

City of Waco

Convention Center & Airport Update



Lisa Blackmon, Assistant City Manager

Joel Martinez, Aviation Director

12.5.2023

Agenda

- Convention Center & Tourism
 - Attendance Trends and Visitor Data
 - Hotel Occupancy Update
 - Short Term Rental Overview
 - Convention Performance
 - Silobration Weekend Review
- Waco Regional Airport
 - Visitor Data
 - Enplanement and Non-Airline Traffic
 - Current Priorities

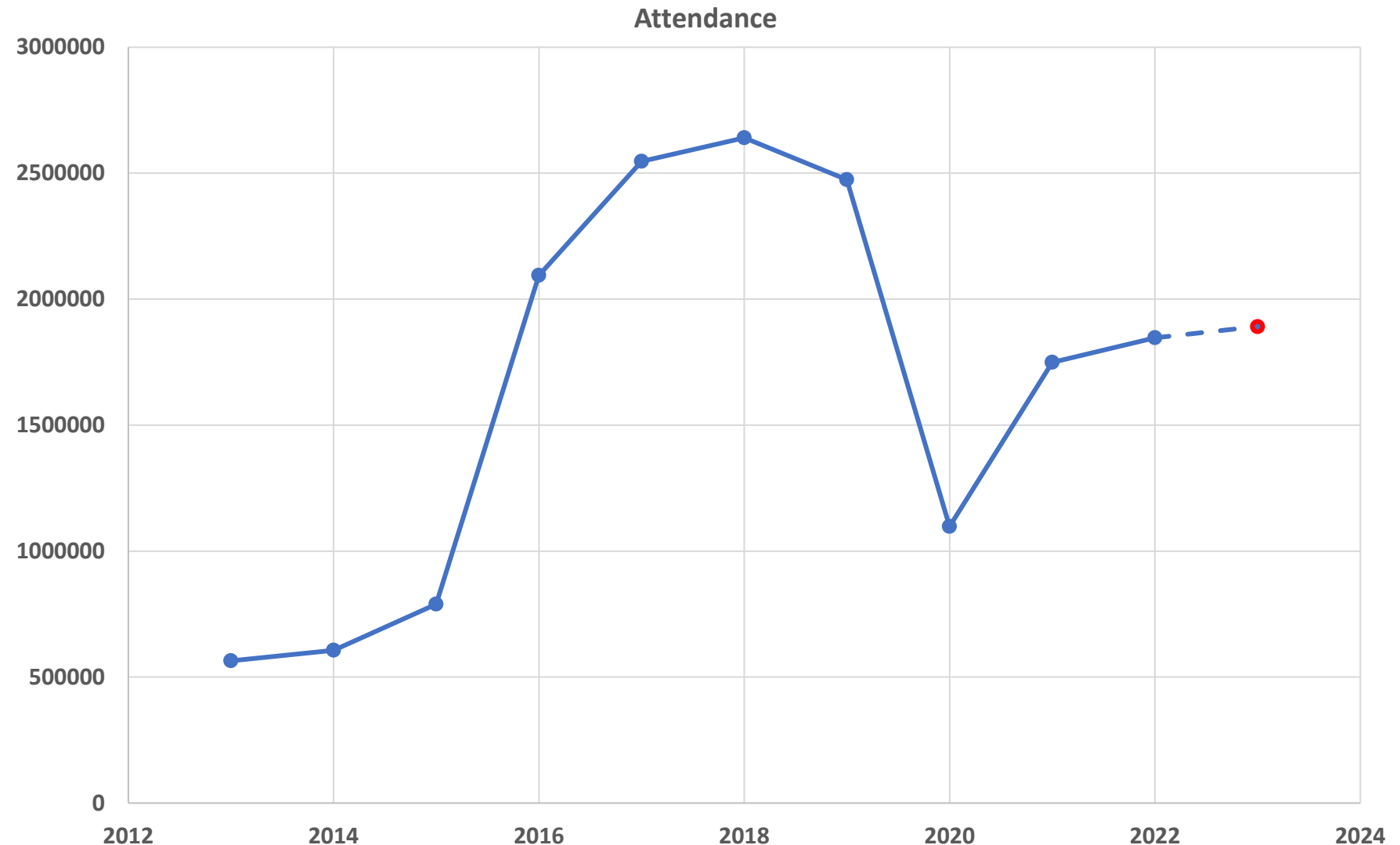


Waco Attractions Attendance YOY

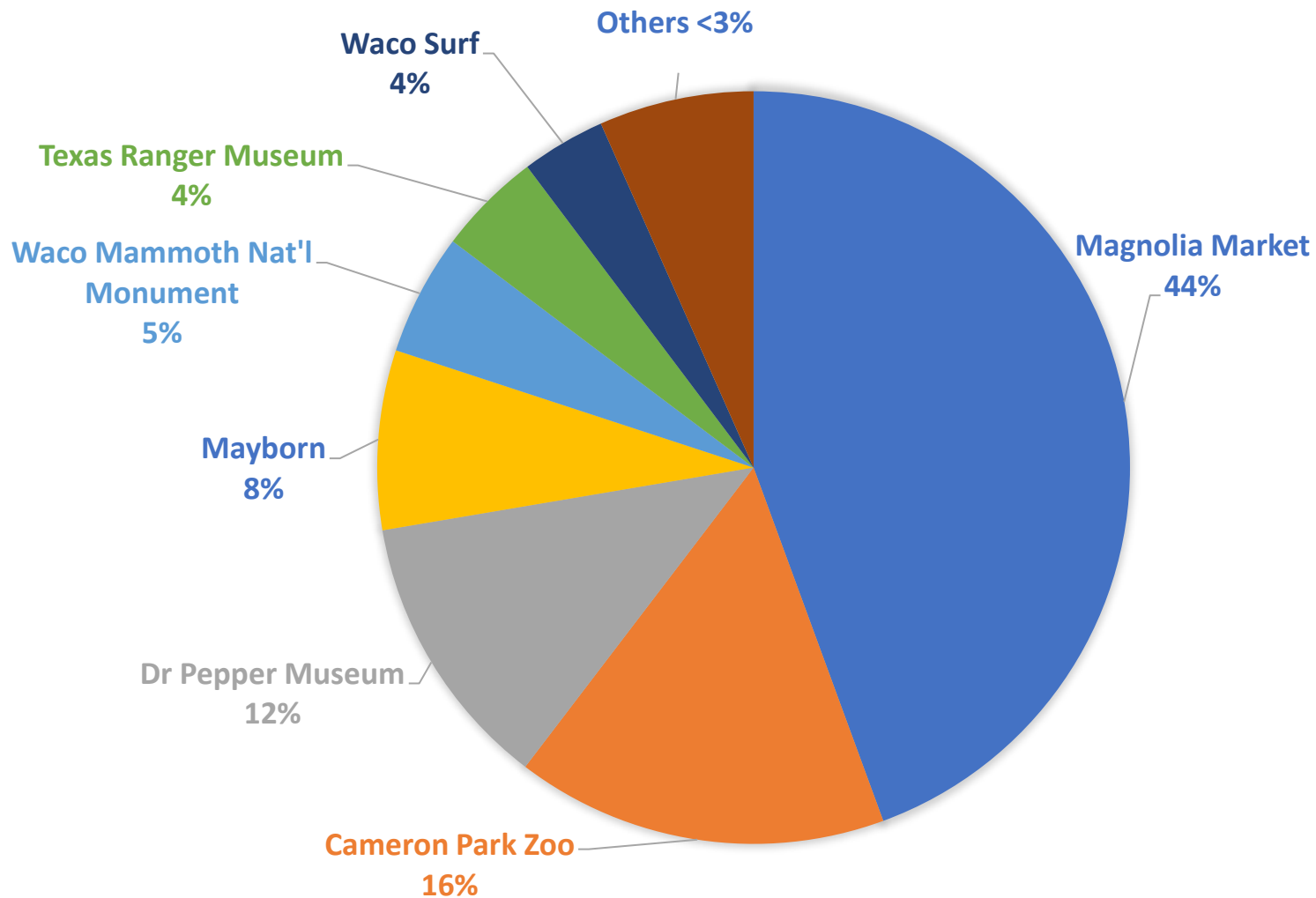
Projected 2023 total attendance is 1,902,390

3% increase over 2022 and the highest annual attractions attendance since 2019

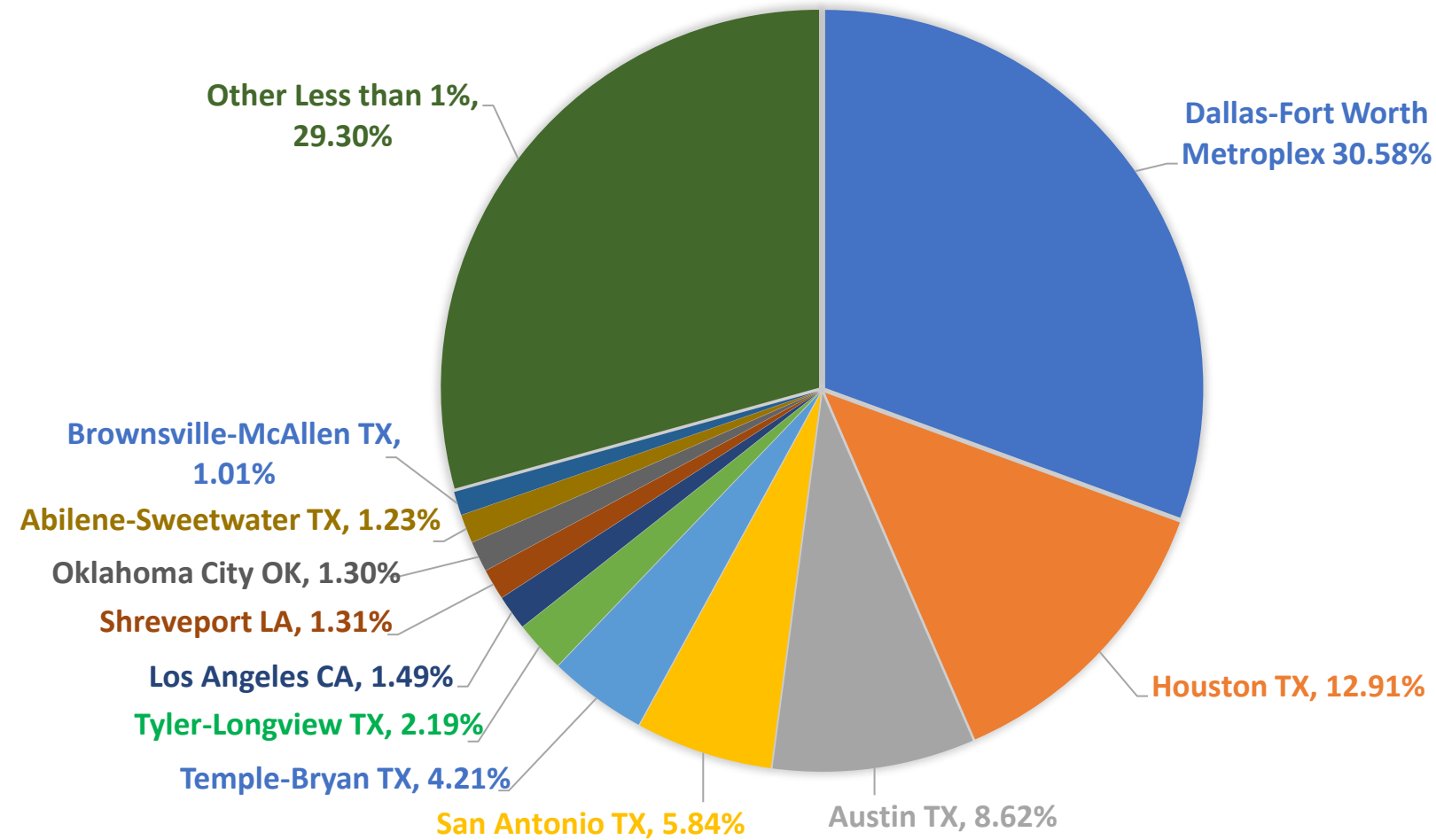
The following attractions report attendance numbers: Armstrong Browning Library, Art Center Waco, Cameron Park Zoo, Dr Pepper Museum, Historic Waco Foundation, Lake Waco Wetlands, Magnolia Market, Mayborn Museum Complex, Texas Ranger Museum, Texas Sports Hall Of Fame, Waco Civic Theatre, Waco Mammoth National Monument, Waco Surf (as of March 2023), and Waco Welcome Center.



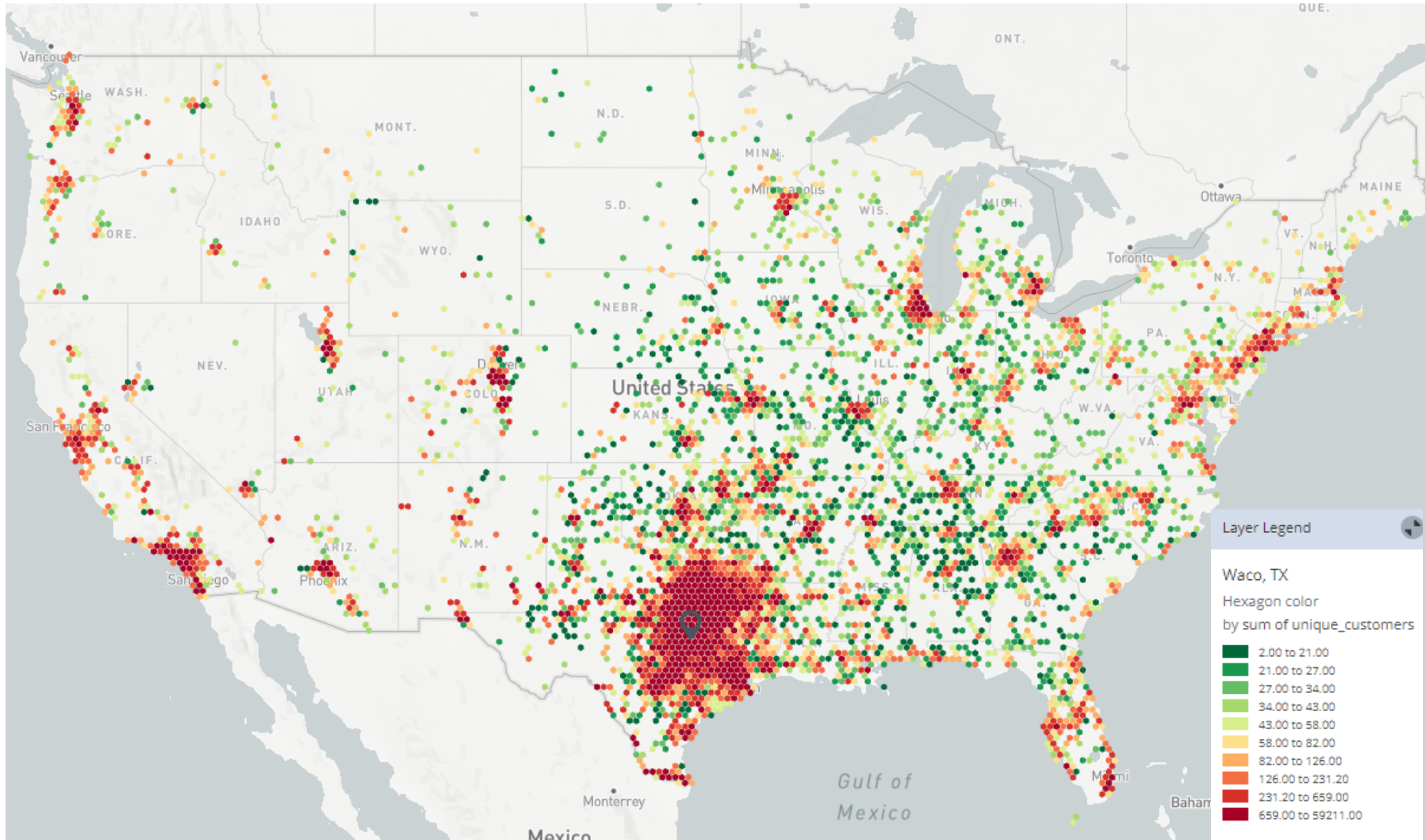
Top Attractions Last 3 Months



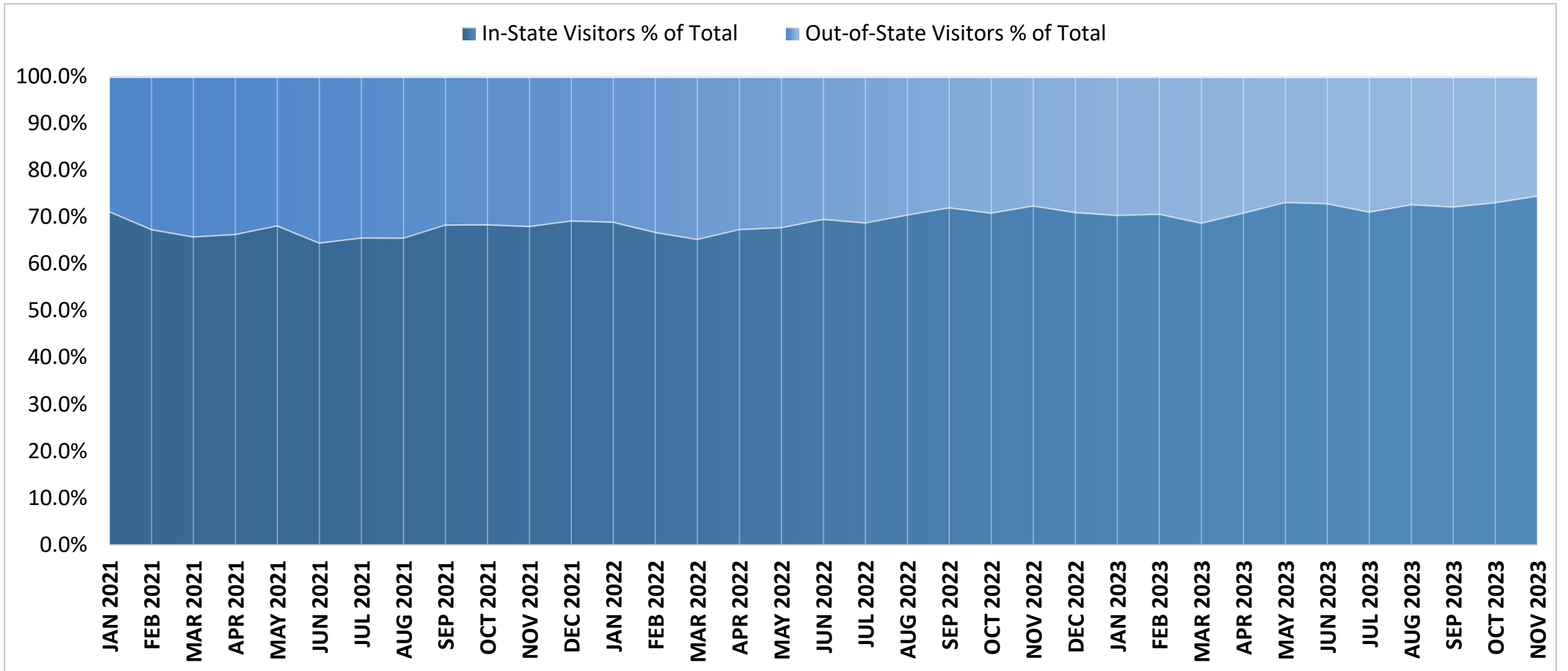
Who is Visiting Our City?



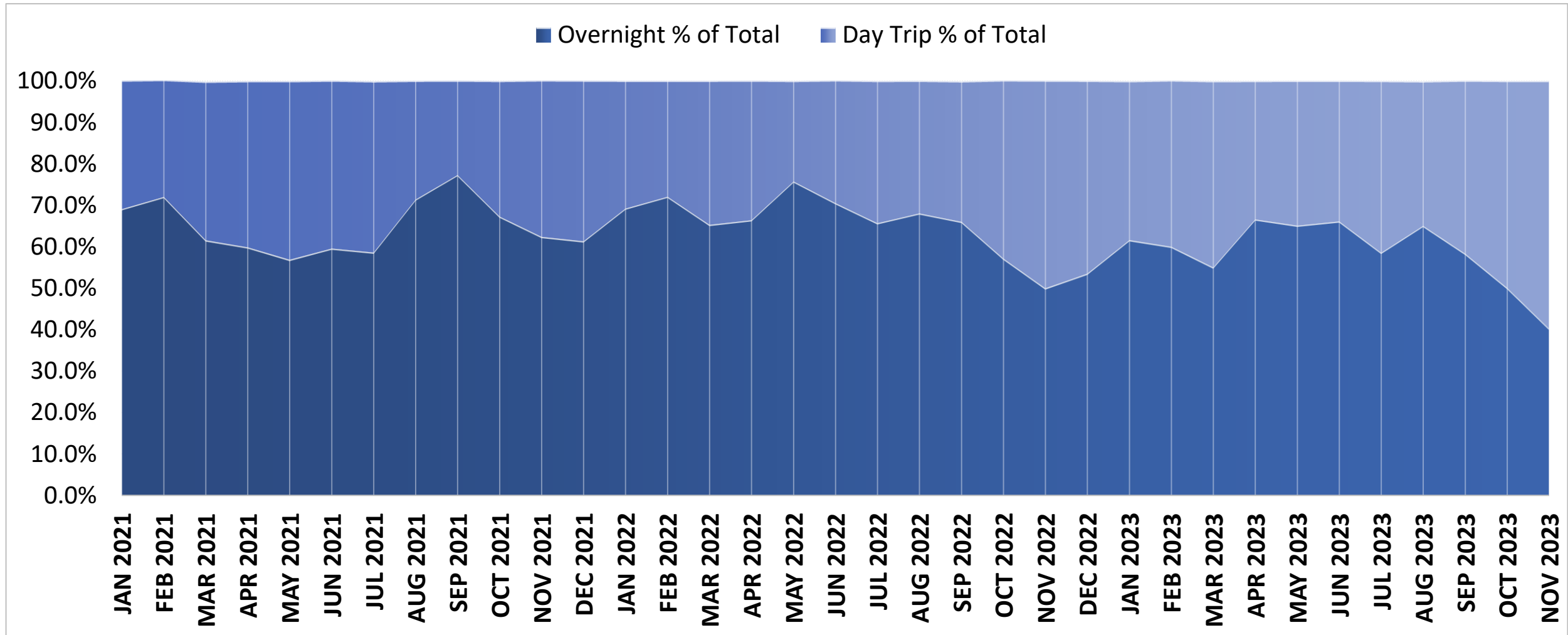
Who is Visiting Our City?



In-State vs Out-of-State Visitors

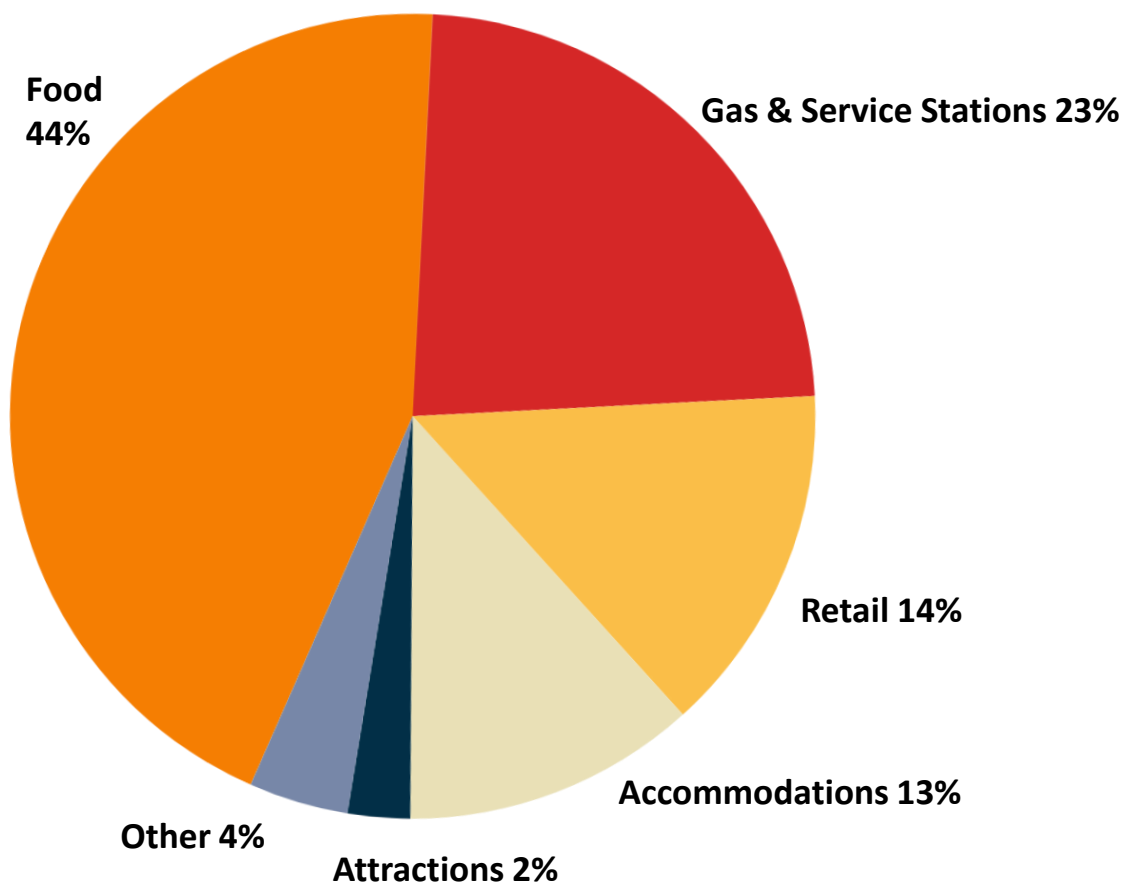


Overnight Visitors vs Day Trips



Visitor Spending

Top Spend Categories per Visitor



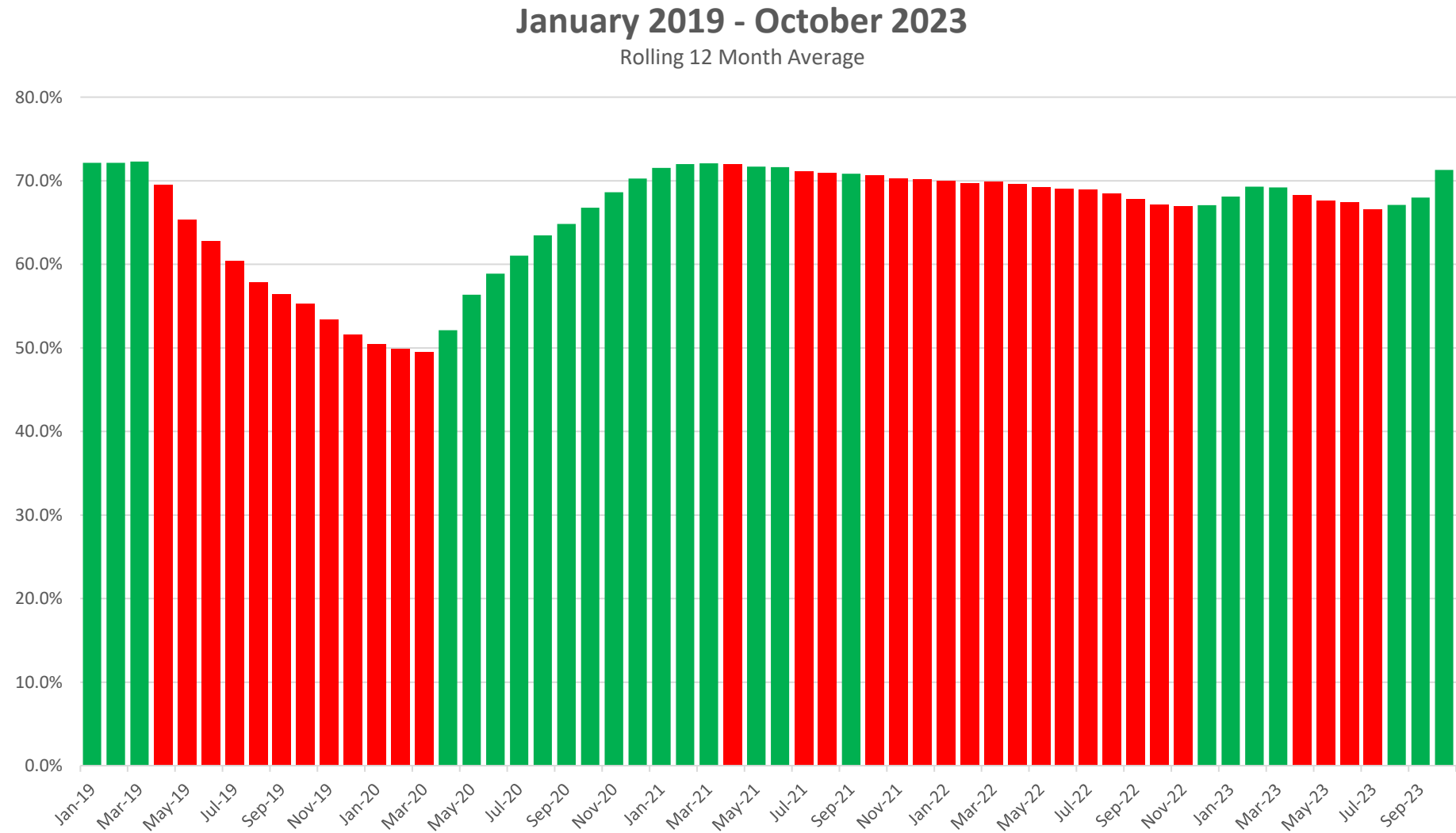
Average Spend per Category:

Food	\$97
Gas & Service Stations	\$65
Retail	\$122
Accommodations	\$347
Attractions	\$170

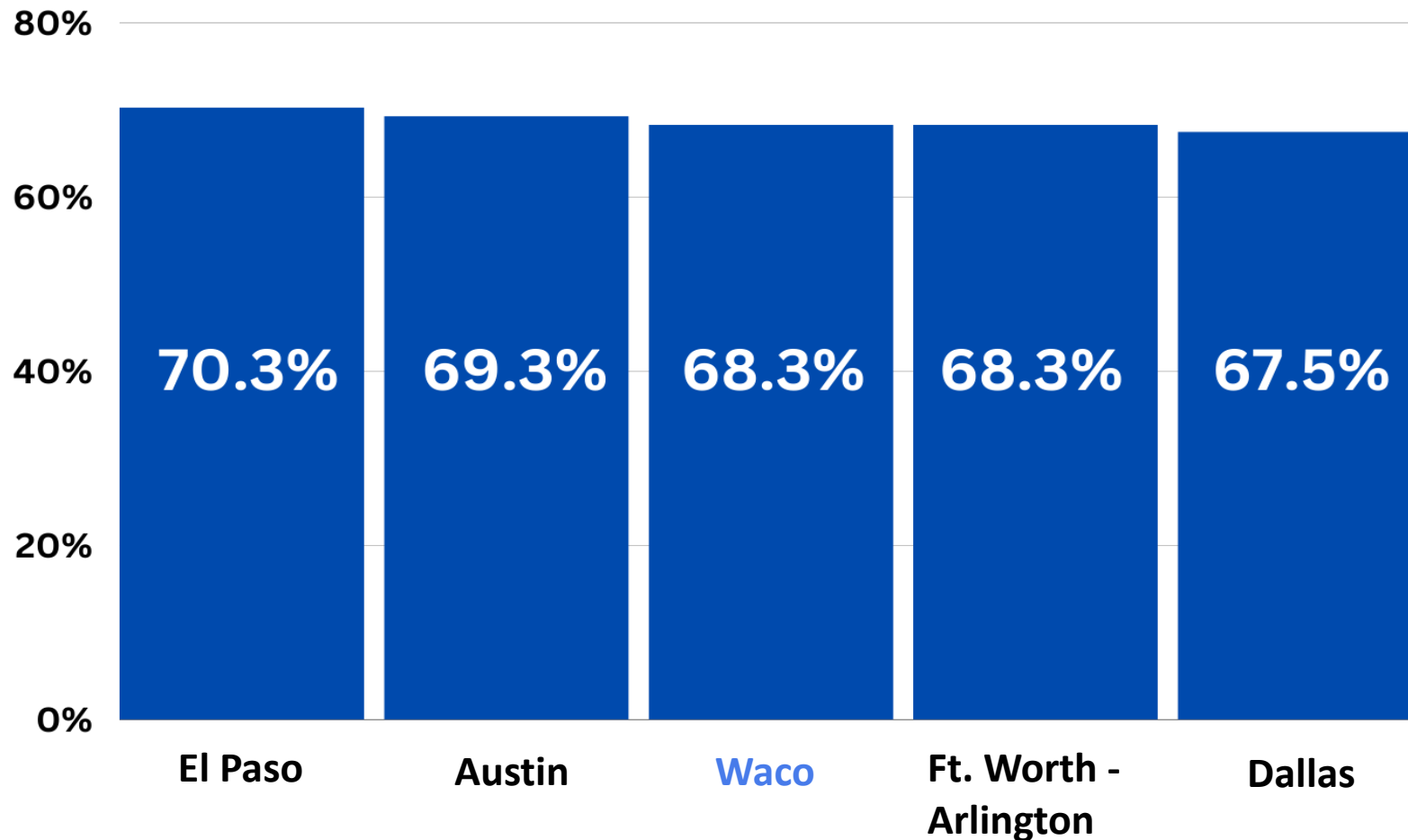
Smith Travel Research - Hotel Occupancy

Hotel occupancy in Waco follows seasonal trends, dipping every December and peaking in March and June.

- All-Time High: 82% March 2019
- *Texas 2023 Average: 64.1*
- Oct. 2023: 71.3%
- Oct. 2022: 73.8%
- Oct. 2021:78.4%



Top 5 Average Hotel Occupancy Statewide - 2023 YTD



Smith Travel Research – Average Daily Rate

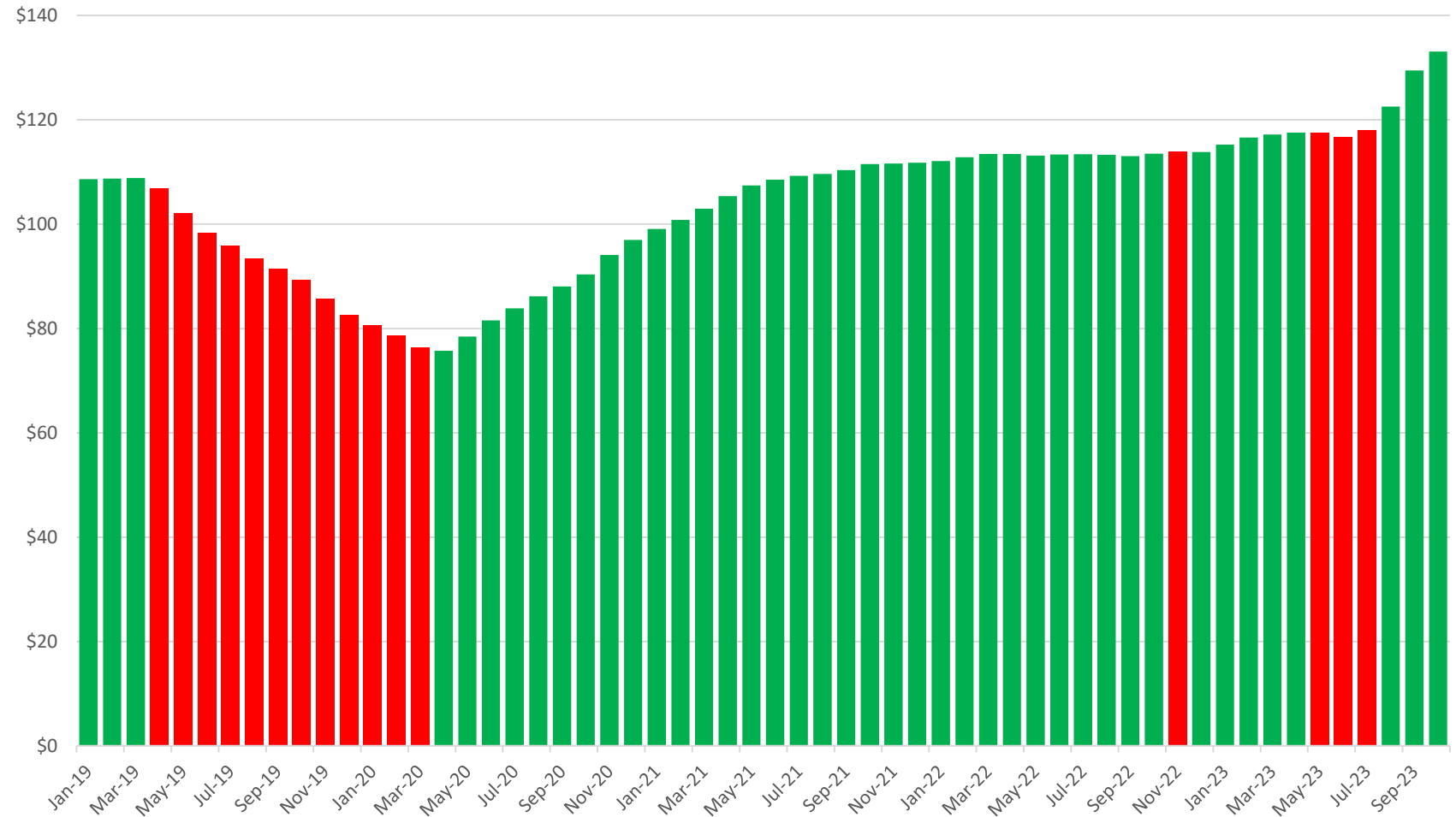
January 2019 - October 2023

Rolling 12 Month Average

Like any sellable product, rates are applied to sold rooms/inventory, and the actualized amount paid for a room is known as the Average Daily Rate (ADR). ADR = rooms revenue/rooms sold.

Hotel rates in Waco typically peak in April and October and dip in December and January.

- All-Time High: \$133 October 2023
- Oct. 2023: \$133
- Oct. 2022: \$129
- Oct. 2021: \$128



Short-Term Rentals

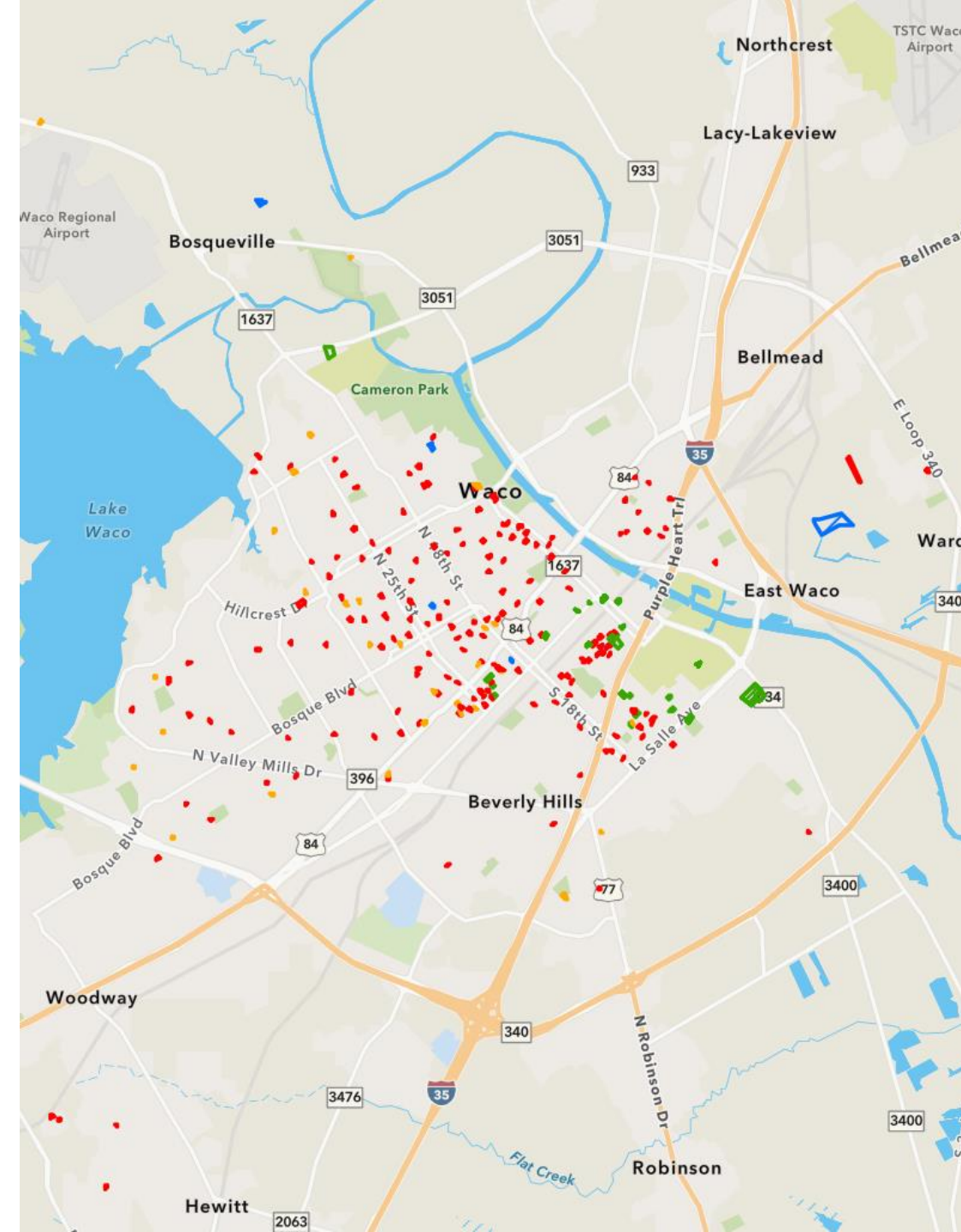
April 2024 vs April 2023

Available Listings: 700

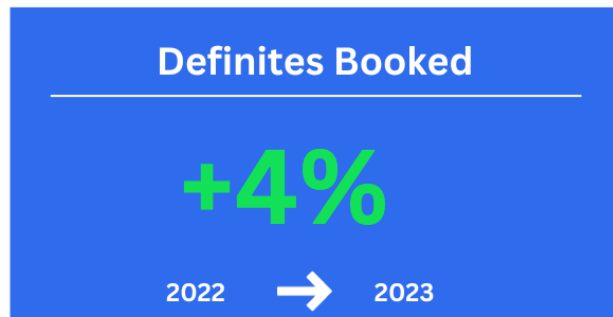
Booked Listings: **+290%**

Average Daily Rate: \$462, **+104%**

Revenue Booked YTD: **+616%**

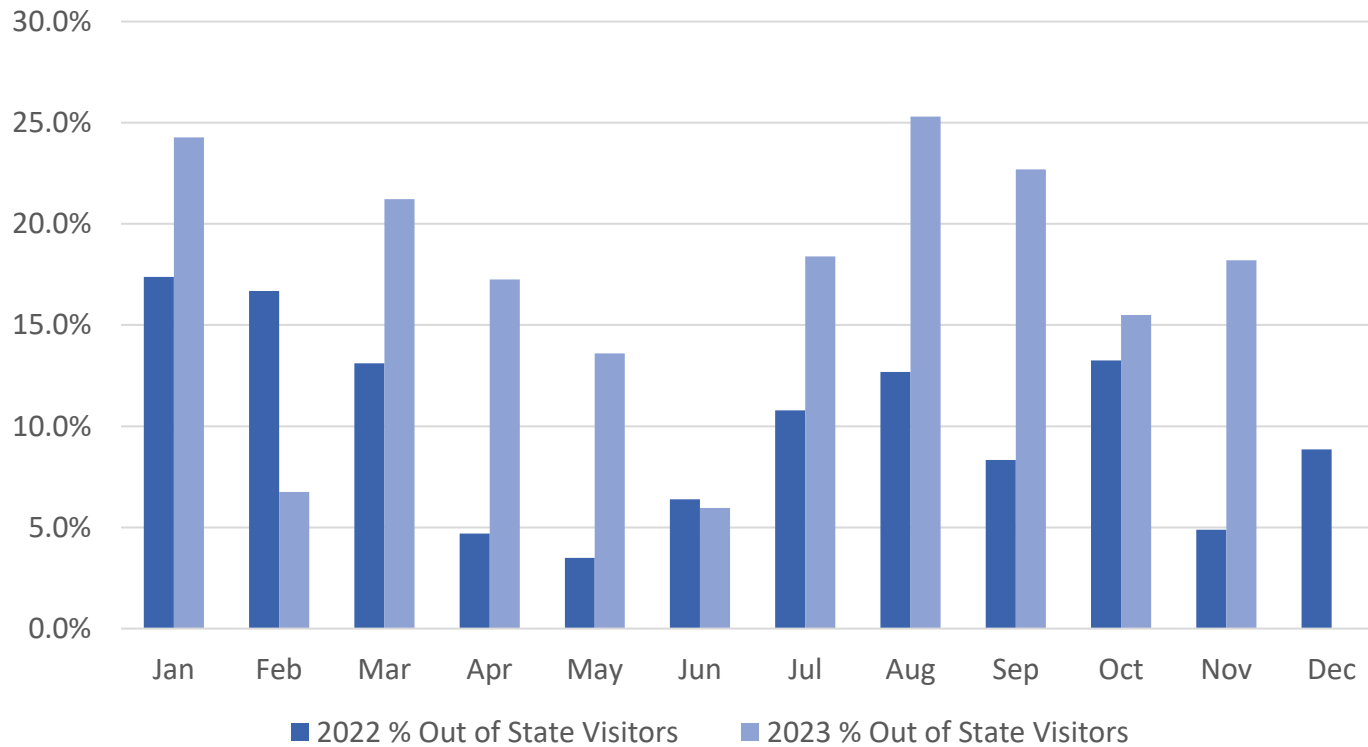


Group Sales Performance



Out-of-State Convention Center Usage

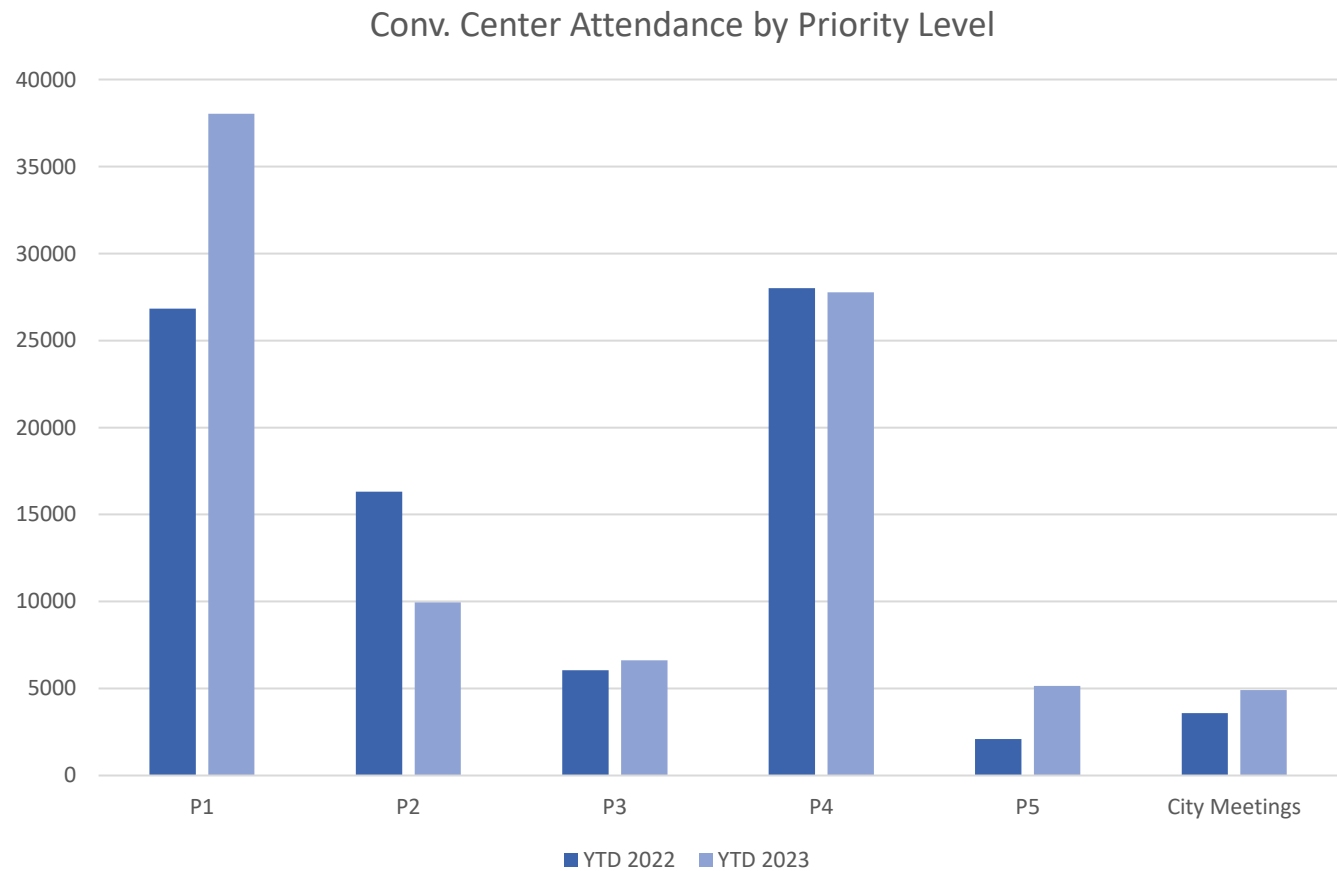
Convention Center Usage 2022 vs 2023



Current and prior year data show a higher percentage of out-of-state guests in the Convention Center in 2023.



Convention Center Event Attendance by Priority Level – 2022 vs 2023 YTD



Priority Levels

P1: 300 peak room nights min/500+ total event

P2: 100 peak room nights min/100-499 total event

P3: 10-99 hotel room nights total event

P4: 0-9 hotel room nights total event

P5: no room nights

City Meetings: no room nights

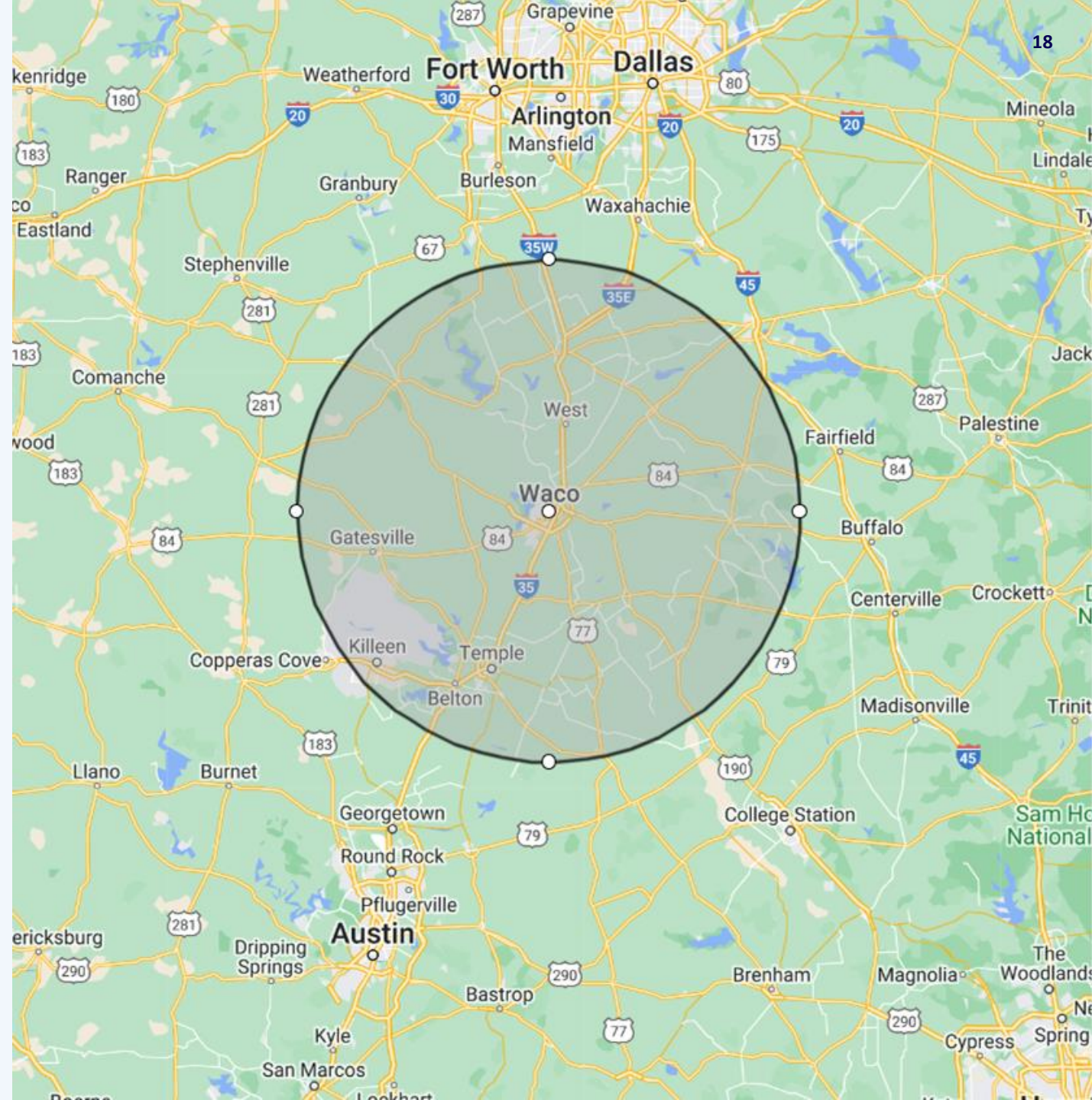
Silobration

October 2023

Visitor Definition

Visitor is someone who has:

- Traveled over 50 miles from where they live and/or work; and
- Stayed for more than two hours in our destination; and
- Visited at least one place of impact, like hotel, restaurant, attraction.



Silobration Visitor Data

65% of attendees were visitors
43% of all visitors were from outside Texas

Top 10 Visitor Origin Markets

2022

Dallas, TX
Fort Worth, TX
Austin, TX
West Palm Beach, FL
Corpus Christi, TX
Oklahoma City, OK
Albuquerque, NM
Orlando, FL
Portland, PR
San Antonio, TX

2023

Dallas, TX
Fort Worth, TX
Houston, TX
Austin, TX
San Antonio, TX
Tyler/Longview, TX
Los Angeles, CA
Milwaukee, WI
Shreveport, LA
Lafayette, LA



Silobration Weekend Hotel Data

\$364 avg. visitor spend on hotels
\$209 avg. spend on previous weekend

	Hotel Occupancy	Average Daily Rate
Thursday	81.2%	\$125
Friday	88.2%	\$161
Saturday	82.6%	\$152





Silobration Geofencing

Campaign Performance



498 Clicks



169,292 Impressions



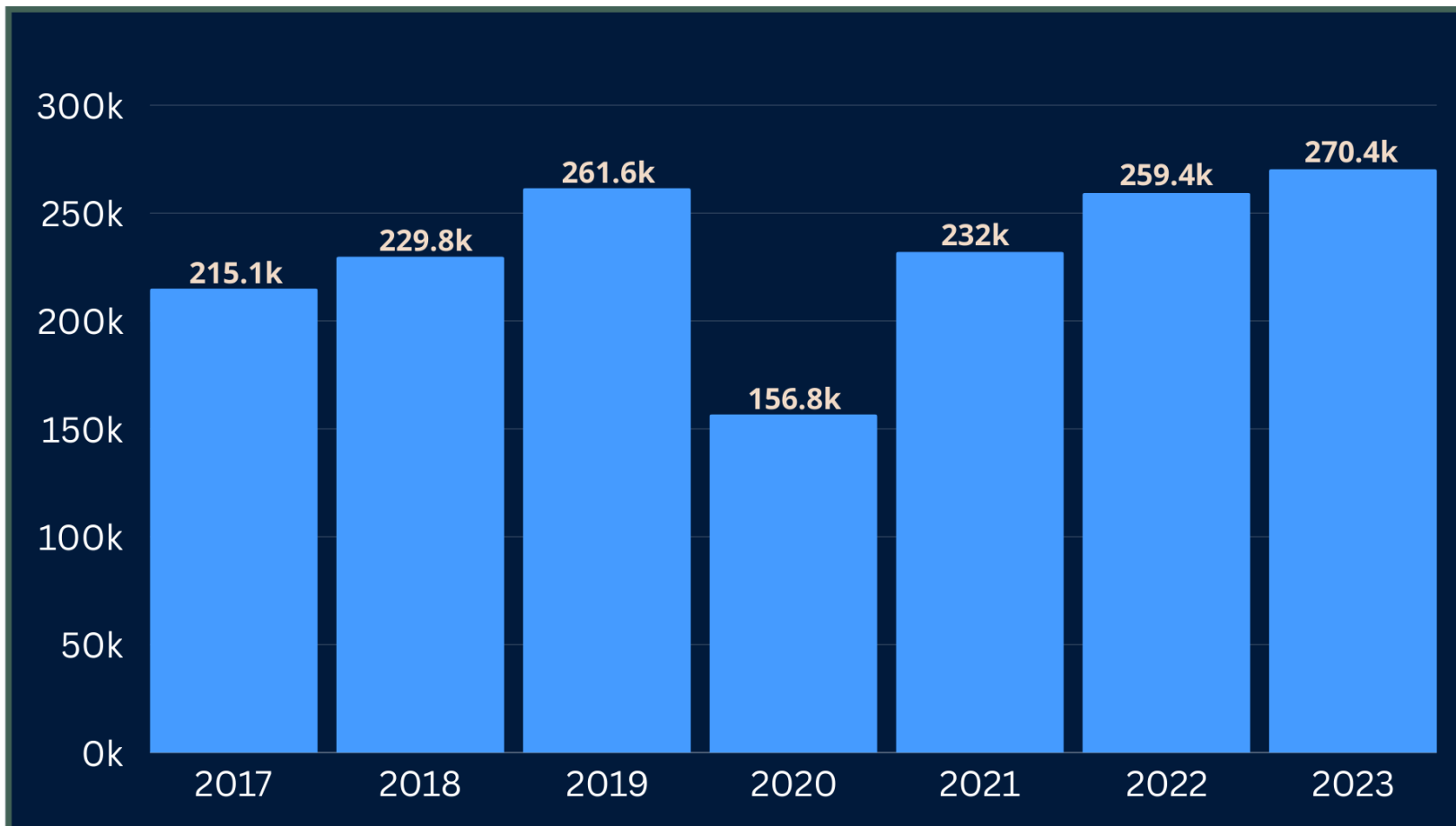
\$3k Waco Merchandise Sales



Geofencing: Location-based marketing which utilizes mobile apps to reach smartphone users in a defined geographic area

Waco Regional Airport

Waco Regional Airport Visitor Data



270.4k Total Visitors to Waco Regional Airport property YTD in 2023.

*Most visits recorded to date!

Visitor Data

Top 10 Cities of Residence - Airport Visitors (Past 3 Months)

*Excluding 50-Mile Radius from Waco

City:	# of Visitors:
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Salt Lake City	UT	1219
Greenville	SC	823
Spring	TX	551
Dallas	TX	544
Goliad	TX	528
Eunice	NM	439
Fort Worth	TX	436
Lake Oswego	OR	406
Burleson	TX	392
Minneapolis	MN	380



Visitor Data

Top 10 States of Residence - Airport Visitors
(Past 3 Months)

State:	Visitors:
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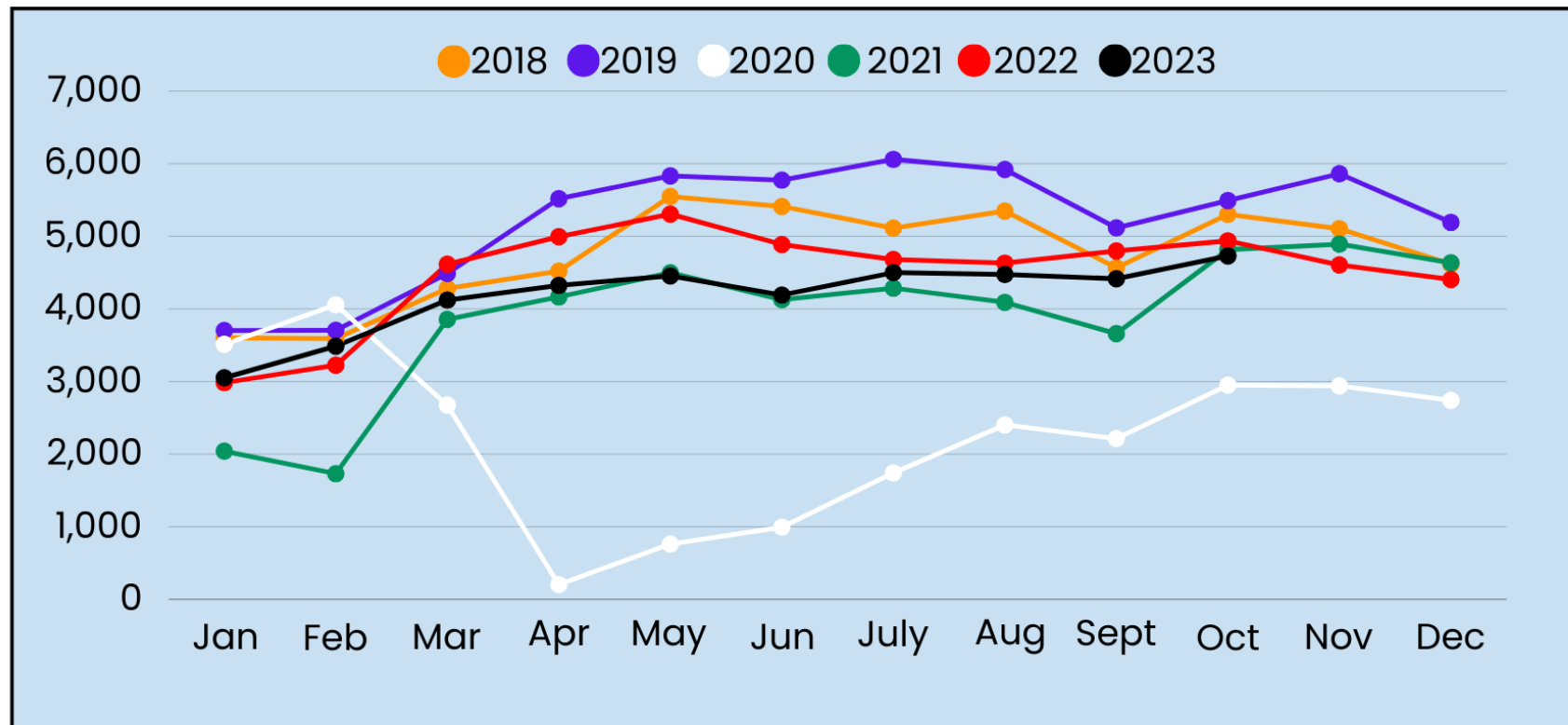
California	3685
Utah	1530
Colorado	1393
South Carolina	1221
Florida	1141
Minnesota	1044
Illinois	1040
Iowa	913
New York	900
North Carolina	893



Commercial Enplanements

American Airlines American Eagle Flights

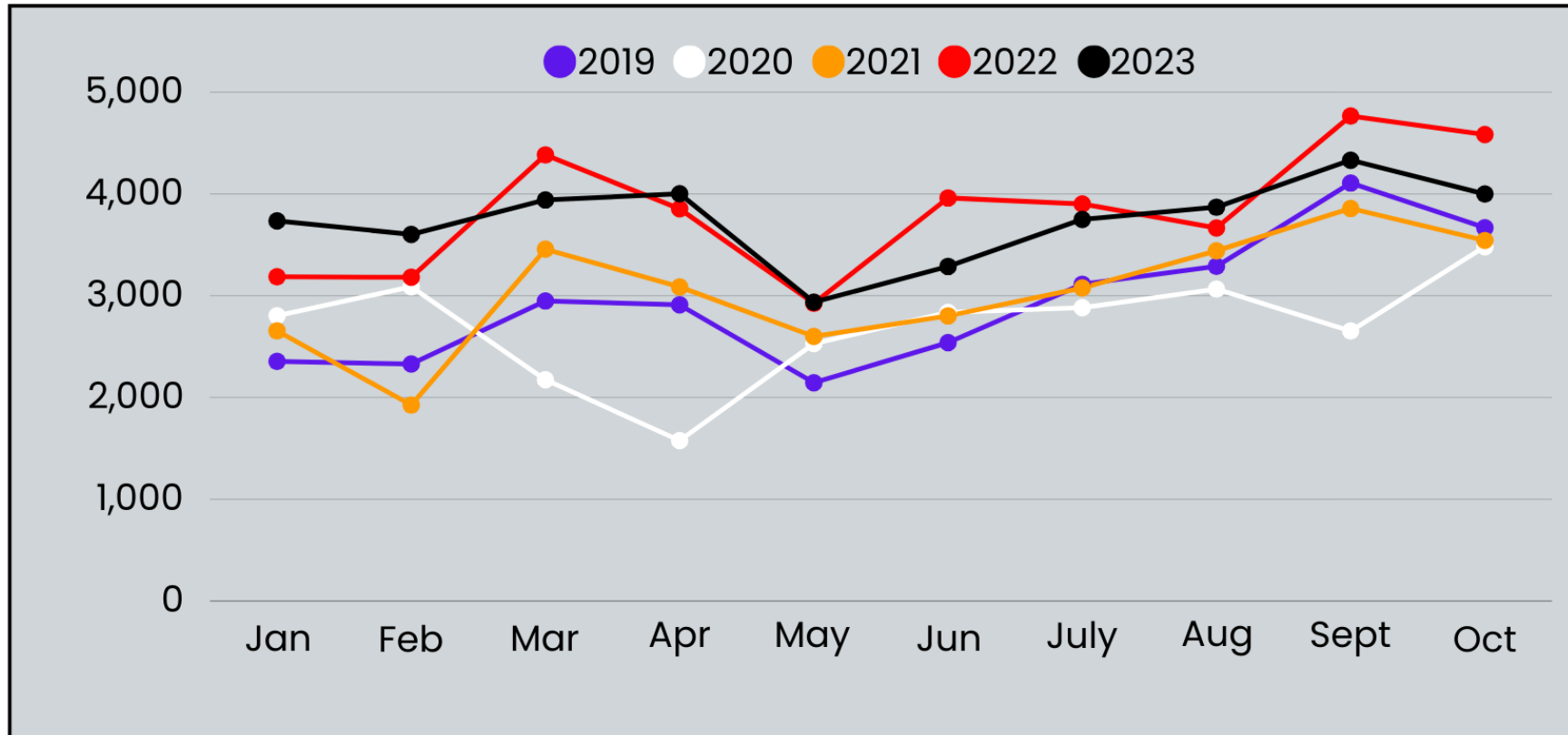
71%
Seat Occupancy
Rate in 2023



Non-Airline Traffic

General Aviation Traffic

General Aviation refers to traffic that includes flight school training, military, corporate and personal travel.



Current Priorities

Guest Experience

- Unveil Completed Terminal Modernization Project Dec. 15, at 11am: Ribbon Cutting Ceremony, Public Art Displays & Terminal Tours, Reveal New Airport Logo
- Finalize RFP process for Food & Beverage
- Adding Merchandise Cart with Waco & Baylor swag for last minute purchase prior to departure



Current Priorities

Secure/Improve Existing Airline Service

- Attend Airline Development Conferences in 2024:
 - *Jumpstart® Air Service Development Conference*
 - *Routes® Takeoff North America 2024*



Future Updates

May 2024:

- Review Data from November 2023 – April 2024

November 2024:

- Review Data from May 2024 – October 2024



THANK YOU