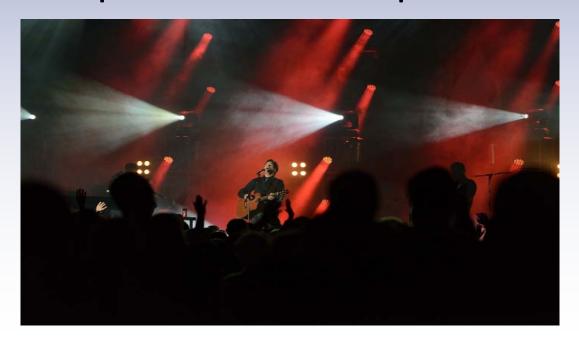




LCCCA Operations Committee Meeting January 29, 2013

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 rd Party
PASAE	March	State Assn
Helms Briscoe	April	3 rd 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

- <u>Sales Missions</u> CVB will coordinate 4-6 out-of-market sales missions focusing on a variety of markets. Two planned in 1st quarter include Colorado Springs (NGBs) and Philadelphia.
- <u>Client Events</u> 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

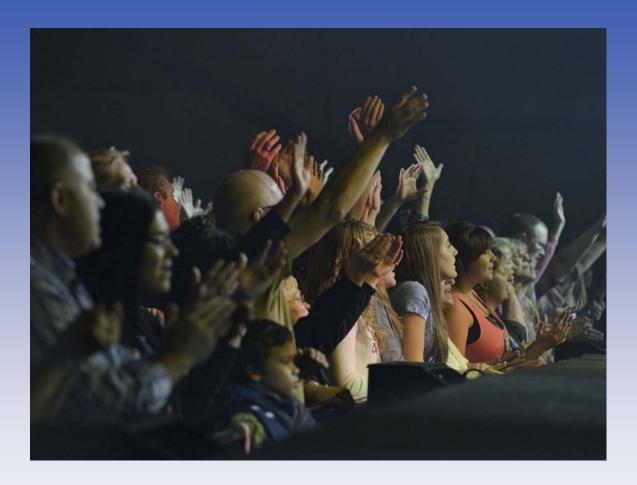
2013 U.S. Lodging Outlook

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

Source: Smith Travel Research

4rd Quarter Highlights

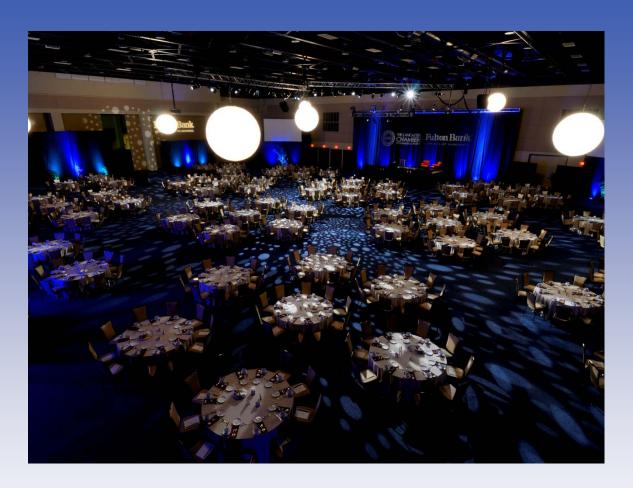
2012



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









Q1 2013

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



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 BOOKING COMPARISON	Oct-12 TOTAL	Jan-13 TOTAL	(Var)					
Exhibit Hall & Conference Rental		587,946						
Conference Services		747,021						
Food & Beverage Commission		193,422						
Retail Revenue (Concessions)		124,050						
Total Revenue Budget A		1,652,439						
Total Revenue Budget (Trackable) B		1,346,465						
Definite on the books C	476,534	768,422	291,888					
(Variance)	(869,932)	(578,043)	291,888					
% Revenue on the books D	35%	57%	22%					
Pipeline E	108,901	65,775	(43,126)					

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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
Total Revenue Budget	A	100,175	139,012	226,960	466,147	494,523	285,570	406,200	1,652,439
Actual Revenue		0	0	0	0	0	0	0	0
% of Budget		0%	0%	0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total Revenue Budget (Trackable) Definite on the books	В	83,962 100,439	117,053 83,952	178,646 137,072	379,661 321,463	409,140 228,873	231,107 94,669	326,557 123,416	1,346,465 768,422
	٠	•	(33,101)		(58,198)	(180,267)	(136,438)	(203,141)	(578,043)
(Variance) % Revenue on the books		16,477 120 %	72%	(41,574) 77 %	85%	(180,207) 56%			(3/3,0 1 3) 57 %
Pipeline	D	0	13,985	645	14,630	36,995	8,175	5,975	65,775
- I penne	Ĭ	J	13,303	0 13	2 1,000	30,333	0,1,5	3,373	03,773
Same Time Last Year (1/10/2012)	E	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		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)
% Revenue on the books	G	118%	86%	91%	96%	72%		49%	70%
Same Time Last Year (1/10/2012)	Ε				99%	64 %	56%	43%	67 %
Conference Service (Trackable) - Budget Definite on the books	н	20,500 27,991	42,800 23,230	52,750 29,050	116,050 80,271	139,400 69,130	71,400 16,600	115,050 41,225	441,900 207,226
(Variance)		7,491	(19,570)	(23,700)	(35,779)	(70,270)	(54,800)	(73,825)	(234,674)
		,	(, , ,	. , ,	69%	50%			47%
Food & Beverage Commission - Budget Definite on the books	I	12,607 13,370	10,278 6,441	12,485 9,881	35,370 29,692	68,315 30,839	33,097 16,062	55,787 14,336	192,569 90,930
(Variance)		763	(3,837)	(2,604)	(5,678)	(37,476)	(17,035)	(41,451)	(101,639)
					84%	45%	49%	26%	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	J	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)
Friday, January 25, 2013					83%	16%	0%	0%	46%

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					
Total Revenue TARGET A		1,776,575					
Revenue Target (Trackable)* B		726,861					
Definite on the books C	85,379	118,545	33,166				
(Variance)	(641,482)	(608,316)	33,166				
% Revenue on the books D	12%	16%	5%				
Pipeline E	158,100	156,500	(1,600)				

Lancaster County Convention Center							
Futures 2015++ BOOKING COMPARISON	Oct-12 2015+	Jan-13 2015 +	(Var)				
Revenue Target by End of 2013 A		425,908					
Definite on the books B	93,554	98,244	4,690				
(Variance)	(332,354)	(327,664)	4,690				
% Revenue on the books C	22%	23%	1%				
Pipeline D	55,800	96,700	40,900				