

# City of Waco

## Tourism & Travel Update



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# Agenda

- Tourism and Convention Outlook
  - Outlook for US Travel
  - Waco Hotel and Short Term Rental Overview
  - Attractions Attendance and Visitor Movements
  - Convention Performance
  - Eclipse Weekend Hotel Data Review
- Waco Regional Airport
  - Visitor Data
  - Enplanement and Non-Airline Traffic
  - Current Priorities



# Introduction: Cindy Decker

## **Sr. Manager Client Relations & Insights at Tourism Economics**

Three decades of hospitality industry experience, with 25 years as a revenue management leader for Marriott

Before joining Tourism Economics, served Vice President of Business Intelligence and Market Strategy for Houston First Corporation

Data-driven knowledge of tourism dynamics | Solution-oriented leader for destination clients | Valuable business intelligence insights and strategic guidance for achieving organizational goals





TOURISM  
ECONOMICS

AN OXFORD ECONOMICS COMPANY

# The Outlook for US Travel



# Travel sector continues to grow

## National Travel Indicators

March, 2024



### Travel Spending\*

(Tourism Economics)

**\$106.8B**

↗ +0.8%

March vs. Previous Year

↗ +1.4%

YTD vs. Previous Year

### Air Passengers

(TSA)

↗ +7.3%

March vs. Previous Year

↗ +7.9%

YTD vs. Previous Year

### Overseas Arrivals

(NTTO)

↗ +25.4%

March vs. Previous Year

↗ +25.1%

YTD vs. Previous Year

### Hotel Demand

(STR)

↘ -1.9%

March vs. Previous Year

↘ -1.4%

YTD vs. Previous Year

### Short-term Rental Demand

(AIRDNA)

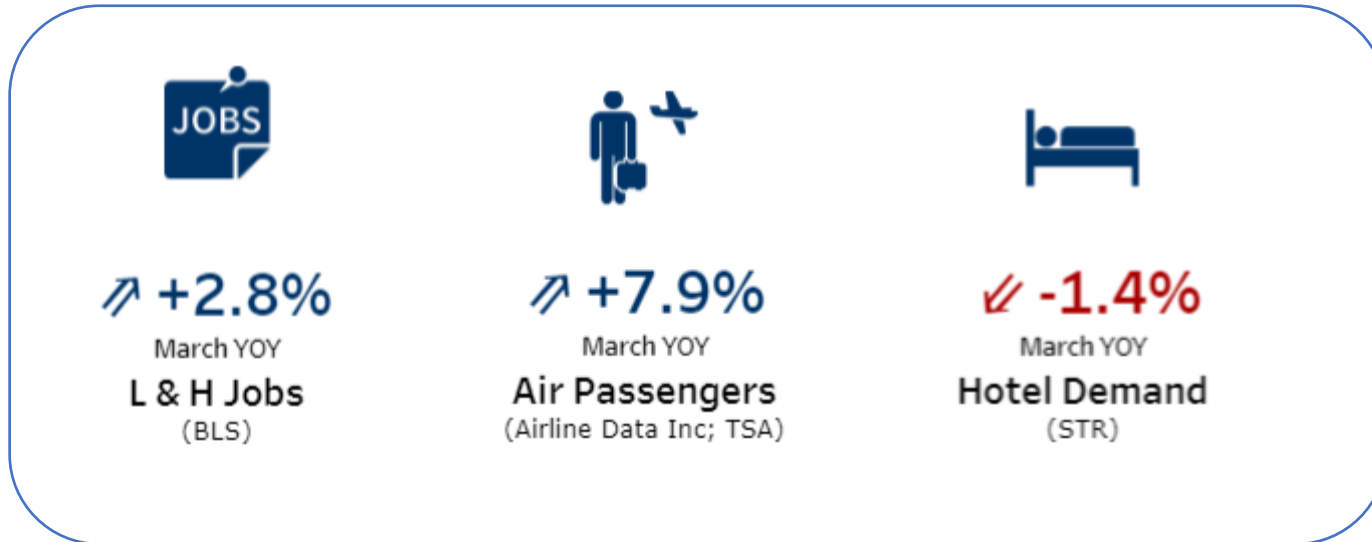
↗ +14.9%

March vs. Previous Year

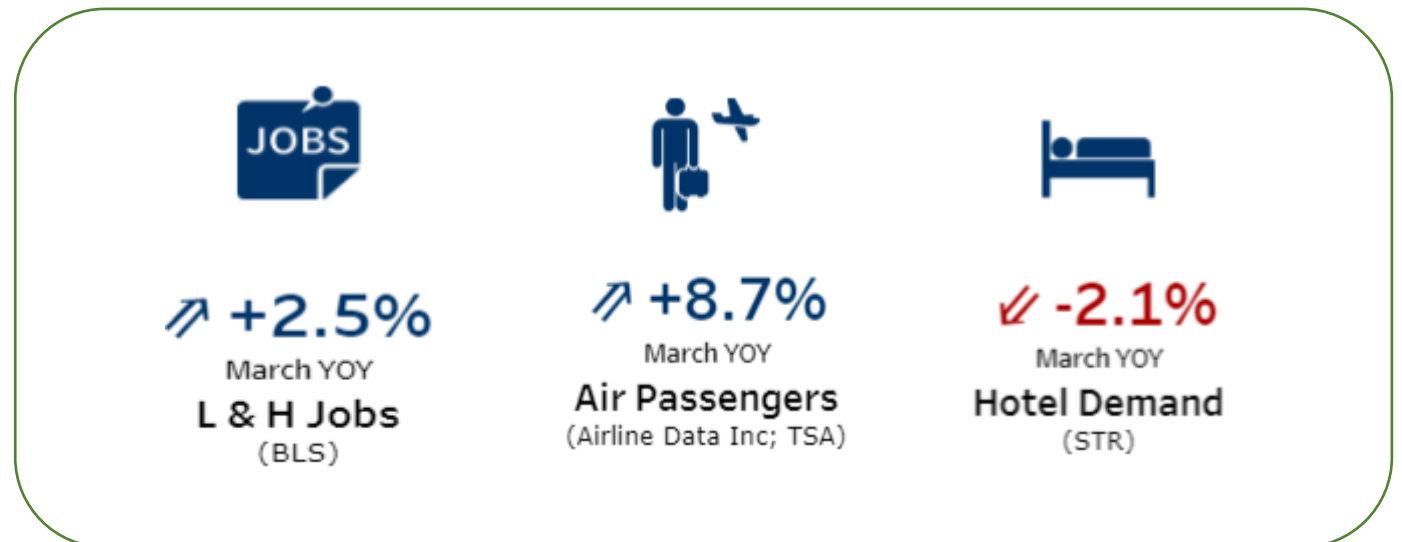
↗ +10.9%

YTD vs. Previous Year

# Texas slowed behind the national average

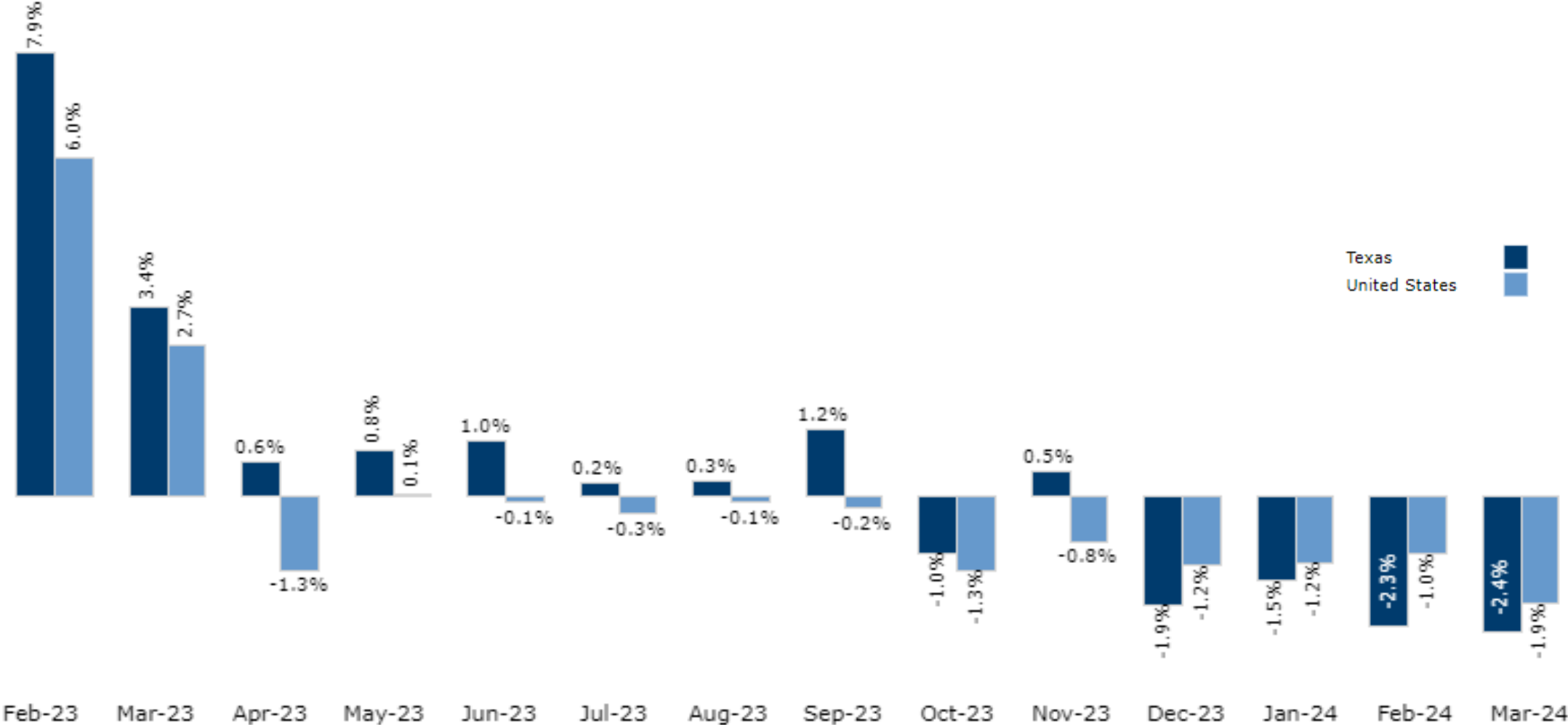


Texas Travel Indicators  
March 2024 YTD



Source: Tourism Economics

# Texas is following US lodging demand trends

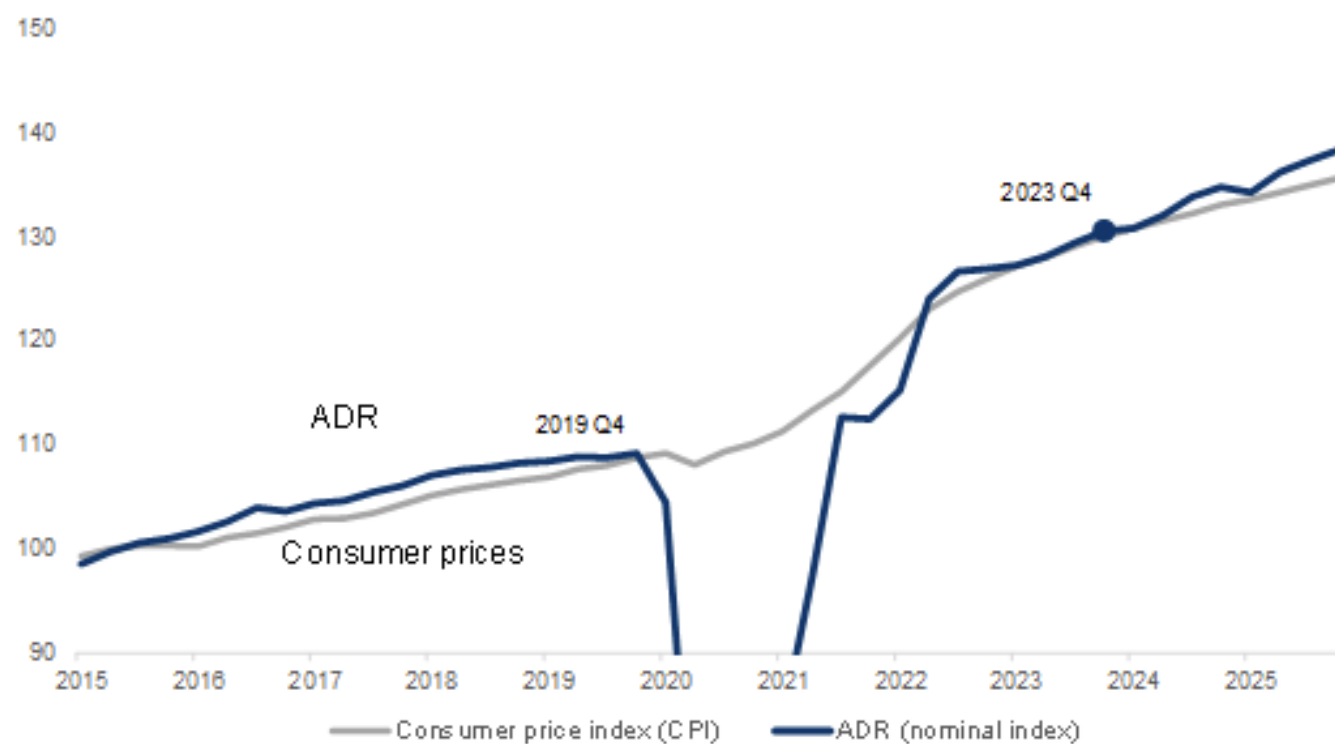


Source: Tourism Economics & STR

## Rates essentially tracking with inflation

### US ADR

ADR and CPI index (2015=100)



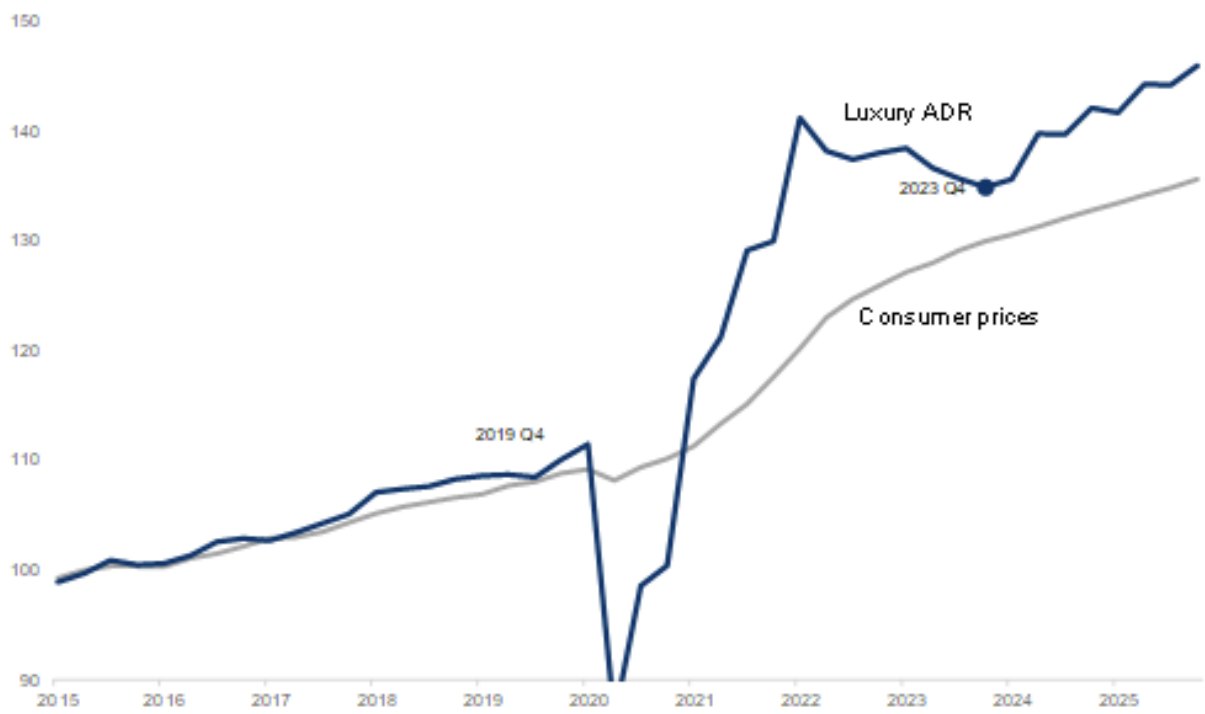
Source: STR, Tourism Economics



# But luxury rates are well ahead

## US Luxury ADR

ADR and CPI index (2015=100)

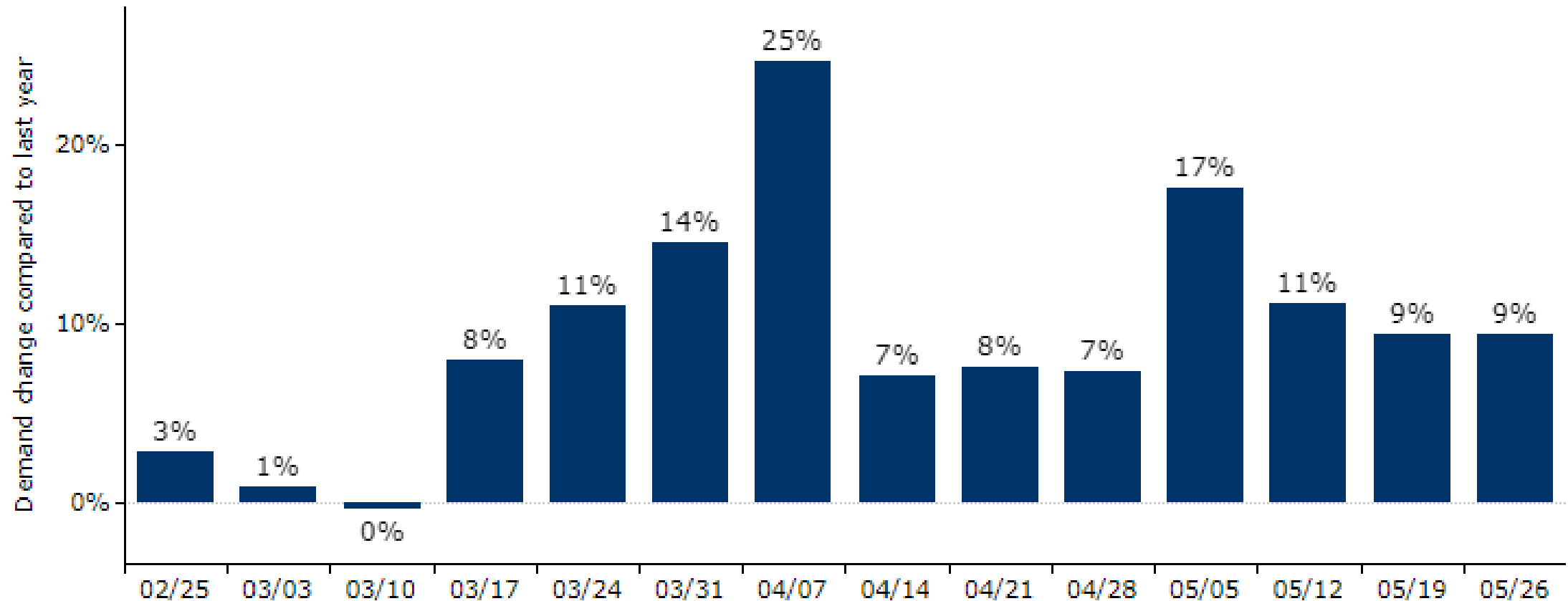


Source: STR; Tourism Economics

# US hotel demand is improving in demand into Q2

## U.S. Hotel Leisure Demand Pace

Leisure hotel booking pace vs same time last year, as of 3/15/2024

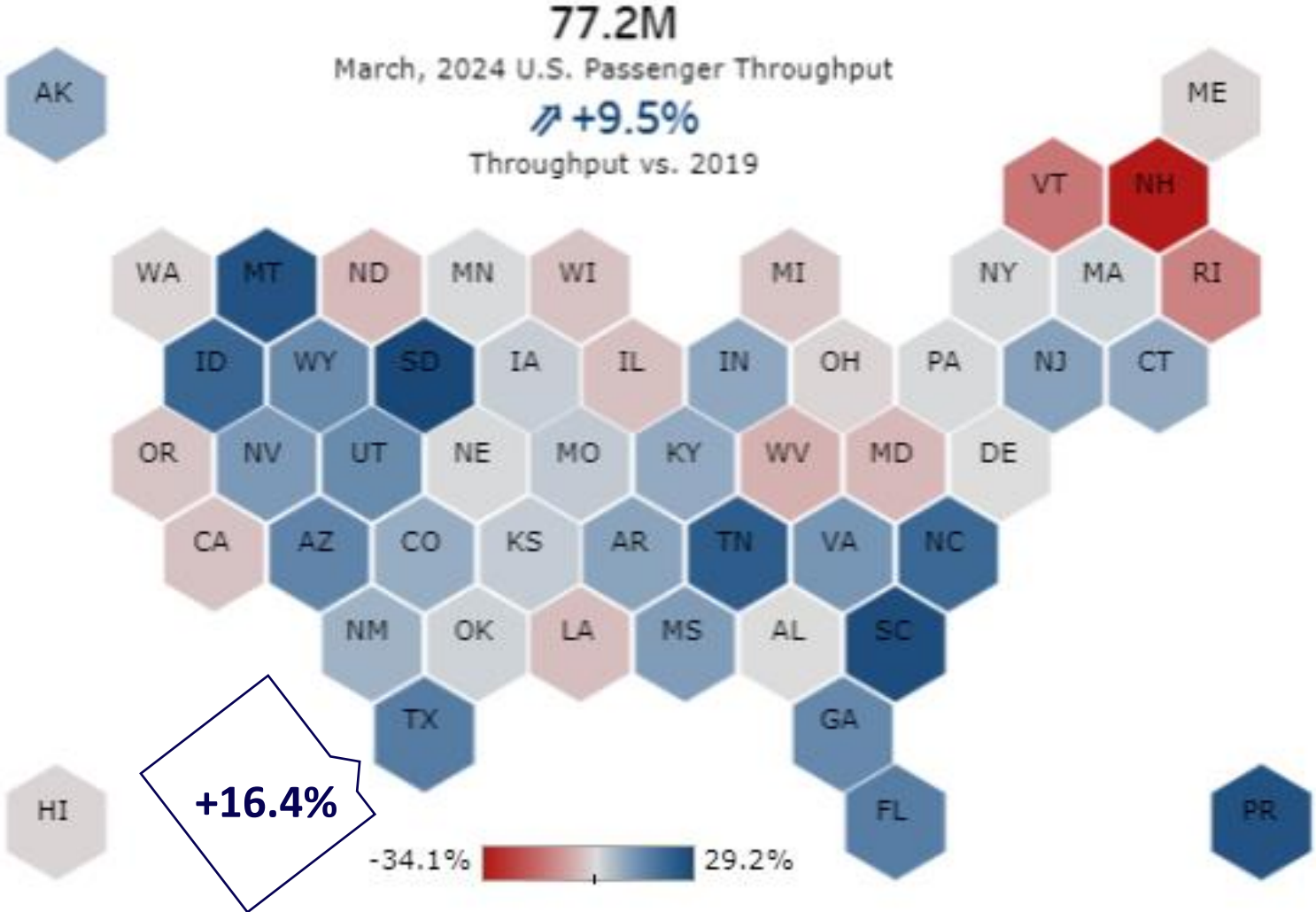


Source: Amadeus

# March, 2024 Passenger Throughput by State

All passengers (domestic + international), % change vs. 2019

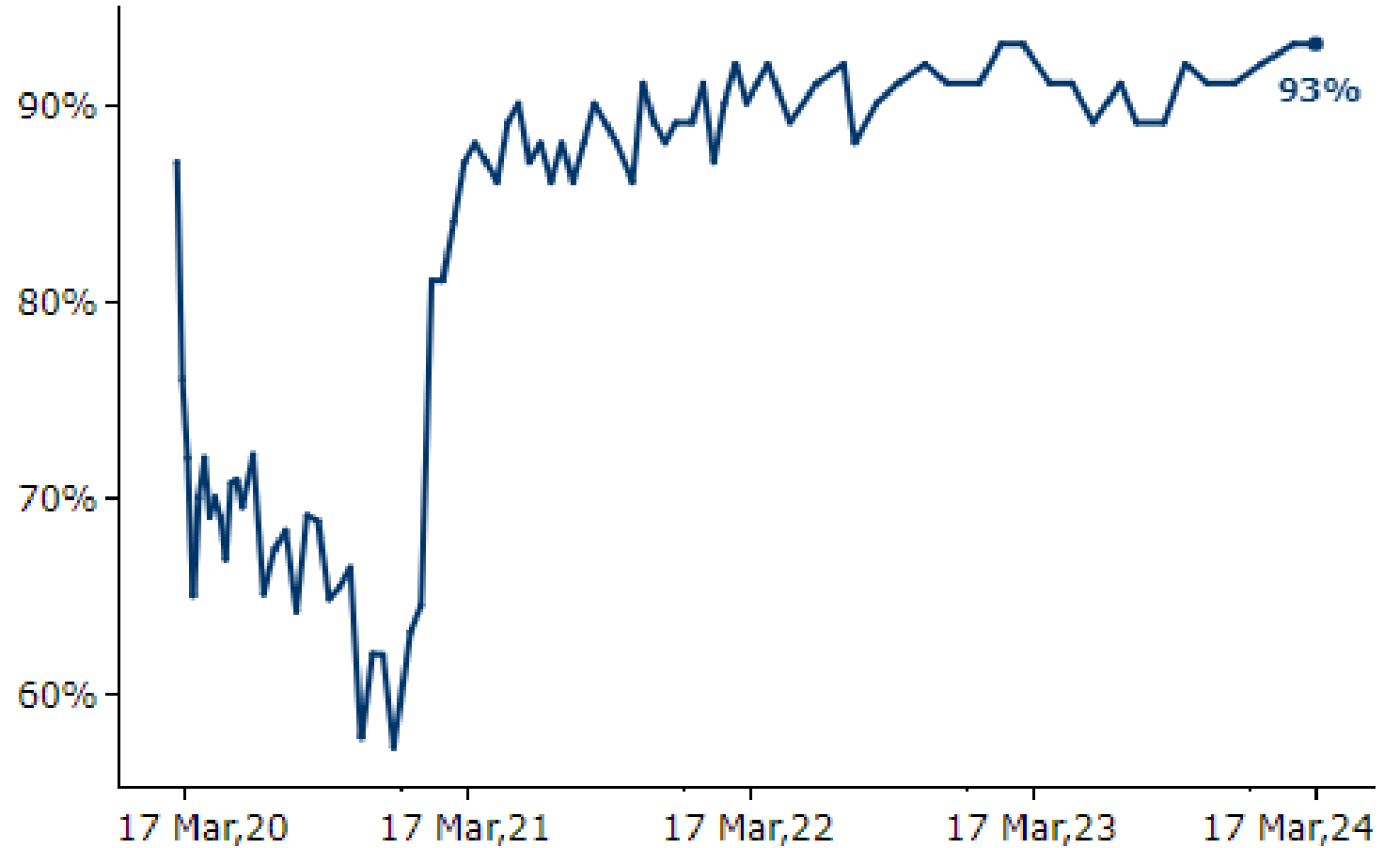
US air travel is still strong



Travel  
Sentiment is  
also strong as  
we go into  
summer

## Consumer Travel Sentiment

Travelers with Travel Plans in the Next Six Months

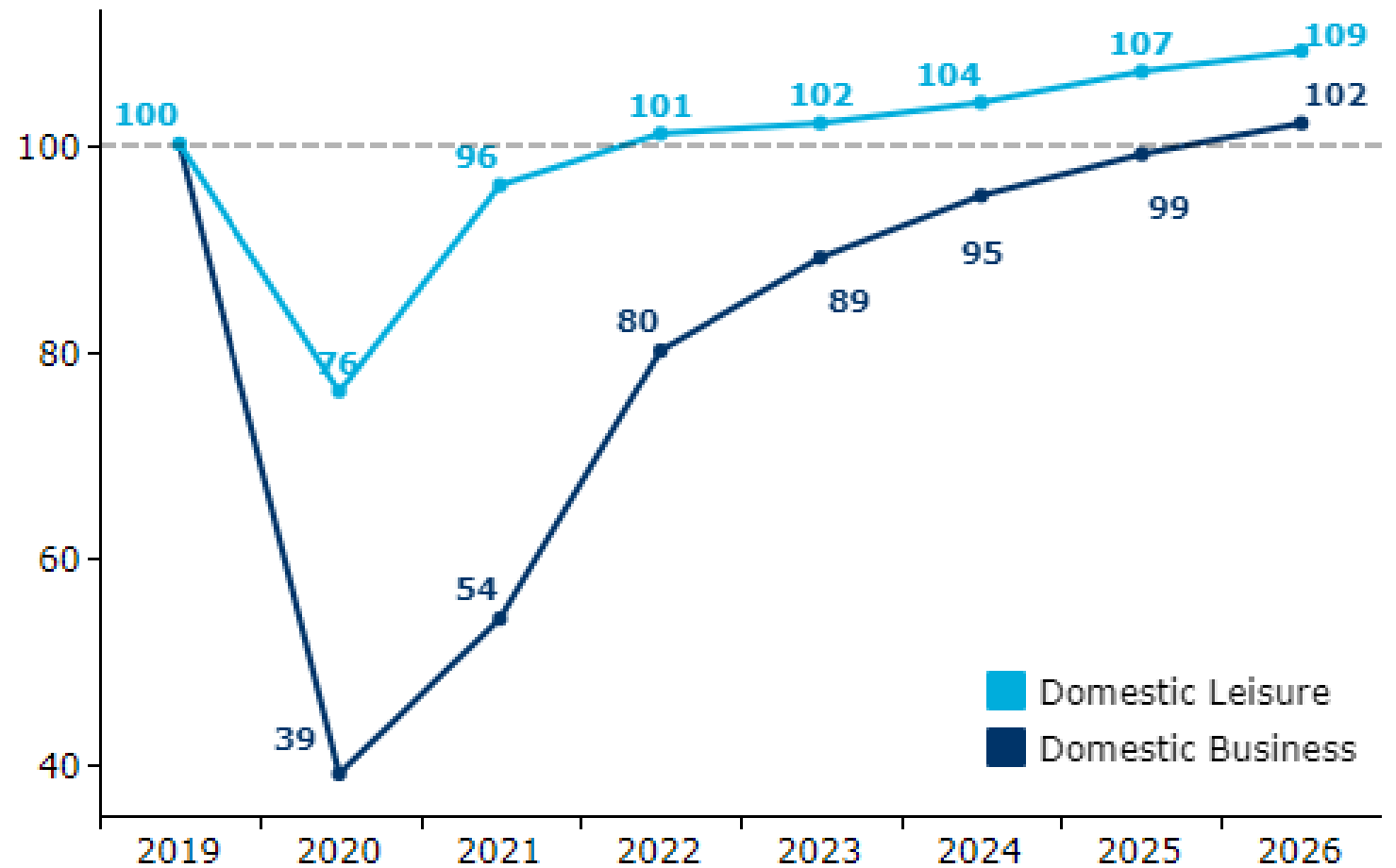


Source: Longwoods International

Both Leisure  
and Business  
travel have  
improved

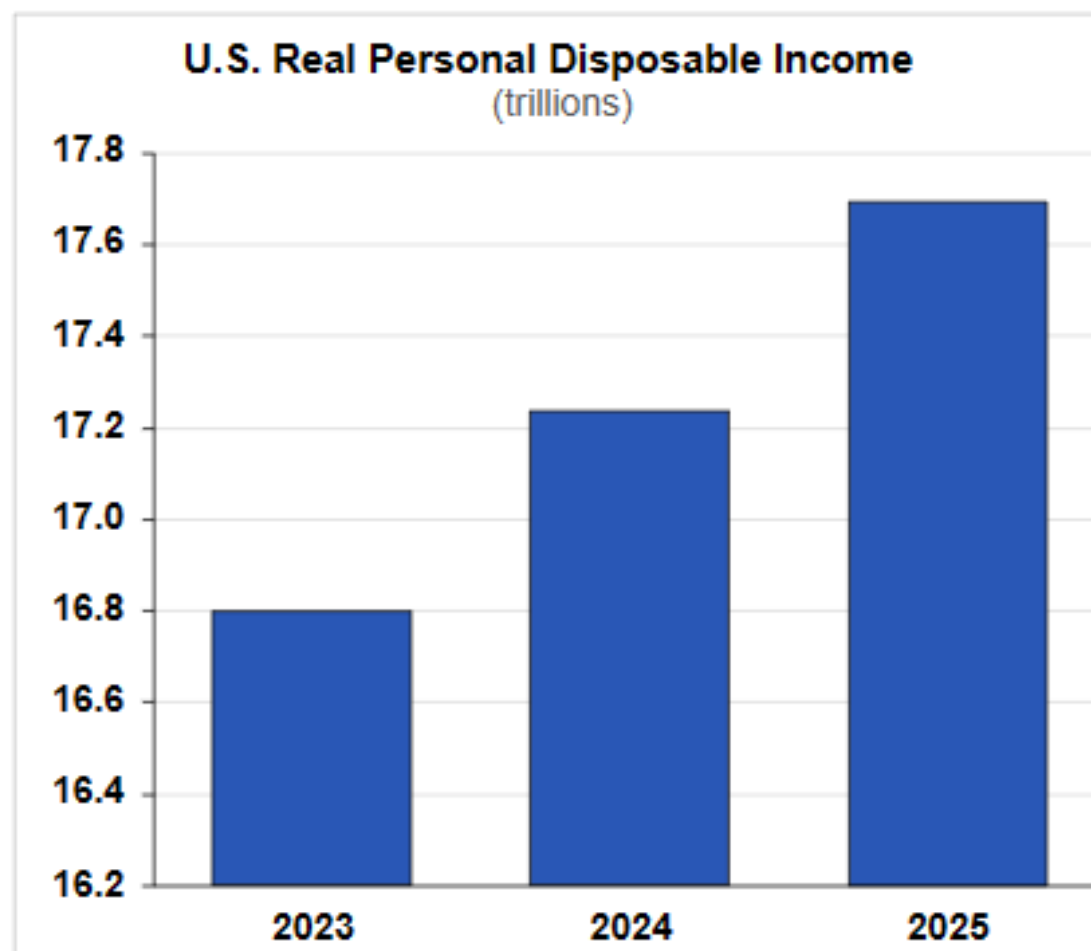
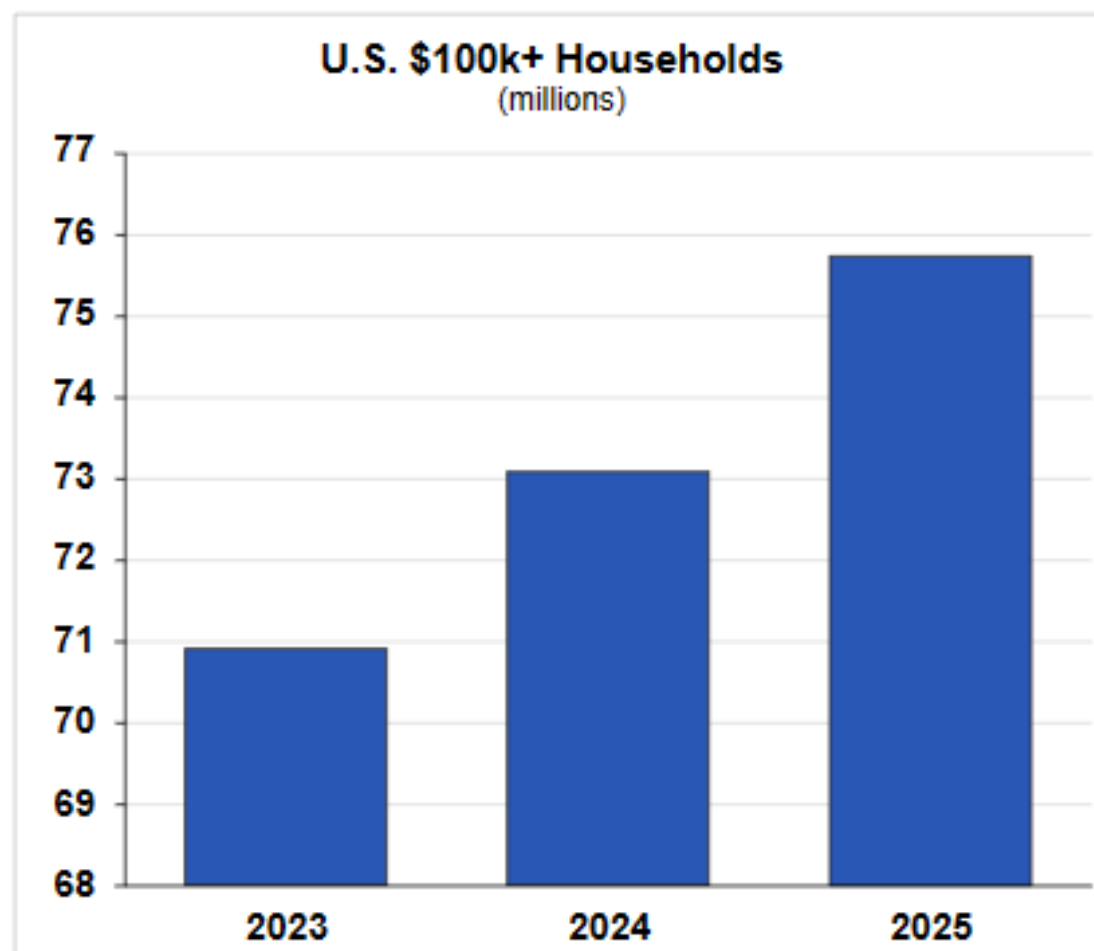
## Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



# Households With the Means to Travel Expected to Increase

U.S. [households](#) indicators

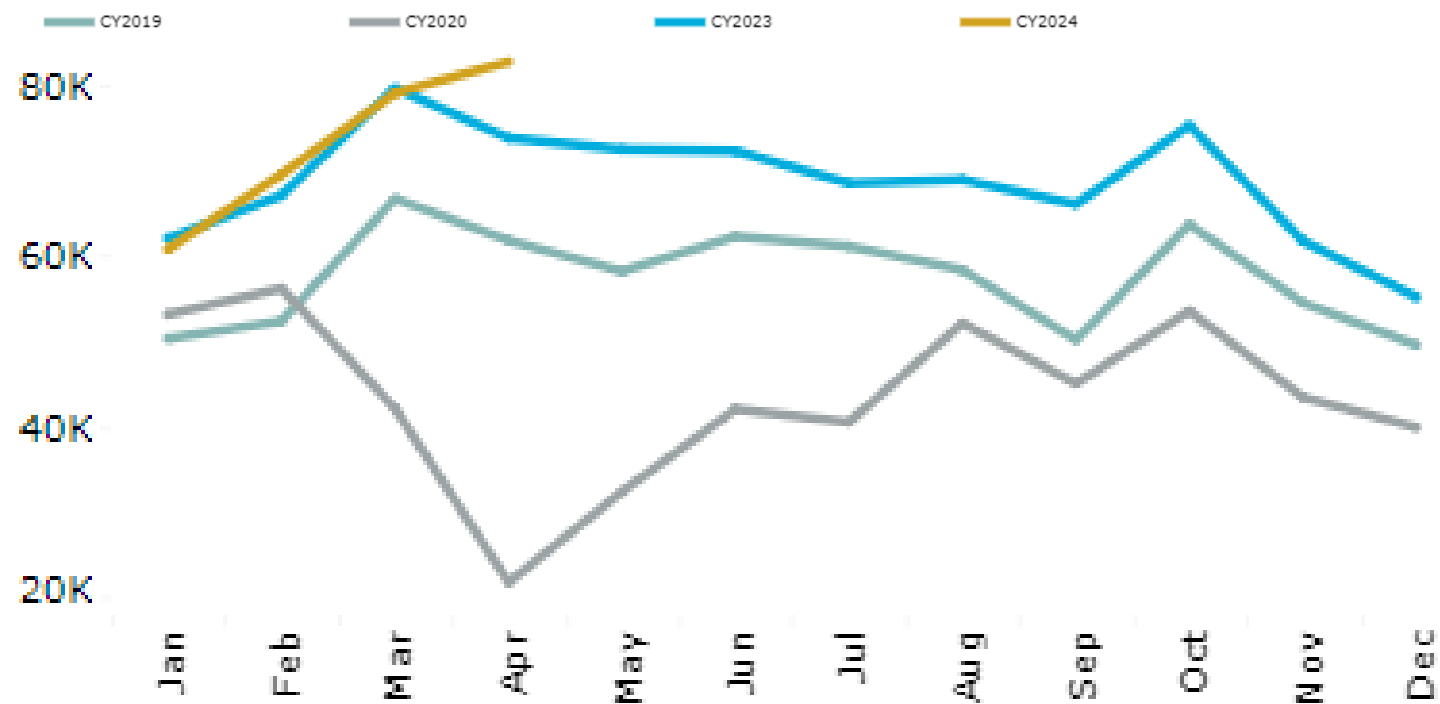


**How is Waco?**

# Hotel Demand is back!

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
April 2024	71.2%	\$141.91	\$100.99	116.5K	82.9K	\$11.8M
Change vs. 2019	▼ -8.7%	▲ 17.5%	▲ 7.2%	▲ 46.8%	▲ 34.0%	▲ 57.4%
YTD Calendar Year	66.2%	\$120.97	\$80.12	441.7K	292.5K	\$35.4M
YTD Change vs. 2019	▼ -9.1%	▲ 11.3%	▲ 1.2%	▲ 39.2%	▲ 26.5%	▲ 40.9%

## Demand





# Demand is back, we just need time to catch up to supply

## Hotel Demand Index

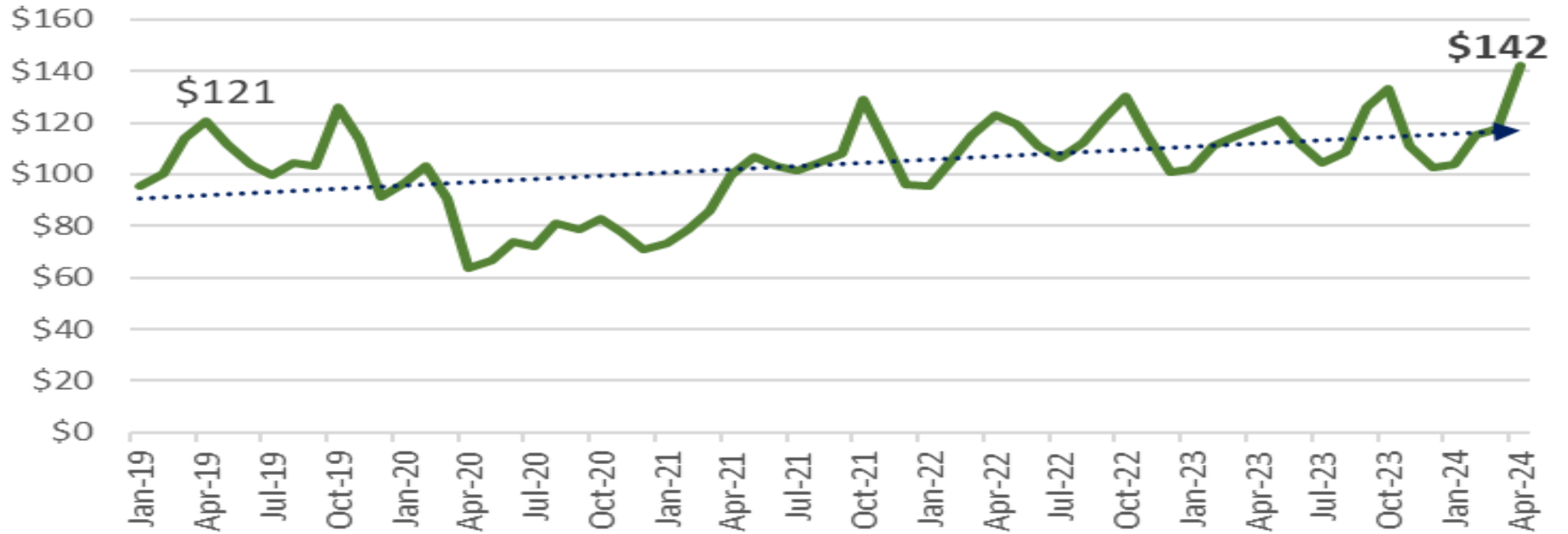
City of Waco, % recovered vs same period in 2019 (index, 2019=100)



# Look at those rates!

## Hotel Average Daily Rates City of Waco

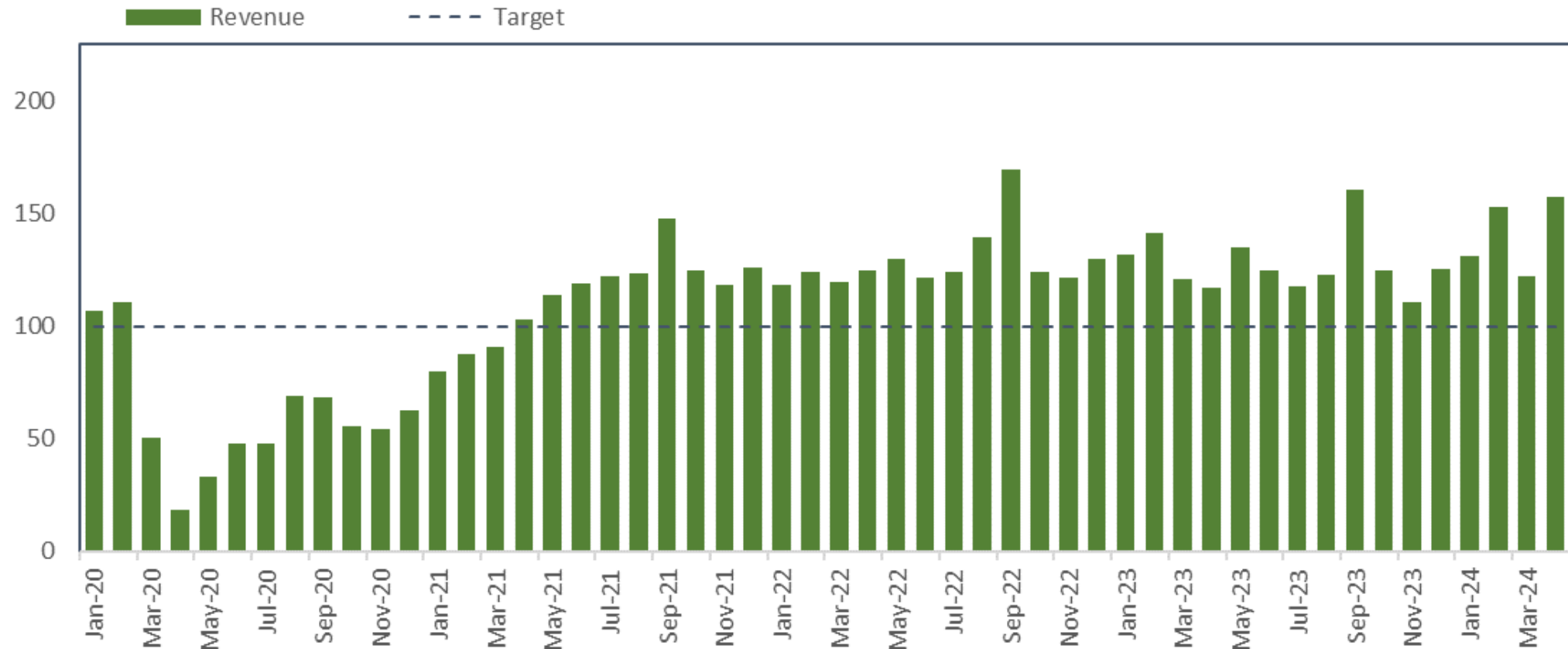
+8% over Last year  
+11.3% over 2019



# Driving overall Revenues (\$\$)

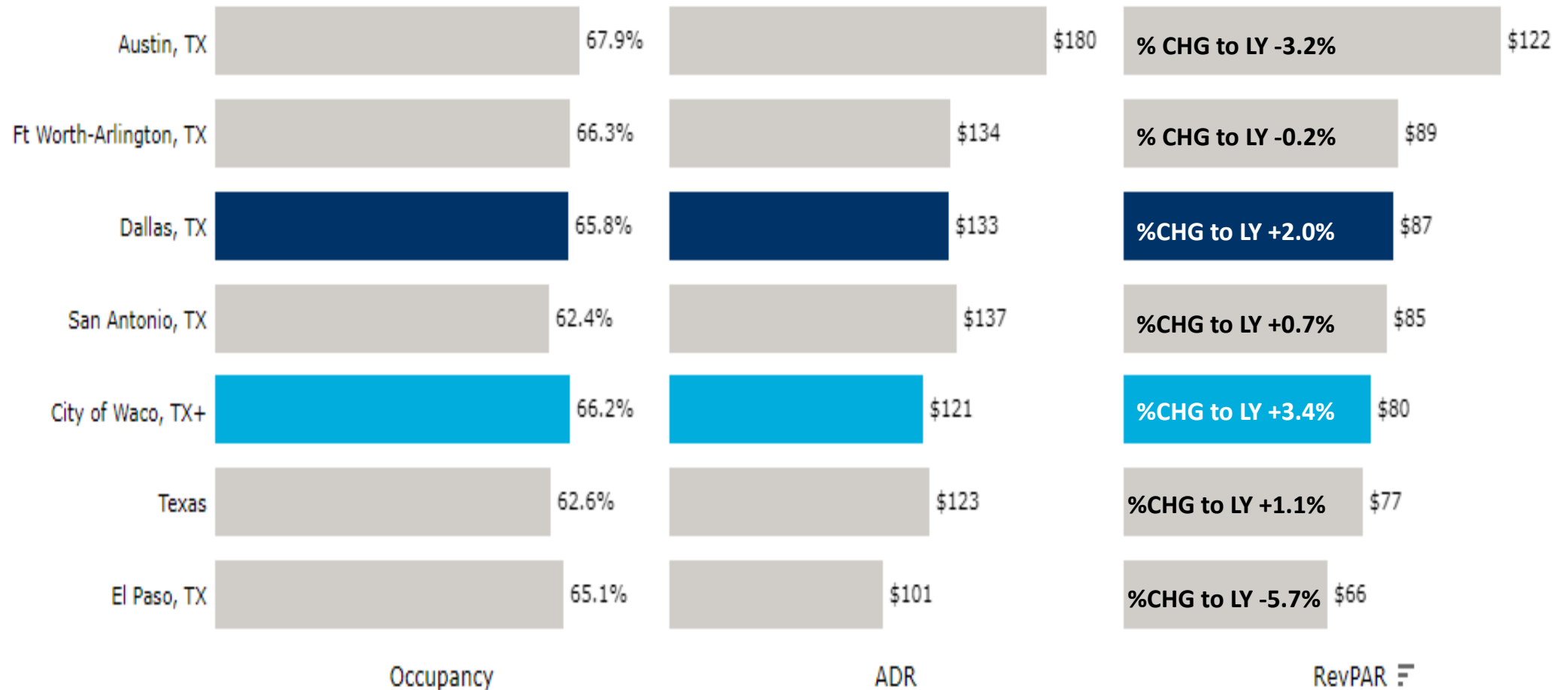
## Hotel Revenue Index

City of Waco, % recovered vs same period in 2019 (index, 2019=100))



# Competitive Overview

## Jan - Apr 2024, Comp. Markets Hotel KPIs



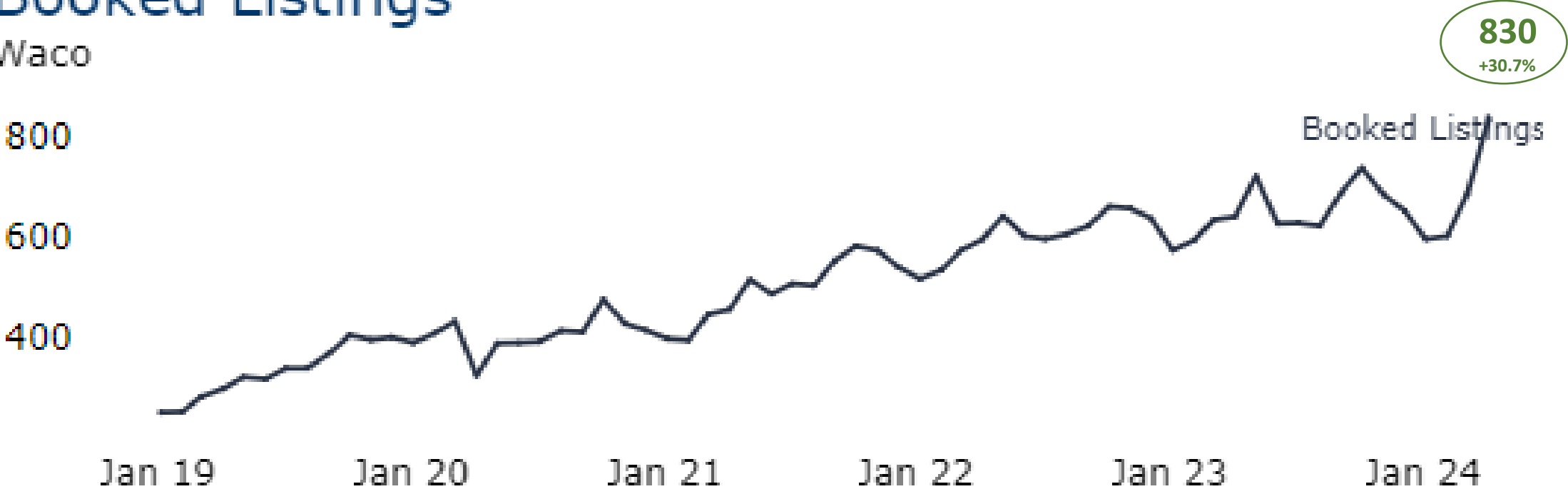
# Short Term Rental Market

January – April 2024

	Occupancy	ADR	Revpar	Supply	Demand	Revenue
	53.1%	\$269.12	\$142.83	21.6K	11.5K	\$3.1M
YOY Change	▲ +1.7%	▲ +21.1%	▲ +23.2%	▲ +23.9%	▲ +26.0%	▲ +52.5%
Calendar Year-to-Date	49.8%	\$248.23	\$123.62	73.0K	36.4K	\$9.0M
YOY Change YTD	▲ +0.3%	▲ +11.8%	▲ +12.1%	▲ +10.5%	▲ +10.8%	▲ +23.9%

## Booked Listings

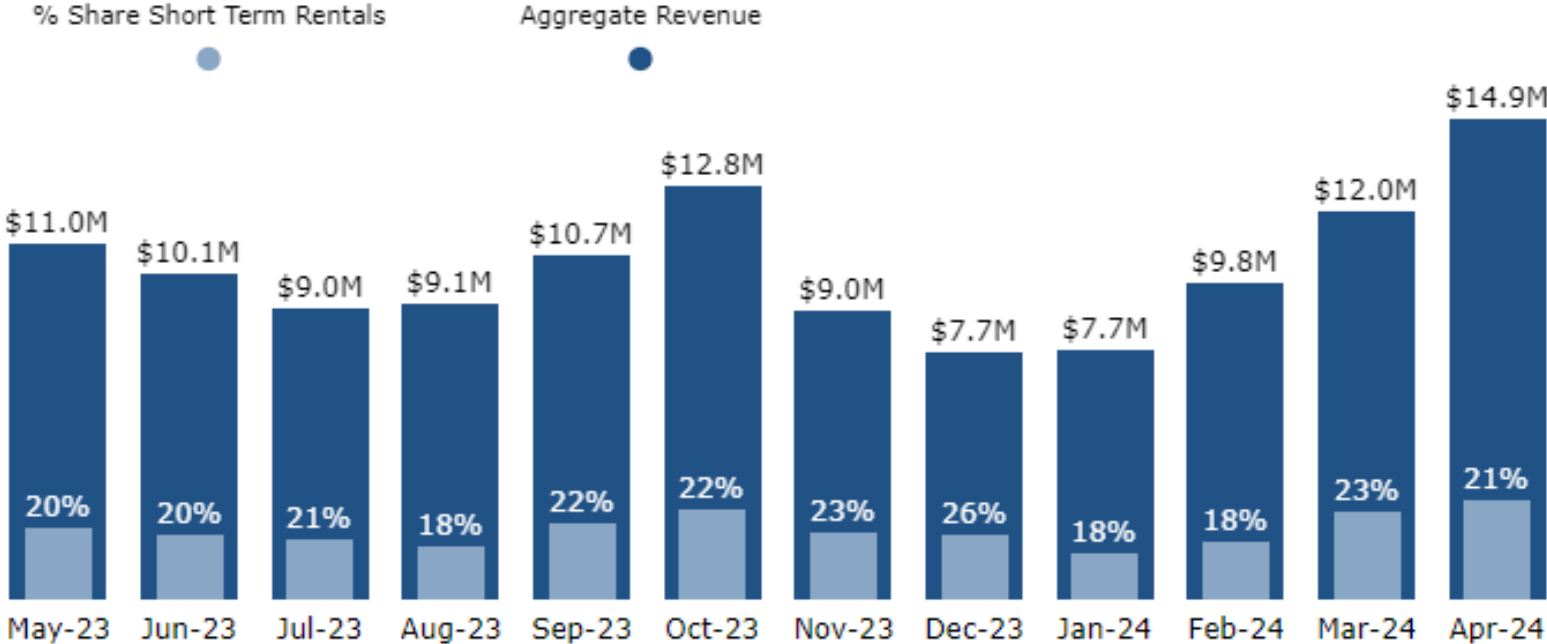
Waco



# Aggregated Lodging is pacing strong

## Lodging Revenue & Contribution

Aggregate of City of Waco, TX+ (Hotels) and Waco (Short Term Rentals)



Aggregated hotel & short-term rental lodging demand is up **+4.2%** Year to date.

Short term rentals are up **+10.8%**, while hotel demand is ahead by **+3.4%**

Both show strong rates

# Waco Attractions Attendance

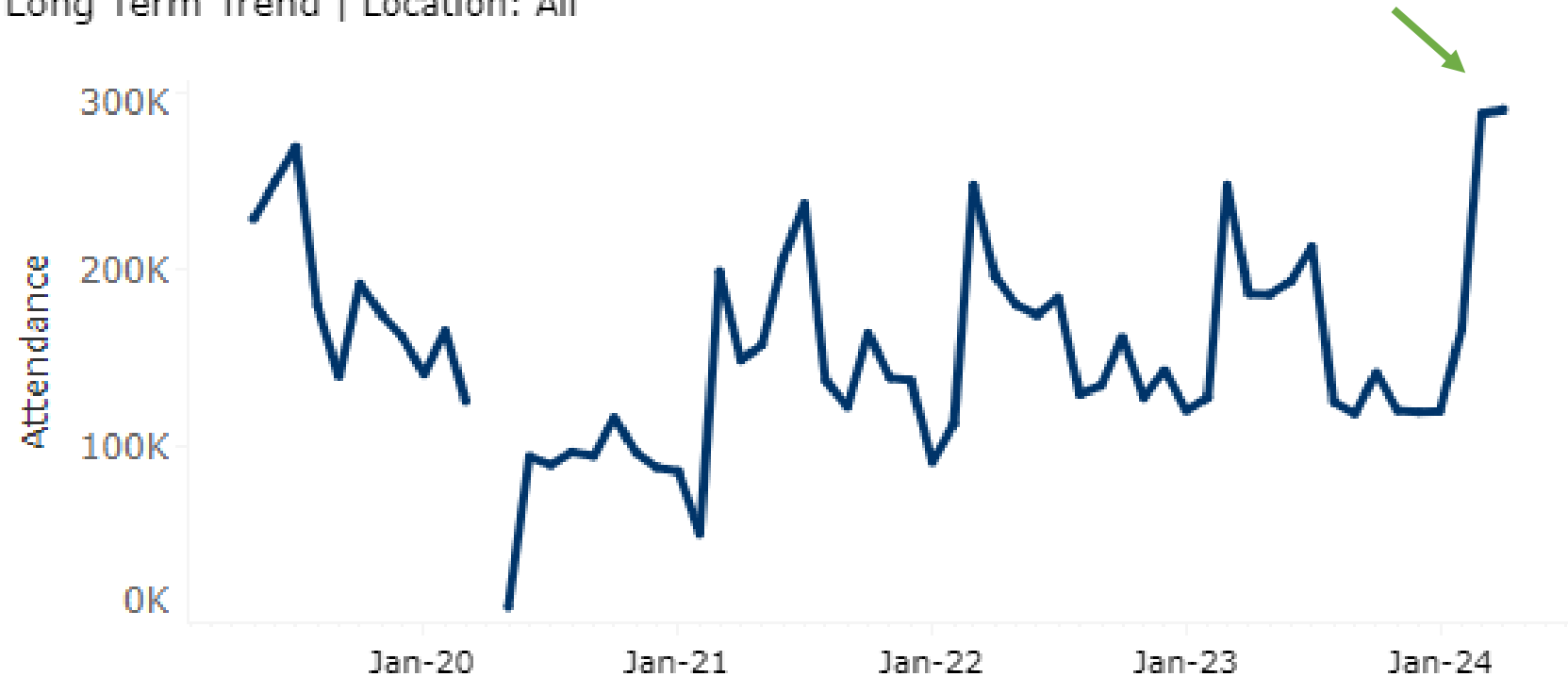
Total Attendance  
**863.4K**  
+27.0% YOY

Down only 3.1% from 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.*

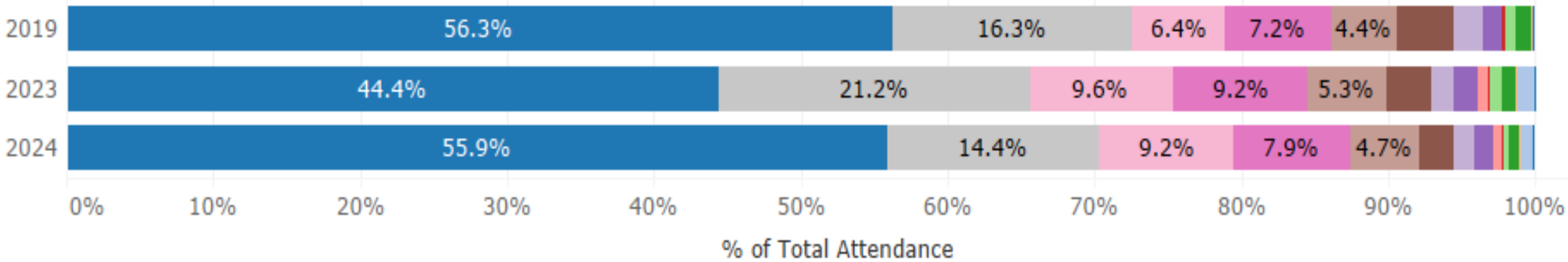
## Total Attendance

Long Term Trend | Location: All



# Attraction Attendance

% share of total attendance, YTD (through April 2024)



- Magnolia Market
- Cameron Park Zoo
- Dr Pepper Museum
- Mayborn/Hist. Village
- Waco Mammoth Nat'l Monument
- Texas Ranger Museum
- Waco Welcome Center
- Armstrong Browning
- Historic Waco
- Castle Tours
- Balcones Distillery
- Art Center
- Wetlands
- Waco Civic Theatre
- Texas Sports Hall Of Fame

The bigger attendance attractions are growing their share . . .

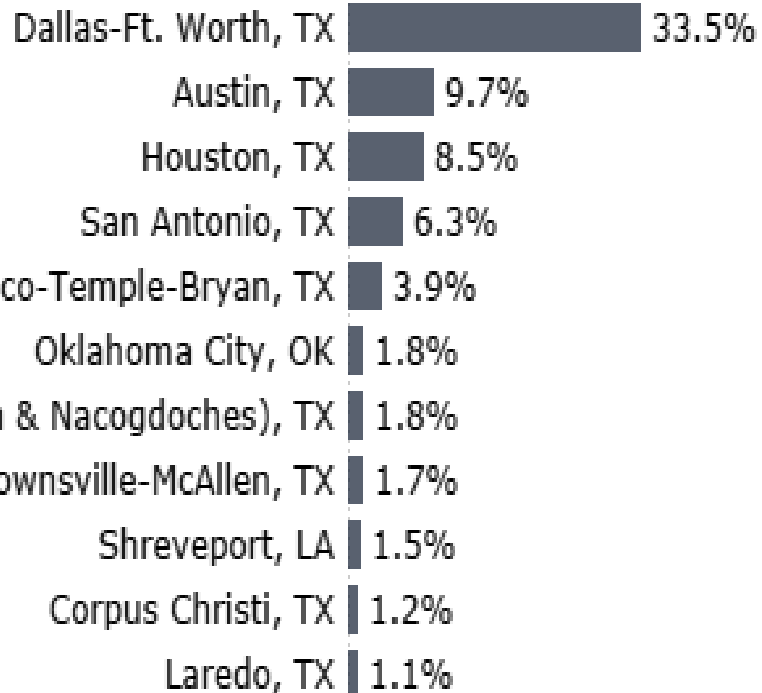


# Who is Visiting Our City?

January – April 2024

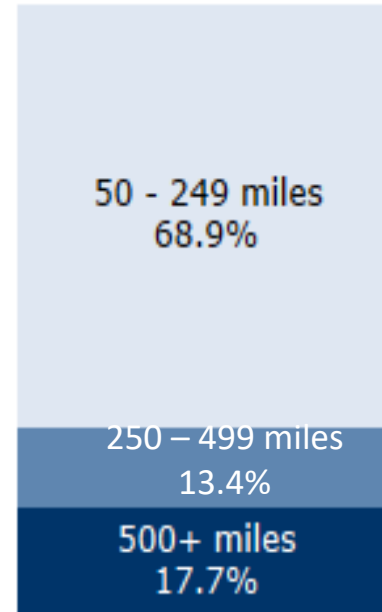
## Top Visitor Origin DMAs

% share of total



## Distance Share

% share of total

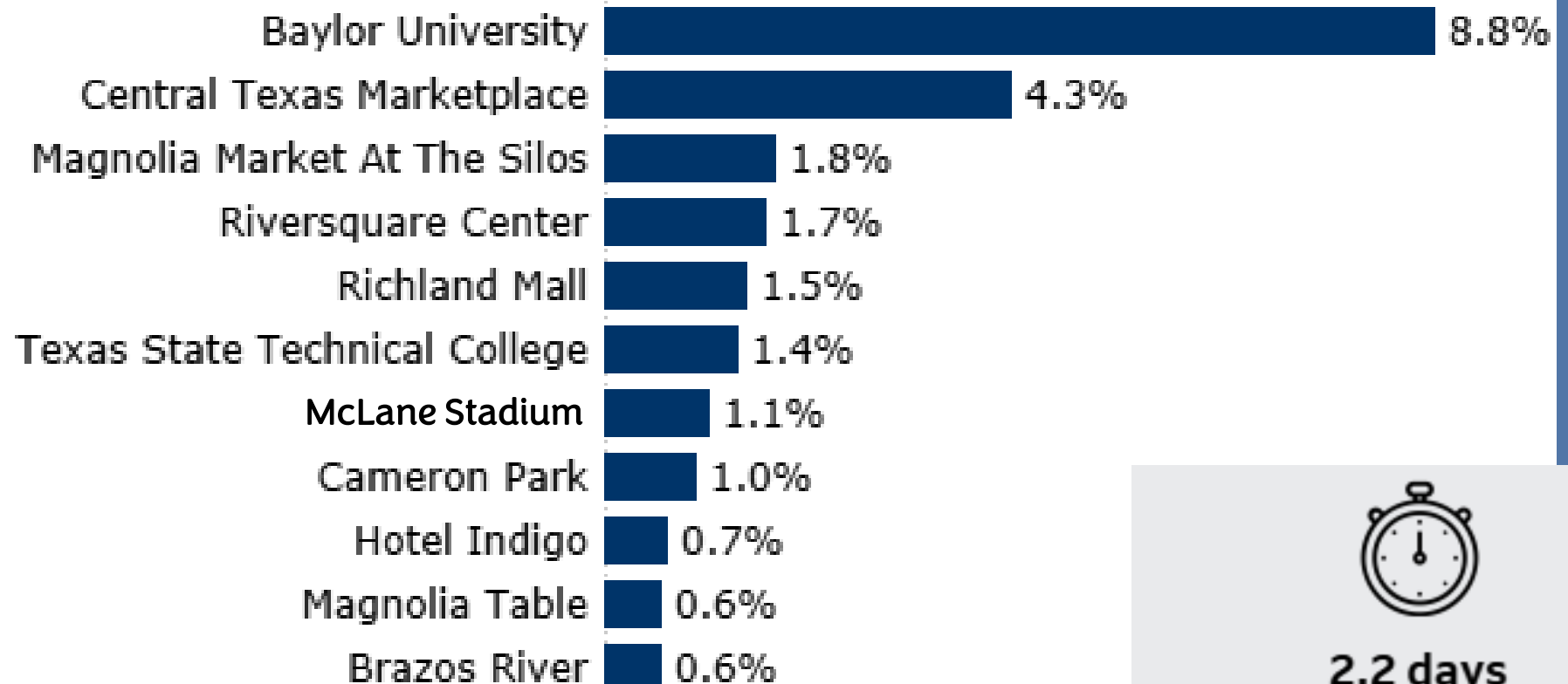


# What are they doing?

January – April 2024

## Top POIs Visited

% share of trips



**2.2 days**  
Avg Length of Stay

# Waco Hospitality Employment

(March 2024)

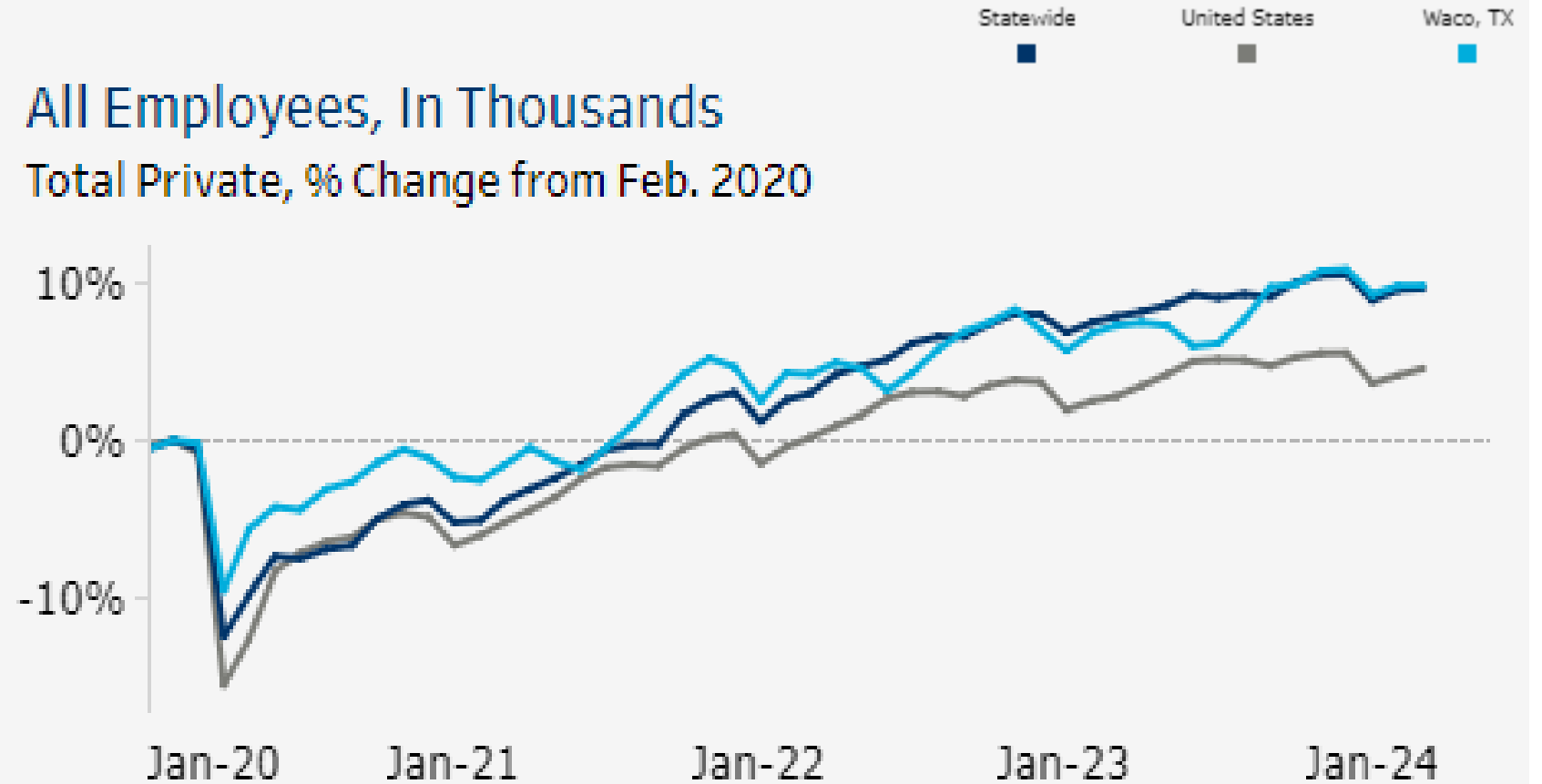
Leisure and Hospitality Jobs

**Waco 13.5K**

+2% YOY | +7% vs 2019

State of TX +2% | +9% vs 2019

All Employees, In Thousands  
Total Private, % Change from Feb. 2020



# Waco Hotel Occupancy Tax Collections

April 2024

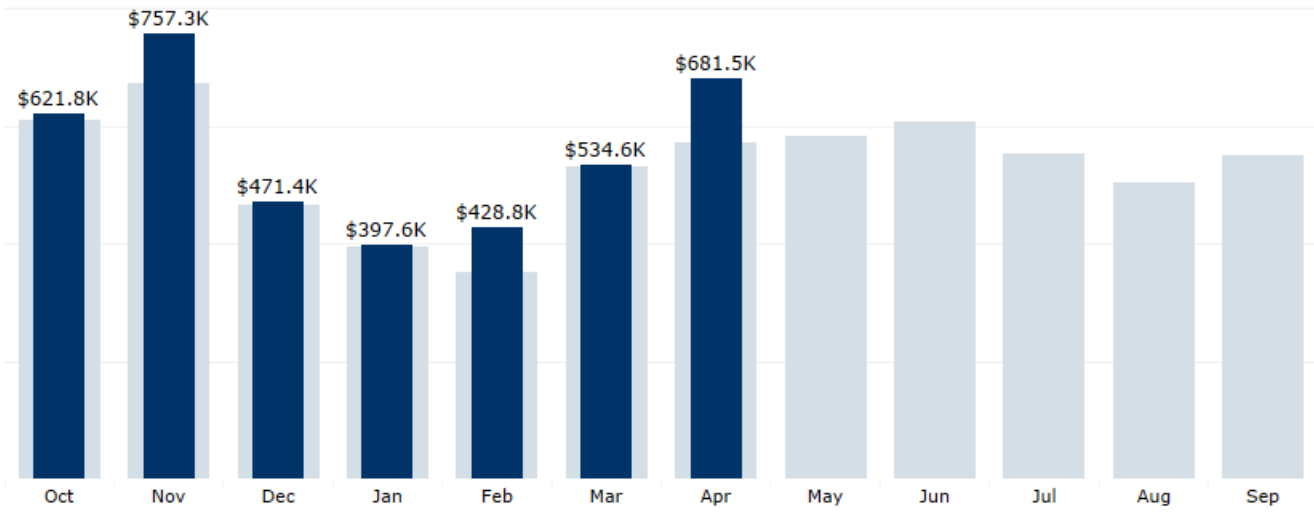


### Hotel Occupancy Tax Collections by Month

Fiscal Year 2024

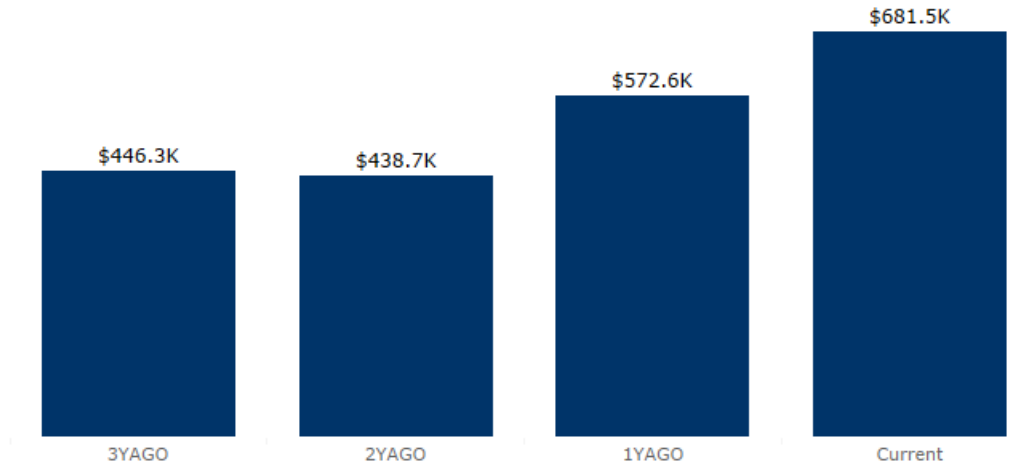
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
\$621.8K	\$757.3K	\$471.4K	\$397.6K	\$428.8K	\$534.6K	\$681.5K					
+1.9%	+12.7%	+1.4%	+0.8%	+22.1%	+0.4%	+19.0%					

■ Current    ■ Last Year



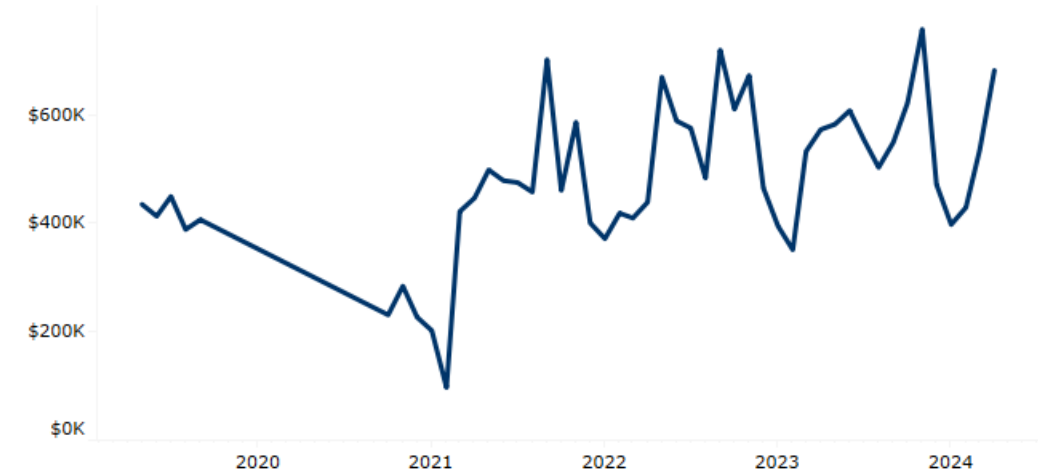
### Hotel Occupancy Tax Collections

April 2024 vs. comparable months over the past 5 years



### Hotel Occupancy Tax Collections

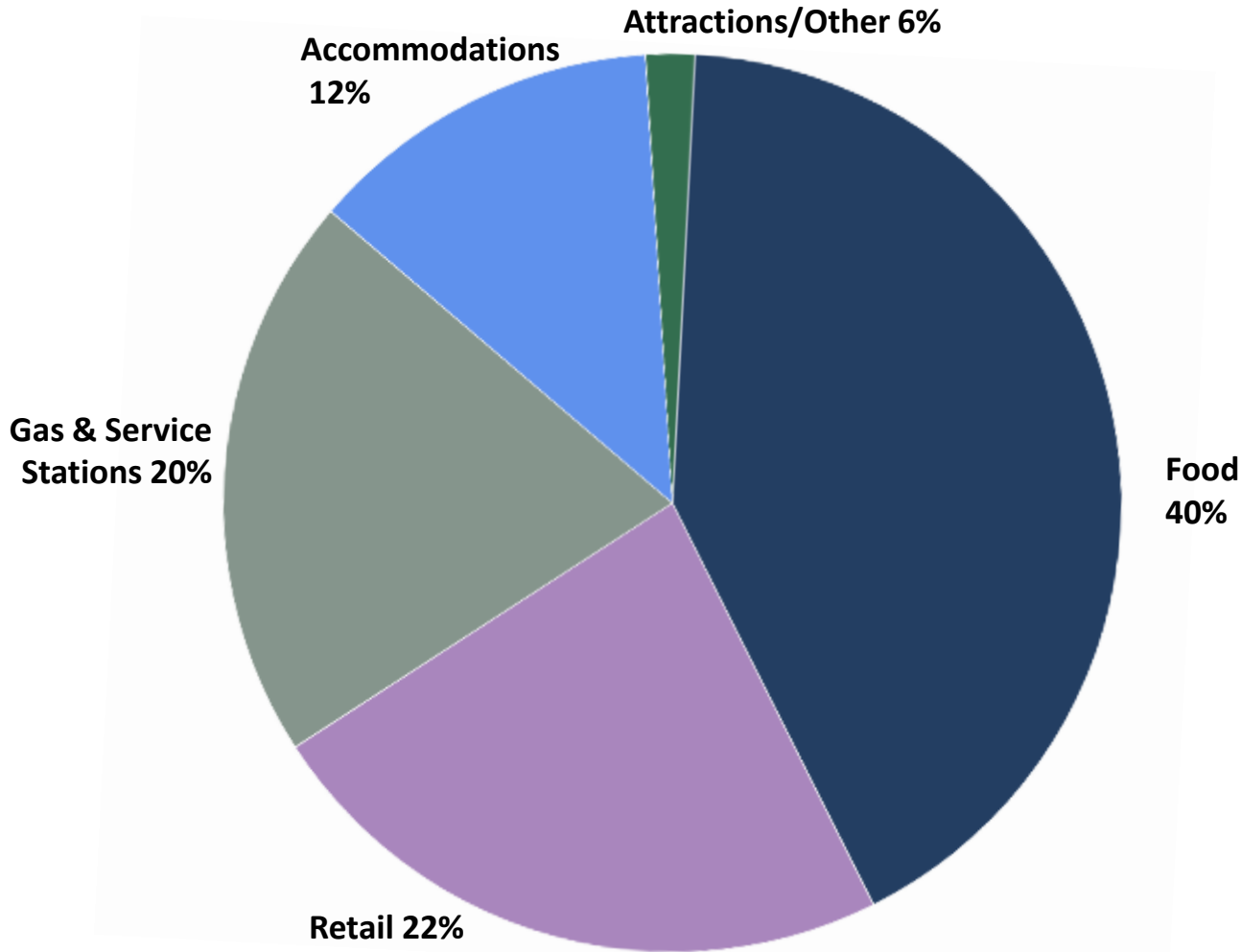
Long Term Trend



Source: City of Waco

# Visitor Spending

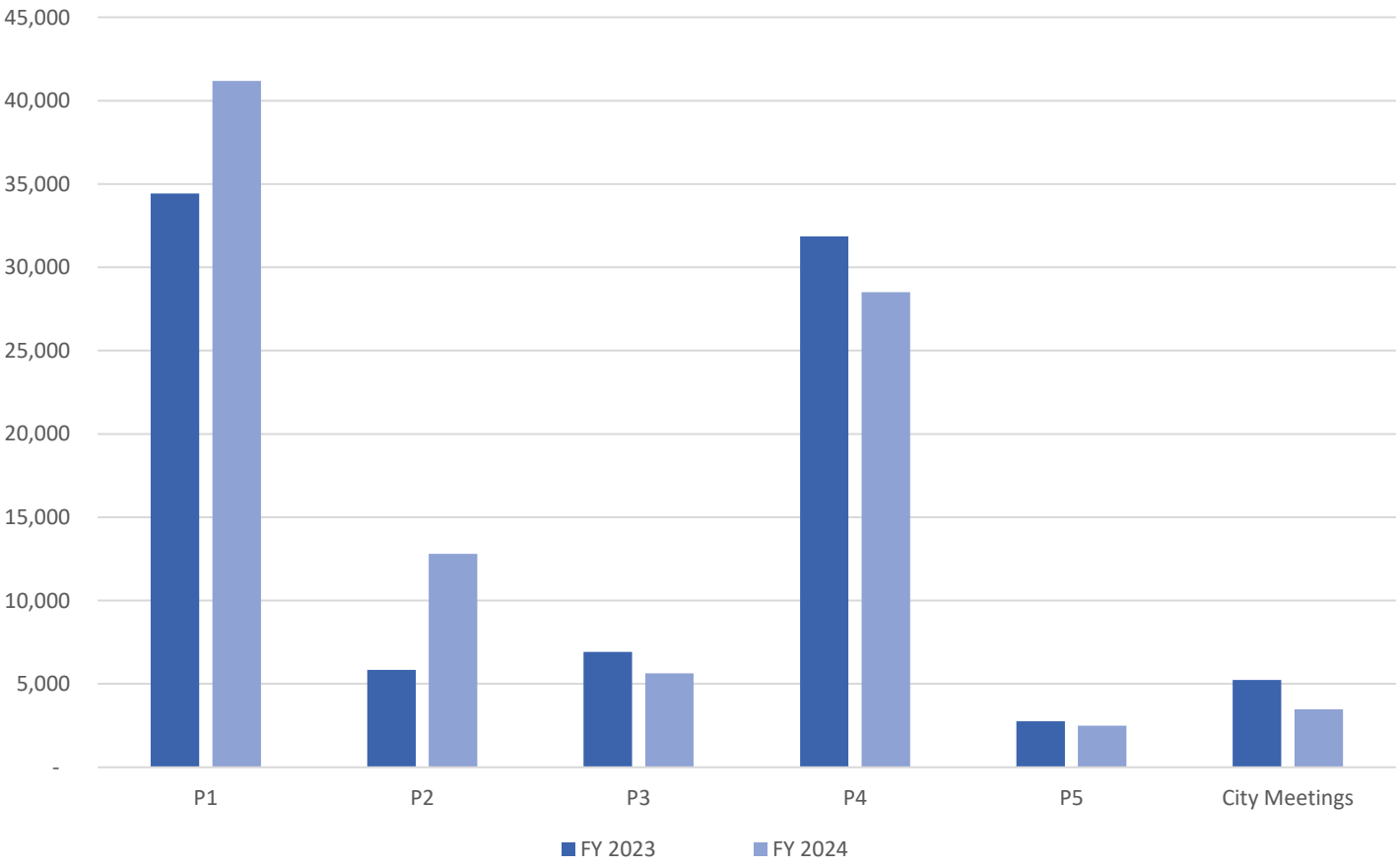
## Top Spend Categories per Visitor in 2024



### Average Spend per Category:

Food	\$110
Gas & Service Stations	\$65
Retail	\$255
Accommodations	\$369
Attractions	\$243

# Convention Center Event Attendance by Priority Level – FY 2023 vs FY 2024



## 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**

# Eclipse Over Texas: Live From Waco

April 2024

# Hotel Performance by Period

City of Waco, TX+ (4/5/2024 - 4/8/2024)



Location  
City of Waco, TX+

Measure Selector  
Occupancy

**Selected Period**  
From 4/5/2024  
To 4/8/2024

**Comparison Period**  
From 4/7/2023  
To 4/10/2023

Weekend Weekday

## Selected Period - 4/5/2024 - 4/8/2024



## Comparison Period - 4/7/2023 - 4/10/2023



	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
<b>Selected Period</b> <small>(4/5/2024 - 4/8/2024)</small>	<b>76.7%</b>	<b>\$256.03</b>	<b>\$196.47</b>	<b>15.5K</b>	<b>11.9K</b>	<b>\$3.1M</b>
<b>Comparison Period</b> <small>(4/7/2023 - 4/10/2023)</small>	<b>58.6%</b>	<b>\$105.21</b>	<b>\$61.60</b>	<b>13.6K</b>	<b>8.0K</b>	<b>\$839.0K</b>
<b>% Change</b> <small>(4/5/2024 - 4/8/2024) vs. (4/7/2023 - 4/10/2023)</small>	<b>+31.1%</b>	<b>+142.0%</b>	<b>+219.0%</b>	<b>+14.1%</b>	<b>+49.5%</b>	<b>+263.8%</b>



# April 8 Eclipse Waco vs Texas

## Last 12 Weeks Performance

Weekly

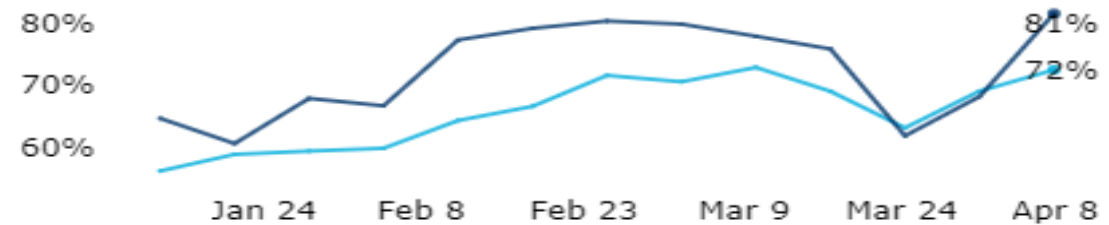
DOW Category  
(Multiple valu...)

City of Waco, TX+

Texas

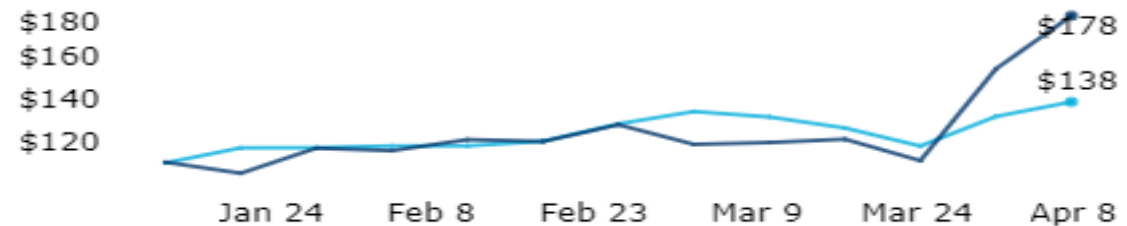
### Occupancy

Fri, Mon, Sat and 1 more (Day of Week)



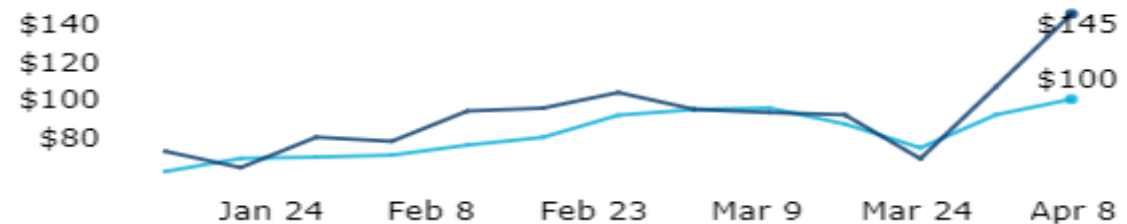
### ADR

Fri, Mon, Sat and 1 more (Day of Week)



### RevPAR

Fri, Mon, Sat and 1 more (Day of Week)



# Waco Regional Airport

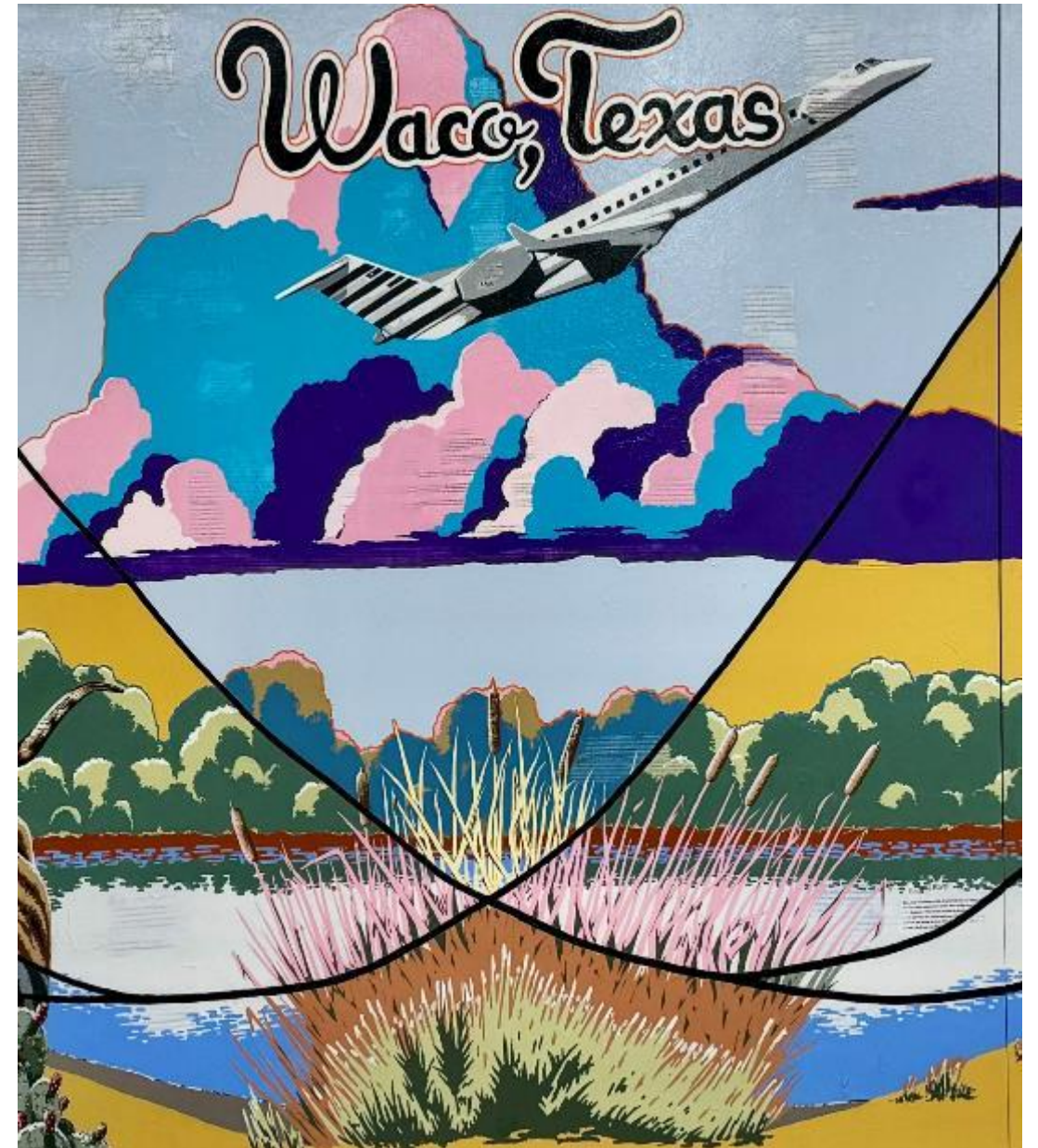
# Waco Regional Airport Visitor Data



# Visitor Data

Top 10 States of Residence - Airport Visitors  
(YTD 2024)

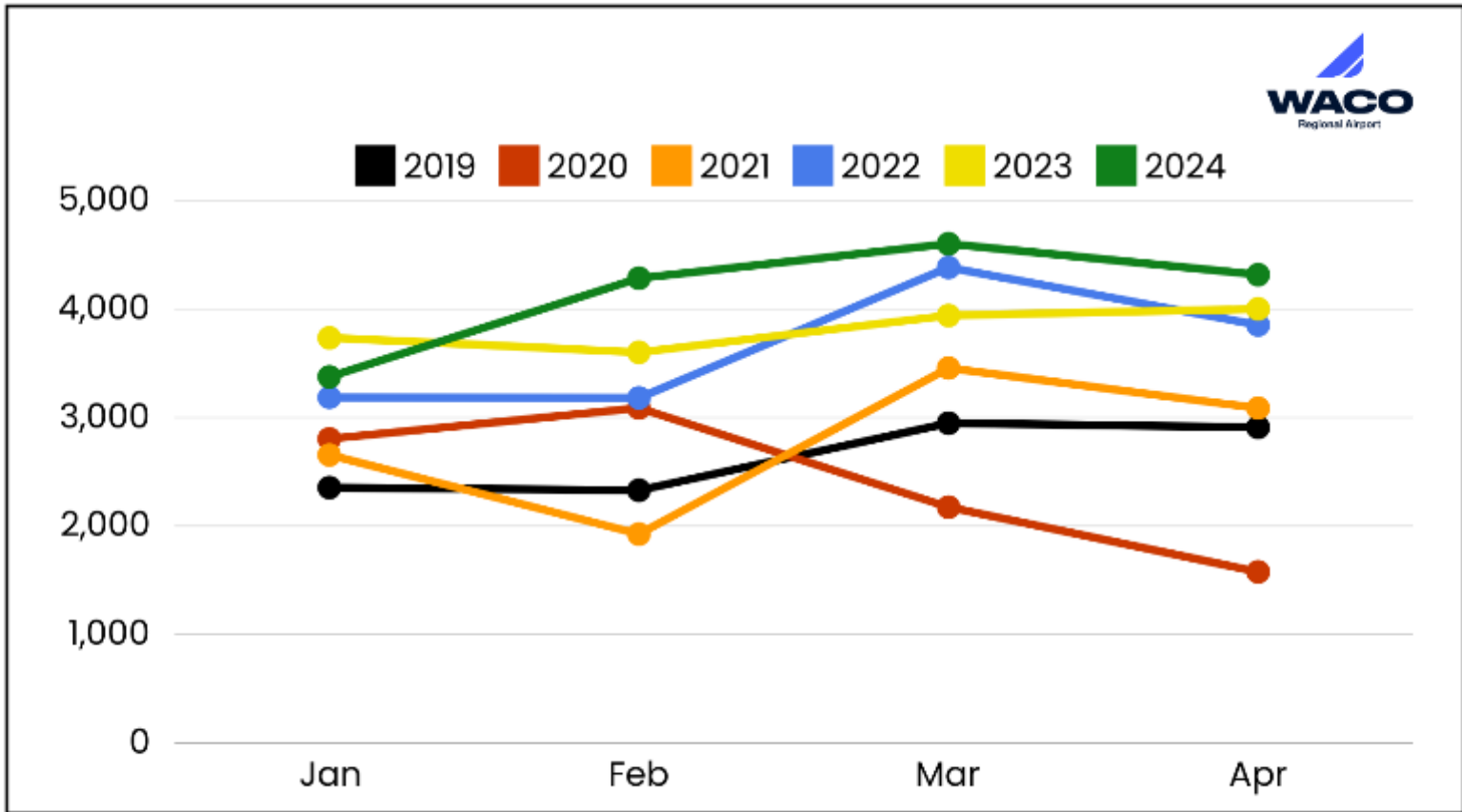
State:	Visitors:
Texas	41,653
California	3,960
Florida	1,879
Colorado	1,043
Illinois	994
North Carolina	986
Arizona	675
Tennessee	669
Utah	660
Kansas	607



# Commercial Enplanements

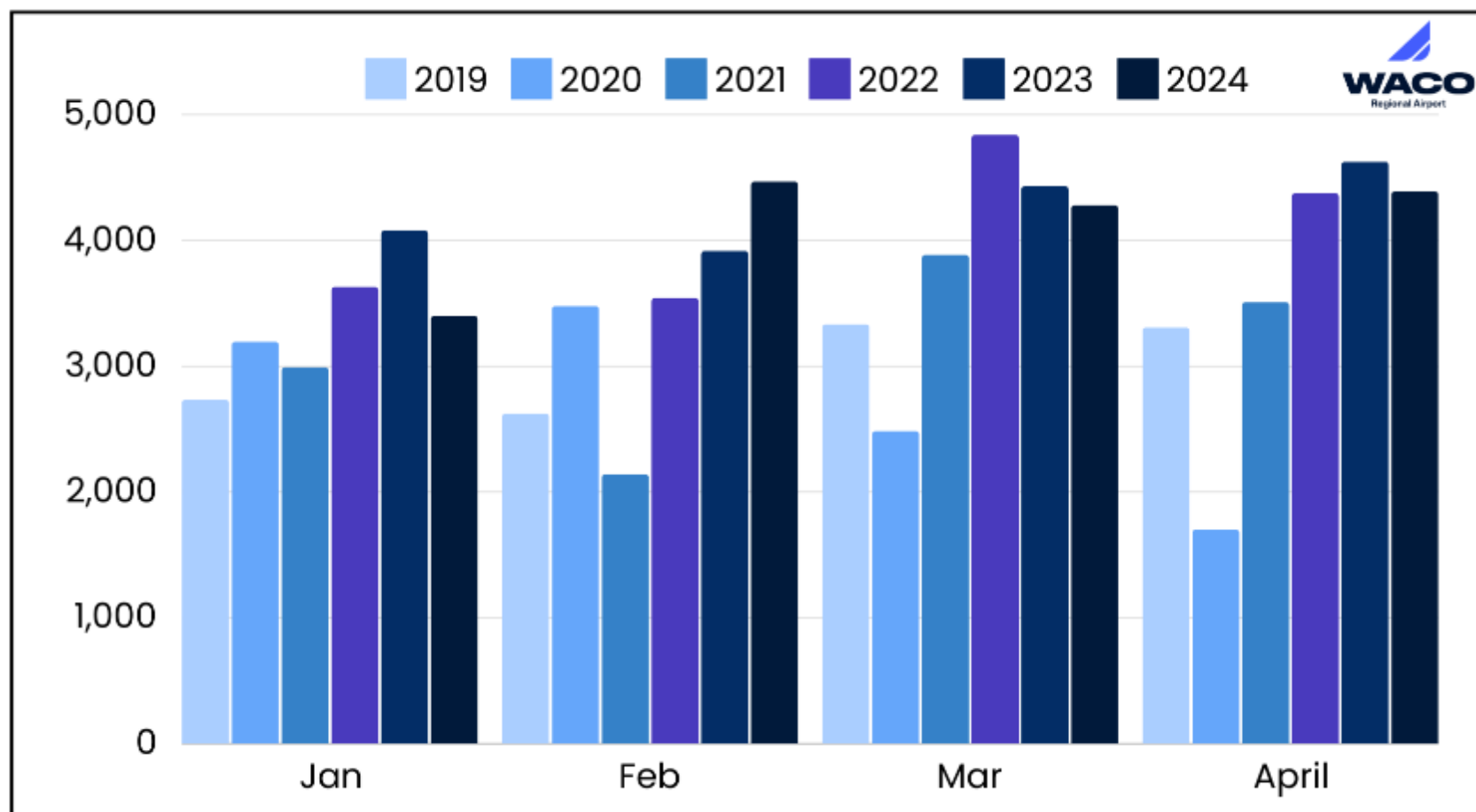
American Airlines American Eagle Flights

Waco Regional Airport's commercial traffic is up by 10.67% compared to last year, the highest increase in five years!



# Non-Airline Traffic

## General Aviation Traffic



General Aviation Traffic includes flight school training, military, corporate and personal travel.



# Current Priorities

- Following up with airlines met with at Jumpstart 2024 Conference to grow commercial flight service in Waco
- Continuing to foster economic development initiatives to attract new businesses and investment opportunities to the airport
- Preparing for the grand opening of MARIE's Bistro in our terminal this September
- Exploring and evaluating various options to upgrade our current air traffic control tower, ensuring the highest standards of safety and efficiency in airport operations



# Future Updates

## December 2024:

- Review Data from May 2024 – October 2024



**THANK YOU**