



2010 SAN DIEGO BEER WEEK ROOM NIGHT ANALYSIS



Table of Contents

I. EXECUTIVE SUMMARY.....	3
1. SUMMARY CHART	3
II. DATA COLLECTION METHODOLOGY	4
1. WEB SURVEY	4
2. INTERCEPT SURVEYS.....	4
III. CALCULATIONS	6
1. WEB SURVEY	6
2. INTERCEPT INTERVIEWS	6
3. ROI CALCULATION.....	7
4. LIMITATIONS	8

I. Executive Summary

The following report is a summary of the room nights generated in proximity to Tourism Marketing District (TMD) hotel areas during 2010 Beer Week events. San Diego Beer Week consists of a series of some 477 independent events which took place from November 5 through November 13, 2010. The results of this analysis were generated using a web-based survey of attendees as well as intercept interviews conducted at 10 events of varying sizes during Beer Week. It is important to note that only those attendees staying in a TMD area hotel, who came specifically for Beer Week events were included in the analysis.

The results indicate that an estimated 1,435 room nights were generated as a result of Beer Week events. Using the TMD standard ADR of \$125.25, this yielded a total of \$179,734.00 in incremental hotel revenue for TMD area properties. Using the TMD investment of \$50,000, the return on investment is approximately 3.59:1.

1. Summary Chart

Study	Room Nights	Rate	Total
Web Survey	80	\$125.25	\$10,020.00
Intercept Surveys	1,355	\$125.25	\$169,714.00
Total	1,435		\$179,734.00

II. Data Collection Methodology

Two data collection processes were used to determine room nights in TMD area hotels generated during San Diego Beer Week. The first was an online survey conducted by Advanced Reservation Systems Inc.,(ARES) and the second was an intercept interview process conducted at events over the course of the week.

1. Web Survey

- The first data collection process was an online survey conducted by Advanced Reservation Systems Inc. (ARES) through the Beer Week web site. As part of event ticket sales, respondents were asked 7 questions regarding their home location, if Beer Week was the main purpose of their stay, if they were staying in a hotel, where it was located, and room numbers and nights for their stay.
- A total of 496 respondents visited the site and completed the survey. The responses were then filtered based on two criteria. First, only surveys from attendees staying in a hotel were included and second, only responses from those whose stay was a direct result of Beer Week activities. Using these conditions, a total of 29 usable responses resulted (< 1%).
- It seems clear that the web site was not the primary method of hotel bookings. To accurately capture hotel room nights, intercept interviews were conducted as well.

2. Intercept Surveys

- San Diego Beer Week consists of over 470 events taking place over a 9 day period. These events can be sorted into three broad categories by size:

Event Size	Attendees	Total Events
Large	Over 350	4
Medium	100-250	298
Small	1-99	175
Total		477

- To assess room nights, an intercept-survey of attendees was conducted on during 10 events. This consisted of 3 large events and 7 medium sized events. The aim of the survey was to identify whether or not attendees were staying hotels in the TMD area and if San Diego Beer Week was the main reason for their stay. The same items used on the web survey were used for this process with the addition of 2 items. Each respondent was asked if they had previously answered hotel-related questions online during their ticket sales. This allowed removal of any responses that were already captured. In addition, respondents were asked how many events they would attend over the course of the week so that an average could be calculated. This allows a more accurate calculation of room nights.
- To solicit responses to the survey items, face-to-face intercept interviews were conducted with randomly-selected attendees. Beer Week volunteers were supervised by Karl Strauss managers and staff during the interview process. Interviewers were trained on how to conduct the interviews and remove response bias. In addition, the interviewers conducted practice interviews. Anonymity of the responses was ensured by the interviewees and participation was completely voluntary.
- Over 180 surveys were administered as a result of the process. The responses were then filtered based on two criteria. First, only surveys from attendees staying in a hotel were included and second, only responses from those whose stay was a direct result of Beer Week activities. Using these conditions, a total of 73 usable responses resulted or 40.5%.

III. Calculations

1. Web Survey

- For the web survey, room nights were calculated by simply multiplying number of rooms reported X number of nights reported for the 29 responses.

Response	Rooms	Room Nights	Total
1	3	1	3
2	2	1	2
3	2	1	2
4	1	1	1
5	1	3	3
6	1	1	1
7	1	25	25
8	1	1	1
9	1	2	2
10	2	1	2
11	2	1	2
12	2	1	2
13	1	1	1
14	1	1	1
15	1	1	1
16	1	1	1
17	1	2	2
18	2	1	2
19	2	1	2
20	2	1	2
21	3	1	3
22	2	1	2
23	8	1	8
24	2	1	2
25	1	1	1
26	1	1	1
27	1	1	1
28	2	1	2
29	1	2	2
			80

2. Intercept Interviews

- To estimate room nights through the intercept interviews, an average number of room nights per event was determined. In traditional sampling, average room nights would be calculated and multiplied by the total number of out-of-town attendees. San Diego Beer Week consists of a large variety of events that are not closely coordinated. Total attendance is not possible to calculate, therefore identifying the number of room nights by event seemed reasonable.

- To be as accurate as possible, two separate analyses were conducted based on the size of that event. That is, an average was calculated for large events and multiplied, and the same was done for medium sized events to account for differences that may exist for attendees of each. The 178 small events (< 100 guests) were not included in this analysis given the logistical difficulties of sampling these events.

Size	Events Sampled	Response Total	*Avg. Room Nights Per Event	Number of Events	Total Room Nights
Large	3	33	3.623	4	14.49
Medium	7	40	4.5	298	1,341
Total					1,355

*Response total was divided by the number of events sampled and the average number of events attended. This “average number of attendees per event” total of was multiplied by the average number of room nights from the survey to determine the average room nights generated per event.

3. ROI Calculation

- To calculate the return on investment for TMD dollars, the standard ADR of \$125.25 was multiplied by the estimated room nights for both data collections

Study	Room Nights	Rate	Total
Web Survey	80	\$125.25	\$10,020.00
Intercept Surveys	1,355	\$125.25	\$169,714.00
Total	1,435	\$125.25	\$179,734.00
Investment			\$50,000
ROI			3.59:1

4. Limitations

- Although every effort was taken to ensure an accurate estimation of room nights generated during San Diego Beer Week, several limitations exist:
 1. Sample Size- while attempts were made to ensure a reasonable sample size, only 29 and 73 usable responses for the web and intercept survey respectively resulted. The web survey was an actual count of room nights, so the small size is less of a limitation than for the intercept survey. When inferring to a larger population, a greater number of surveys would be desired. Conversely, the fact that a small number of attendees per event was found may indicate an actual pattern for this series of dispersed events.
 2. Small Events- there may be another opportunity to identify incremental revenue from future Beer Week events by assessing the smaller events as well. Logistical issues prevented collection of the data from these events.
 3. Hotel Bookings- While a large number of attendees purchased tickets through the Beer Week website, few booked their hotels through the site. Future estimates would do well to find another method of linking to hotel attendees.