



# LCCCA Operations Committee

## Meeting

January 29, 2013

Josh Nowak | Mark Moosic | Mike Messina



# 2013 PDCVB Sales & Marketing Initiatives

- Trade Shows
- Sales Missions
- Client Events
- Advertising
- E-marketing
- Lead Development Tools
- Press Relations
- Lead & Booking Goals



# 2013 Trade Show Schedule

Trade Show	Month	Target Market(s)
RCMA	January	Religious
Destination Showcase	March	Corp, Assn, 3 <sup>rd</sup> Party
PASAE	March	State Assn
Helms Briscoe	April	3 <sup>rd</sup> Party
NASC	April	Sports
CMCA	May	Religious
Meetings Focus Live	August	Corp, Assn
Going on Faith	September	Religious
SPORTS	September	Sports
Rejuvenate	October	Religious

# Sales Missions & Client Events

- Sales Missions – CVB will coordinate 4-6 out-of-market sales missions focusing on a variety of markets. Two planned in 1<sup>st</sup> quarter include Colorado Springs (NGBs) and Philadelphia.
- Client Events – CVB will coordinate and host 3-5 in-market and/or out-of-market events or FAMS.
- Regional Sales Calls – CVB sales team will conduct several coordinated out-of-market sales calls.

# Advertising

- Print Advertising – Mid-Atlantic Events Magazine (PA edition), Meetings East Magazine (PA edition), possibly a sports publication as well.
- On-Line Initiatives – SEO, SEM, banner ads, email campaigns, linking strategies
- Press Relations – continue pushing destination meeting & convention and sports messages.

# 2013 Lead & Booking Goals

- Distribute 1,500 quality leads representing 160,000 room nights.
- Book 75,000 definite room nights.
- Secure 10 new multiple hotel/county-wide events (1000+ room nights each).
- Convert 10-12 repeat events (events that were here 2011-2013).

# Lancaster County Lodging Data

	2009	2010	2011	2012
Occupancy	46.8%	51.4%	53.7%	55.8%
Average Rate	\$91.51	\$91.14	\$92.12	\$94.37
RevPar	\$42.82	\$46.88	\$49.50	\$52.69
Supply	2,614,092	2,623,175	2,621,411	2,568,971
Demand	1,223,187	1,349,294	1,408,503	1,434,442
Revenue	\$111,929,239	\$122,980,108	\$129,751,138	\$135,362,485

Source: Smith Travel Research

# 2013 U.S. Lodging Outlook

Performance Indicator	2013 Forecast
Supply	0.9%
Demand	1.2%
Occupancy	0.3%
Average Rate	4.6%
RevPar	4.9%

Source: Smith Travel Research



# 4<sup>rd</sup> Quarter Highlights

2012



## Voice of the Apostles



- 5000ppl / per day | 2000+ guest rooms
- 2013 – Orlando, FL
- Replaced with Voice of the Prophets (April)



## LCCI Breakfast

- 700ppl
- December 2012

# Q4 2012

- 13 Freedom Hall events
- 24 ½ event days
- (+12.5 set up/tear down days)
- 32K attendance
- 3 new events



THE LANCASTER  
**CHAMBER**  
OF COMMERCE & INDUSTRY



CENTRAL PENN  
**BUSINESS JOURNAL**

# Q1 2013

- 24 Freedom Hall events
- 41 event days
- (+20 set up/tear down days)
- 45K+ attendance
- 5 new events



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God's work. Our hands.

# Tradeshow / Marketing 2013



Tradeshow	Location	Date	Goal
Marriott Flower Show	Philadelphia, PA	February 2013	(2) RFPs – + '14
PASAE Expo	Harrisburg, PA	February 2013	(6) RFPs – + '14
Conference Direct	Las Vegas, NV	March 2013	(2) RFPs - Level II '13
Helms Briscoe	Orlando, FL	April 2013	(6) RFPs – '13, + '14
Springtime in the Park	Washington, DC	May 2013	(2) RFPs
National Association of Consumer Shows	Chicago, IL	June 2013	(2) RFPs

# Booking Activity

Event	Attendees	Date	New/Repeat	# of Days
Corporate Conference	250	1/2013	Repeat	2
Competition	1000	2/2013	Repeat	1
Local - Breakfast	650	2/2013	New	1
Religious - Dinner	700	4/2013	Repeat	1
Gate Show	1600	4/2013	Repeat	2
Competition	1800	5/2013	New	2
Graduation	4000	5/2013	Repeat	1
Trade Show	4000+	7/2013	Repeat	3
Gate Show	500	9/2013	Repeat	2
Gate Show	3000+	10/2013	Repeat	3
Corporate Expo	2500	10/2013	Repeat	1

# Booking Activity

Event	Attendees	Date	New/Repeat	# of Days
Art Show	2400	11/2013	Repeat	2
Local – Breakfast	700	12/2013	Repeat	1
Regional Association	1600	3/2014	Repeat	2
Regional Association	500	11/2015	Repeat	2



# Lancaster County Convention Center

**2013**

**Oct-12**

**Jan-13**

**BOOKING COMPARISON**

**TOTAL**

**TOTAL**

**(Var)**

Exhibit Hall & Conference Rental		587,946	
Conference Services		747,021	
Food & Beverage Commission		193,422	
Retail Revenue (Concessions)		124,050	
<b>Total Revenue Budget</b>	<b>A</b>	<b>1,652,439</b>	
<b>Total Revenue Budget (Trackable)</b>	<b>B</b>	<b>1,346,465</b>	
<b>Definite on the books</b>	<b>C</b>	<b>476,534</b>	<b>768,422</b>
		<b>291,888</b>	<b>291,888</b>
(Variance)		<b>(869,932)</b>	<b>(578,043)</b>
<b>% Revenue on the books</b>	<b>D</b>	<b>35%</b>	<b>57%</b>
<b>Pipeline</b>	<b>E</b>	<b>108,901</b>	<b>65,775</b>
			<b>(43,126)</b>

# Lancaster County Convention Center

REVENUE		JAN	FEB	MAR	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Total
Exhibit Hall & Conference Rental		42,355	51,725	70,911	164,991	173,925	111,310	137,720	587,946
Conference Services		36,713	64,759	101,064	202,536	224,783	125,010	194,693	747,021
Food & Beverage Commission		12,607	10,278	12,485	35,370	68,315	33,950	55,787	193,422
Retail Revenue (Concessions)		8,500	12,250	42,500	63,250	27,500	15,300	18,000	124,050
<b>Total Revenue Budget</b>	<b>A</b>	100,175	139,012	226,960	466,147	494,523	285,570	406,200	1,652,439
<b>Actual Revenue</b>		0	0	0	0	0	0	0	0
<b>% of Budget</b>		0%	0%	0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Total Revenue Budget (Trackable)</b>	<b>B</b>	83,962	117,053	178,646	379,661	409,140	231,107	326,557	1,346,465
Definite on the books	<b>C</b>	100,439	83,952	137,072	321,463	228,873	94,669	123,416	768,422
(Variance)		16,477	(33,101)	(41,574)	(58,198)	(180,267)	(136,438)	(203,141)	(578,043)
<b>% Revenue on the books</b>		120%	72%	77%	85%	56%	41%	38%	57%
<b>Pipeline</b>	<b>D</b>	0	13,985	645	14,630	36,995	8,175	5,975	65,775
<b>Same Time Last Year (1/10/2012)</b>	<b>E</b>	67%	67%	63%	66%	43%	37%	32%	45%
Exhibit Hall & Conference Rental - Budget		42,355	51,725	70,911	164,991	173,925	111,310	137,720	587,946
Definite on the books	<b>F</b>	50,184	44,481	64,541	159,206	124,604	62,007	67,855	413,672
(Variance)		7,829	(7,244)	(6,370)	(5,785)	(49,321)	(49,303)	(69,865)	(174,274)
<b>% Revenue on the books</b>	<b>G</b>	118%	86%	91%	96%	72%	56%	49%	70%
<b>Same Time Last Year (1/10/2012)</b>	<b>E</b>	99%	64%	56%	43%	67%	67%	67%	67%
Conference Service (Trackable) - Budget		20,500	42,800	52,750	116,050	139,400	71,400	115,050	441,900
Definite on the books	<b>H</b>	27,991	23,230	29,050	80,271	69,130	16,600	41,225	207,226
(Variance)		7,491	(19,570)	(23,700)	(35,779)	(70,270)	(54,800)	(73,825)	(234,674)
<b>% Revenue on the books</b>		69%	50%	23%	36%	47%	47%	47%	47%
Food & Beverage Commission - Budget		12,607	10,278	12,485	35,370	68,315	33,097	55,787	192,569
Definite on the books	<b>I</b>	13,370	6,441	9,881	29,692	30,839	16,062	14,336	90,930
(Variance)		763	(3,837)	(2,604)	(5,678)	(37,476)	(17,035)	(41,451)	(101,639)
<b>% Revenue on the books</b>		84%	45%	49%	26%	47%	47%	47%	47%
Retail Revenue (Concessions) - Budget		8,500	12,250	42,500	63,250	27,500	15,300	18,000	124,050
Definite on the books	<b>J</b>	8,894	9,800	33,600	52,294	4,300	0	0	56,594
(Variance)		394	(2,450)	(8,900)	(10,956)	(23,200)	(15,300)	(18,000)	(67,456)
<b>% Revenue on the books</b>		83%	16%	0%	0%	0%	0%	46%	46%

Friday, January 25, 2013

# Lancaster County Convention Center

**2014**

**Oct-12**

**Jan-13**

## BOOKING COMPARISON

**2014**

**2014**

**(Var)**

Exhibit Hall & Conference Rental		640,861	
Conference Services Revenue		806,783	
Food & Beverage Commission revenue		201,159	
Retail Revenue (Concessions)		127,772	
<b>Total Revenue TARGET</b>	<b>A</b>	<b>1,776,575</b>	
<b>Revenue Target (Trackable)*</b>	<b>B</b>	<b>726,861</b>	
<b>Definite on the books</b>	<b>C</b>	<b>85,379</b>	<b>33,166</b>
(Variance)		<b>(641,482)</b>	<b>33,166</b>
<b>% Revenue on the books</b>	<b>D</b>	<b>12%</b>	<b>5%</b>
<b>Pipeline</b>	<b>E</b>	<b>158,100</b>	<b>(1,600)</b>

# Lancaster County Convention Center

## Futures 2015+ + BOOKING COMPARISON

Oct-12  
2015+

Jan-13  
2015+

(Var)

Revenue Target by End of 2013	<b>A</b>		425,908	
Definite on the books	<b>B</b>	93,554	98,244	4,690
(Variance)		(332,354)	(327,664)	4,690
% Revenue on the books	<b>C</b>	22%	23%	1%
Pipeline	<b>D</b>	55,800	96,700	40,900