



# Events Database

2019



# Table of Contents

## 04 Highlights

- 05 • KPIs Percent Changes by Event Type
- 06 • Average KPI by Event Type
- 07 • Event Ranking by OCC % Change
- 08 • Event Ranking by ADR % Change
- 09 • Event Ranking by RevPAR % Change
- 10 • Winners and Losers - Markets
- 11 • KPIs by Event Duration

## 12 Car Expo

- 13 • Chicago Auto Show
- 14 • Cleveland Auto Show
- 15 • DFW Auto Show
- 16 • Houston Auto Show
- 17 • Miami International Auto Show
- 18 • Mid-America Truck Show
- 19 • New England International Car Show
- 20 • New York International Auto Show
- 21 • North America International Auto Show
- 22 • Philadelphia International Auto Show
- 23 • Woodward Dream Cruise

## 24 Conference

- 25 • Denver Pop Culture Con (fka Denver Comic Con)
- 26 • Design & Construction Week
- 27 • Dragon Con
- 28 • Dreamforce
- 29 • E3
- 30 • Emerald City Comic Con
- 31 • Florida SuperCon
- 32 • GenCon
- 33 • Greater New York Dental Meeting
- 34 • LA Anime Expo
- 35 • NeoCon
- 36 • New York Comic Con
- 37 • NRA Annual Meeting & Exhibits\*
- 38 • Offshore Technology Conference
- 39 • Phoenix Comic Con
- 40 • Radiological Society of North America
- 41 • San Diego Comic Con
- 42 • Wondercon

## 43 Festival

- 44 • Albuquerque Intl. Balloon Fiesta
- 45 • Annual African World Festival
- 46 • Coconut Grove Art Festival (co-op with Miami Boat Show)
- 47 • Eastern States Expo (The Big E)
- 48 • Gathering of Nations Pow Wow
- 49 • Library of Congress National Book Festival
- 50 • Lollapalooza
- 51 • Mardi Gras
- 52 • Spoleto Festival

## 53 Film Festival

- 54 • Sundance Film Festival
- 55 • Tribeca Film Festival

## 56 Music

- 57 • Austin City Limits - Weekend 1
- 58 • Austin City Limits - Weekend 2
- 59 • Coachella - Weekend 1
- 60 • Coachella - Weekend 2
- 61 • Firefly Music Festival
- 62 • Outside Lands Music Festival
- 63 • Pitchfork Music Fest
- 64 • Shaky Knees Music Fest
- 65 • South By Southwest Fest
- 66 • Summerfest
- 67 • ULTRA Music Fest

\*Event Location Change from Prior Year

## 68 Sports

- 69 • ACC Championship Game
- 70 • Alamo Bowl
- 71 • Big 12 Championship Game
- 72 • Big Ten Championship Game
- 73 • Boston Marathon
- 74 • College Football BCS Championship\*
- 75 • Cotton Bowl Classic
- 76 • ESPN Winter X Games
- 77 • Holiday Bowl
- 78 • Indy 500
- 79 • Kentucky Derby
- 80 • Little League World Series
- 81 • Masters Golf Tournament
- 82 • MLB All-Star FanFest\*
- 83 • Music City Bowl
- 84 • NCAA Men's Baseball College World Series
- 85 • NCAA Men's Final Four\*

- 86 • NCAA Men's Frozen Four\*
- 87 • NCAA Men's Lacrosse Championship
- 88 • NCAA Men's Wrestling Championship\*
- 89 • NCAA Women's Final Four\*
- 90 • NFL Draft\*
- 91 • North American Sand Soccer Tournament
- 92 • Orange Bowl
- 93 • Pac 12 Championship Game
- 94 • Peach Bowl
- 95 • Rose Bowl
- 96 • SEC Championship Game
- 97 • Sugar Bowl
- 98 • Super Bowl\*
- 99 • TaxSlayer Gator Bowl
- 100 • Texas Bowl
- 101 • The Preakness Stakes
- 102 • Wrestlemania\*

## 103 Trade Show

- 104 • AHR EXPO\*
- 105 • America's Beauty Show
- 106 • Art Basel Miami
- 107 • Atlanta International Gift & Home Furnishing Show
- 108 • Chicago Boat, Sports & RV Show
- 109 • Fit Expo LA
- 110 • Fort Worth Stock Show
- 111 • Ft Lauderdale International Boat Show
- 112 • Great American Beer Fest
- 113 • IMTS-International Manufacturing Tech Show
- 114 • Indianapolis Home Show
- 115 • International Home & Housewares Show
- 116 • KBIS/Design & Construction Week
- 117 • LA Art Show
- 118 • Miami International Boat Show
- 119 • Miami Spring Home Design & Remodeling Show
- 120 • NAMM Show
- 121 • National Western Stock Show
- 122 • Natural Products Expo West
- 123 • New York Fashion Week
- 124 • PACK Expo International\*
- 125 • PGA Merchandise Show
- 126 • Philadelphia Flower Show
- 127 • Premiere Orlando
- 128 • PRI Trade Show
- 129 • Seattle International Boat Show
- 130 • The Armory Show
- 131 • World Dairy Expo

\*Event Location Change from Prior Year

## Methodology

The intent of this report is to show the overall performance of each market/submarket during an event. Compression analysis, inflation impact, additional market events and various market dynamics are all out of the scope of this report.

The report aggregates performance data by market and submarket for the event date(s), the day before the start date and one day after the event end date. Percentage changes are calculated using daily data for this year vs. last year, comparing performances with the corresponding day(s) the previous year.

## Hotel Performance % Change by Event Type

### OCC % CHANGE BY EVENT TYPE



Sports  
6.3%



Trade Show  
2.2%



Conference  
1.9%



Festival  
1.7%



Film Festival  
1.6%



Car Expo  
0.5%



Music  
-0.4%

### ADR % CHANGE BY EVENT TYPE



Sports  
11.6%



Festival  
10.8%



Conference  
7.5%



Trade Show  
5.9%



Music  
5.5%



Film Festival  
3.3%



Car Expo  
-0.3%

### REVPAR % CHANGE BY EVENT TYPE



Sports  
18.7%



Festival  
12.8%



Conference  
9.6%



Trade Show  
8.2%



Music  
5.0%










Film Festival  
5.0%



Car Expo  
0.2%

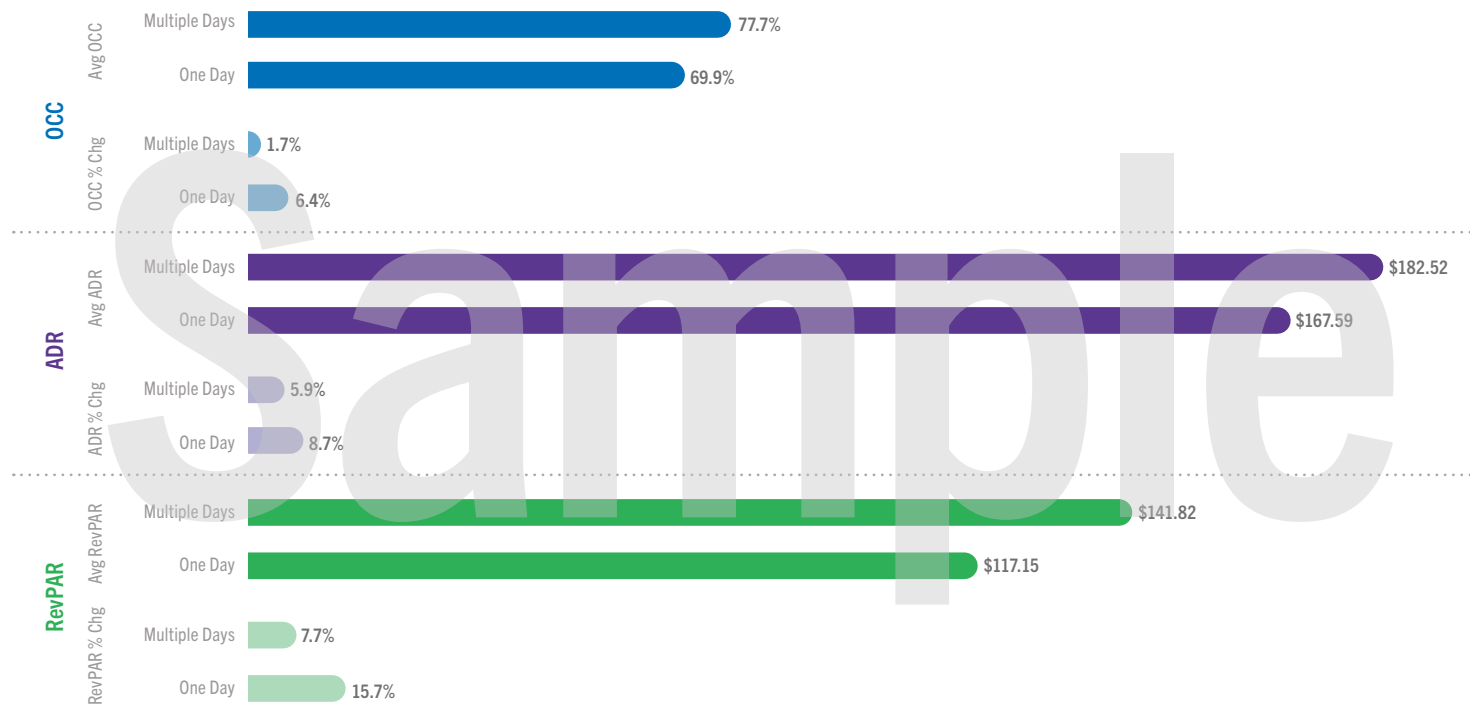
Calculations exclude Super Bowl performance numbers

## Average KPI by Event Type

	 Sports	 Trade Show	 Conference	 Car Expo	 Music	 Festival	 Film Festival
Avg OCC	71.8%	78.2%	82.8%	68.7%	82.8%	83.3%	87.9%
Avg ADR	\$167.68	\$176.74	\$211.38	\$157.03	\$219.68	\$211.45	\$265.06
Avg RevPAR	\$120.43	\$138.29	\$175.08	\$107.83	\$181.90	\$176.21	\$233.12
Total Events	33	28	18	11	11	9	2

Calculations exclude Super Bowl performance numbers

## KPIs by Event Duration



Calculations exclude Super Bowl performance numbers

# DFW Auto Show

Venue:  
Kay Bailey Hutchison  
Convention Center

Attendees:  
400,000

Hotels in Market:  
718

Rooms in Market:  
89,155

Start Date: February 14, 2018  
End Date: February 18, 2018

