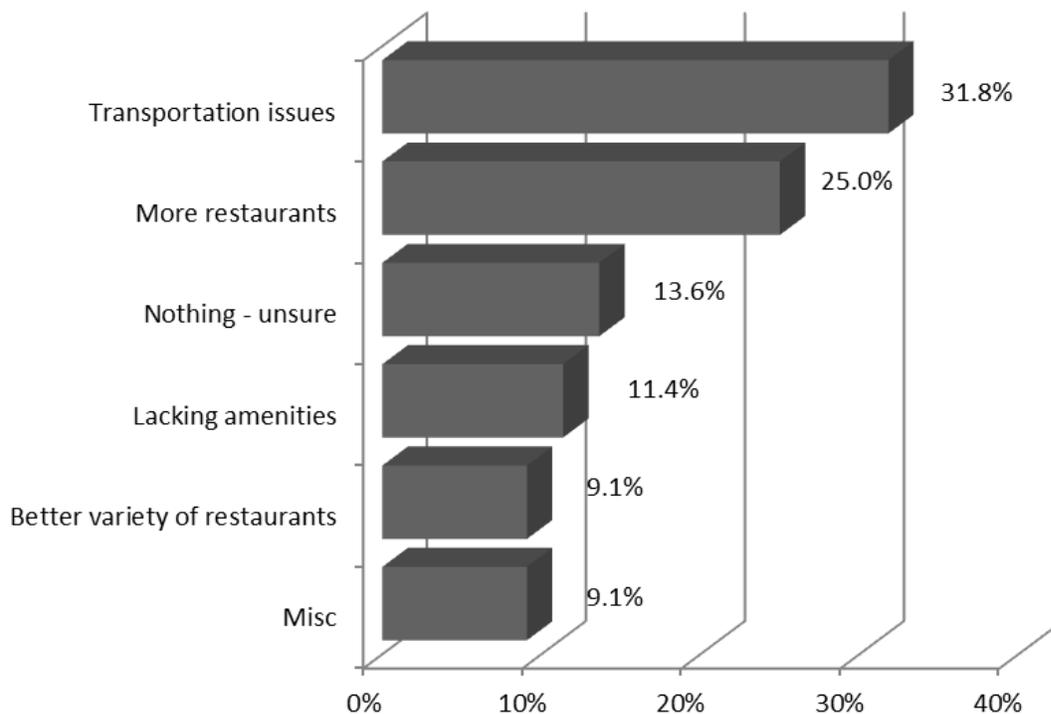


FIGURE 4.21 – Question 19: What amenities would improve Irving as a business travel destination? Base: All respondents. 44 completed surveys.

Preferred Business Destinations

In another open-ended question, business and meeting hotel guests were asked to identify the cities they prefer to visit for business over Irving. Dallas (12.6%) and Orlando (11.85) were the two most preferred, with the third destination tied by Cleveland (10.2%) and Chicago (10.2%).

Figure 4.22: What other cities (if any) do you prefer visiting over Irving as destinations for business?

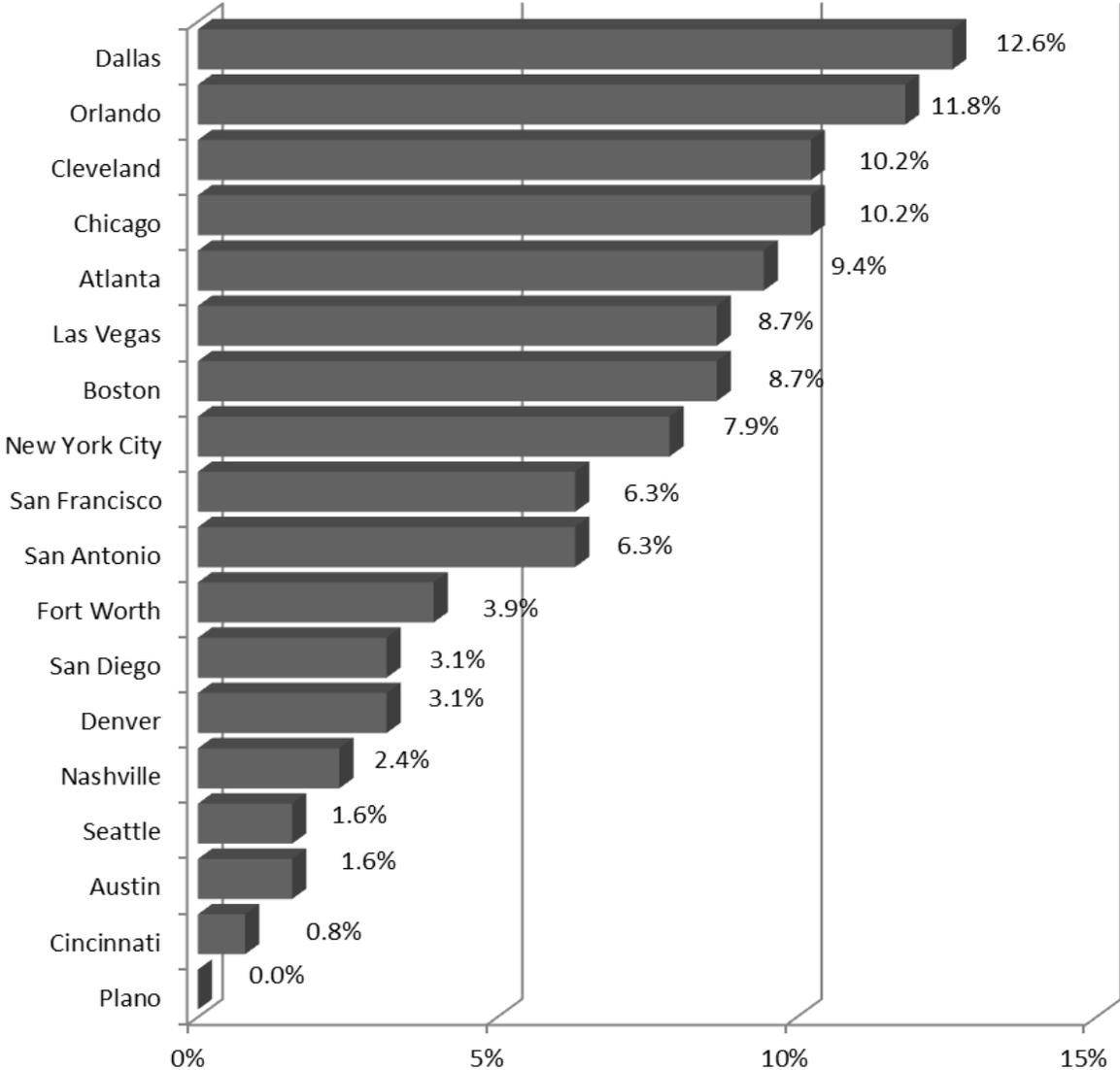


FIGURE 4.22 – Question 20: What other cities (if any) do you prefer visiting over Irving as destinations for business? Base: All respondents. 127 completed surveys.

Respondent Profile

This section contains the findings of the survey's demographic questions in the order they were asked.

Gender

Irving's hotel guests skew male (63.0%). 36.5 percent are female.

Figure 5.1: What is your gender?

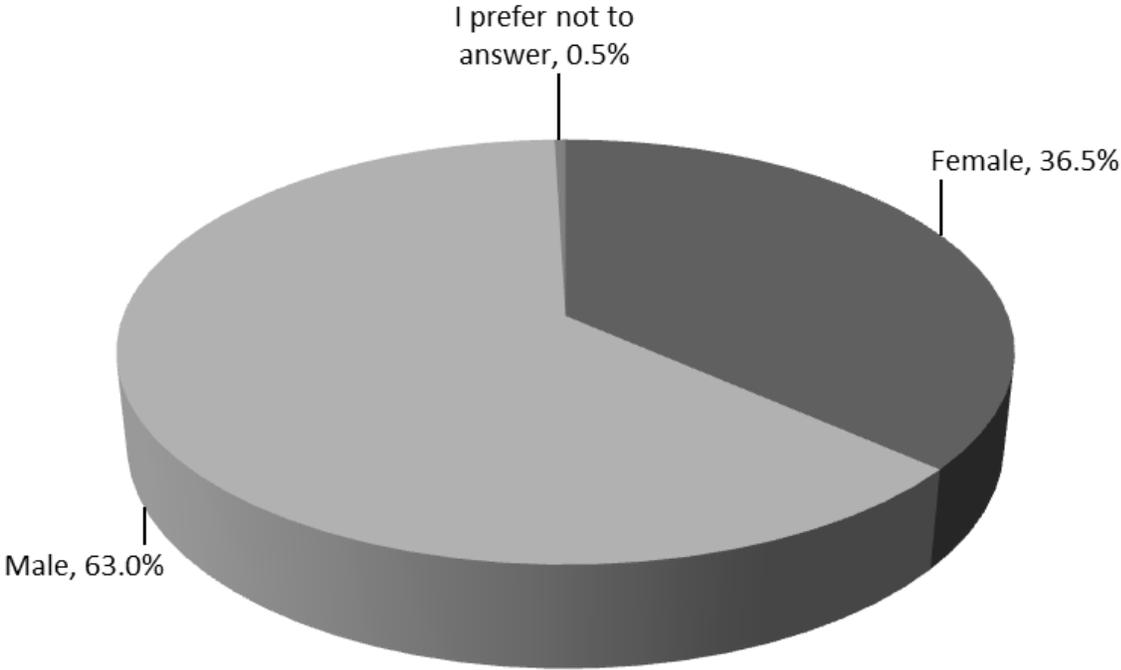


FIGURE 5.1 – Question 21: What is your gender? Base: All respondents. 433 completed surveys.

Age

The mature market continues to be well represented amongst Irving's hotel guests. Close to two thirds of all survey respondents are 45 years of age or older (63.1%). The average hotel guest is xx.x 48.9 years old.

Figure 5.2: Which best describes your age?

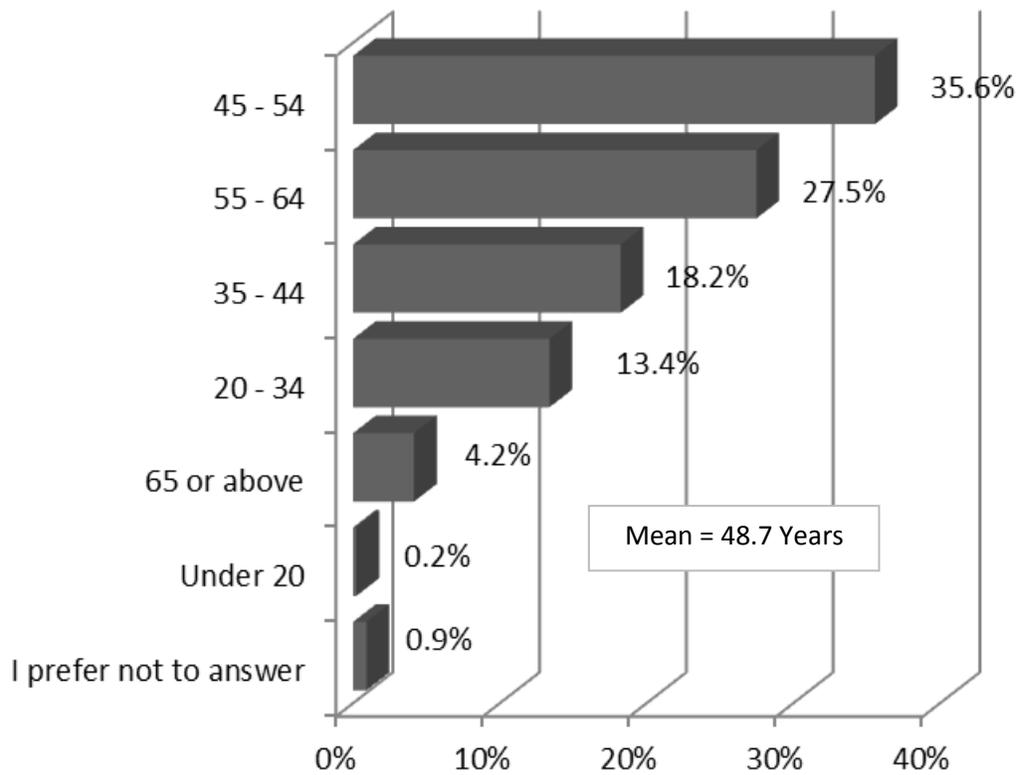


FIGURE 5.2 – Question 22: Which best describes your age? Base: All respondents. 433 completed surveys.

Employment Status

The vast majority of Irving hotel guests are employed in some capacity (89.8%). Fourth fifth are employed full-time (82.6%), while 2.1 percent are self-employed and 7.2 percent are employed part-time. 6 percent are retired or not currently employed.

Figure 5.3: Which best describes your current employment status?

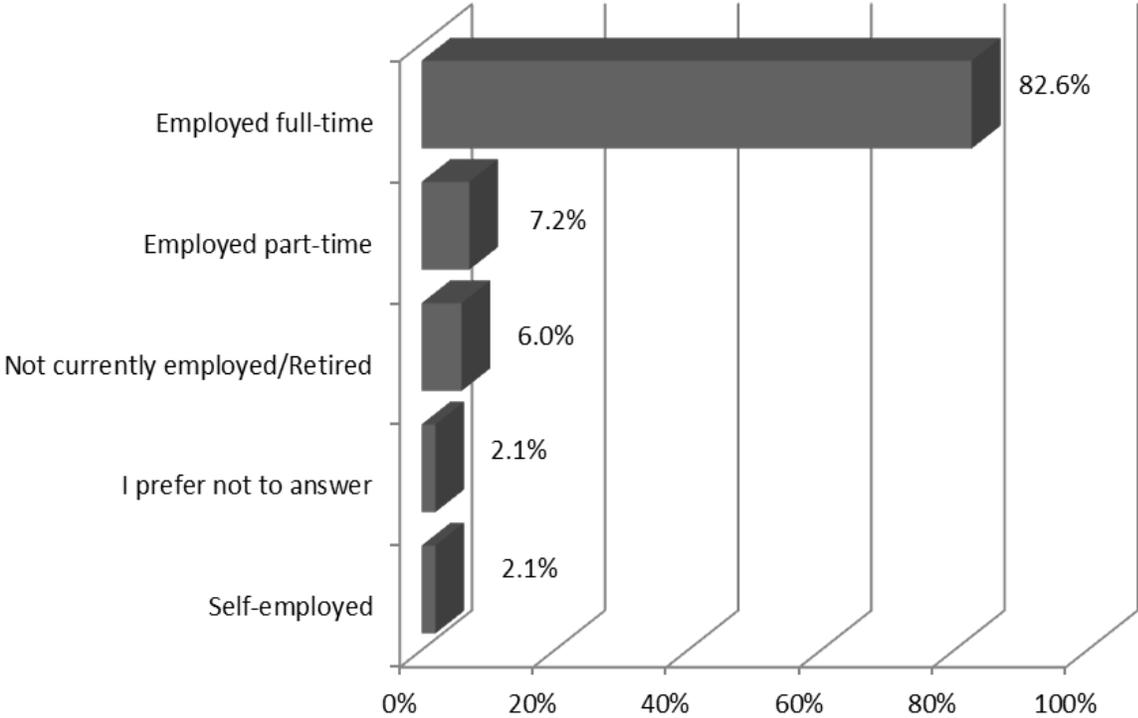


FIGURE 5.3 – Question 23: Which best describes your current employment status? Base: All respondents. 432 completed surveys.

Education

Irving hotel guests are well-educated. Over half (51.3%) are at least college graduates, including 37.1 percent who have attended some graduate school.

Figure 5.4: Which of the following best represents the highest level of formal education you have completed?

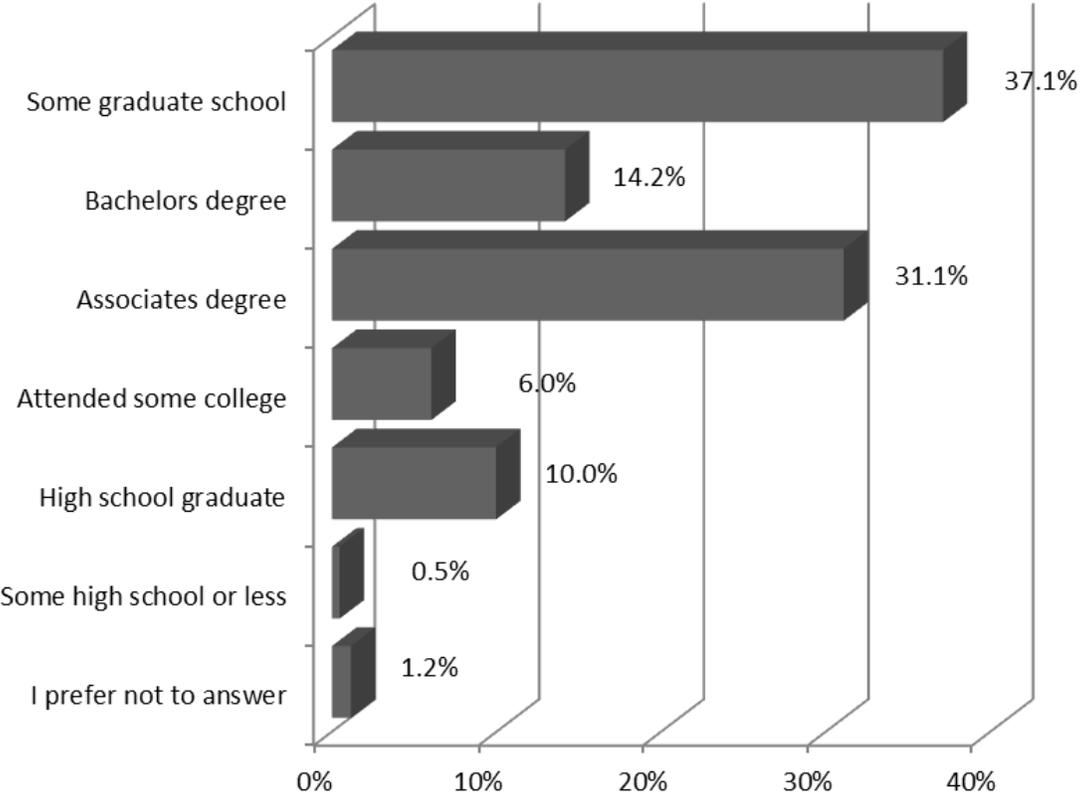


FIGURE 5.4 – Question 24: Which of the following best represents the highest level of formal education you have completed? Base: All respondents. 431 completed surveys.

Annual Household Income

Irving hotel guests are quite affluent. The average household income of Irving hotel guests is \$xxx,xxx 110,748.

Figure 5.5: Which best describes the combined annual income of all members of your household?

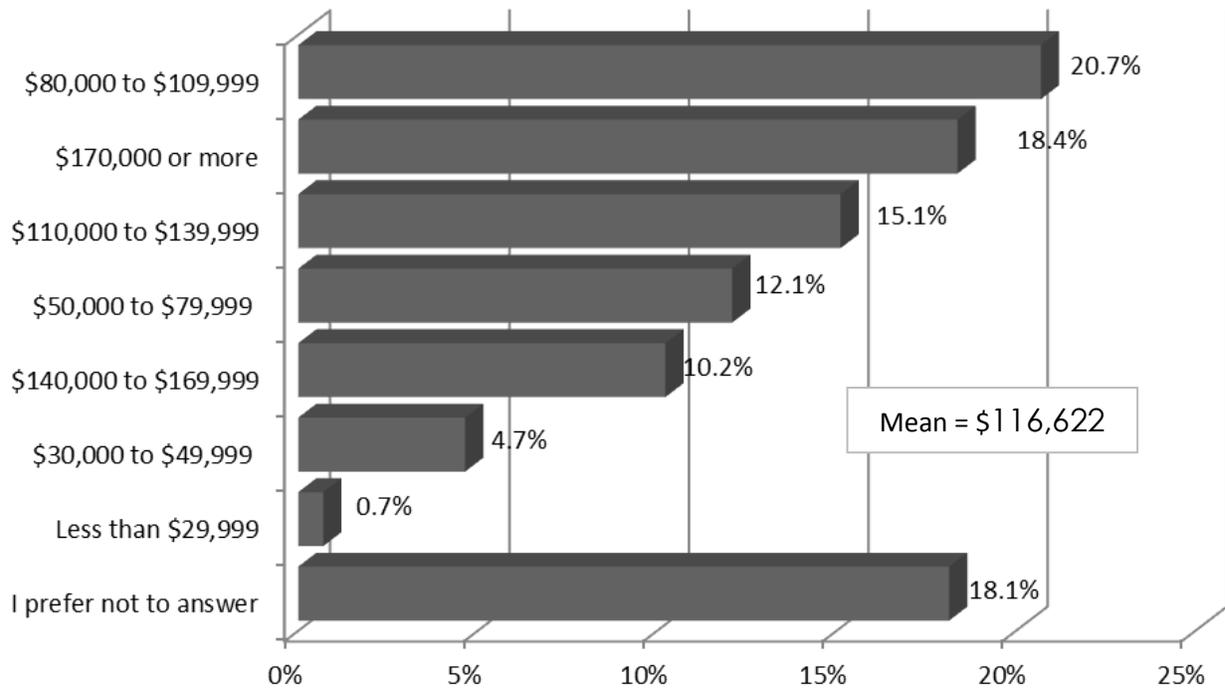


FIGURE 5.5 – Question 25: Which best describes the combined annual income of all members of your household? Base: All respondents. 430 completed surveys.

Ethnicity

Irving hotel guests predominantly identify as Caucasian (70.1%). 20.0 percent of survey respondents reported being Black/African-American, Hispanic/Latino, Asian/Pacific Islander or Other ethnicities.

Figure 5.6: Which best describes your race or ethnic background?

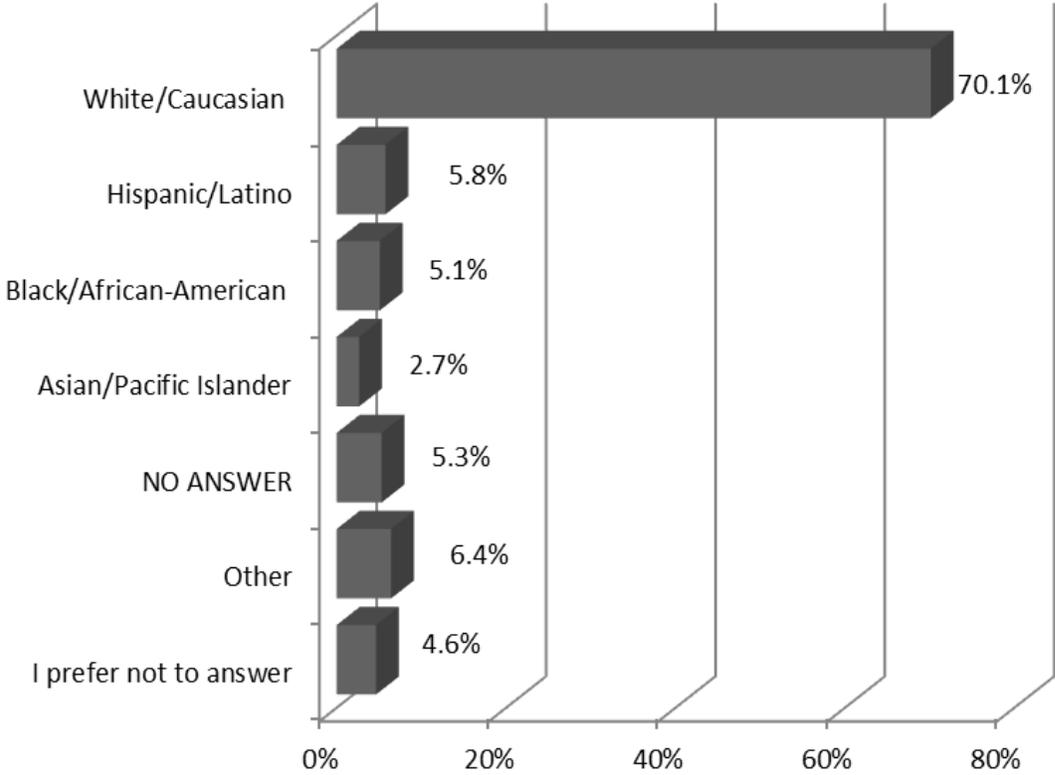


FIGURE 5.6 – Question 26: Which best describes your race or ethnic background? Base: All respondents. 452 completed surveys.

Marital Status

Over two thirds of Irving's hotel guests are either married or partnered (67.2%). 14.1 percent have children under age 18.

Figure 5.7: Which best describes your marital status?

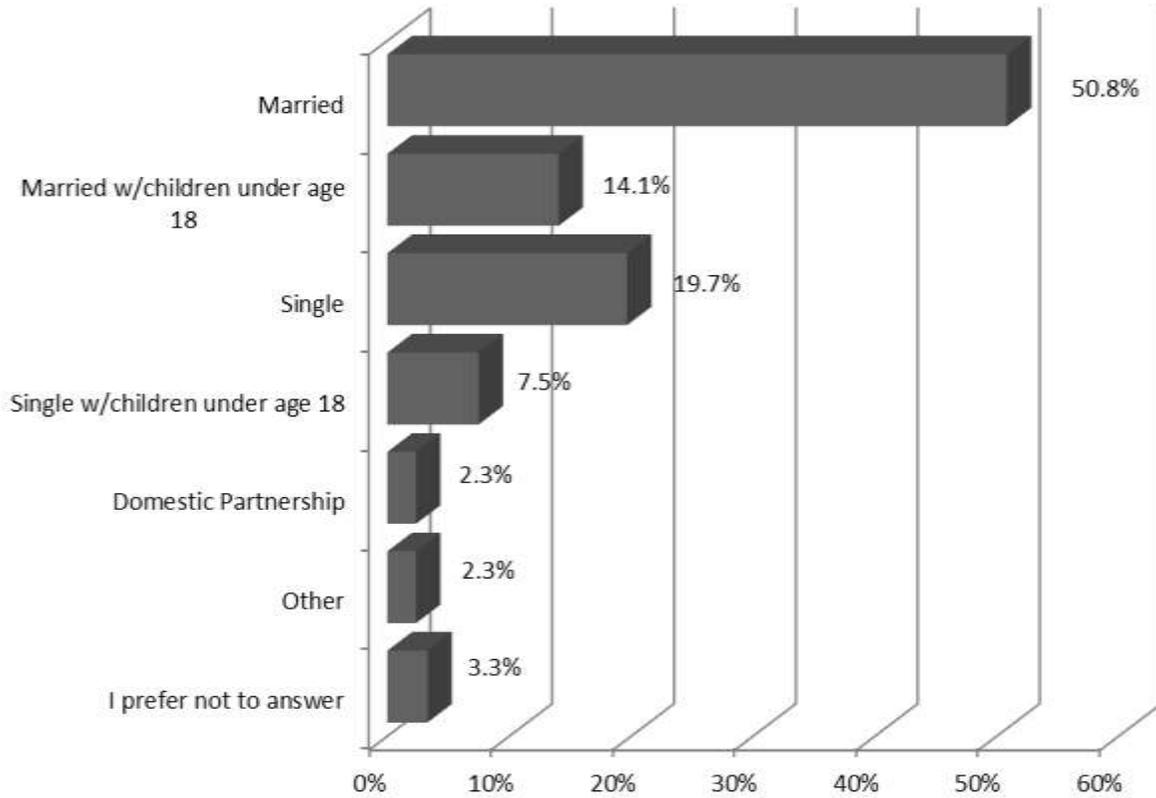


FIGURE 5.7 – Question 27: Which best describes your marital status? Base: All respondents. 427 completed surveys.

State of Origin

As seen in all previous years, in-state travel continues to represent the city's most significant market. While visitors come from all regions of the country, Texas residents account for the greatest percentage of Irving hotel guests by far, at 25.9 percent. The second largest feeder state is Georgia, which contributes 5.5 percent. International travelers represented 3.0 percent of hotel visitor volume in 2014.

Figure 5.8: State of Origin

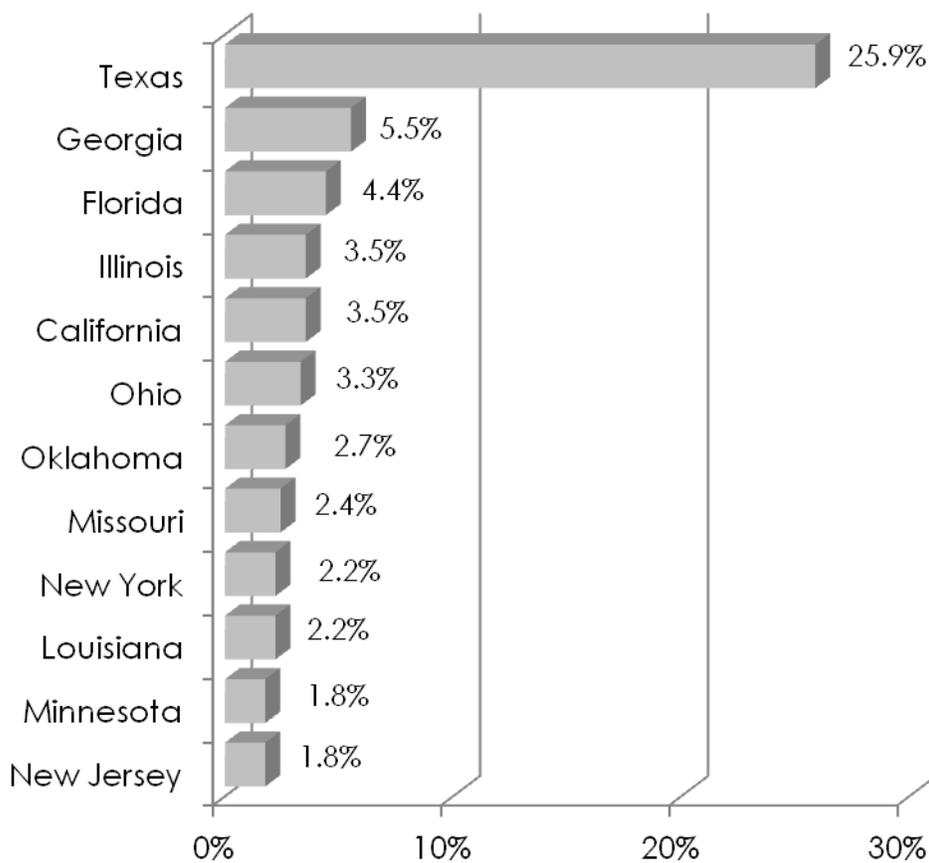


FIGURE 5.8 – State of origin. Base: All respondents. 452 completed surveys.

Index I: Survey Questionnaire

The Irving Hotel Guest Survey instrument is presented in the pages following. The survey was a tri-fold printed piece that was distributed by participating hotels to all hotel guests at checkout during a two-week period per quarter in 2014.



IRVING/LAS COLINAS HOTEL GUEST SURVEY

Thanks for helping us with this survey about your visit to our city. Please fill out this questionnaire at the end of your stay, and drop it in the mail. If you prefer to take this survey online, please go to IrvingTexas.com/HotelSurvey — Your friends at the Irving Convention & Visitors Bureau
(NOTE: If you live inside the City of Irving, please skip directly to question 22)

1. Which best describes the primary reason for making this visit to Irving? (SELECT ONE)

- Group meeting (conference, trade show or other meeting) → Continue to question 2
- Business travel (company business, sales activities, etc.) → Skip to question 7
- Government travel → Skip to question 7
- Vacation → Skip to question 11
- Getaway weekend → Skip to question 11
- Other personal travel → Skip to question 11
- Just passing through town → Skip to question 11

2. Which best describes the meeting you attended on this trip to Irving? (SELECT ONE)

- Conference
- Trade show
- Corporate meeting
- Religious meeting
- Family reunion
- Military group meeting
- Other: _____
- Seminar, educational meeting or symposium
- Government or non-governmental organization (NGO) meeting
- School group or alumni association

3. Which best describes the size of the meeting you attended in Irving? (SELECT ONE)

- 1 to 25 attendees
- 26 to 50 attendees
- 51 to 100 attendees
- 101 to 250 attendees
- 251 to 500 attendees
- 501 to 1,000 attendees
- Over 1,000 attendees
- I don't know — not applicable

4. How did you feel about the fact that your meeting was held in the City of Irving, Texas (as compared to other possible meeting destinations)? (SELECT ONE)

- Extremely positive
- Positive
- Neither positive nor negative
- Negative
- Extremely negative
- I don't know

5. Did your meeting use the Irving Convention Center?

- Yes
- No → Skip to question 7
- Maybe — uncertain → Skip to question 7

6. In terms of its overall amenities, how does the Irving Convention Center compare with meeting facilities in other cities you have experienced? (SELECT ONE)

- Much better
- Better
- Neither better nor worse
- Worse
- Much worse
- I don't know — not applicable

7. Which of these business activities (if any) did you do while in Irving? (SELECT ALL THAT APPLY)

- Attend a company meeting(s)
- Conduct other business within my company
- Sales calls on potential clients
- Conduct business with current clients
- Other: _____
- Provide technical or professional consulting services to clients
- Conduct market research
- Interview for a job

8. In the past twelve (12) months, how many trips have you made (50 miles or more away from your home) for the following types of travel?

- Business reasons _____ trips
- Convention, conference or other group meeting _____ trips

9. On this visit to Irving, did you extend your stay beyond what was necessary for your meeting or business to accommodate additional leisure activities?

- Yes
- No

10. On this trip, in which Dallas-Fort Worth area cities did you conduct business or attend meetings? (SELECT ALL THAT APPLY)

- Irving
- Dallas
- Fort Worth
- Grapevine
- Plano
- Arlington
- Grand Prairie
- Other Dallas-Fort Worth area location(s) _____

11. On this trip, in which Dallas-Fort Worth area cities did you take part in any leisure activities (dining, sightseeing, etc.)? (SELECT ALL THAT APPLY)

- Irving
- Dallas
- Fort Worth
- Grapevine
- Plano
- Arlington
- Grand Prairie
- Other Dallas-Fort Worth area location(s) _____

12. Why did you decide to stay in a hotel in the City of Irving rather than in another Dallas-Fort Worth area city? (SELECT ALL THAT APPLY)

- My meeting or trade show was in Irving
- Irving was convenient for my business activities
- My preferred hotel or hotel chain is in Irving
- Better hotel room rates in Irving
- Irving is close to Dallas-Fort Worth International Airport
- Irving is centrally located between Dallas and Fort Worth
- Irving is (or is near) the location of the homes of my friends and/or family
- Proximity to my leisure activities
- I did not personally select my hotel in Irving

13. Approximately how much **PER DAY** did you spend on the following while in the City of Irving?

- Lodging (before tax) \$ _____
- Restaurants \$ _____
- Retail purchases \$ _____
- Entertainment & sightseeing \$ _____
- Car rental \$ _____
- Gas, parking & local transportation \$ _____
- Other \$ _____

14. While on this trip, in which Irving hotel (or hotels) did you stay? PLEASE WRITE IN THE NAME(S) OF YOUR HOTEL(S) BELOW

HOTEL 1: _____ CHECK OUT DATE: ___/___/13

HOTEL 2: _____ CHECK OUT DATE: ___/___/13

Number of people in hotel room: _____

Total number of days you stayed in Irving: _____

15. Would you return to Irving?

- Yes
- No
- I don't know

16. Would you recommend Irving to others as a vacation or getaway weekend destination?

- Yes
- No
- Maybe

17. Would you recommend Irving to others as a place to attend a conference, trade show or business meeting?

- Yes
- No
- Maybe
- Not applicable

NOTE: If you are visiting Irving for leisure or personal reasons, please skip to question 22.

18. In terms of its overall visitor amenities, how does the City of Irving generally compare with the other destinations you travel to for meetings or business? (SELECT ONE)

- Much better
- Better
- Neither better nor worse
- Worse
- Much worse
- I don't know — not applicable

19. What one thing do you like most about Irving as a business travel destination?

20. What amenities would improve Irving as a business travel destination?

21. What other cities (if any) do you prefer visiting over Irving as destinations for business?

22. What is your gender?

- Male
- Female
- I prefer not to answer

23. Which best describes your age?

- Under 20
- 20 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or above
- I prefer not to answer

24. Which best describes your current employment status?

- Employed full-time
- Employed part-time
- Self-employed
- Not currently employed/Retired
- I prefer not to answer

25. Which of the following best represents the highest level of formal education you have completed?

- Some high school or less
- High school graduate
- Attended some college
- Associates degree
- Bachelors degree
- Some graduate school or more
- I prefer not to answer

26. Which best describes the combined annual income of all members of your household?

- Less than \$29,999
- \$30,000 to \$49,999
- \$50,000 to \$79,999
- \$80,000 to \$109,999
- \$110,000 to \$139,999
- \$140,000 to \$169,999
- \$170,000 or more
- I prefer not to answer

27. Which best describes your race or ethnic background?

- White/Caucasian
- Black/African-American
- Hispanic/Latino
- Asian/Pacific Islander
- Other
- I prefer not to answer

28. Which best describes your marital status?

- Single
- Married
- Domestic Partnership
- I prefer not to answer
- Single w/children under age 18
- Married w/children under age 18
- Other

**COMPLETE AND RETURN THIS SURVEY,
AND WE'LL ENTER YOU IN OUR GRAND PRIZE DRAWING!**

Thank you and we hope you had a wonderful stay in our city. Optional: Please carefully print your name and address so we can notify you if you are a winner in the drawing.

First Name _____
 Last Name _____
 Address _____
 City _____ State _____ Zip/Postal Code _____
 Country _____
 Email _____ Phone (_____) _____

SWEEPSTAKES RULES: To enter the sweepstakes, complete and return the survey by January 18th, 2013. Sweepstakes participants must be at least 18 years of age. Employees and directors of the Irving Convention & Visitors Bureau (ICVB), and their immediate family, or members of the same households of such employees or directors are not eligible. By entering, you agree to the official rules and the decisions of the ICVB, which are final and binding in all respects. **ONLY ONE (1) ENTRY PER PERSON IS PERMITTED.** The winner of the drawing will be selected by random drawing from all eligible entries received by the sweepstakes deadline. The drawing will take place on or about January 25th, 2013. Odds of winning depend on the number of eligible surveys received by the sweepstakes deadline. The total promotional value of this sweepstakes is \$1,300. No assignment, transfer or substitution of the prize is permitted. Void where prohibited. For a list of sweepstakes winners and/or complete contest rules, send a self-addressed stamped envelope to ICVB Hotel Guest Survey, c/o Destination Analysts, Inc. 2860 Laguna Street, San Francisco, CA 94123. Sponsored by the Irving Convention & Visitors Bureau, 500 W. Las Colinas Blvd., Irving, TX 75039.

MOISTEN AND SEAL



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 78065 SAN FRANCISCO CA
 POSTAGE WILL BE PAID BY ADDRESSEE



IRVING/LAS COLINAS HOTEL GUEST SURVEY
 DESTINATION ANALYSTS INC
 2860 LAGUNA STREET
 SAN FRANCISCO CA 94123-9989



HOTEL GUEST SURVEY
 Spend just 5 minutes and WIN!

- \$500 (ONE WINNER)**
- \$200 (TWO WINNERS)**
- \$100 (FOUR WINNERS)**

