



# Effects of Citywide Conventions on Vancouver Hotels in 2014

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## PURPOSE

The purpose of this project was to analyze the effects of citywide conventions on the occupancy of both “large” and “small” hotels in Vancouver during 2014. We have defined large hotels to be hotels with a capacity exceeding 300 rooms, and small hotels to be hotels with a capacity of less than 300 rooms. The large hotels are typically the hotels that host conventions as they are able to facilitate a larger number of convention attendees, have a greater total meeting space, and have a greater total number of guest rooms than the small hotels.

The specific goal of the project was to quantify the average change in hotel occupancy rates at large hotels and small hotels during citywide conventions held in Vancouver in 2014.

## APPROACH

There were a total of 18 citywide conventions held in the city of Vancouver in 2014. During this period there were 75 days where at least one citywide convention was held. We have separated the days during this time period into two categories: those days where there were citywide conventions in the city, and those days where there were no citywide conventions.

**Table 1: Citywide Convention Days**

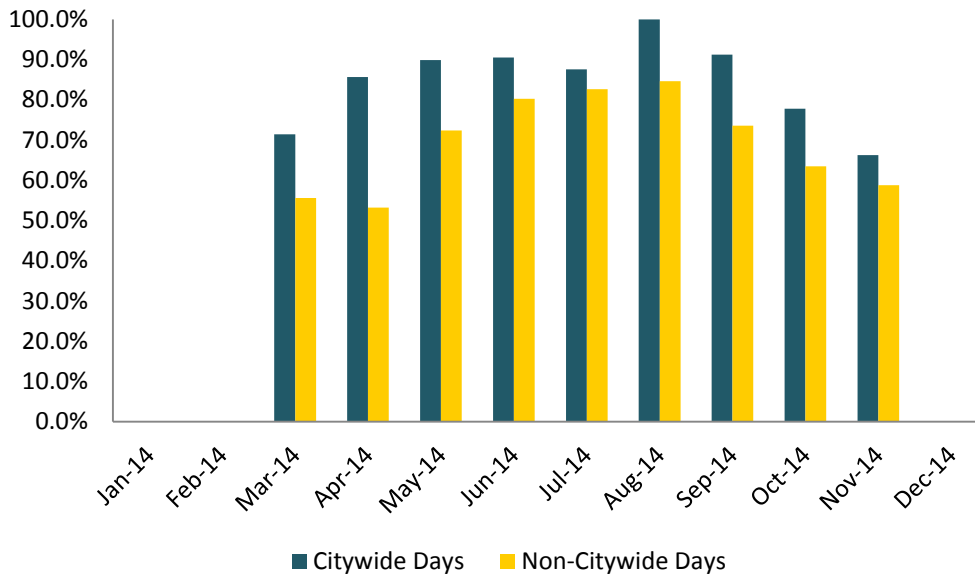
Days with one or more citywide convention	75
Days with no citywide conventions	290
<b>Total</b>	<b>365</b>

Using historical room sales figures from the Vancouver “On the Books” Project (OTB), we estimated daily occupancy rates for large and small hotels on days with and without citywide conventions.

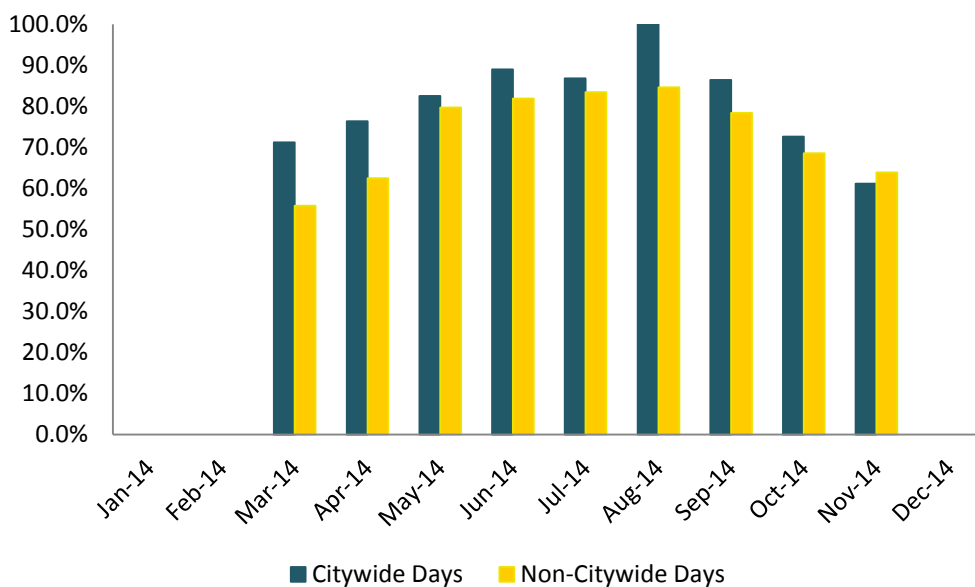
## ANALYSIS

The following two figures show the average occupancies for large and small hotels for the two classes of days (i.e., days with a citywide convention and days without a citywide convention) for each month in which there was a citywide convention during 2014.

**Figure 1: Occupancy Rates at Large Hotels**



**Figure 2: Occupancy Rates at Small Hotels**



Occupancy rates at large hotels for days with a citywide convention were higher than on days without a citywide convention for every month that a citywide convention was held. Occupancy rates at small hotels for days with a citywide convention were higher in eight out of nine months. The following two tables summarize the average occupancies for large and small hotels for the two classes of days.

**Table 2: Average Occupancy for Large Hotels**

Average occupancy for days with a citywide convention	84.5%
Average occupancy for days with no citywide conventions	69.3%
<b>Difference</b>	15.2 percentage points

**Table 3: Average Occupancy for Small Hotels**

Average occupancy for days with a citywide convention	80.7%
Average occupancy for days with no citywide conventions	73.2%
<b>Difference</b>	7.5 percentage points

Table 2 shows that hotel occupancy at large hotels was higher, on average, by 15.2 percentage points on days in which there was a citywide convention. Table 3 shows that for small hotels, occupancy rates were 7.5 percentage points higher on average on days in which there was a citywide convention.

Statistical t-tests were performed for both the large and small hotel groups to test whether the differences in average occupancy were statistically significant. The results showed that for both large and small hotels, there was a statistically significant increase in occupancy rates between the days in which there was a citywide convention versus those days in which there was no citywide convention<sup>1</sup>.

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<sup>1</sup> The outcomes for large and small hotels are statistically significant at the 1% significance level, meaning there is less than a 1% probability the outcomes occurred by chance.

## CONCLUSION

On days in which there was a citywide convention in 2014, there was an average increase in occupancy at large hotels of 15.2 percentage points and an average increase in occupancy at small hotels 7.5 percentage points.

## APPENDIX A

### PARTICIPATING HOTELS

The hotels that participate in the Vancouver OTB Project were divided into the two classes based on the amount of meeting space that each hotel possesses, and whether or not they are able to host a large convention. We have defined large hotels to be hotels with a capacity exceeding 300 rooms, and small hotels to be hotels with a capacity of less than 300 rooms.

The hotels classified as large hotels include:

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

The hotels classified as small hotels include:

- Metropolitan
- Loden
- Listel Vancouver
- Coast Coal Harbour
- Delta Suites Vancouver
- Coast Plaza
- Ramada Downtown Vancouver
- Opus Hotel
- Wedgewood Hotel
- Westin Grand

## APPENDIX B

### 2014 CITYWIDE CONVENTIONS

Organization Name	Conference Dates	Meeting Name
BC Dental Association	Mar 6-8	2014 Pacific Dental Conference
Canadian Produce Marketing Assn	Apr 2-4	2014 Annual Convention & Tradeshow
Urban Land Institute	Apr 9-11	2014 Spring Meeting
Pediatric Academic Societies	Apr 3-6	2014 Annual Meeting
Canadian Institute of Mining, Metallurgy and Petroleum	May 11-14	2014 Annual Conference & Exhibition
Canadian Tourism Commission	May 27-30	2014 Rendez-Vous Canada
Canadian Society for Chemistry	Jun 1-5	2014 Canadian Chemistry Conference & Exhibition
Special Libraries Association	Jul 8-10	2014 Annual Conference
International Society for Stem Cell Research	Jul 18-21	2014 Annual International Scientific Meeting
International College of Neuropsychopharmacology	Jul 22-26	2014 CINP World Congress
Special Olympics Canada	Jul 7-13	2014 Summer Games
Soroptimist International of the Americas	Jul 23-26	2014 Annual Convention
SIGGRAPH	Aug 10-14	2014 SIGGRAPH
Intellectual Property Owners Association	Sep 7-9	2014 Annual Meeting
Geological Society of America	Oct 19-22	2014 Annual Meeting
Canadian Cardiovascular Society	Oct 25-28	2014 Canadian Cardiovascular Congress
Society of Environmental Toxicology and Chemistry	Nov 9-13	2014 North America Annual Meeting
American Association of Gynecological Laparoscopists	Nov 17-21	2014 Annual Meeting



## APPENDIX C

### ABOUT MNP

MNP is the fastest growing major chartered accountancy and business advisory firm in Canada. Founded in 1945, MNP has grown from a single office in Manitoba to more than 75 offices and 3,000 team members across Canada. In British Columbia MNP has more than 700 staff located in 17 offices across the province.

MNP is a member of Praxity AISBL, a global alliance of independent firms, which enables us to access a broad range of industry specific expertise worldwide.

At MNP, our professionals are the driving force behind our success. They continue to demonstrate our culture and values which is integral to the way we conduct business, both internally and externally. As such, MNP is proud to be recognized for the third year in a row as one of the *50 Best Employers in Canada* by *Maclean's* magazine.



MNP provides a wide range of accounting, finance and business advisory services to clients. These include:

- Assurance
- Corporate Finance
- Enterprise Risk Services
- Consulting
- Succession
- Taxation
- Mergers and Acquisitions
- Forensic Accounting
- Insolvency and Corporate Recovery
- Valuations and Litigation Support