Destin-Fort Walton Beach Convention Center Economic Impact Analysis

June 20, 2023

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Ms. Charlotte Dunworth
Deputy Director of Finance and Compliance
Destin-Fort Walton Beach, Florida
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Dear Ms. Dunworth:

We have completed our assessment of economic impact generation associated with event activity at the Destin-Fort Walton Beach Convention Center. The assessment is based on a thorough review of event and attendance activity at the Center during the period spanning 2012 through 2022. The analysis herein includes a focus on spending generated by non-local attendees during their stays in the destination. Spending by local residents is considered displaced from other spending opportunities and is not considered net new to the community.

Impact models have been developed to measure the new direct attendee spending within the community, as well as the total economic output, earnings, jobs and tax revenues. These impacts would not exist without the Center. In addition, we have prepared an overview of hospitality assets that can impact the ability to attract non-local events and associated economic impacts to the destination, as well as a presentation of national convention industry trends that will be important for destination marketing organizations and Convention Center management to monitor going forward.

We sincerely appreciate the significant assistance and cooperation provided by Center management in the completion of this report. We would be pleased to be of further assistance in the interpretation and application of our findings.

Very truly yours,

CSL International

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Executive Summary

Executive Summary

This Executive Summary summarizes the analysis and findings associated with an Economic Impact Study for the Destin-Fort Walton Beach Convention Center (DFWBCC). A review of Destin-Fort Walton Beach area convention and visitor assets. The full report should be reviewed in its entirety to gain an understanding of analysis methods, limitations and implications.

DESTINATION ASSETS

Increasingly, event planners are considering the destination outside of a host facility when selecting potential sites for their events. The area within one-half mile of the DFWBCC offers 15 dining establishments, as well as 20 attractions listed on TripAdvisor. Additionally, there are 981 sleeping rooms available within a half-mile of the DFWBCC, distributed across five hotel properties.

While somewhat lacking immediately adjacent hospitality assets, the generally walkable environment surrounding the Center features a variety of restaurants, hotel rooms and attractions . The nearby HarborWalk Village area also provides access to significant dining, hotel and attraction amenities. Finally, the many vacation rental properties in the market are often used by event attendees for longer stays, resulting in greater overall visitor spend within the destination.

ECONOMIC IMPACTS

The DFWBCC provides important quantifiable economic impact and fiscal benefits. To evaluate the Center's impact on the community, we have measured direct spending taking place in hotels, other lodging facilities, restaurants, retail, entertainment, local transportation and other local businesses due to the events and attendees attracted to the community because of the Center. The flow of direct spending is adjusted to reflect only the spending that is considered net new to the local economy, excluding spending that would likely take place in the community even without the existence of the Center.

Primary DFWBCC economic and fiscal impacts are summarized below:

DFWBCC Events Supports an Average of $4.6 Million in Annual Direct Spending - Attendees at events held at the Center spend on hotel, restaurant, retail, entertainment, local transportation and other sectors. During the period spanning 2012 through 2019, the average direct spending in these industries by non-local attendees averaged approximately $4.6 million, with a high of $6.2 million in 2019. The significant athletic event activity in 2021 resulted in a ten-year high in direct spending of $9.1 million. This is largely due to the significant number of athletic event attendees who stayed overnight in the destination.

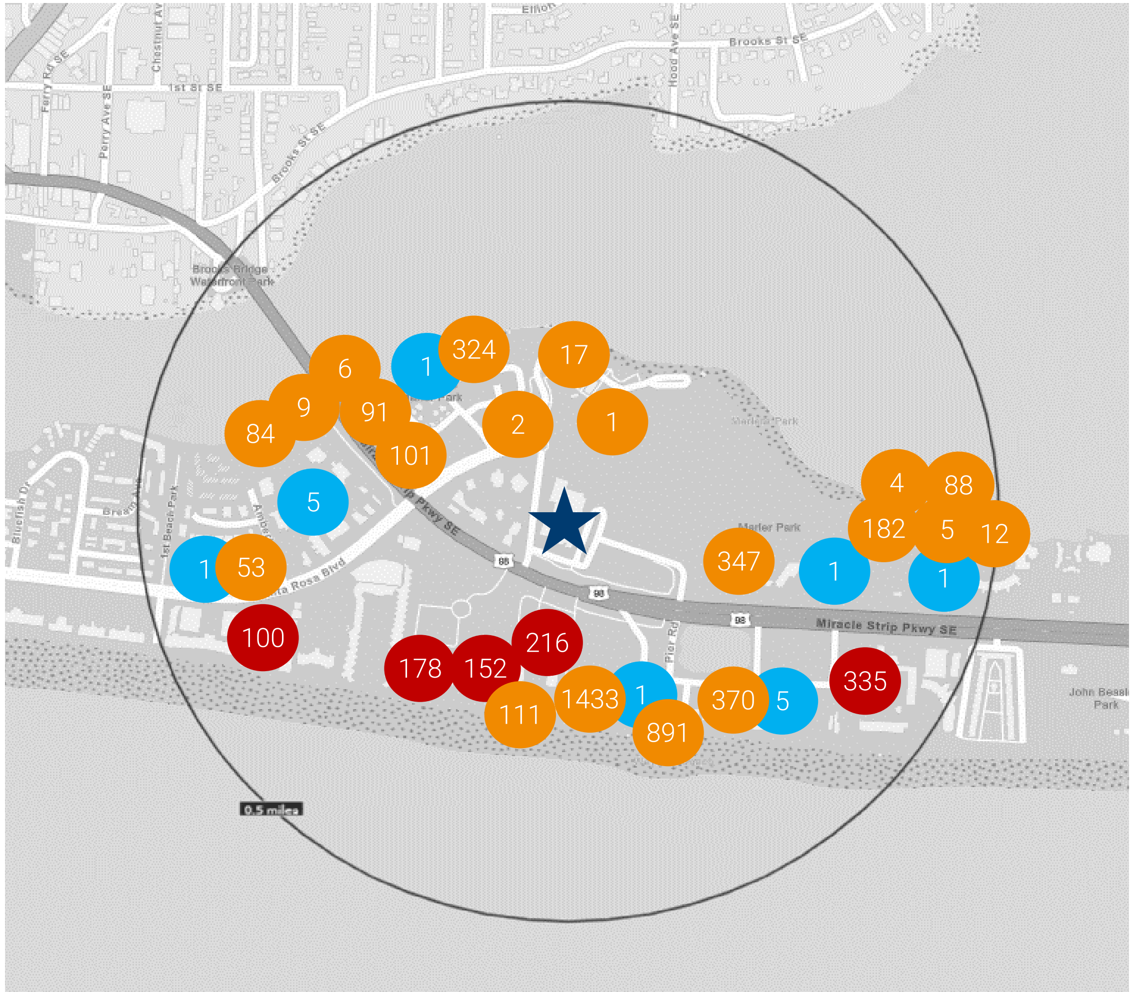
Annual Total Output Generated by DFWBCC Events Averaging $6.6 Million - The direct spending generated by non-local event attendees will flow through the local economy, supporting local suppliers, transportation, utility, equipment and other sectors. The resulting new total economic output supported by Center-hosted events averaged $6.6 million in the pre-Covid period, achieving a ten-year high in 2021 at $13.2 million.

An Annual Average of $1.9 Million in Earnings, Supporting an Average of Nearly 60 Jobs - During the period spanning 2012 through 2019, employee earnings generated as a result of DFWBCC event activity averaged approximately $1.9 million annually. The new jobs supported by non-local business at the Center range between 79 and 45 during the period spanning 2012 through 2019. These jobs range from important entry level positions that provide valuable training and work skills, to mid- and higher-level management positions.

Between $113,000 and $195,000 in Annual Tax Revenues Supported by the DFWBCC -- The new direct and indirect spending generated by Center events has created new sales and hotel taxes for the community, ranging between $195,000 and $113,000 during the period spanning 2012 through 2019. This analysis does not include a wide variety of property and other taxes and fees that are generated by businesses sustained in part by DFWBCC event attendee spending.

Local Market Conditions

Local Attraction, Hotel & Dining Inventory



Source: Visit Destin, Esri, Tripadvisor, Google, 2022.

Attractions, Hotels & Dining Options Within ½-mile of DFWB Convention Center

4131 — Attraction Reviews (number of Trip Advisor positive reviews)

981 — Hotels (number of hotel rooms)

15 — Dining Options (number of establishments)

Attractions & Amenities

Increasingly, event planners are considering the destination outside of a host facility when selecting potential sites for their events. To evaluate the appeal and vibrancy of the area immediately surrounding the Destin-Fort Walton Beach Convention Center, the adjacent exhibits display an inventory of the attraction, hotel and dining options within a half-mile of the facility

There are a total of 15 dining establishments within this radius, as well as 20 attractions listed on TripAdvisor. The most reviewed attraction is the Gulfarium Marine Adventure park with 1,433 positive reviews, followed by Okaloosa Island Pier (891), The Boardwalk on Okaloosa Island (370) and Wild Willy's Adventure Zone (347). A positive review is defined as any review with a score of three or higher on TripAdvisor's website.

Additionally, there are 981 sleeping rooms available within a half-mile of the DFWBCC, distributed across five hotel properties. Overall, while lacking immediately adjacent hospitality assets, the generally walkable environment surrounding the Center features a variety of restaurants, hotel rooms and attractions .

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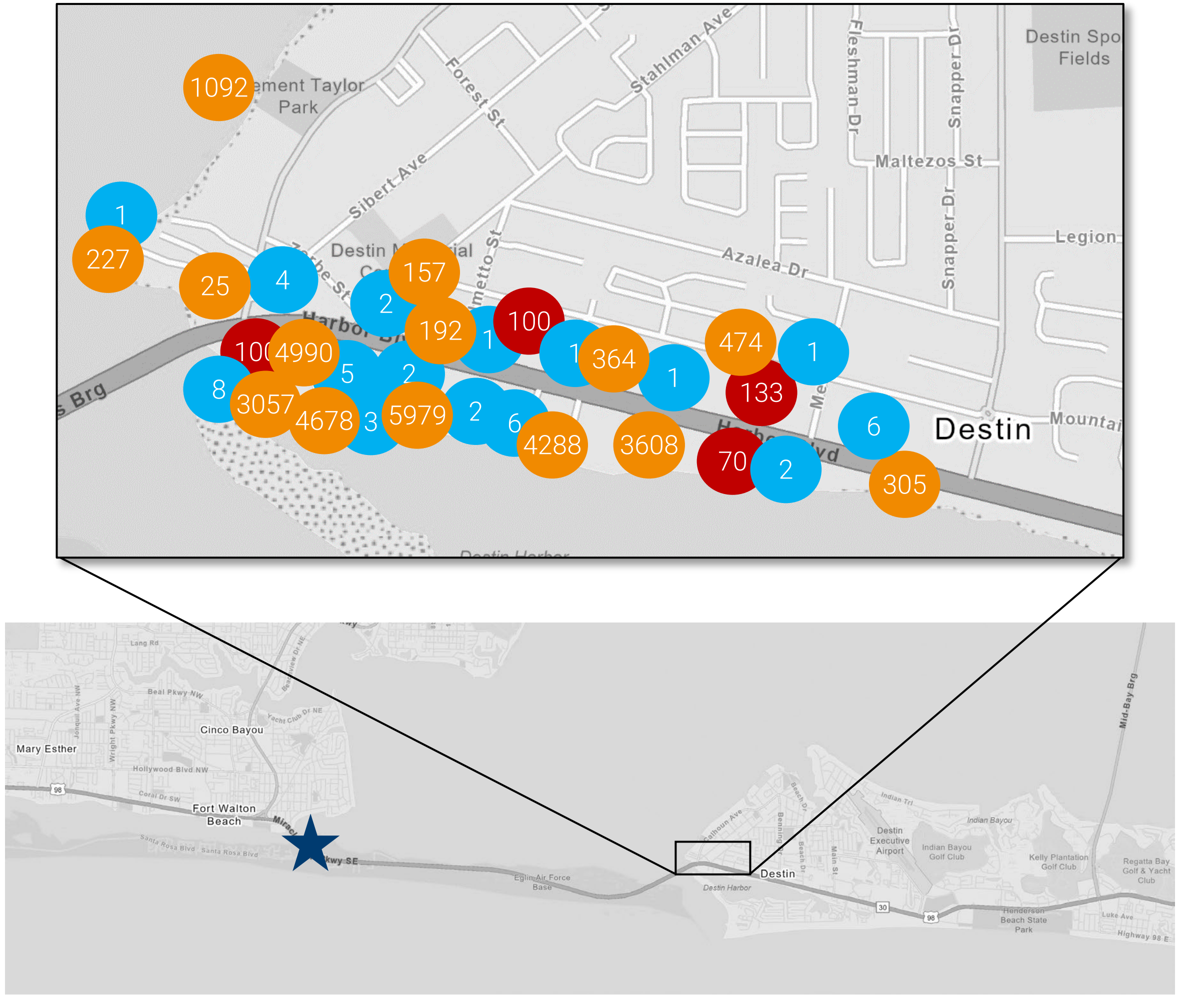
Local Attraction, Hotel & Dining Inventory



Source: Visit Destin, Esri, TripAdvisor, Google, 2022.

Attractions, Hotels & Dining Options
HarborWalk Village / Harbor Blvd

29,436	Attraction Reviews (number of Trip Advisor positive reviews)
403	Hotels (number of hotel rooms)
45	Dining Options (number of establishments)

Attractions & Amenities

A significant density of attractions and dining options, as well as several hotels located in the HarborWalk Village area help support the convention and visitor industry in the destination.

Located approximately 5.4 miles from the DFWBCC, this area provides nightlife, pre-and post-event entertainment, and additional lodging options for attendees.

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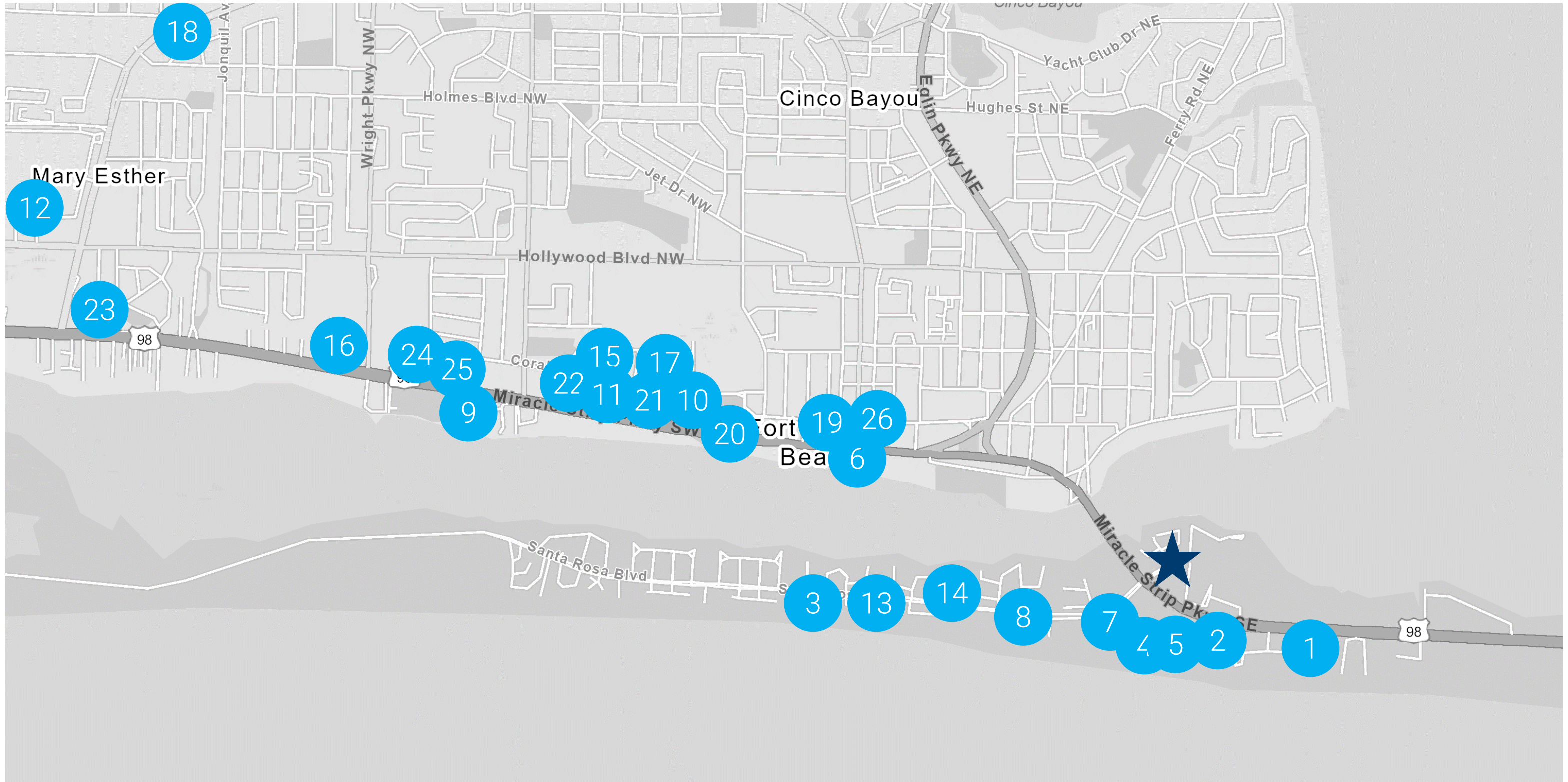
Local Attraction, Hotel & Dining Inventory

Hotel Inventory – Fort Walton Beach Area

We have reviewed hotel inventory in the Destin-Fort Walton Beach area in a number of ways, including those within Fort Walton Beach and near the DFWBCC (as shown below), those in various areas of Destin, and the significant rental property inventory within the region. The chart and map below summarize selected existing lodging facilities located near the DFWBCC, and to the west in Fort Walton Beach. The focus of this assessment is on properties that are within walking or short drive distance to the DFWBCC. In total, there are 26 hotel properties in the studied area, accounting for over 2,600 total sleeping rooms. This includes five properties within a half-mile of the DFWBCC that offer a collective 981 total sleeping rooms. Importantly, four of these nearby properties are among the six largest hotels in the area (The Island Resort, Four Points, Hilton Garden Inn and Holiday Inn Resort.) We note that the location of hotels near the Convention Center across U.S. Highway 98 ("Old 98") creates a challenge for event attendees traveling between hotels and the Center. Consideration should be given to studying a potential connection across Old 98 to better link convention and hotel hospitality assets.

	Hotel Property	Distance From CC (mi)	Number of Hotel Rooms (count)
1	The Island Resort	0.5	333
2	Four Points by Sheraton	0.3	216
3	Wyndham Garden	1.5	195
4	Hilton Garden Inn	0.3	178
5	Holiday Inn Resort	0.3	152
6	Residence Inn	1.5	109
7	Hampton Inn FWB	0.4	100
8	Beal House	0.8	100
9	Quality Inn	2.8	99
10	Holiday Inn Express FWB (Central)	2.3	96
11	Fairway Inn	2.1	94
12	Hampton Inn & Suites Mary Ester/FWB	4.5	91
13	Fairfield Inn & Suites FWB	1.3	87
14	Courtyard By Marriott	1.1	85
15	Tru By Hilton	3.0	82
16	Candlewood Suites	3.0	80
17	Comfort Inn & Suites	2.3	75
18	Holiday Inn Express & Suites FWB (Hurlburt)	4.9	74
19	La Quinta Inn & Suites	1.5	69
20	Seabreeze Inn	1.9	65
21	Days Inn FWB	2.1	56
22	Hole Inn the Wall	2.2	55
23	Baymont Inn & Suites	3.9	51
24	Regency Inn	2.9	50
25	Super 8	2.7	34
26	Economy Motel	1.4	23
	TOTAL		2,649



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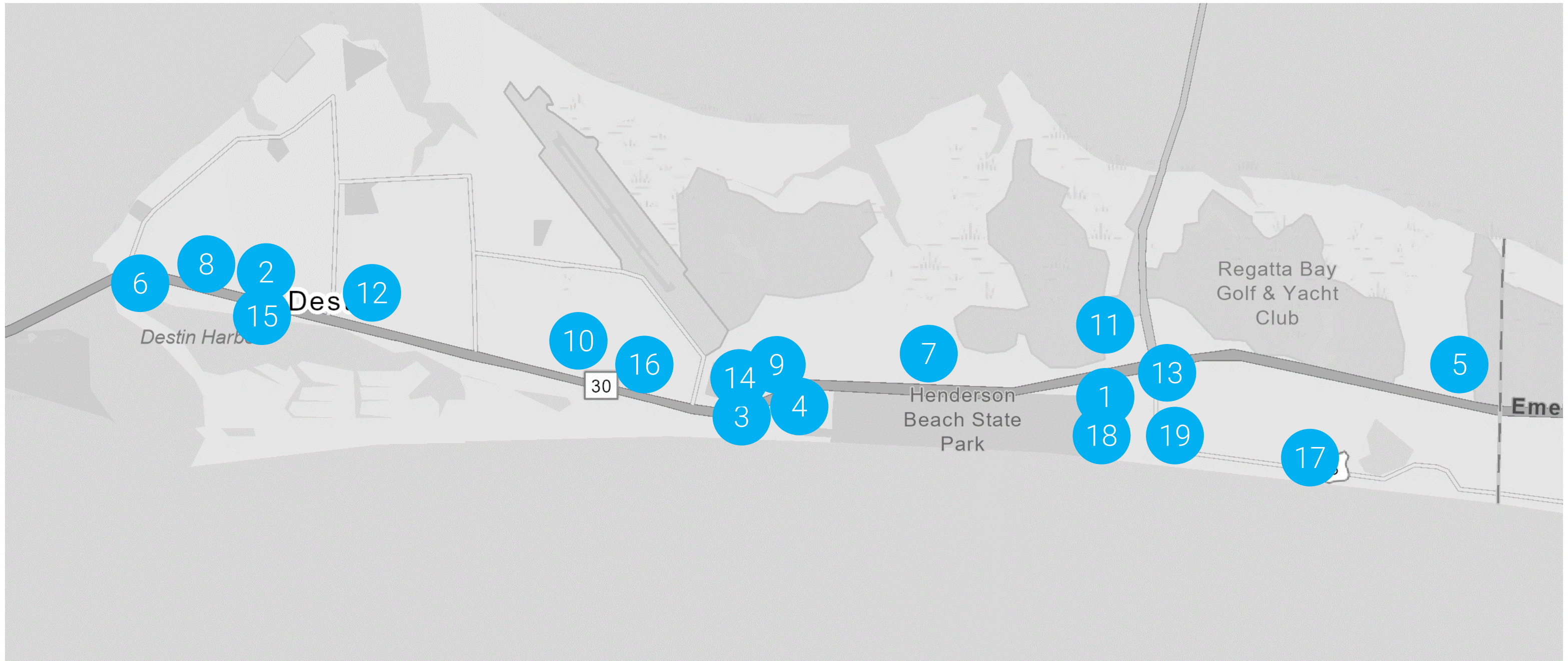
Source: Visit Destin, Esri, Tripadvisor, Google, 2022.

Local Attraction, Hotel & Dining Inventory

Hotel Inventory – Destin Area

The chart and map below summarize the broader inventory of hotels in Destin that support the convention and visitor industry. These properties, in addition to coastal area properties throughout the Destin-Fort Walton Beach area, are a key driver of economic impact for the entire region. In total, there are 19 hotel properties in this study area, accounting for over 1,600 total sleeping rooms.

	Hotel Property	Distance From CC (mi)	Number of Hotel Rooms (count)
1	The Henderson	10.6	170
2	Motel 6	6.0	133
3	Hampton Inn & Suites Destin	8.5	130
4	Home2 Suites	8.8	112
5	Extended Stay America	12.2	101
6	Emerald Grand[1]	5.6	100
7	Fairfield Inn & Suites Destin	9.5	100
8	Village Inn	5.7	100
9	Homewood Suites	8.6	95
10	Wingate By Wyndham	7.7	94
11	Best Western Sugar Sands	10.4	83
12	Destin Inn & Suites	6.7	78
13	Holiday Inn Express & Suites Destin	10.8	74
14	SummerPlace Inn	8.5	72
15	Ascend Collection Inn on Destin Harbor	6.1	70
16	Days Inn Destin	7.9	59
17	Sea Oats Motel	11.6	40
18	Henderson Park Inn	10.7	37
19	Beachside Inn	11.0	20
	TOTAL		1,668



Note (1): Emerald Grand is a timeshare resort.
Source: Visit Destin, Esri, Tripadvisor, Google, 2022.

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Local Attraction, Hotel & Dining Inventory

Rental Property Inventory

According to interviewed stakeholders, a majority of Destin-Fort Walton Beach's overnight accommodations inventory is comprised of vacation rental properties. Further, many visitors attending convention, sports or other events at the Destin-Fort Walton Beach Convention Center will often stay at these properties before, during, and/or after their events.

As such, the adjacent map summarizes the significant rental property inventory within the destination, including a significant base of properties near the Convention Center. Vacation rental properties are often used by event attendees for longer stays, resulting in greater overall visitor spend within the destination.

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Impact Analysis

Impact Concepts

The Destin—Fort Walton Beach Convention Center provides important quantifiable economic impact and fiscal benefits. To evaluate the Convention Center's impact on the community, we have measured direct spending taking place in hotels, other lodging facilities, restaurants, retail, entertainment, local transportation and other local businesses due to the events and attendees attracted to the community because of the Center. The flow of direct spending is adjusted to reflect only the spending that is considered net new to the local economy, excluding spending that would likely take place in the community even without the existence of the Center.

Direct spending will flow through the local economy, creating a variety of secondary impacts, as described below.

- TOTAL OUTPUT represents the total direct, indirect, and induced spending effects generated by the Convention Center. Total output is calculated by multiplying the appropriate total output multiplier by the estimated direct spending within each industry.
- PERSONAL INCOME (EARNINGS) represents the wages and salaries earned by employees of businesses impacted by the Convention Center. Personal earnings are calculated by multiplying the appropriate personal earnings multiplier by the estimated direct spending within each industry.
- EMPLOYMENT is expressed in terms of total jobs and includes both full and part-time jobs. Employment is calculated by dividing the appropriate employment multiplier by one million, and then multiplying by the estimated direct spending within each industry.

IN FACILITY SPENDING

Direct spending is generated by visitors and participants at the Convention Center during the course of annual operation. This spending occurs with respect to both event and non event items, such as space and equipment rentals, food and beverage, merchandise, sponsorship & advertising, and retail leases.

OUT OF FACILITY SPENDING

Outside the Convention Center itself, additional direct spending is generated in city, county and regional areas by visitors, attendees, participants, event staff, and visiting facility users on lodging, food and beverage, retail, entertainment, transportation, and other such items in connection with their visit to the area.

In addition to the quantifiable benefits associated with a Convention Center, there are a number of existing and potential benefits that cannot be quantified. In fact, these qualitative benefits tend to be a critical factor in the consideration of public and private investment in facilities of this nature. These include benefits pertaining to quality of life, ancillary economic development facilitation, employment opportunities, community pride, and other items.

The remainder of this report presents the results of economic impact modeling associated with the operations of the Destin-Fort Walton Beach Convention Center during the period spanning 2012 through 2022.

Convention Center Event Activity – 2012 to 2022

The events attracted to the Destin-Fort Walton Beach Convention Center vary in nature significantly, and include athletic events and conventions that attract out-of-town attendees, local banquets and conferences, large festival and consumer events providing a significant benefit for local residents, and numerous meetings, seminars and social meetings that benefit local businesses and residents.

These events form a basis from which to estimate the economic impact generated by the Center. The events that ultimately chose the Center as their host site created new spending, total output, earnings, jobs and tax revenues for the community. Hosting other events catering to the local resident and business base is also a critically valuable function of the Center, and should be considered as a very important intangible benefit.

Number of Events By Type and Year

Event Type	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Athletic Competition (ATH)	11	12	10	13	13	15	12	20	6	16	15
Banquet (BQT)	34	33	30	26	21	25	25	14	6	4	12
Conference: Local (CONF)	1	3	4	4	1	1	1	4	0	0	0
Convention: Out of Town (CONV)	6	8	10	9	7	5	6	12	2	5	6
Exhibition/Trade Show (EXH)	16	14	19	12	17	15	11	15	3	11	11
Festival/Special Event (FEST)	19	11	13	8	8	7	3	6	0	3	4
Internal (INT)	52	45	25	34	31	32	49	33	24	55	36
Meeting: Private (MEET)	55	42	22	24	37	18	21	15	5	16	10
Performance (PER)	6	5	5	6	6	4	6	8	2	6	7
Seminar: Public (SEM)	13	8	5	12	15	15	16	16	4	1	3
Social (SOC)	24	20	16	8	13	10	10	9	2	3	6
TOTAL	237	201	159	156	169	147	160	152	54	120	110

Source: Facility management, 2023.

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Convention Center Attendance – 2012 to 2022

The events held at the Convention Center generated an average of nearly 75,000 attendees during the pre-Covid period spanning 2012 through 2019. Attendance levels rebounded significantly in 2021, largely due to a significant increase in attendance generated by athletic events. Attendance levels for 2022 slightly exceeded 54,000, and as event activity nationally stabilizes, it is appropriate to assume a return to the consistent attendance levels generated during the pre-Covid period.

These attendee levels, particularly the share that arrives to the destination because of events hosted at the Center, support the net new economic impact attributed to Center operations.

Actual Attendance By Type and Year

Event Type	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Athletic Competition (ATH)	15,255	15,047	21,946	31,503	25,690	25,032	19,621	27,397	3,225	54,443	24,308
Banquet (BQT)	11,578	10,534	10,873	8,681	6,758	8,098	8,788	6,652	2,750	897	5,615
Conference: Local (CONF)	200	2,330	6,301	340	335	150	275	635	0	0	0
Convention: Out of Town (CONV)	2,447	4,172	2,765	5,814	3,362	2,808	3,148	5,558	1,765	1,669	1,975
Exhibition/Trade Show (EXH)	13,915	12,114	15,463	11,952	16,118	15,626	12,766	15,415	3,750	8,641	6,766
Festival/Special Event (FEST)	10,789	9,205	9,348	7,460	7,715	10,519	5,520	6,153	0	678	2,314
Internal (INT)	5,577	5,312	1,931	2,157	1,890	1,837	1,807	1,516	1,850	8,670	3,217
Meeting: Private (MEET)	3,459	2,410	1,304	1,691	2,417	1,645	1,668	1,180	157	1,074	1,788
Performance (PER)	4,504	4,057	2,754	4,994	4,384	4,050	5,447	8,561	2,445	2,465	6,006
Seminar: Public (SEM)	1,704	435	238	729	1,007	642	793	1,083	120	50	352
Social (SOC)	7,583	6,343	4,475	3,130	5,298	2,863	3,867	3,559	900	497	1,805
TOTAL	77,011	71,959	77,398	78,451	74,974	73,270	63,700	77,709	16,962	79,084	54,146

Source: Facility management, 2023.

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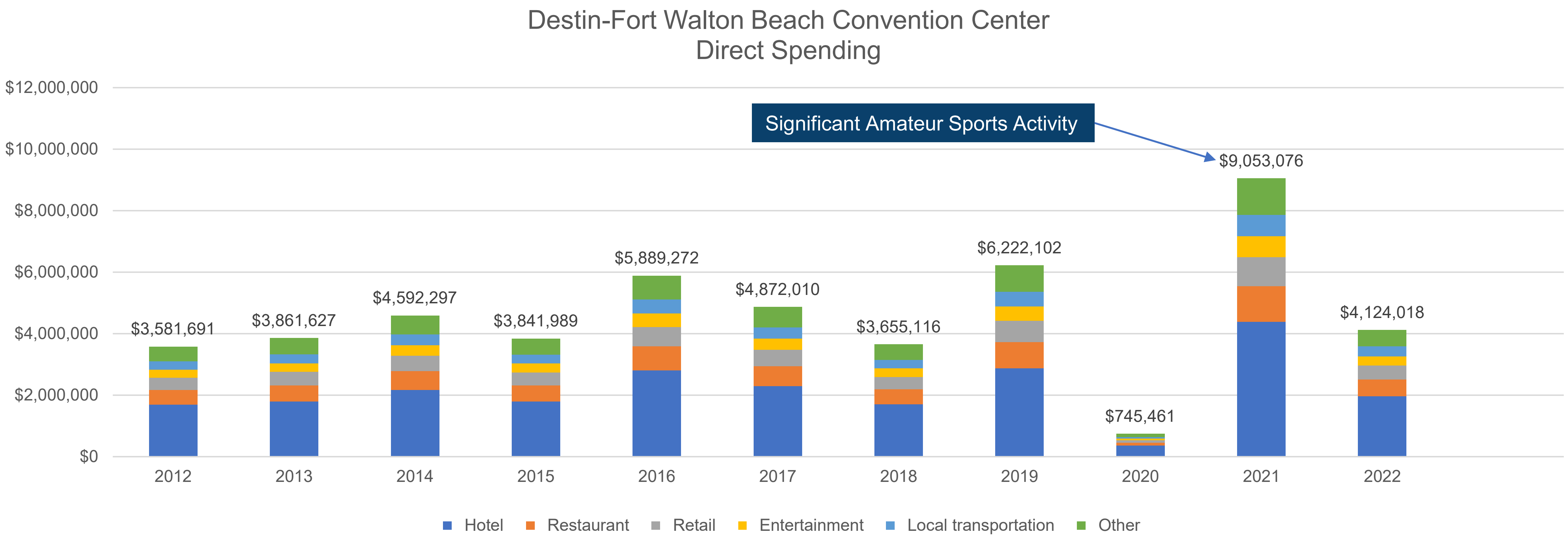
Center Generated Net New Direct Spending

Attendees at events held at the Center spend on hotel, restaurant, retail, entertainment, local transportation and other sectors such as event production costs and venue rental. During the period spanning 2012 through 2019, the average direct spending in these industries by non-local attendees averaged approximately $4.6 million, with a high of $6.2 million in 2019. The negative impacts of COVID are evident in 2020, however the significant athletic event activity in 2021 resulted in a ten-year high in direct spending of $9.1 million. This is largely due to the significant number of athletic event attendees who stayed in overnight in the destination.

We would expect continued growth in direct spending, building on the $4.1 million in 2022, reaching the pre-Covid averages by 2024. Improvements to the connectivity between the Center and nearby hospitality assets could help increase the direct spending in the long term.



Center Generated Net New Total Output

As previously noted, the direct spending generated by non-local event attendees will flow through the local economy, supporting local suppliers, transportation, utility, equipment and other sectors. Employees in businesses supported by this new spending will make purchases in virtually all sectors of the local economy. The resulting new total economic output supported by Center-hosted events averaged $6.6 million in the pre-Covid period, achieving a ten-year high in 2021, and reaching $6.0 million in 2022.

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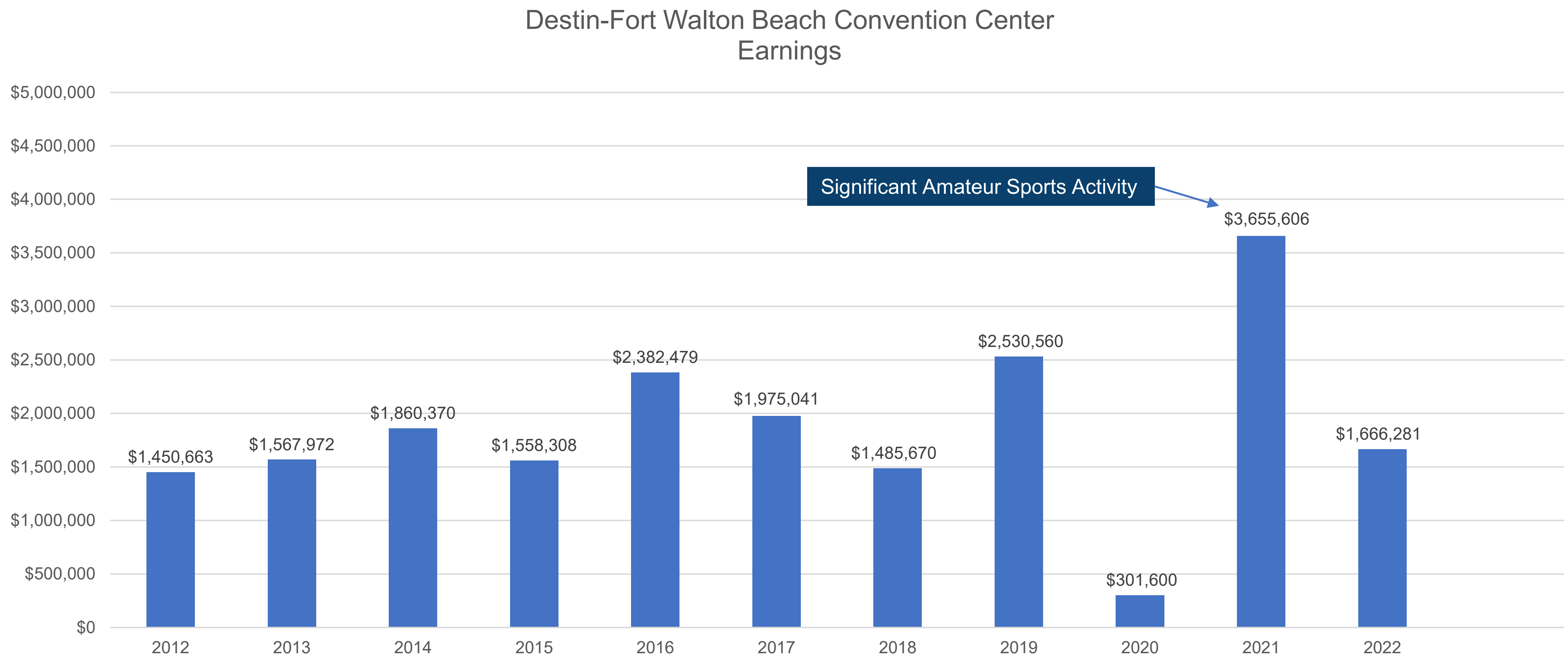
Center Generated Net New Earnings

A component of direct spending and total output generated by non-local Convention Center attendees can be measured in terms of earnings. During the period spanning 2012 through 2019, these earnings averaged approximately $1.9 million annually. These earnings are distributed to employees throughout the local economy, ranging from employees just entering the workforce and beginning their careers, to management positions throughout the hospitality and support industries. Earnings impacts are summarized below.



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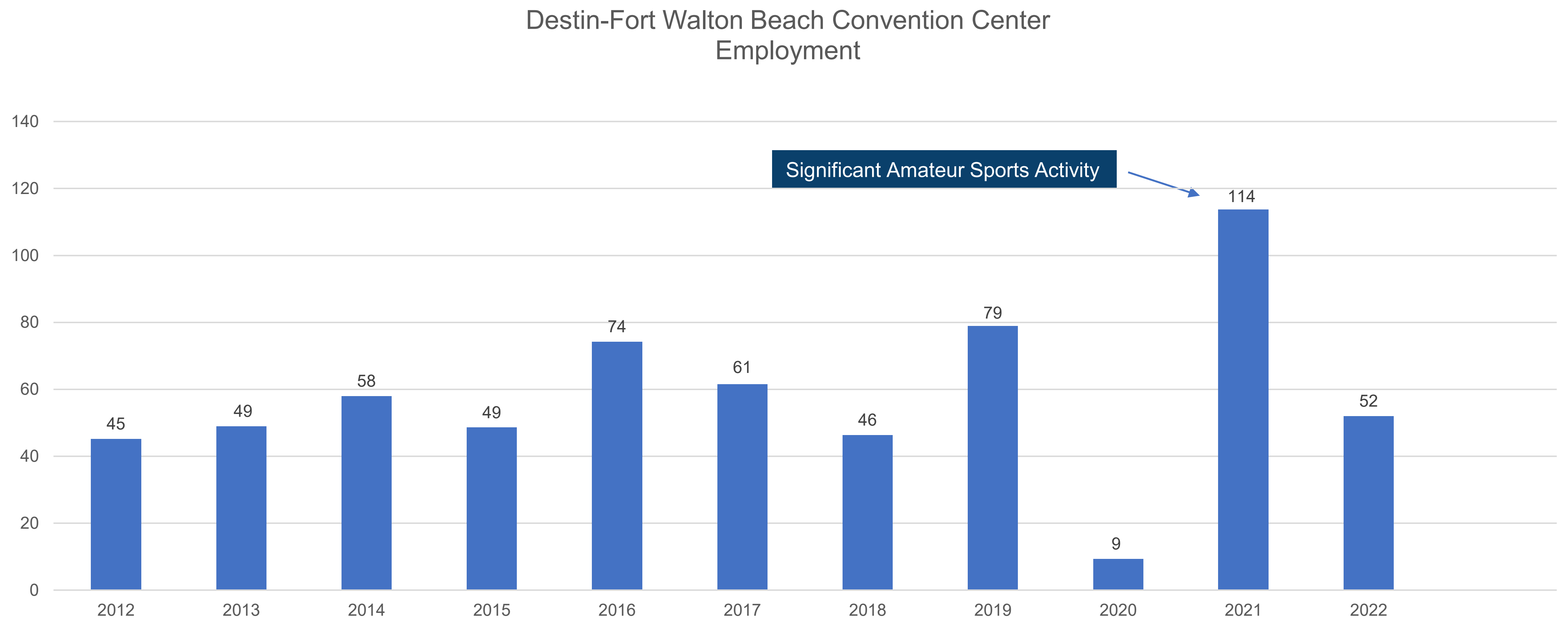
Center Generated Net New Employment

The new jobs supported by non-local business at the Convention Center range between 79 and 45 during the period spanning 2012 through 2019. A total of 114 jobs were supported in 2021 due to the high level of non-local attendees at amateur sporting events. These jobs range from important entry level positions that provide valuable training and work skills, to mid- and higher-level management positions. Annual employment impacts are summarized below.



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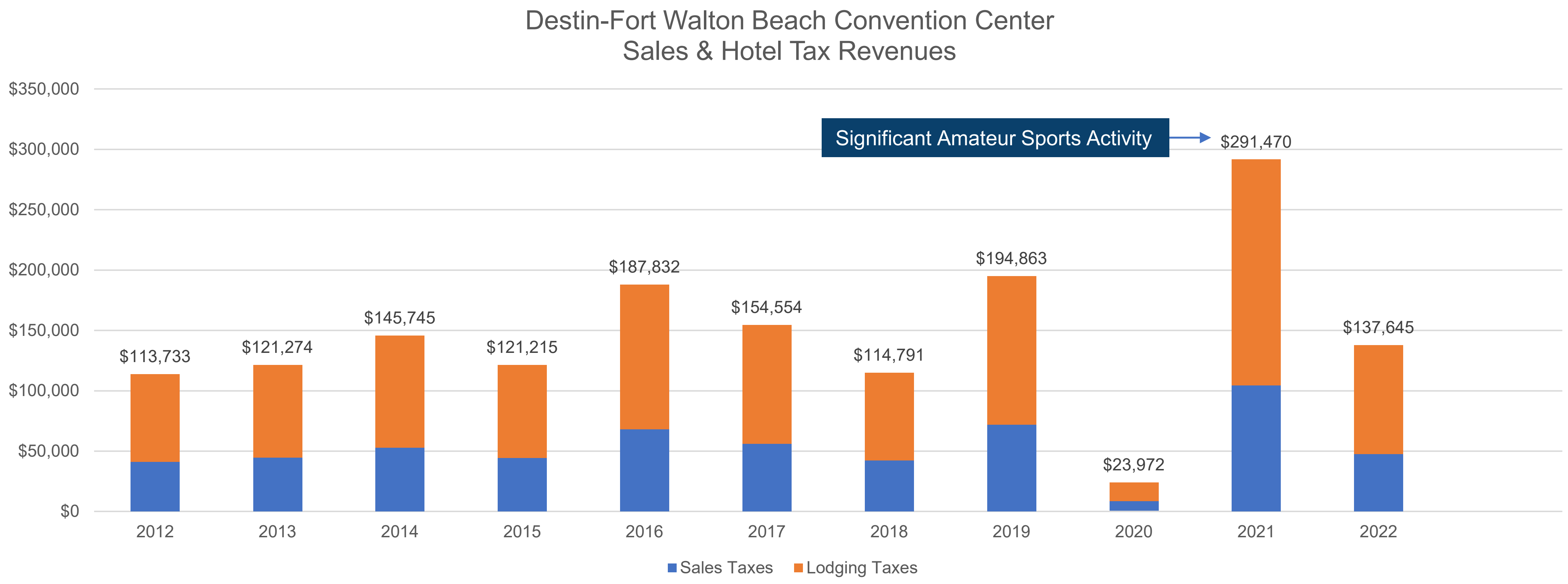
Center Generated Net New Sales & Lodging Taxes

The new direct and indirect spending generated by Center events has created new sales and hotel taxes for the community. Combined, these sales and hotel taxes have ranged between $195,000 and $113,000 during the period spanning 2012 through 2019. This analysis does not include a wide variety of taxes and fees that are also impacted by Center event activity. For example, a restaurant that relies on Convention Center business will pay property taxes, and employees at this type of business will pay various payroll taxes. In practice, it is difficult to fully assess the impact of Center events on keeping these business viable, however it is important to recognize the significant importance of the Center in supporting a business sector such as the restaurant industry that operates at a very low profit margin.



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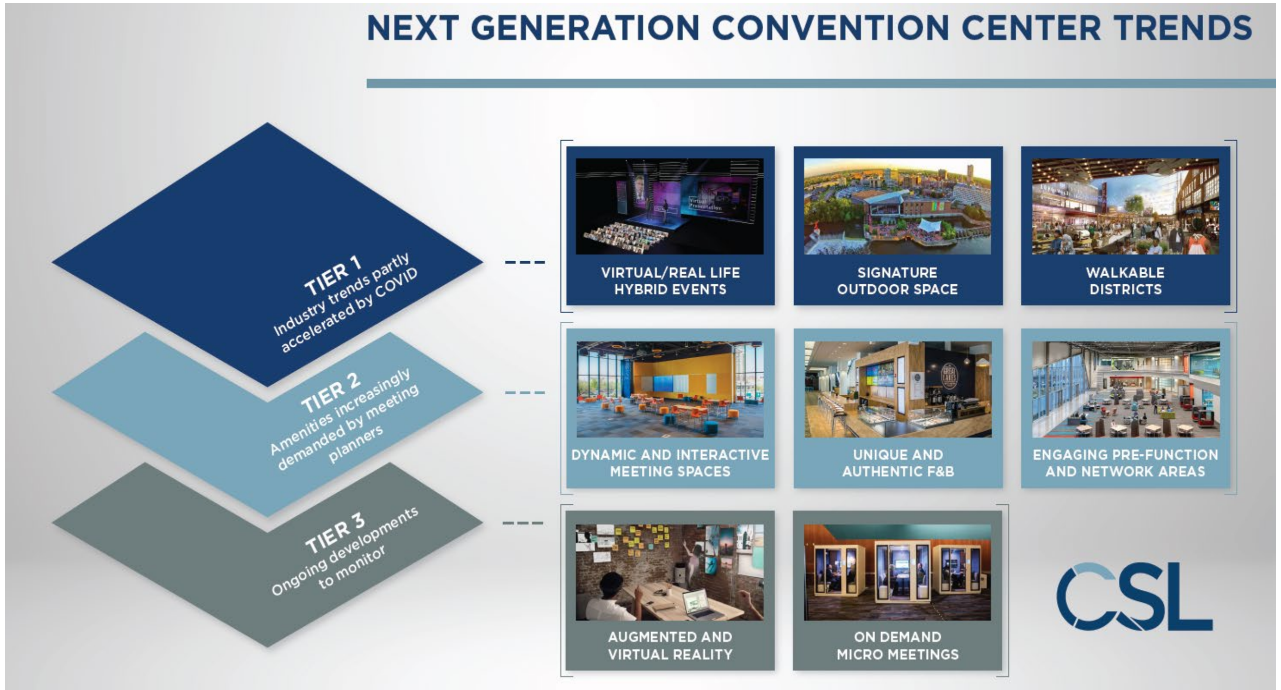
Convention Industry Trends

Industry Trends: Facility Trends Overview

As with any product in any industry, continual investment is required to respond to evolving customer and industry demands. Planning Convention Center improvements requires a future-focused approach to make market-supported design and technology in an evolving and highly competitive environment.

Even prior to the COVID-19 pandemic, CSL's research had shown that the increasing Millennial and Gen-Z conference and convention attendee base was creating new demands and expectations of event facility design and programming. The next generation of event attendees will require greater flexibility in how meetings are conducted, how information is delivered, and how technology is used. Greater emphasis is being placed on the ability of a destination to offer a unique, authentic and productive experience. At the same time, the COVID-19 pandemic has greatly accelerated the demand for specific convention facility host facility elements, including broadcast and hybrid event capabilities, space for outdoor functions, and safe and walkable environments in desirable (but not overcrowded) urban locations. It is critical to consider how planner preferences and attendee behavior may be impacted in the short- and long-term.



KEY CONVENTION CENTER TRENDS

Event planners and attendees are increasingly emphasizing the following facility/destination attributes. The following pages summarize these emerging and future trends of various event industries, as well as examples of how facilities around the country have adapted to changing needs of event attendees:

- Virtual/hybrid events
- Outdoor event space
- Walkable districts
- Dynamic and interactive meeting spaces
- Unique and authentic F&B
- Flexible pre-function space
- Augmented and virtual reality
- On demand meeting space
- Other trends

Industry Trends: Tier 1 Facility Trends


Sans Expo & Convention Centre (Singapore)

Virtual/Hybrid Events

Event planners interviewed by CSL in recent years suggest a significant interest in onsite turnkey production and broadcast facilities onsite at event venues to stream and produce content for events in real-time.

Some facilities have already invested in technologies to accommodate virtual attendees. The Center in Detroit includes a 5,000-square foot broadcast studio that offers the technologies and services needed to create programming, live event webcasting, and large-scale program distribution, among other offerings. Centers in Baltimore and Houston are also being outfitted with enhanced broadcast/ production capabilities.


Riverside Convention Center (Riverside, CA)

Outdoor Event Space

Even prior to the pandemic, event planners indicated an increasing demand for unique outdoor event space at their host sites. Popular convention facilities throughout the country offer terraces, patios, lawns, and pavilions to events for networking events or general sessions.

Outdoor event space provides attendees with the opportunity to connect with the culture and feeling of a destination in a unique event setting while creating an additional selling point and source of revenue for centers.


Planned Mixed Use District (New Haven, CT)

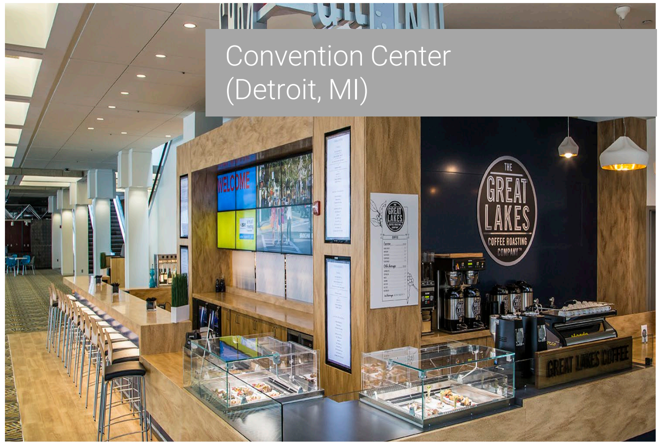
Walkable Destinations

As the competition to attract nationally rotating conventions has become increasingly intense, many facilities have begun to position themselves as “conference districts”. In this way, the value proposition for an event planner broadens beyond traditional event space and hotel criteria to include restaurant, retail, entertainment and transportation within walking distance of a convention or conference facility.

Convention and conference facilities located within vibrant mixed-use districts cater to this emerging event planner demand, and those that integrate with their surrounding dining, retail and entertainment environments are positioned to succeed in the post-COVID conference industry.

Dynamic/Interactive Meeting Spaces

Planners are increasingly using larger, more versatile spaces for breakout sessions. These rooms range anywhere between 3,000- and 10,000-square feet and feature portable and modular furniture to accommodate a variety of programs. The Cantilever Room at the Henry B. Gonzalez Convention Center in San Antonio (TX) is often cited by event planners as an exemplary multipurpose space, and the Room's built-in A/V, movable furniture, and dual-purpose window/whiteboard help create a flexible and open environment for workshops, brainstorm sessions, and strategy meetings.



Unique and Authentic F&B

Recent trends in the food and beverage sector are more reflective of changing demographics and how conventions and meetings are being produced. The balance between standard sit-down banquets and more formal food options may be shifting towards the informal, and the ability of a center to offer more convenient "grab & go" or "pop-up" dining opportunities could become much more important in the future. Planners and attendees today are also preferring more trend forward amenities such as food trucks, and locally sourced offerings at pop-ups within the center.

Engaging Pre-Function Areas

The Open Space Learning (OSL) concept challenges the traditional lecture or seminar-based formats that tend to draw attendees off the main show floor during events and instead provides unique and creative learning environments that can be constructed in lobbies, pre-function areas, atriums, etc. Facilities such as the Renasant Convention Center in Memphis, the Vancouver Convention Centre, and the Grand Wayne Convention Center in Fort Wayne, (IN) have invested in portable and versatile furniture to create environments for small meetings and lectures, podcasts, and informal networking events.

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Industry Trends: Tier 3 Facility Trends


Conceptual V/R Meeting

Augmented and Virtual Reality

Augmented reality technologies allow for "shared experiences" among attendees. By using headsets or mobile technologies, attendees can be alerted by the same statistics or goals/waypoints in the real world while they attempt to complete a shared task.

Beyond A/R, virtual reality enables medical professionals to share experiences in completely simulated environments by wearing headsets or other currently available technologies. These technologies and their applications are still evolving, but many conference and convention industry leaders envision multipurpose "black box" rooms that will host completely immersive environments rendered as lifelike to its observers.


Zen Spaces
(San Jose, CA)

On Demand Micro Meetings

As Millennials and Gen-Z make up an increasing share of the convention and conference attendee base, event booking technologies have emerged that allow for app-based scheduling of breakout meeting spaces in a venue.

ZenSpace has developed private, tech-enabled Smart Pods that can be rented on demand using an integrated mobile app. These spaces are outfitted with comfortable booth seating, tabletops, whiteboards, monitors, HDMI cables and phone charging stations. This allows planners to schedule their own impromptu, private meeting sessions.


Waukee Innovation and Learning Center
(Waukee, IA)

Other Trends

Other convention facility building program and technology trends increasingly noted by event planners during interviews include:

-Public art
-Internet
-Cyber cafes
-Digital signage and monitors throughout venue
-Charging stations
-Natural lighting
-Casual furniture