

Meeting Planners' Criteria for Convention Centers

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Green Meetings

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Overview

Key Themes

Destination Infrastructure

Destination Branding

Site Selection

Convention Center Development Trends

Competitive Sets



Key Themes

Market Definitions

Increasing Competition

Incentive funds

Power shift to mega hotels

Market Definitions

**Association Conventions and For-Profit
Tradeshows/Exhibitions**

Consumer Public Shows

Corporate Meetings & Events

\$130 billion annual industry

**Per attendee economic impact is \$1,500+ per
person per visit**

**450+ Major Convention Centers in North America;
60% owned by municipalities**



Increasing Competition

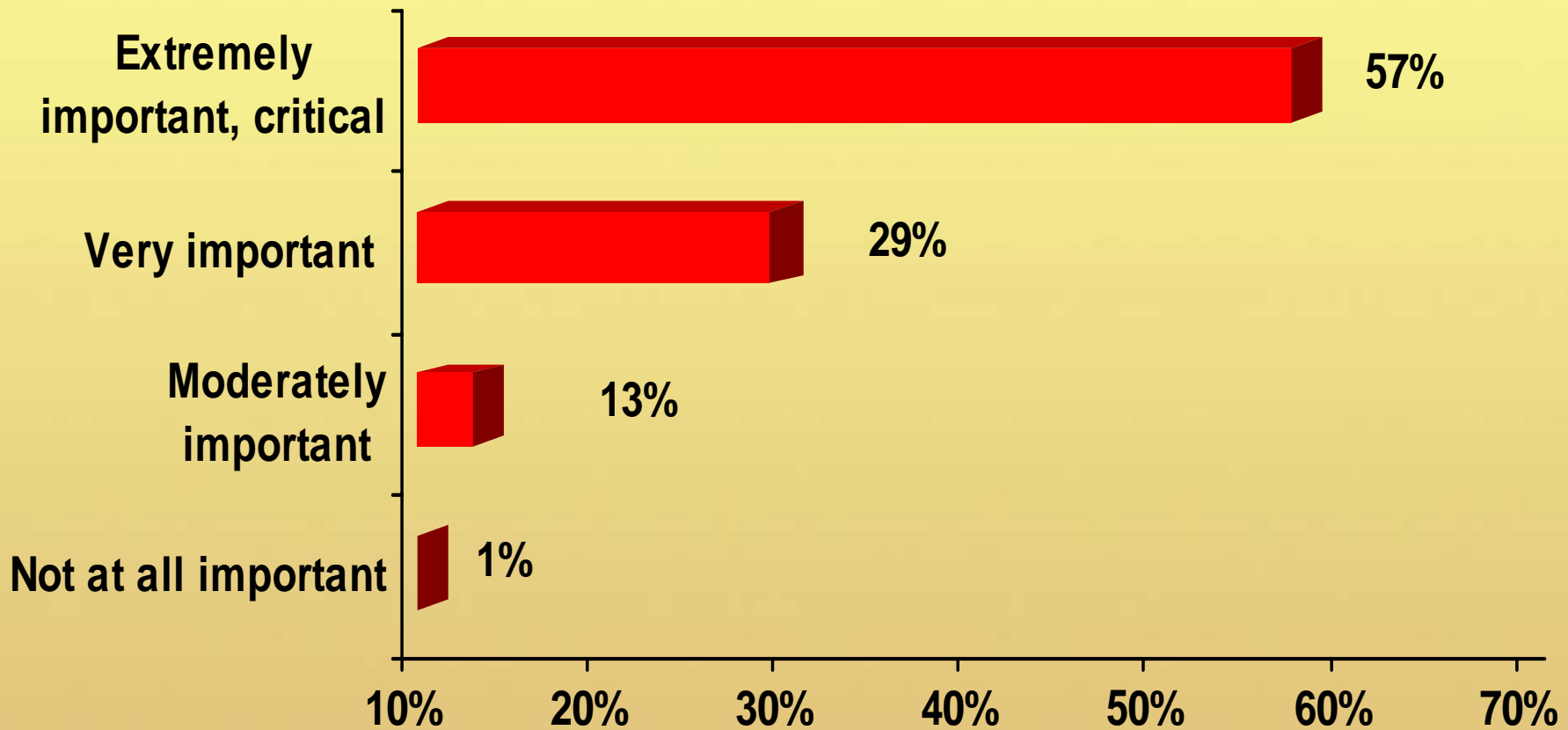
- **7.8 million additional square feet in the pipeline**
- **469 venues with 25,000 square feet of exhibit space**
- **Super hotels with convention centers attached**

Incentive Funds

What are they?

Money or credits used to induce meeting planners to select a given destination

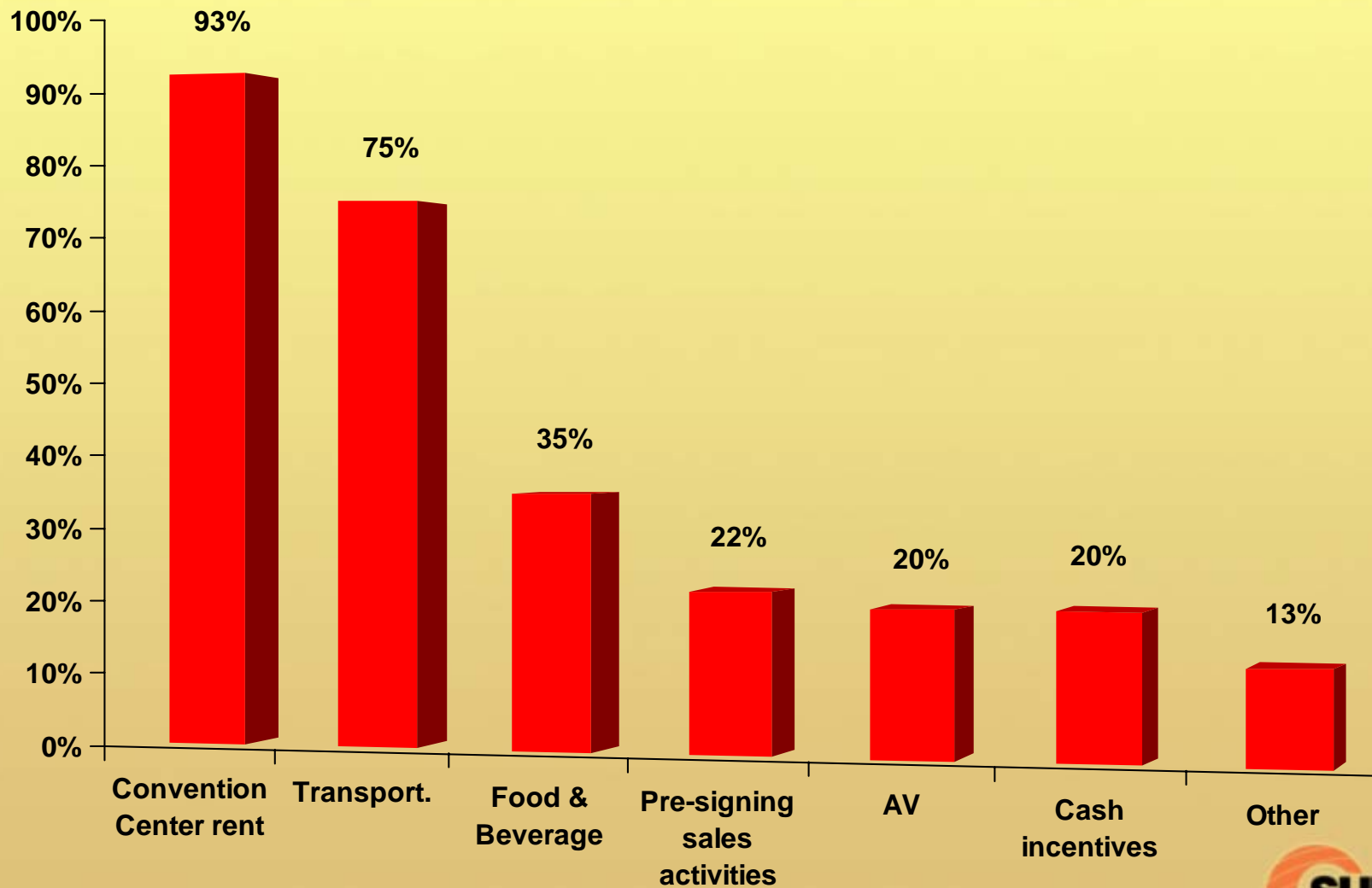
Importance of Incentive Funds



Source: *Tradeshow Week & ACME* survey



Use of Incentive funds



Source: *Tradeshaw Week & ACME* survey



"All in One", "Under One Roof" Developments and "Destinations"

- **Gaylord Entertainment – convention center hotels in Nashville, Dallas, Orlando, Maryland (200k to 400k sf exhibit and meeting space)**



- **Echelon Las Vegas**



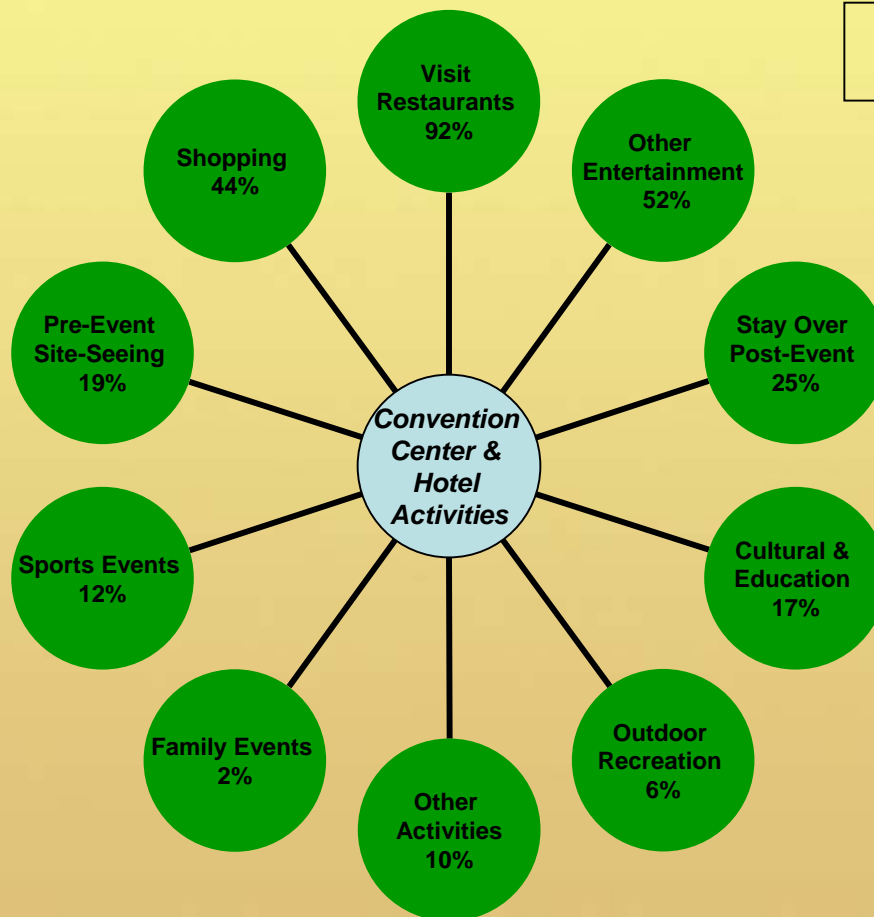
- 2,300 room Echelon Hotel
- 650 room Suites at Echelon
- 353 room Shangri-La Las Vegas
- 860 room Mondrian Las Vegas
- 550 room Delano Las Vegas
- 500,000 sq. ft. of meeting and exhibit space

Destination Infrastructure

- **Airline service- non-stop or connections**
- **Vibrant downtown**
- **Competitive set of DMC's**
- **Restaurants**
- **Shopping**
- **Venues for private events**
- **Safety**

Destination Infrastructure

What Event Attendees Do When In-Town



• 17% of attendees bring a spouse or friend

Source: *Tradeshow Week Survey of National Convention & Tradeshow Producers on Attendee Activities, January 2009*

Destination Branding

CVBs – “Are you undergoing a re-branding?”

- Yes, conducted this in 2006 or 2007 50%
- Planned for 2008 7%
- No 43%

“When was previous re-branding?”

- Before 1999 41%
- 2000 to 2001 14%
- 2002 to 2006 46%

One Word or Theme

- What one word, key phrase or theme, sums up Oklahoma City?
- What does Oklahoma City's tourism, corporate and convention brands stand for?
- Can these three brands be linked in some way when communicating with meeting planners?

Branding Questions to Ask

How are we different?

What is unique about our community?

- ... tourism and hospitality staff?**
- ... facilities?**
- ... services?**
- ... partners?**
- ... clients?**

What's our track-record?

Is the truth about our track-record communicated effectively?

What types of events thrive in Oklahoma City – can this be quantified?

Destination Branding

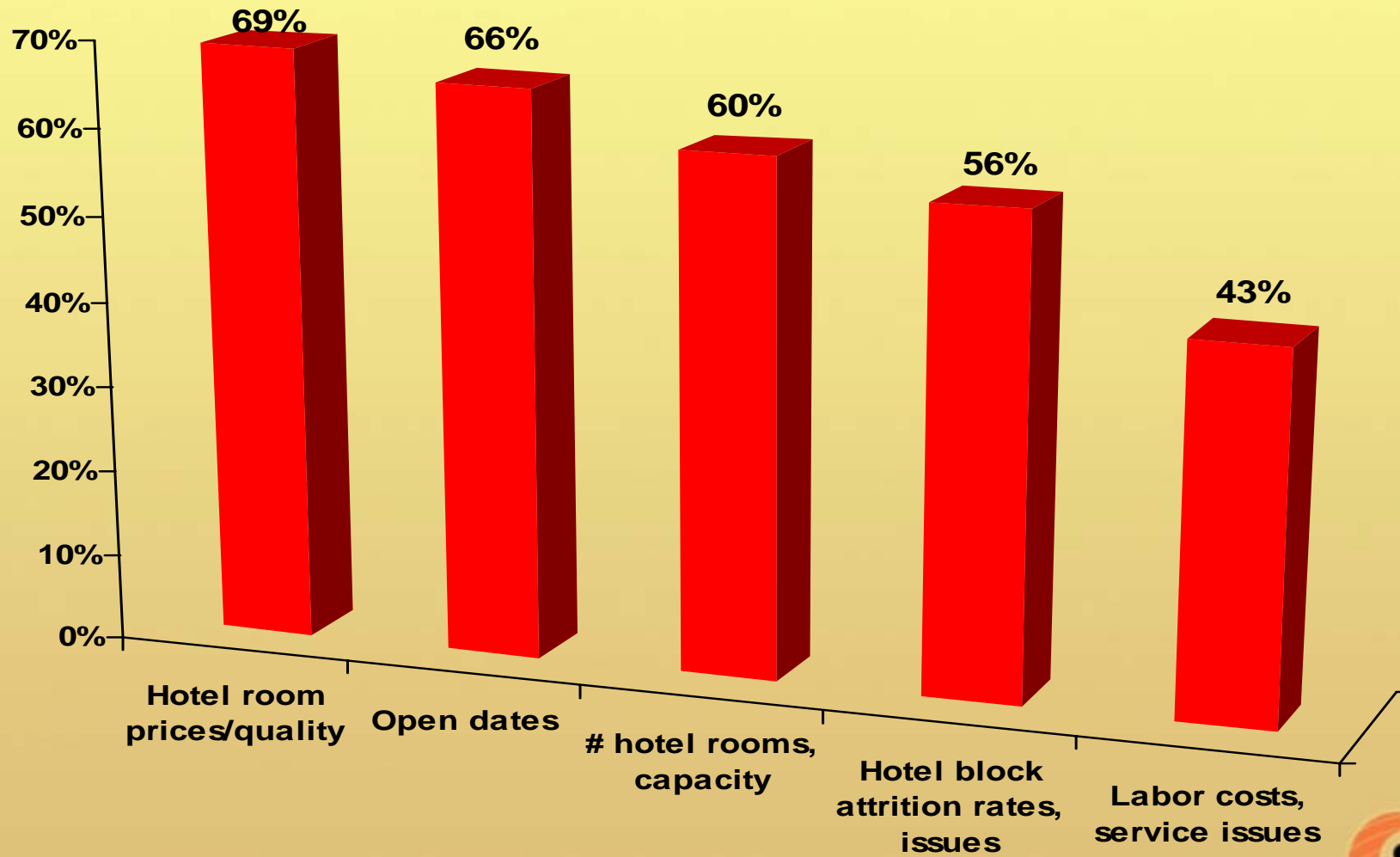
- Gaylord Entertainment: Importance of “Everything in one place” and “Defined by differences”
- Hong Kong Convention Centre: Global is key – “Where the world exhibits... Where the world meets.”
- San Diego Convention Center: “It’s all within a few square blocks.”
- Las Vegas CVA: “Unleash the Accolades”; “Be the Event Hero”
- Amsterdam RAI: Stresses “Inspiring people” and “Experience” over facility statistics



Site Selection

**Aside from destination infrastructure,
what do meeting planners look for
when deciding on a convention
center location?**

Site Selection Criteria



Source: *Tradeshaw Week Research*



Today's State of the Art

Market Requirement	Solutions
<p>Cater to corporate clients</p>	<ul style="list-style-type: none"> - High-tech auditoriums - Large ballrooms with high finish - Hotel-quality food, decentralized food service - Ample number of meeting rooms
<p>Cater to local community events</p>	<ul style="list-style-type: none"> - Large multipurpose rooms with upscale finishes - High-tech auditoriums - Efficient transportation options
<p>Increase attendee productivity</p>	<ul style="list-style-type: none"> - Minimize walking distances - Ample number of meeting rooms - Wireless Internet access - Efficient transportation options, movable sidewalks - New technologies (e.g., electronic badges, kiosks)
<p>Speed tradeshow turnover rates</p>	<ul style="list-style-type: none"> - Ample storage areas - Portable equipment (e.g., stages, risers, lighting) - Dedicated create storage on-site - Plenty of dock space - Comfortable environmental conditions

Source: *Building Design & Construction*



Convention and Tradeshow Booking Windows

Survey Question: How far out do you book your largest annual event or meeting?

Timeframe	% of Market	
Under six months	0%	
Six to twelve months	8%	
Twelve months	9%	
Eighteen months	8%	
Twenty-four months	7%	
Three years	22%	47% book three to five years out
Four years	12%	
Five years	13%	
Six years	6%	
Seven years	1%	
Eight years	4%	
Nine years	0%	
Ten years	5%	11% book over ten years out
Eleven to fifteen years	4%	
Sixteen to twenty years	2%	

Source: *Tradeshow Week* Research



Convention Center Development Trends

- **Out with the Baby Boomers**
- **In with Gen X**
- **In with Gen Y**
- **In with generations to come**

Convention Centers

~~*Institutional*~~

Tomorrow: Design for Individuals

- **More functionality**

Document cameras, smart boards with remote keyboards, streaming video, etc.

- **More intimate feel, less overwhelming, stark spaces**
- **Better integration, connection with city elements**
- **Board rooms; small breakout rooms**
- **Comfortable chairs and sofas**
- **Excellent cuisine**

Power Shift to Hotels = Power Shift to

Attendees

- The internet is shifting power to buyers in all industries.
- “Attendees are well informed due to information available on the Internet.”
- “They are further along in the buying process when they get to the show.”

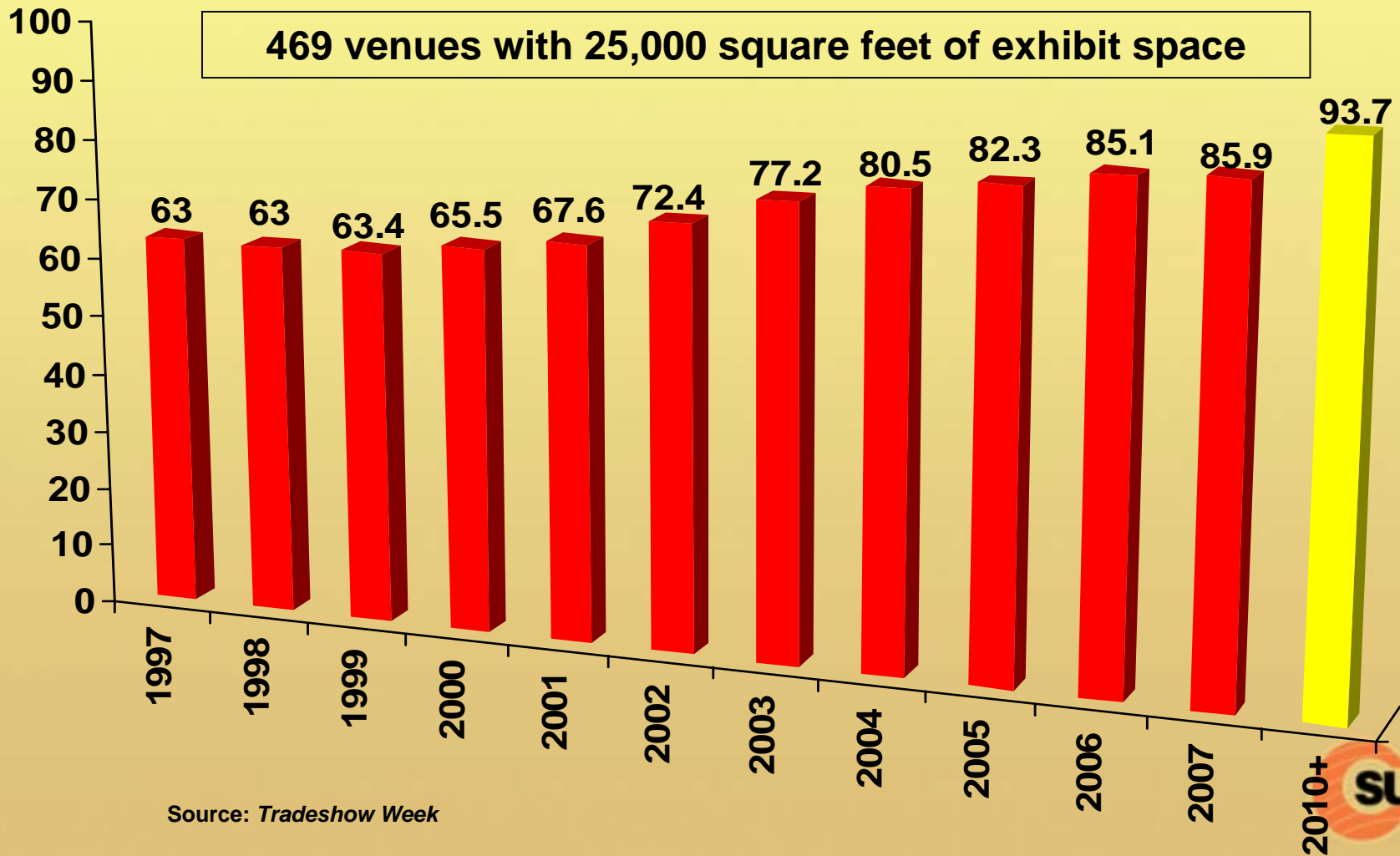
Exhibitors

Show Producers/Contractors

Total Convention Center Space MIL Sq. Ft.

7.8 million additional square feet in the pipeline

469 venues with 25,000 square feet of exhibit space

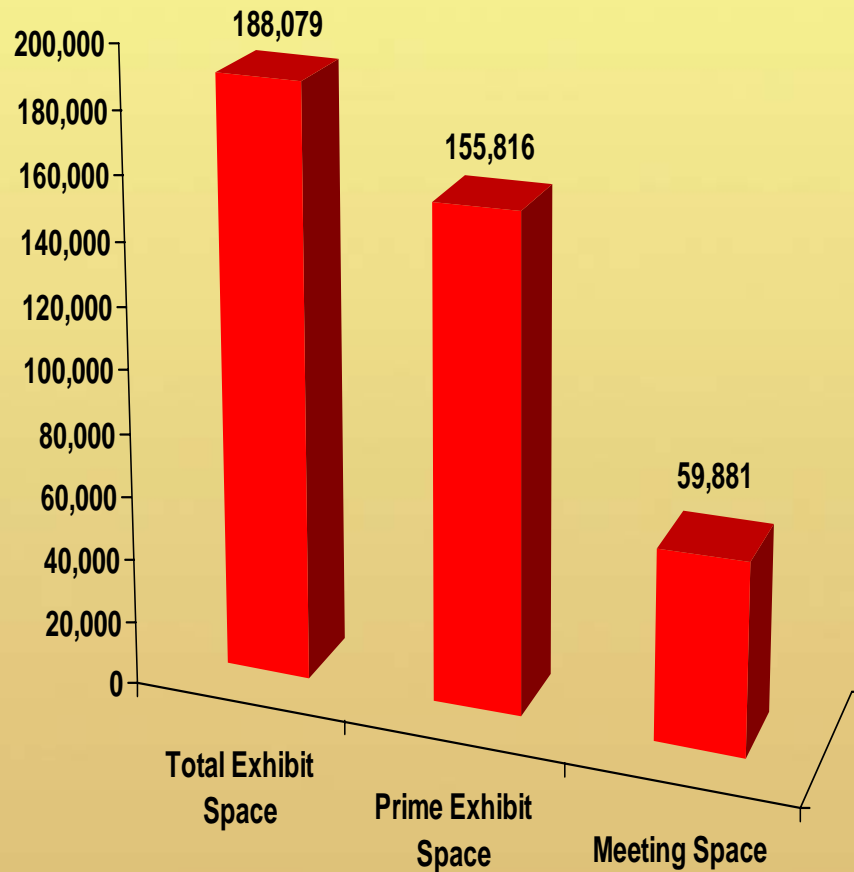


Source: *Tradeshaw Week*

Average Convention Center & Hotel Exhibit Hall

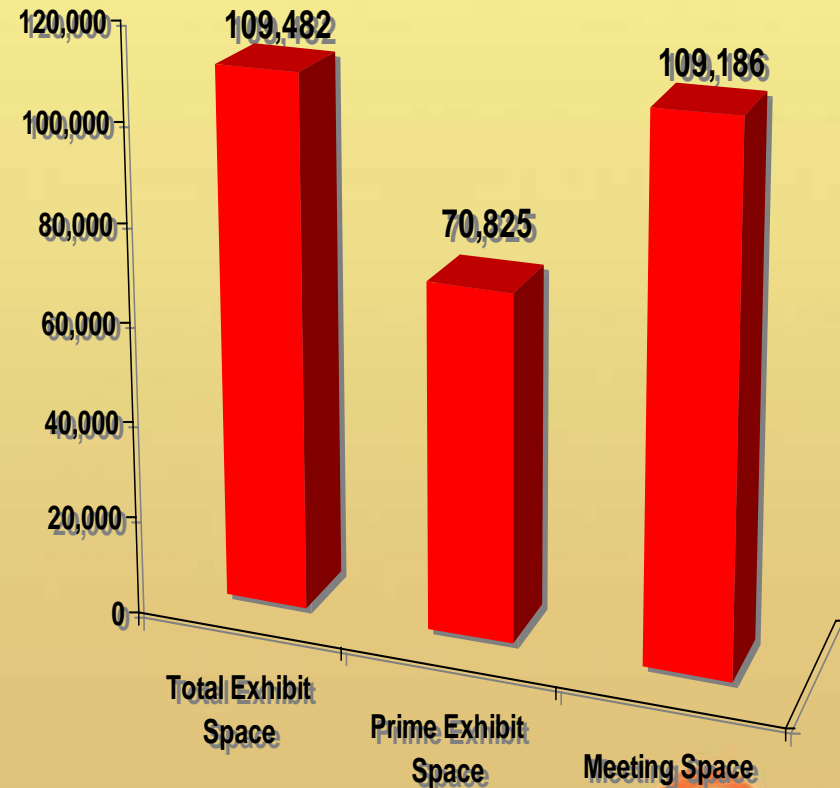
Convention Center

Average Number of Meeting Rooms: 27



Hotel Exhibit Hall

Average Number of Meeting Rooms: 40



Source: *Tradeshow Week*

New Convention Centers & Expansions

- 22 new venues in-process
- 40 expansions
- 16 major renovations in process
- 7.8 million square feet of exhibit space in pipeline – up 3% for total projects reported in 2006.
- Meeting space pipeline is up 4.7%.

Source: *Tradeshaw Week*



Competitive Sets

- **Denver**
- Colorado Convention Center
- Exhibit space: 584,000 sq. ft.
- Breakout rooms: 63
- Renovation complete in December 2004

Competitive Sets

- **St. Louis**
- St. Louis America's Center
- Exhibit space: 502,000 sq. ft.
- Breakout rooms: 83
- Renovation complete in 2007

Competitive Sets

- **Kansas City**
- Kansas City Convention & Entertainment Facilities
 - Exhibit space: 400,000 sq. ft.
 - Breakout rooms: 58
 - Expansion complete in 2008

Competitive Sets

- **Memphis**
- Memphis Cook Convention Center
- Exhibit space: 300,000 sq. ft.
- Breakout rooms: 31
- Last renovated: 2003

Competitive Sets

- **Fort Worth**
- Fort Worth Convention Center
- Exhibit space: 253,226 sq. ft.
- Breakout rooms: 41
- Expansion complete in 2003

Competitive Sets

- **Albuquerque**
- Albuquerque Convention Center
- Exhibit space: 156,546
- Breakout rooms: 33
- Renovation complete in 2008
- Trade Show Executive's list of the World's
Top Convention Centers 2008

Competitive Sets

- **Tulsa**
- Tulsa Convention Center
- Exhibit space: 102,600 sq. ft.
- Breakout rooms: 23
- Renovation of a 30,000 sq. ft. ballroom to be complete in 2010 and will then have 35 meeting rooms

Competitive Sets

- **Little Rock**
- Statehouse Convention Center
- Exhibit space: 83,000 sq. ft.
- Breakout rooms: 13
- Trade Show Executive's list of the World's Top Convention Centers 2008

Competitive Sets

- **Oklahoma City**
- Cox Convention Center
- Exhibit space: 100,000 sq. ft.
- Breakout rooms: 21
- Renovation complete in 1999

Questions to ask when building or expanding a new venue?

- **What does our city's tourism, corporate and convention brands stand for?**
- **How can new venue investments link all three of these distinct aspects of the community?**
- **What does our current venue's brand stand for?**
- **Are we unified – do we know the issues and challenges?**

Questions to ask when building a new venue?

- **What will the convention and meetings industry in our city and competitive set look like in ten and twenty years?**
- **How can we develop new services to become the best of class venue in our competitive set and to compete at the highest level?**
- **Are we hoping to compete mainly by building a new facility?**
- **Are we committed to investing in marketing and new service development to compete and better service meeting planners, exhibitors and attendees?**

Conclusion

- You have the brand and team
 - You have the track record and experience
 - You have the location and demographics
 - You have the airport and hotels
- ...but not the venue size to compete at the highest level.

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Thank you

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Oklahoma City, May 13, 2009