

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

DEPARTMENT: Destination El Paso

AGENDA DATE: April 3, 2018

PUBLIC HEARING DATE:

CONTACT PERSON NAME AND PHONE NUMBER: Bryan Crowe, 915-534-0608

DISTRICT(S) AFFECTED: All

STRATEGIC GOAL: Goal 1

SUBGOAL: 1.2 Enhance Visitor Revenue Opportunities

SUBJECT:

APPROVE a resolution / ordinance / lease to do what? **OR AUTHORIZE** the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.

Management update: presentation and discussion on convention and tourism development efforts

BACKGROUND / DISCUSSION:

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns? N/A

SELECTION SUMMARY:

PROTESTS:

☒ No protest received for this requirement.

COUNCIL REPRESENTATIVE BRIEFING:

Was a briefing provided: ☐ Yes or ☒ No

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?

Council received a convention development update on Oct. 31, 2017 and Goal 1 presentation on Feb. 20, 2018

AMOUNT AND SOURCE OF FUNDING:

What is the source of funding? What is the amount? Is there a current appropriation? Does it require a budget transfer? Are there continuing costs? How long and for what amount?

N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:

(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

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Convention and Tourism Development Update

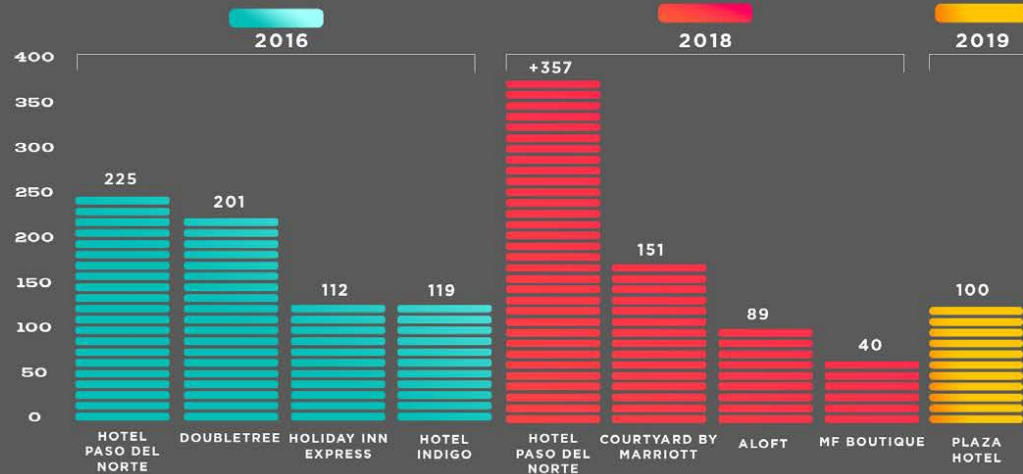


How did we get here?



- A lack of convention quality hotel rooms within walking distance of the convention center limited El Paso's eligibility as a meeting/convention destination
- Identified a need for 1000-1200 convention quality hotel rooms within walking distance of convention center
- City of El Paso leaders set out to encourage convention hotel development/redevelopment
 - Successfully lobbied State Legislature to add El Paso to the State Convention Hotel Development Rebate Program
 - Negotiated incentive agreements for 5 new/renovated hotels
- By 2019, downtown El Paso will have 1262 hotel rooms in inventory

Downtown Hotel Inventory



	2016	2018	2019
TOTAL INVENTORY	657	1162	1262
COMMITTABLE INVENTORY	493	872	947



CONVENTION DEVELOPMENT

Convention Development

SALES LEADS FYTD 2017-2018



39 SALES LEADS

ATTENDANCE: 21,379

Goal: 72
54% of goal



17,293

TOTAL ROOM NIGHTS

Goal: 22,705
76% of goal

Convention Development



DEFINITE BOOKINGS FYTD 2017-2018



21 MEETINGS

ATTENDANCE: 5,888

Goal: 48
44% of goal



5,194

TOTAL ROOM NIGHTS

Goal: 15,000
35% of goal

Convention Development



VERBAL DEFINITES FYTD 2017-2018



17 MEETINGS

ATTENDANCE: 8,955



8,273

TOTAL ROOM NIGHTS

Generating & Promoting Leads



- Planner Incentives
 - Planners and events rights holders have grown accustomed to significant incentives since the recession. In an effort to remain competitive with other major destinations with far-greater budgets, Visit El Paso has aggressively incentivized groups to get them to consider our destination for future meetings.
 - We have established targets for room-night consumption and/or food and beverage expenditures and in return offer deep or waived rental at the El Paso Convention Center.
 - We aggressively utilizing the Texas Events Trust Fund (ETF), available via the Governor's Office of Tourism and Economic Development.

Sales Missions



- Executed 11 sales missions since September 2017
- 7 tradeshow/industry events
 - Small Market Meetings, Sept 25-28, South Bend, IN
 - Connect TX, Nov 6-8, Horseshoe Bay, TX, 26 qualified appointments
 - Connect SW, Dec 4-5, La Quinta, CA, 20 qualified appointments
 - Destination International's "Destination Showcase", Feb12-14, D.C., 5 leads/RFPs
 - TACVB Sales Symposium and Blitz, Feb 27-March 1, Austin, TX, 19 qualified appointments
 - Experient Envision, March 14-16, Detroit, MI, 14 qualified appointments
- 4 direct sales efforts
 - 3 Austin (Nov 8, Dec 13-14, March 21-22)
 - Austin, November 8, 2017; partnered with Doubletree and met with 7 associations
 - Austin, March 21-22; partnered with Paso del Norte, Hotel Indigo, Hilton Garden Inn Airport/Homewood Suites and met with 17 associations

Sports Sales Missions



Recent Travel

- US Sports Congress Tradeshow in Mesa, AZ
 - Sports Sales Manager attended the U.S. Sports Congress (invitation only event) Dec. 3-5.
- Sports Sales Blitz in Colorado Springs, CO
 - Sports Sales Manager visited 6 sporting organizations for one on one meetings Feb. 20-21.

Upcoming Travel:

- National Association of Sports Commissions (NASC) Annual Symposium in Minneapolis, MN, April 23-26
- Connect Marketplace (Sports), Salt Lake City, UT, August 23-25

Attendance Boosters



- TX Recreation and Parks Society's Annual Conference
Feb 27-March 2, Waco, TX
2019 conference in El Paso; Attn: 450, Peak: 225, TRN: 820
- TX Association of Museums Annual Conference
April 18-21, Houston, TX
2019 conference in El Paso; Attn: 525, Peak: 200, TRN: 610

Travel Schedule FY17-18 March-August



Experient Envision Conference	Detroit, MI	March 14-16
TTIA Unity Dinner/Sales Blitz	Austin, TX	March 21-22
TACVB Board Retreat	Denton, TX	April
Sales Calls (8-10 prequalified planners)	Austin, TX	April
NASC (Sports)	Minneapolis, MN	April 23-26
Sales Calls (8-10 prequalified planners)	Austin, TX	June
Sales Calls (8-10 prequalified planners)	Austin, TX	July
Destinations International	Anaheim, CA	July 10-14
Cvent Connect	Las Vegas, NV	July 23-26
TACVB Annual (TACVB BOD mtg)	Sugar Land, TX	August 14-16
Connect Marketplace	Salt Lake City, UT	August 23-25



TOURISM DEVELOPMENT

Visitor Information Centers



FYTD 17-18

Visitor Information Center Numbers



VISITOR CENTER WALK-INS

7,767

Total Editorial Impact



FYTD 17-18 \$3,152,768 reached 33.9%
of the 2017-18 goal of \$9,300,000

TOP COVERAGE

VOGUE

EL HERALDO
de Chihuahua

TEXAS
HIGHWAYS
The TRAVEL MAGAZINE of TEXAS

The
New York
Times

TexasMonthly



GOAL FOR 2017/18



\$9.3 MILLION

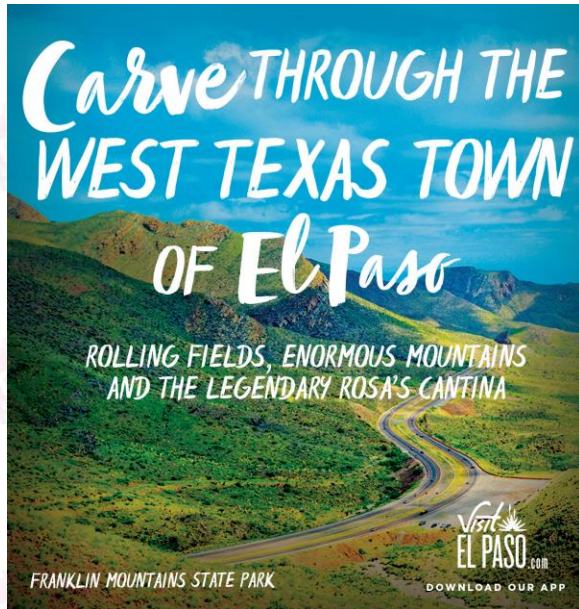
5 OUT OF 25
TRAVEL WRITERS/BLOGGERS/PHOTOGRAPHERS HOSTED

Advertising Impressions



FYTD 17-18

26,450,149 reached 52.9% of our goal



Visit El Paso App



FYTD 17-18



TOTAL DOWNLOADS

15,349

AVERAGE MONTHLY USERS

1,133

MEDIAN TIME SPENT IN APP

17 MIN. 26 SEC.

TOTAL OPT. IN TO MESSAGES

11,376

Social Media



FYTD 17-18



LIKES

43,177



FOLLOWERS

19,407



FOLLOWERS

24,500

Social Media Reach



VISIT EL PASO
405,661



VISITA EL PASO
25,746



AMIGO MAN
7,163



VISITELPASOTX
289,600

Monthly Newsletters

SENT MONTHLY TO SELECT GROUPS WITH INTEREST SPECIFIC CONTENT



ACTIVE USERS
OVER 1,500

OPEN RATE
OVER 20%

A purple-themed newsletter graphic titled "EL PASO'S WINE TRAIL". It features three articles: "LA VINA WINERY" with a photo of a vineyard, "SOMBRA ANTIGUA WINERY" with a photo of people dining, and "ZIN VALLE VINEYARDS" with a photo of people at a table. The "Visit EL PASO" logo is at the bottom left.

EL PASO'S WINE TRAIL

Highway 28 is an old fashioned, two-lane road that runs from North El Paso to Old Mesilla, New Mexico. The road is lined with celebrated wineries, authentic Mexican restaurants and important historical sites that you don't want to miss out on. Here's a few stops that you just have to make when driving down Highway 28.

LA VINA WINERY
New Mexico's oldest winery, has settled into its new home. The vineyard provides 'Estate Bottled' New Mexico wines with a new complexity.

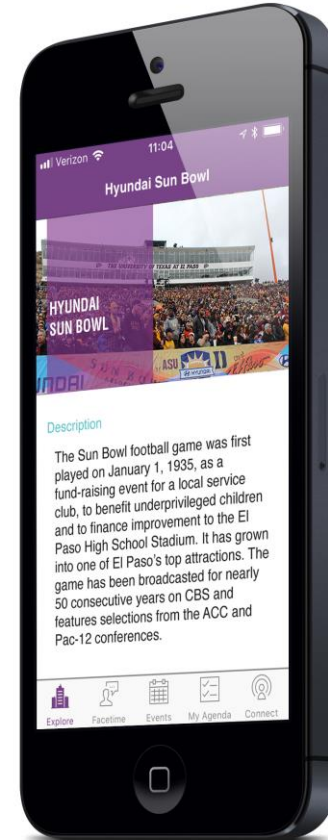
SOMBRA ANTIGUA WINERY
Family-owned and operated, Sombra Antigua is housed in an attractive and appealing tasting room. This beautiful winery sits among the vines and pecan trees offering a perfect venue for relaxed wine tasting, and entertaining.

ZIN VALLE VINEYARDS
Situated in the valley of the Rio Grande the back road of Highway 28 leads visitors to locally owned and operated Zin Valle Vineyards. Experience their complementary wine tasting, venture into the barrel room or simply enjoy a glass or bottle of wine on the patio or picnic.

Visit EL PASO

Special Event Categories

- Sun City Music Festival
- Chalk the Block
- Celebration of Our Mountains
- Hyundai Sun Bowl & Fan Fiesta
- Neon Desert Music Festival
- Sun City Pride Week
- Franklin Mountains Trail Run & Lone Star 100



Tourism Conference/Tradeshow Participation



- National Tour Association Travel Exchange, December 2017, San Antonio, TX
- Go West Summit, January 2018, Salt Lake City, UT
- Connect Travel Marketplace, February 2018, Orlando, FL
- Reverse US/Canada Sales Marketplace, March 2018, Arlington, TX
- Spotlight Travel Network- Spotlight on the Southwest, April 2018, Tucson, AZ
- North American Travel Journalist Association, April 2018, Branson, MO
- IPW- Denver, CO, May 2018
- TACVB Marketing Summit, May 2018, Temple, TX

Upcoming Tourism Conferences in El Paso



- Hosting Texas Travel Counselors Conference – April 15-19, 2018
 - Attn: 250
 - TRN: 485
- Definite to host the 2019 Spotlight Travel Network's Annual Spotlight on the Southwest
 - 50 Tour Operators and CVB Representatives will be in attendance for their annual conference and marketplace.

Regional Partnerships



- Visita El Paso Visitors Guide is the seat back publication for TAR Airlines flying from Torreon to Juarez, Mex.
- Partnered with Juarez to host 3 Travel Writers, Nov. 2017.
- El Paso, Las Cruces, and Big Bend attended the Travel and Adventure Show as one region in Dallas, March 2018.
- Partnered with Texas Heritage Trails to promote the 50th Anniversary Caravan in Texas Mountain Trail Region, March 27-28, 2018



Familiarization (FAM) Tours



Visit El Paso has conducted Familiarization (FAM) Tours showcasing El Paso to meeting/convention planners, travel writers and travel influencers for 15 years.

- Spring 2018 FAM Tour – featuring ***Disney's The Lion King***
May 29-June 1, 2018
 - Expected attendance 35
 - Site Selection Consultants, Business Developers, Meeting and Convention Planners and Decision Makers, Travel Writers, Influencers and Bloggers from both the US and Mexico.
- Tourism Tri-State FAM- September 2018
 - Host 8-10 travel writers
 - Combining El Paso, Juarez and Las Cruces

Recent Awards

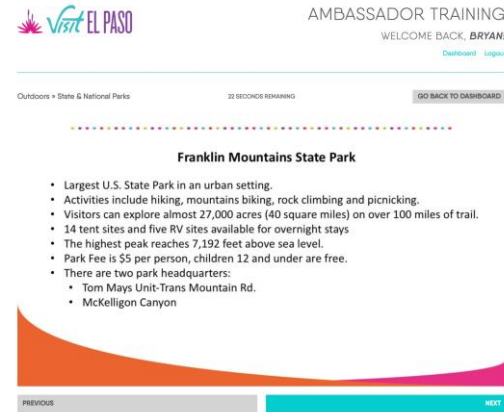


- January 2018- **Readers' Choice Award presented by Convention South Media Group.**
 - This award represents being selected by meeting planners for exhibiting excellence, creativity and professionalism in the meetings and conventions industry.
- January 2018- One of the **Top Convention Cities in the USA for 2018.**
 - El Paso is one of twelve cities on MeetingSource.com's ranking of best cities to hold a convention for the first time.
 - For its 2018 survey, MeetingSource.com compared 163 cities in the USA for 6 key factors: Affordability, Ease of Access, Safety, Walkability, Promotional Appeal and Weather.
 - **El Paso was identified as one of the best convention locations in the nation for groups of 1,000 attendees.**

Customer Service Improvements



- Developing a new **Ambassador Training Program** and Platform
 - Online training program to certify individuals as ambassadors of El Paso
 - Will target hospitality professionals, restaurant servers, attraction staff, Uber/Lyft/Taxi drivers
- Partnered with El Paso International Airport to improve the visitor experience through development of the **ELPVirtuwall** – interactive marketing wall



Planning for our Future



- Now that we have the rooms, we need to improve our facilities:
 - Study renovation/expansion of existing **convention center** to accompany new convention hotel inventory
 - Develop **Multipurpose Performing Art and Entertainment Center (MPC)**
 - **Convention Center** roofing and exterior painting
 - Improvement plan for **Abraham Chavez Theatre**
 - Continued investment in **Plaza Theatre**

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QUESTIONS?

