

Subject: NBA Finals 2011 in Dallas - Dallas Mavericks and Hotel Performance from Expedia/Hotels.com - 6.14.11

The city of Dallas is energized after winning a “...long-awaited first NBA title on Sunday, taking revenge on the Miami Heat by beating them 105-95 on their home court in Game 6 of the NBA finals” ([WSJ](#)). Support for our city’s team extends well beyond Texas, as a recent poll showed that the Dallas Mavericks were favored in the championship in every state except AL, FL, SC, WI ([ESPN](#))! The Miami-Dallas series was repeatedly noted by sports commentators as one of the most exciting in recent memory, in game play and outcome:

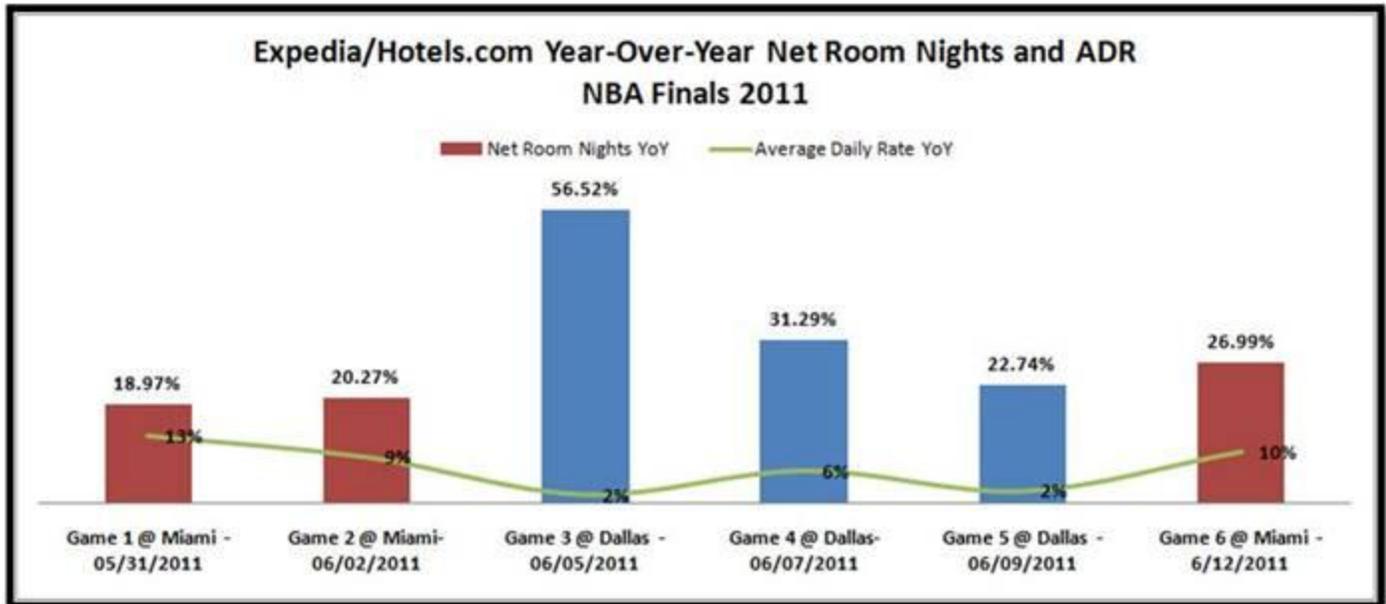


([Dallas Morning News](#))

Rant Sports, a sports blog, confirmed the significance of this most recent sports final in Dallas – Ft. Worth, saying, “the city will be the first to host the Super Bowl, MLB World Series and NBA Finals in the same sports year....This is truly a unique experience for the Dallas-Fort Worth area. Just to add some extra icing on the cake, FC Dallas played in the MLS Cup in November, although the match took place in Ontario, Canada” ([Rant Sports](#)).

### **NBA Finals 2011 – A Benefit to Dallas Hotels**

Like the Mavericks, Dallas hotels exhibited strong performance—year-over-year room night growth exceeded 20% and year-over-year ADR growth was greater than 2%—on each of the game dates:



### **Dallas to Celebrate Mavericks Championship Win with Downtown Dallas Parade**

A parade will be hosted on Thursday, June 16th at 10am to celebrate the first-ever Mavericks National Championship. Are you planning to be at the parade? Fan turnout is expected to be in excess of 200,000 as the parade travels from Griffin and Young Streets to the American Airlines Center ([Dallas Morning News](#)). A few Ohioans may even be in attendance; the Governor of Ohio named the Mavericks 'Honorary Ohioans,' and "the state of Ohio is as excited for the Dallas Mavericks as anyone in Dallas" ([Dallas Morning News](#)). We expect that the size of the parade will serve to benefit those hotels positioned near the parade route with attractive offers on both the standalone and package paths.

If you're not a basketball fan, you'll likely have to continue avoiding Mavericks fever, at least until the parade has finished. However, you may be interested by some of the storylines taking place alongside these finals. A number of bets will be honored in the coming days, according to the [Dallas Business Journal](#):

- **A bet between the Governor of Texas and Governor of Florida:** "Texas Gov. Rick Perry has bet a case of barbecue sauce on the Mavs and Florida Gov. Rick Scott will send Perry a Florida key lime pie should the Heat win."
- **A bet between executive at Plano-based Pizza Hut and Miami-based Burger King Corp.:** "[The executives] have wagered their own labor and sweat on who wins the Larry O'Brien Trophy. Brian Niccol, general manager of Pizza Hut U.S., is hoping the Mavs take the series and Steve

Wiborg, president of Burger King Corp., is banking on Heat's big three to steal the championship. Either way, the losing city's executive will have to work at the competition's restaurant for a day."

- **A bet between the Expedia Market Manager for Dallas – Ft. Worth and the Expedia Market Manager for Miami:** Our dear friend in Miami asserted that the "Heat will take the championship." We'll be sending over Dallas Mavericks gear for our Expedia team in Miami as they train during the offseason, along with an invitation to join us, as Mavs fans, for a game next season in Dallas.

### **Looking Beyond Special Event Dates**

World Series, Super Bowl, and NBA Finals alone will not be sufficient to meet performance goals for the year. Year-to-date occupancy stands at a paltry 60.2%. The upcoming summer is forecasted to be 'warm'. According to PKF, most of the rate and occupancy increases this year occurred in Q1. There are a number of strategies, which can help you to meet your goals:

- **How are some hotels doing more business while maintaining rate integrity?** Speak to us about Air/Hotel/Car package offerings
- **Are last minute bookings challenging your forecast?** Tell us you want an advance purchase offer
- **Why are weekends in Dallas so difficult?** Enroll with us in Last Minute Deals for the weekend
- **Want a longer length of stay?** Target longer lengths of stay with our site-wide %-off and co-fund (Amazon Kindle, Gas Card, Gift Card, etc.) merchandising
- **What about brand restrictions?** All hotels have some ability to participate

The impact of Dallas – Ft. Worth being in the national/international spotlight as host to the championships of three national sports leagues cannot be measured overnight. We're confident the excitement we've seen in past months is only the beginning for Dallas – Ft. Worth. **Our Dallas-based Hotels.com team will be putting out a national press release in the coming days to tout our city, hotels, and national championship, as part of the broader attention we will continue to work towards bringing to the Big D.** As you're seeing trends in the market, or wanting more booking / pricing trends for upcoming events, please reach out to us, **your partners in the marketplace.**

Daniel and Amy

### Daniel Rathouser

Market Manager, Dallas - Ft. Worth  
Expedia Partner Services Group®  
T +1 (469) 335 1505  
F +1 (469) 212 9047  
[drathouser@expedia.com](mailto:drathouser@expedia.com)

### Amy Rust

Market Coordinator, Dallas - Ft. Worth  
Expedia Partner Services Group®  
T +1 (469) 335 1348  
F +1 (866) 361 2810  
[arust@expedia.com](mailto:arust@expedia.com)



**Sent:** Saturday, June 04, 2011 12:25 PM

**Subject:** NBA Finals 2011 in Dallas - Booking Trends from Expedia/Hotels.com - 6.4.11

In case you have not yet heard, “The Dallas Mavericks beat the Miami Heat 95-93 on Thursday, tying the NBA Finals at 1-1. The Heat led 88-73 midway through the fourth quarter, before Dallas went on a 22-5 run to produce one of the more shocking results in Finals history” ([WSJ](#)). The next three games will be hosted at the American Airlines Center in Dallas! Dallas – Ft. Worth can now claim an MLB World Series, NFL Super Bowl, and NBA Finals in fewer than nine months. There are three remaining games guaranteed in the series, with the possibility for another two in Miami:

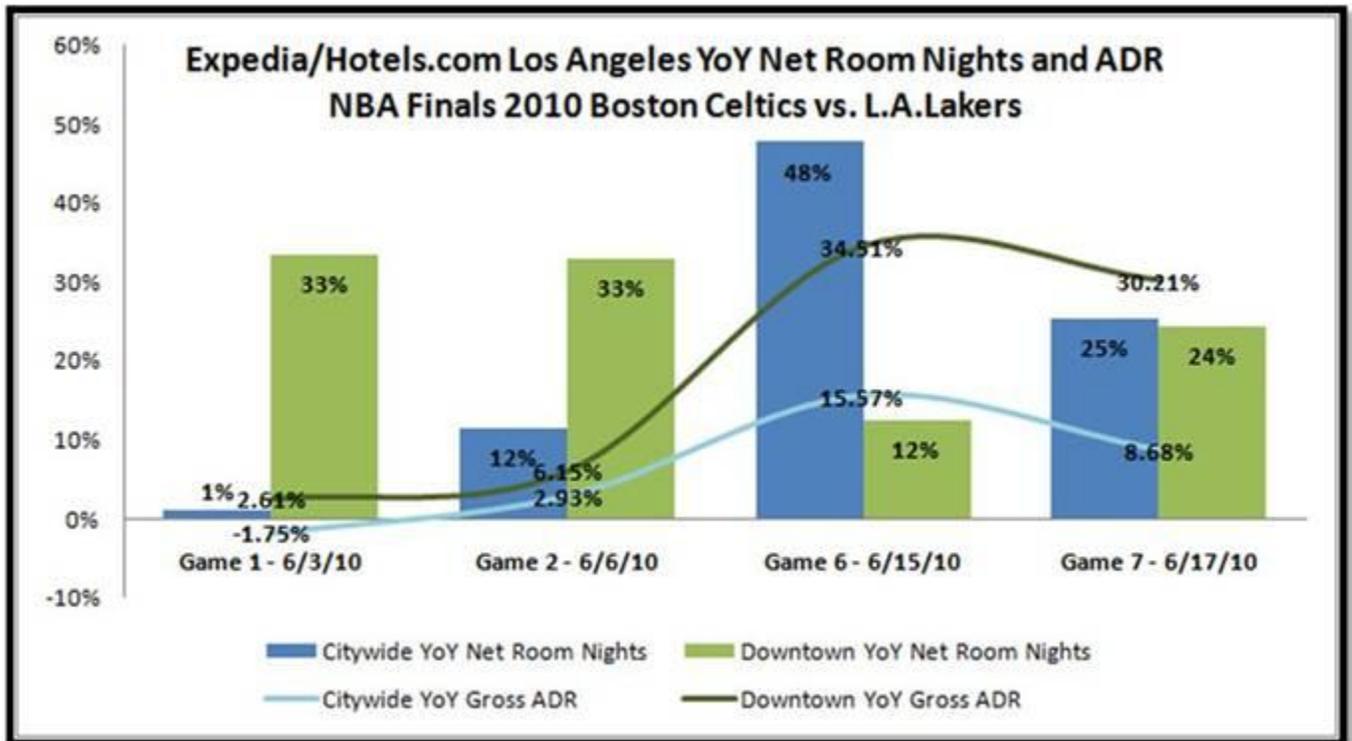
05/31	Mavericks	84 - 92	Heat	- Recap - Highlights
06/02	Mavericks	95 - 93	Heat	- Recap - Highlights
06/05	Heat	vs.	Mavericks	- 07:00pm (CT) - Tickets
06/07	Heat	vs.	Mavericks	- 08:00pm (CT) - Tickets
06/09	Heat	vs.	Mavericks	- 08:00pm (CT) - Tickets
06/12	Mavericks	vs.	Heat	- 07:00pm (CT) - Tickets
06/14	Mavericks	vs.	Heat	- 08:00pm (CT) - Tickets

\*<http://www.NBA.com>

### Los Angeles Hotels Benefitted from NBA Finals 2010

Although we cannot expect the same kind of demand we saw over Super Bowl in February (American Airlines Center fits ~21,146 vs. Cowboys Stadium’s capacity of ~111,000), previous NBA Finals results are giving us reason to anticipate a lift in demand. The Los Angeles Metropolitan Area provides a relevant case study for

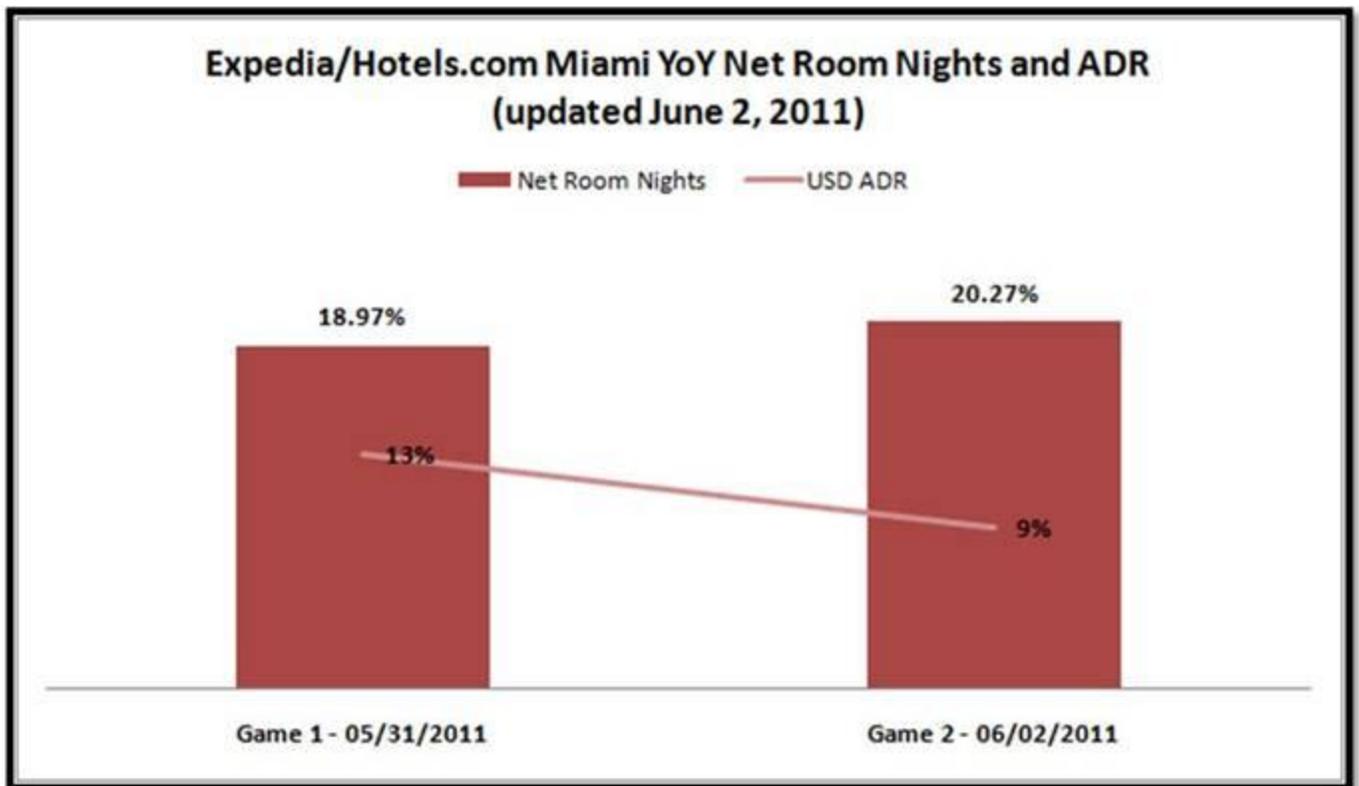
what we might hope to experience in the coming days. 2010 hotel room supply of ~97,466 in Los Angeles (Dallas – Ft. Worth room supply = ~96,777 in 2010) provides a city of comparable room supply to Dallas. The city of Los Angeles played host to four of the final games last year, and saw increases in year-over-year room nights for each game - particularly at Downtown hotels by the Staples Center, where the games were held:



Location will most definitely play a role in the amount of pickup at your hotel. The closer your location to American Airlines Center, the greater the importance of pricing appropriately to reap benefits from increases in Dallas hotel demand.

**Miami Hotels Saw Gains from Games 1 and 2 of NBA Finals 2011**

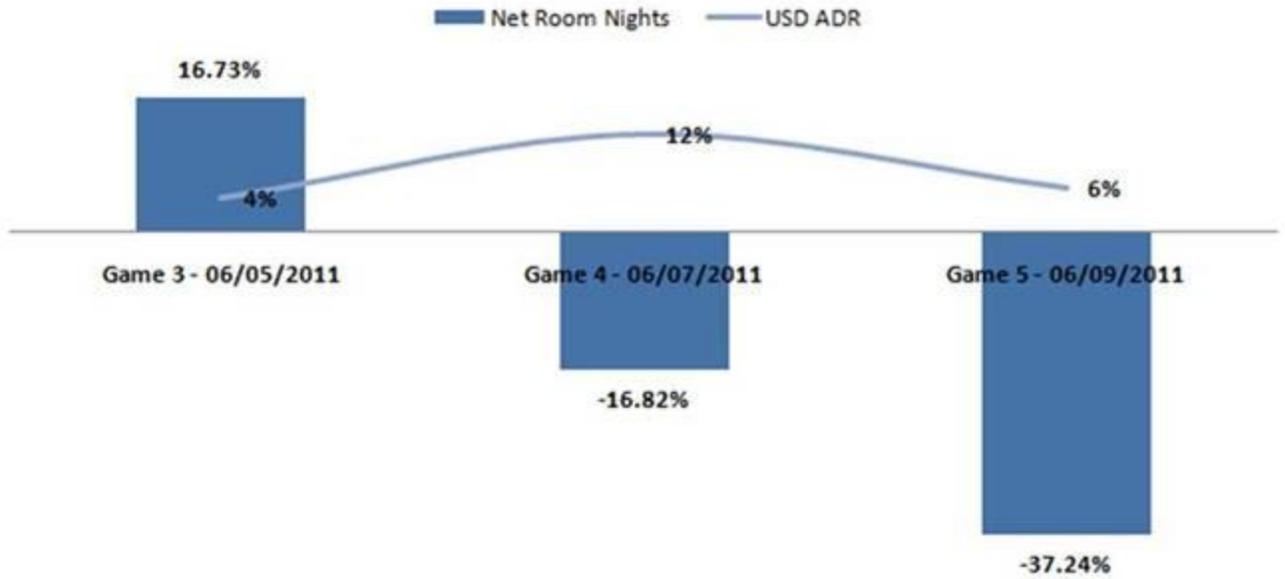
Miami hotels saw booking increases over the first two games of this current NBA Finals. An important consideration when viewing these results is that the Miami hotel market had a room supply of 46,711 rooms in 2010 with an ADR of \$144, in contrast to the 80,635 rooms in Dallas at an ADR of \$88. Performance during the first two games would have us believe that fans are willing to travel during this series, even if they may not be able to attend the game.



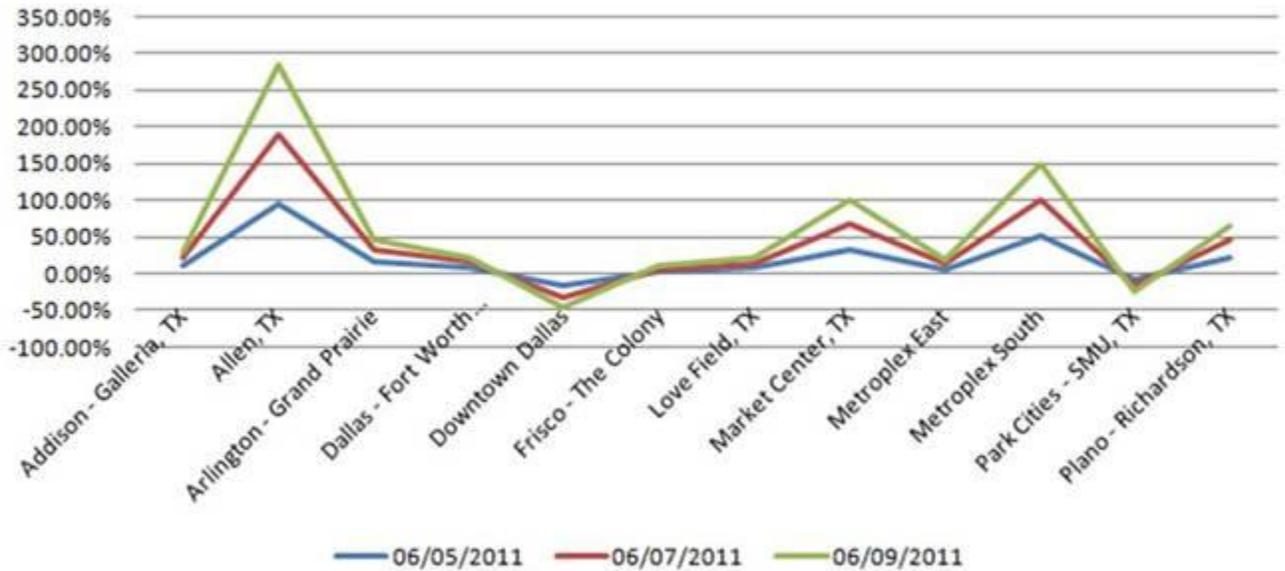
**Dallas NBA Finals 2011 Hotel Performance Remains Uncertain**

We have already seen a few thousand room nights booked for game dates at an ADR of \$102. Although you will see that room night growth is down to last year on these dates, we could quickly see this turnaround with the booking increases we have seen in recent days. With flight prices from Miami to Dallas hovering at \$425 (6/5 – 6/8), competitive hotel pricing – particularly on the package path – can help to attract the still undecided traveler. We are actively monitoring the trends; as of Thursday, year-over-year room night results leave room for growth:

### Expedia/Hotels.com Dallas YoY Net Room Nights and ADR (updated June 2, 2011)



### Expedia/Hotels.com Dallas YoY Net Room Nights by Submarket (updated June 2, 2011)





There are a few things to remember as you seek to capture last minute bookings: 1) Shop the sites to see that rates and inventory are available; 2) Ensure your cancel policy restrictions are flexible and/or reasonable; 3) Remember to set competitive prices on both the hotel only and package paths. Finally, take a few minutes to ensure that your hotel listings are fully updated with the most current room types, value adds, and content descriptions – changes can be made at <http://www.expediapartnercentral.com>.

Are you not seeing the booking demand? Please let us know your impressions on what you are seeing, questions on market trends, and/or thoughts on pricing and promotional strategies. We are with you for World Series, Super Bowl, NBA Finals, and **every day!**

Your [Maverick supporting] partners in the market,  
[names omitted]



Source: by email