



City of Broken Arrow

Request for Action

File #: 17-1917, Version: 1

**Broken Arrow Convention and Visitors' Bureau
Meeting of: 03-13-2017**

To: Convention and Visitors' Bureau Board
From: Office of Tourism
Title: Consideration, discussion and possible approval of the purchase of the Smith Travel Research Monthly Broken Arrow Lodging Trend Destination Report for one year for a cost of \$2,000.00

Background:

Smith Travel Research (STR) provides a monthly Broken Arrow Lodging Trend Destination Report that will provide the CVB with the monthly occupancy rate, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR). The trending report also provides the monthly supply/demand and revenue for the Broken Arrow lodging properties that report to Smith Travel Research.

The STR report is the industry standard for providing hotels and Convention and Visitors Bureaus with a monthly trending report that provides valuable information. The Broken Arrow CVB previously received this report, however at the time, there were not enough Broken Arrow lodging properties reporting to provide an accurate supply/demand monthly trend report. There are currently eight Broken Arrow hotel partners reporting to STR. The STR reports will include the LaQuinta, Hilton Garden Inn and the Stoney Creek Conference Center when all three properties are operational and reporting.

Cost: \$2,000.00

Prepared By: Lori Hill, Tourism Director

Reviewed By: Legal Department

Finance Department

Approved By: Norman Stephens, Assistant to the City Manager/Economic Development Coordinator

**Attachments: Smith Travel Research Monthly Trend Sample Report
Smith Travel Research Broken Arrow Hotel Listing**

Recommendation:

Staff recommends approval of the purchase of the Smith Travel Research Monthly Broken Arrow Lodging Trend Destination Report for one year for a cost of \$2,000.00.