

## CITYWIDE DEFINITION OVERVIEW

### DEFINITIONS

- **Pace:** A calculation that evaluates the annual sales activity level by comparing production to the same time frames for previous years. This calculation shows if the current year-to-date room night bookings are at the same or higher/lower levels than the past year.
- **Citywide Group:** A group that books Hawai'i Convention Center for meeting space; and which needs two or more hotels and has a minimum of 1,000 out-of-town attendees. [As part of the post-pandemic recovery strategy, smaller groups are being booked for need years and for select need months in other years when the opportunity for larger bookings has passed.]<sup>1</sup>
- **Definite Room Night:** Room nights associated with groups that have a signed contract or letter of commitment with the convention center and or a signed contract with a hotel.
- **Tentative Room Night:** Room nights associated with groups that have indicated interest in holding a meeting or convention in Hawai'i and a lead has been sent to the convention center and/or the hotels. Citywide leads are considered tentative when space is blocked at the convention center. Includes leads generated by partners at HTUSA coordinated trade shows.
- **Consumed Room Night:** Room nights generated from groups that have convened in Hawai'i. For citywide events, this figure is calculated from the number of attendees. For single property meetings, the figure is the contracted room nights.
- **Economic Impact:** The direct and induced spending generated from a group meeting in Hawai'i. The economic impact formulas are based on research of attendee spending patterns.

### CY 2023 Citywide Business Economic Impact

- 15 total citywide events
- Generated \$251.0 m economic impact <sup>2</sup> (70,153 definite room nights, 39,700 attendees)
- Benefit of citywide events is hotel room compression and the circulation of attendee dollars in Hawai'i economy (accommodations, restaurants, retail, transportation and other related attendee spending). Also contributes to Hawai'i State General Excise Tax, Hawai'i Transient Accommodation Tax and O'ahu Transient Accommodation Tax.

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<sup>1</sup> Under recommendation to modify.

<sup>2</sup> Hawai'i Convention Center Definite Booking Calendar for 2023 Tableau Report 2023 October 25