

# MCVB 2015 Hotel Guest Intercept Survey Results



Communications Committee Presentation  
September 30, 2015

# Survey Methodology

- 355 collected surveys from leisure (176) or business (179) guests visiting one of six McKinney hotels between July 17 – August 12 (am and pm) (370 in 2/2015)
- Self-administered survey distributed by desk clerks
- Survey similar to February survey, with minor changes suggested by staff and Board
- Most questions the same, but some directed at specific audience (business or leisure guests)
- Respondents awarded \$5 gift cards upon completion and clerks made \$2 per completion
- Nine hotels originally participated; 8 completed surveys

# Participating Hotels And Collected Surveys

## Business Surveys

- Comfort Inn – 42 (23%) (16%)
- Best Western – 21 (12%) (24%)
- Quality Inn – 20 (11%) (22%)
- The Grand Hotel – 10 (6%) (9%)
- Super 8 – 10 (6%) (4%)
- Holiday Inn – 32 (18%) (24%)
- Hampton Inn – 18 (10%) (New)
- Sheraton – 26 (15%) (New)

## Leisure Surveys

- Comfort Inn – 29 (16%) (17%)
- Best Western – 20 (11%) (19%)
- Quality Inn – 19 (11%) (21%)
- The Grand Hotel – 18 (10%) (12%)
- Super 8 – 10 (6%) (5%)
- Holiday Inn – 37 (21%) (26%)
- Hampton Inn – 17 (10%) (New)
- Sheraton – 26 (15%) (New)

# Survey Respondent Profile – Age Of Respondents

## Business Guests

- Age of males
  - Under 45 - 63% (63%)
  - 46-65 – 34% (33%)
  - Over 65 – 3% (4%)
- Age of females
  - Under 45 - 52% (56%)
  - 46-65 – 24% (38%)
  - Over 65 – 14% (6%)

## Leisure Guests

- Age of males
  - Under 45 - 58% (64%)
  - 46-65 – 34% (26%)
  - Over 65 – 3% (10%)
- Age of females
  - Under 45 - 49% (46%)
  - 46-65 – 39% (36%)
  - Over 65 – 11% (17%)
- 46% no children; 17% under 6;  
20% 6-12; 32% 13-18 (56%-  
18%-21%-22%)

# Survey Respondent Profile

## State Of Residency

### Business Guests

- Primary states
  - Texas – 50% (51%)
  - Oklahoma – 7% (9%)
  - California – 4% (6%)
  - Florida – 4% (2%)
  - Nevada – 4% (0%)

22 states represented (30)

### Leisure Guests

- Primary states
  - Texas- 55% (55%)
  - Oklahoma – 9% (9%)
  - California – 7% (5%)
  - Arkansas – 5% (1%)
  - Louisiana – 3% (2%)
  - Missouri – 3% (1%)
  - Illinois – 3% (1%)

34 states represented

# Survey Respondent Profile

## Zip Code Of Residency

### Business Guests

- Primary zip codes
  - 75070 – 2% (3%)
  - 16 zip codes with 1% (2 respondents each)

158 total zip codes represented (152)

### Leisure Guests

- Primary states
  - 75070 – 6% (8%)
  - 75071 – 2% (4%)
  - 75069 – 2% (3%)
  - 75002 – 2% (0%)
  - 77040 – 2% (0%)

136 total zip codes represented (136)

# Survey Respondent Profile – Primary Nature Of Business

- Other – 26% (19%)
- Professional – 21% (12%)
- Construction – 13% (28%)
- Health Services – 6% (6%)
- Service – 6% (9%)
- Manufacturing – 6% (6%)
- Technology – 6% (6%)
- Insurance – 6% (2%)
- Real Estate – 4% (5%)
- Not-for-Profit – 3% (3%)
- Hospitality – 2% (3%)
- Financial – 1% (1%)

# First Stay Responses

- In north Texas – 21% (19%)
  - (23% business and 19% leisure) (19% & 20%)
- In McKinney – 49% (40%)
  - (46% and 52%) (43% & 37%)
- In this hotel/motel – 66% (55%)
  - (61% and 71%) (59% & 52%)



# Reason For Staying In McKinney

- Location – 63% (64%) (61% business and 66% leisure) (68% & 61%)
- Price of hotel – 25% (25%) (20% and 29%) (26% & 24%)
- Recommendation – 11% (16%) (12% and 10%) (15% & 17%)
- Online information – 14% (12%) (9% and 19%) (11% & 13%)
- Event held here – 14% (11%) (12% and 17%) (5% & 17%)
- Did own research – 8% (9%) (8% and 7%) (8% & 10%)
- Firm authorized – 4% (only businesses) (3%)
- Convention & Visitors Bureau – 2% (2%) (2% and 1%) (2% & 3%)
- Newspaper article – 0% (1%) (1% and 0%) (0% & 3%)
- Advertisements – 2% (1%) (2% and 1%) (0% & 2%)

# How Reservations Made

- Online – 42% (39%) (40% business and 44% leisure) (36% & 41%)
- Phone hotel direct – 31% (28%) (32% and 30%) (24% & 31%)
- Other – 9% (16%) (13% and 11%) (13% & 18%)
- Made for me by firm – 12% (only businesses) (8%)
- Via travel agent – 5% (5%) (5% and 5%) (8% & 2%)

# Reason For Choosing Hotel

- Location/convenience – 68% (68%) (68% business and 68% leisure) (68% & 68%)
- Price – 42% (40%) (37% and 47%) (35% & 45%)
- Recommendation – 21% (22%) (25% and 17%) (17% & 27%)
- Hotel amenities – 13% (12%) (16% and 9%) (17% & 22%)
- Reward points – 14% (14%) (13% and 14%) (15% & 13%)
- Available rooms – 15% (12%) (17% and 13%) (12% & 12%)
- Online search – 18% (12%) (13% and 23%) (11% & 13%)
- Other – 10% (9%) (9% and 11%) (9% & 10%)
- Tripadvisor.com – 3% (2%) (3% and 2%) (2% & 3%)
- Travel department – 2% (only business) (2%)
- Convention & Visitors Bureau – 1% (2%) (1% and 1%) (3% & 1%)
- Advertisement – 1% (1%) (1% and 1%) (1% & 2%)

# Websites Generally Accessed to Reserve Hotel/Motel

- Expedia.com – 33% (20%) (27% business and 38% leisure) (18% & 23%)
- Hotel/motel website – 27% (37%) (27% and 26% leisure) (39% & 34%)
- Hotels.com – 23% (20%) (22% and 24%) (21% & 19%)
- Google – 23% (New) (17% and 28%)
- Priceline.com – 19% (19%) (19% and 19%) (18% & 21%)
- Other – 14% (25%) (22% and 7%) (29% & 21%)
- Kayak.com – 6% (4%) (9% and 3%) (4% & 5%)
- Hotel reward site – 5% (New) (4% and 6%)
- Airline website – 4% (1%) (6% and 2%) (3% & 1%)
- Convention & Visitors Bureau – 2% (2%) (1% and 2%) (1% & 2%)

# Reasons For Visit To McKinney – Business Guests

- Work-related – 38% (New)  
(63% at Quality Inn to 6%  
at Hampton Inn)
- Business meeting – 19%  
(41%)
- Personal/family-related –  
15% (New)
- Sporting event – 13% (3%)
- Conference – 6% (3%)
- Presentation – 1% (3%)
- Extended stay – 2% (3%)
- Health-related – 2%  
(New)
- Study/education – 1%  
(3%)
- Trade show – 1% (1%)
- Other – 5% (40%)

# Reasons For Visit To McKinney – Leisure Guests

- Personal/family-related – 24% (New)
- Sporting event – 23% (6%)
- Wedding/social event – 13% (21%)
- Work-related – 10% (26%)
- Weekend getaway – 9% (9%)
- Vacation – 7% (7%)
- Shopping trip – 2% (1%)
- Health-related – 2% (New)
- Sight seeing – 1% (2%)
- Study/education – 1% (2%)
- Other – 9% (27%)

# Reasons For Visit To McKinney – Leisure Guests

- Work-related – 26% (47% of Quality Inn, to 8% at Holiday Inn)
- Wedding/social event – 21% (46% of Holiday Inn, to 0% at Quality Inn and Super 8)
- Weekend getaway – 9%
- Vacation – 7%
- Sporting event - 6%
- Study/education – 2%
- Sightseeing – 2%
- Shopping trip – 1%
- Other – 27%

# Person/family-related Reasons For Visit To McKinney

Only asked of people who said personal/family-related in previous question (72 respondents)

- Other – 72% (69% of business and 74% of leisure)
- Family reunion – 24% (28% and 21%)
- Wedding – 3% (3% and 2%)
- Anniversary – 1% (0% and 2%)



# Nights Staying In Particular Hotel/Motel This Trip

- One Day – 42% (38%) (36% of business and 48% of leisure) (30% & 45%)
- 2-3 days – 34% (38%) (38% and 30%) (37% & 40%)
- 4-6 days – 18% (7%) (20% and 16%) (10% & 5%)
- Longer than six nights – 6% (15%) (21% and 9%) (21% & 9%)
- Range of one day stays (56% at Sheraton to 32% at Best Western) (59% at Super 8, to 23% at Grand Hotel)
- Range of 2-3 day stays (44% at Holiday Inn to 23% at Comfort Inn) (75% at Grand Hotel, to 27% at Quality Inn)
- Range of week+ stays (15% at Super 8 to 3% at Holiday Inn) (22% at Quality Inn, to 0% at Grand Hotel)

# Estimated Spending in McKinney for Dining

- Under \$100 – 32% (34%) (34% of business and 30% of leisure) (38% & 31%)
- \$101 - \$250 – 33% (33%) (35% and 32%) (32% & 34%)
- \$251 - \$500 – 17% (17%) (15% and 19%) (15% & 19%)
- Over \$500 – 8% (5%) (6% and 11%) (4% & 6%)
- Unknown – 10% (11%) (11% and 10%) (11% & 10%)
- Range of under \$100 (44% at Holiday Inn, to 11% at Super 8) (43% at Super 8, to 14% at Grand Hotel)
- Range of \$101-\$250 (47% at Super 8 to 21% at Holiday Inn) (43% at Grand Hotel, to 7% at Super 8)
- Range of \$251-\$500 (26% at Super 8 to 11% at Best Western and Sheraton) (41% at Grand Hotel, to 9% at Quality Inn)

# Estimated Funds Spent In McKinney for Shopping

- Under \$100 – 46% (42%) (58% of business and 33% of leisure) (55% & 31%)
- \$101 - \$250 – 19% (21%) (16% and 22%) (14% & 28%)
- \$251 - \$500 – 10% (13%) (5% and 17%) (10% & 16%)
- Over \$500 – 6% (4%) (2% and 9%) (3% & 4%)
- Unknown – 19% (19%) (19% and 19%) (18% & 21%)
- Range of under \$100 (65% at Best Western to 21% at Quality Inn) (50% at Super 8, to 33% at Comfort Inn)
- Range of \$101-\$250 (29% at Best Western to 13% at Grand Hotel and Holiday Inn) (40% at Comfort Inn, to 0% at Super 8)
- Range of \$251-\$500 (26% at Hampton Inn to 3% at Best Western and Quality Inn) (18% at Grand Hotel, to 9% at Quality Inn)

# Estimated Funds Spent In McKinney for Business-Related

- Under \$100 – 40% (35%) (62% at Holiday Inn, to 0% at Quality Inn and Super 8) (53% at Comfort Inn, to 26% at Best Western)
- \$101 - \$250 – 17% (23%) (33% at Best Western and Super 8 to 8% at Holiday Inn) (40% at Grand Hotel, to 12% at Quality Inn)
- \$251 - \$500 – 13% (10%) (33% at Super 8, to 0% at 3 hotels) (20% at Grand Hotel, to 4% at Quality Inn)
- Over \$500 – 10% (16%) (17% at Super 8 to 7% at Comfort Inn and Best Western) (29% at Holiday Inn, to 5% at Comfort Inn)
- Unknown – 21% (16%)

# Majority Of Dining/Shopping Funds Spent In McKinney?

- Yes – 65% (64% of business and 66% of leisure) (New)
- No – 16% (18% and 14%)
- Unknown – 19% (18% and 20%)

For those saying no, funds spent:

- Allen – 32% (17% of business and 46% of leisure)
- Frisco – 28% (50% and 8%)
- Out of area/miscellaneous – 36% (33% and 38%)
- Dallas – 4% (0% and 8%)

# Staying At This Or Another Hotel/Motel in McKinney in Next 12 Months

- Yes – 62% (62%) (67% of business and 56% of leisure)  
(66% & 58%)
- No – 12% (12%) (10% and 15%) (10% & 14%)
- Unknown – 26% (26%) (23% and 29%) (24% & 28%)
- Range of Yes responses (79% at Quality Inn and Sheraton  
to 49% at Best Western) (70% at Grand Hotel, to 62% at  
Comfort Inn)

# Questions?

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