



Unique Venues Benchmarking Survey – Campus Venues – Core Survey

## Introduction

The Unique Venues benchmarking survey for campus venues is intended to gather the core data around pricing, services, and operations for conference and events venues in the United States and Canada.

Data collected will be used to provide aggregated data on a national and regional level, as well as within a customized peer set as determined by an individual member. Specific information about a singular campus venue will not be released.

The estimate of time needed to complete the survey is 40 minutes. In reality, it will likely take 120–150 minutes to complete the entire survey, if you answer all questions for all possible services:

- 90-120 minutes – information gathering on prices, counts, and services
- 30 minutes – filling in the survey tool

Because many conference and event operations have a summer conference season, which often crosses an institution's fiscal year, we have elected to use calendar year as the desired window for most things related to space, pricing, occupancy, and usage. Financial information is requested on a fiscal year basis.

In order to assist you, here is a list of some of the information that you will need in order to complete the survey, that you may want to gather ahead of time:

#### Calendar Year Data:

- Number of events
- Number of headcount
- Number of bednights
- Total bedspaces, by type and use
- Occupancy information
- Housing pricing

- Total dining spaces
- Dining pricing
- Catering pricing
- Total meeting space count and capacity
- Meeting space pricing
- Audio-visual pricing
- Insurance requirements

#### Fiscal Year Data:

- Gross revenues
- Net revenues
- Total wages/benefits expenses
- Total marketing expenses

The survey can be saved at any point, and revisited when the necessary information has been gathered. Surveys that are saved, but do not have any activity for one month, will be deleted and required to start over.

If you have any issues completing the survey, please contact Joel Hauff, Director for Research, Education, and Consulting, at **[joel@uniquevenues.com](mailto:joel@uniquevenues.com)**.

## **Demographics**

Name of institution/venue:

Contact information for the person completing this survey (not shared):

Name

E-mail address

Phone number

Select the country where your institution/venue is located:

Canada

United States

Select the province or territory where your institution's main or primary campus is located:

Select the state or territory where your institution's main or primary campus is located:

City where your institution's main or primary campus is located:

Select the number of years a conference and events operation has existed at your institution:

Less than 5 years

5-10 years

11-20 years

21-30 years

31-40 years

41-50 years

More than 50 years

Select all that apply to describe your institution:

Public

Private, non-profit

Private, for-profit

Trade School

2-year, Community College

4-year, College

4-year, University

Catholic affiliation

Christian (not Catholic) affiliation

Secular, or no religious affiliation

Title IV (financial aid) eligible

Hispanic-serving or hispanic-emerging institution

Select all that apply to describe your institution:

All Institutions

Offers graduate (MA/MS) degrees

Offers professional (MBA, JD, Nursing, etc.) degrees

Offers doctoral (PhD, EdD, etc.) degrees

US Institutions

Association of American Universities (AAU)

Research I

Select the months of the year, including partial months, when conferences and events can occur on your campus:

Day Only (events with no overnight in campus facilities)

Residential (events with overnight in campus facilities)

January

February

March

April

	Day Only (events with no overnight in campus facilities)	Residential (events with overnight in campus facilities)
May	<input type="checkbox"/>	<input type="checkbox"/>
June	<input type="checkbox"/>	<input type="checkbox"/>
July	<input type="checkbox"/>	<input type="checkbox"/>
August	<input type="checkbox"/>	<input type="checkbox"/>
September	<input type="checkbox"/>	<input type="checkbox"/>
October	<input type="checkbox"/>	<input type="checkbox"/>
November	<input type="checkbox"/>	<input type="checkbox"/>
December	<input type="checkbox"/>	<input type="checkbox"/>

For the **MOST RECENTLY COMPLETED CALENDAR YEAR**, provide the number of:

0 Events

0 Headcount

0 Bednights

Select all market segments serviced by your conference and events operation:

Association/Non-Profit

Corporate

Education

Fraternal

Government

Internal - Non-student Events

Internal - Student Events

Military

Religious

Social

Transient - Affiliated (individual stays by persons affiliated with your institution - may include interns)

Transient - Non-affiliated (individual stays by persons with no affiliation to the institution - may include interns)

Youth

For the **MOST RECENTLY COMPLETED CALENDAR YEAR** indicate the percentage each market segment represents as a part of your total conference and events operation (total must be 100 percent):

	As a % of total events	As a % of total headcount	As a % of total bednights	As a % of gross revenues
» Association/Non-Profit	0	0	0	0
» Corporate	0	0	0	0
» Education	0	0	0	0
» Fraternal	0	0	0	0
» Government	0	0	0	0
» Internal - Non-student Events	0	0	0	0
» Internal - Student Events	0	0	0	0
» Military	0	0	0	0
» Religious	0	0	0	0
» Social	0	0	0	0
» Transient - Affiliated (individual stays by persons affiliated with your institution - may include interns)	0	0	0	0
» Transient - Non-affiliated (individual stays by persons with no affiliation to the institution - may include interns)	0	0	0	0

	As a % of total events	As a % of total headcount	As a % of total bednights	As a % of gross revenues
» Youth	0	0	0	0
#Conjoint, Total#				

Select all event types serviced by your conference and events operation:

Adult Social Events (non-wedding)

Corporate Social Events

Expo/Competitions

Family Reunions

Intern Housing

Leisure Travel

Professional Conferences, Meetings, Retreats, Trainings

Wedding Ceremonies/Receptions

Youth Social Events

Youth Camps, Conferences, Meetings, Retreats, Trainings

For the **MOST RECENTLY COMPLETED CALENDAR YEAR** indicate the percentage each event type represents as a part of your total conference and events operation (total must be 100 percent):

	As a % of total events	As a % of total headcount	As a % of total bednights	As a % of gross revenues
» Adult Social Events (non-wedding)	0	0	0	0
» Corporate Social Events	0	0	0	0
» Expo/Competitions	0	0	0	0
» Family Reunions	0	0	0	0
» Intern Housing	0	0	0	0
» Leisure Travel	0	0	0	0
» Professional Conferences, Meetings, Retreats, Trainings	0	0	0	0
» Wedding Ceremonies/Receptions	0	0	0	0
» Youth Social Events	0	0	0	0
» Youth Camps, Conferences, Meetings, Retreats, Trainings	0	0	0	0
#Conjoint, Total#				

Rank order the priorities of your conference and events operation as perceived by campus administration:

Support and elevate the academic mission

Community service, outreach, and public relations

Support the enrollment management mission and goals

Revenue generation

Support activities of students, faculty, and staff

## **Financials**

Select the response which best describes your conference and events operation:

Very mature program, strong client base, "we run a well-oiled machine"

Mature program, still some room for growth in client base, generally well-run

Growing program, potential for growth in client base, still figuring some operational things out

Relatively new venture, significant potential for growth, need to establish operational infrastructure

Indicate the starting date of your fiscal year:

Date (dd/mm/yyyy)

For the **MOST RECENTLY COMPLETED FISCAL YEAR**, provide the **GROSS REVENUE** of your conference and events operation (revenue **BEFORE** expenses), rounded to the nearest dollar:

\$  0 gross revenue

For the **MOST RECENTLY COMPLETED FISCAL YEAR**, provide the **NET REVENUE** of your conference and events operation (revenue **AFTER** expenses), rounded to the nearest dollar:

\$  net revenue

For the **MOST RECENTLY COMPLETED FISCAL YEAR**, provide the **TOTAL WAGES/BENEFITS EXPENSES** of your conference and events operation (including full-time, part-time, and student), rounded to the nearest dollar:

\$   
wages/benefits expenses

For the **MOST RECENTLY COMPLETED FISCAL YEAR**, provide the **TOTAL MARKETING EXPENSES** of your conference and events operation (do not include personnel), rounded to the nearest dollar:

\$  marketing expenses

In the **CURRENT** fiscal year, do you expect your conference and events operation to:

Increase net revenue

Decrease net revenue

Stay about the same

Indicate the following (select all that apply):

Structure

We oversee all services on campus – housing, food services, meeting spaces, parking, etc. (one-stop shop)

We coordinate all services on campus – housing, food services, meeting spaces, parking, etc. (one-stop shop)

We do not coordinate all services on campus

Revenue Collection

We keep all revenue for coordinated services

We pass-through all revenue for coordinated services with a markup

We pass-through all revenue for coordinated services without a markup

Revenues go directly to the coordinated services

## Staffing

Indicate the number of employees that work in your conference and events operation in each category:

Full-time professional (career) staff - year-round

0

Part-time professional (career) staff - year-round

0

Full-time professional (career) staff - seasonal

0

Part-time professional (career) staff - seasonal

0

Student staff - year-round

0

Student staff - seasonal

0

Total

0

Indicate the number of employees in your conference and events operation that are dedicated to, or have primary responsibility for marketing and sales functions:

» Full-time professional (career) staff - year-round

0

» Part-time professional (career) staff - year-round

0

» Full-time professional (career) staff - seasonal

0

» Part-time professional (career) staff - seasonal	<input type="text" value="0"/>
» Student staff - year-round	<input type="text" value="0"/>
» Student staff - seasonal	<input type="text" value="0"/>
Total	<input type="text" value="0"/>

Indicate the average wage (salary or hourly) for employees in your conference and events operation (if unknown, leave blank):

	Wages	
	Average Salary	Average Hourly
» Full-time professional (career) staff - year-round	<input type="text"/>	<input type="text"/>
» Part-time professional (career) staff - year-round	<input type="text"/>	<input type="text"/>
» Full-time professional (career) staff - seasonal	<input type="text"/>	<input type="text"/>
» Part-time professional (career) staff - seasonal	<input type="text"/>	<input type="text"/>
» Student staff - year-round	<input type="text"/>	<input type="text"/>
» Student staff - seasonal	<input type="text"/>	<input type="text"/>

For the **CURRENT FISCAL YEAR**, indicate the average percent wage increase for employees in your

conference and events operation from the **PREVIOUS FISCAL YEAR** (if no increase, enter 0):

 % »

Full-time professional (career) staff - year-round

 % »

Part-time professional (career) staff - year-round

 % »

Full-time professional (career) staff - seasonal

 % »

Part-time professional (career) staff - seasonal

 % »

Student staff - year-round

 % »

Student staff - seasonal

Select the response in each category that best describes any staffing changes in your conference and events operation planned for the **NEXT FISCAL YEAR**:

	Plan to increase total employees	Plan to keep same number of employees	Plan to decrease number of employees
» Full-time professional (career) staff - year-round	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Part-time professional (career) staff - year-round	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Full-time professional (career) staff - seasonal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Part-time professional (career) staff - seasonal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Student staff - year-round	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Student staff - seasonal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Indicate which topics are covered in training programs for conference and events employees:

	Professional (career)	
	Staff	Student Staff
Active shooter response	<input type="checkbox"/>	<input type="checkbox"/>
Campus orientation	<input type="checkbox"/>	<input type="checkbox"/>
Crisis management (i.e., natural disaster)	<input type="checkbox"/>	<input type="checkbox"/>
Customer service	<input type="checkbox"/>	<input type="checkbox"/>
First aid, CPR, AED/Emergency response	<input type="checkbox"/>	<input type="checkbox"/>
Hospitality industry standards and terms	<input type="checkbox"/>	<input type="checkbox"/>
How to report crimes (harassment, assault, vandalism, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Operations, policies, and procedures	<input type="checkbox"/>	<input type="checkbox"/>
Protection of minors on campus	<input type="checkbox"/>	<input type="checkbox"/>
Team-building	<input type="checkbox"/>	<input type="checkbox"/>
Technology equipment usage	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

What other topics do you cover in your training program for employees:

## **Residential Facilities and Services**

The intent of the benchmarking survey is to gather as much data as possible for each campus venue. If your venue provides housing for conferences and events, even if you are not directly responsible for the operation of housing, we would like to collect the relevant data.

Do you intend to provide the answers to the questions about residential facilities and services?

Yes

No

Indicate the total number of all bedspaces, by type, on campus:

Traditional residence hall (wings of rooms with a community bathroom)

0

Suite-style (two rooms with a shared bathroom between)

0

Pod-style (three or more rooms with a shared bathroom - no living area/kitchen)

0

Apartment-style - shared (one or more rooms with a shared bathroom and a living area/kitchen)

0

Apartment-style - private (one or more rooms with a private bathroom and a living area/kitchen)

0

Hotel-style (one room with private bathroom and hotel-style housekeeping service)

0

Other

0

Total

0

Indicate the number of bedspaces, by type, typically available for conferences and events:

»

Traditional residence hall (wings of rooms with a community bathroom)

0

- » Suite-style (two rooms with a shared bathroom between)  0
  - » Pod-style (three or more rooms with a shared bathroom - no living area/kitchen)  0
  - » Apartment-style - shared (one or more rooms with a shared bathroom and a living area/kitchen)  0
  - » Apartment-style - private (one or more rooms with a private bathroom and a living area/kitchen)  0
  - » Hotel-style (one room with private bathroom and hotel-style housekeeping service)  0
  - » Other  0
- Total  0

In order to compare occupancy rates across venues with different start and end dates for conferences and events, housing occupancy for this question should be calculated as follows:

Occupancy % = [Total occupied bednights] / [Total **possible** bednights] \* 100%

where [Total **possible** bednights] = [Total number of **all** bedspaces on campus by type] \* [Total **possible** days by type]

and [Total **possible** days by type] = [Latest **possible** end date] - [Earliest **possible** start date]

For example:

Campus A has 100 rooms in a campus hotel that are available year-round for conferences and events, and 500 total suite-style beds and 1,000 total traditional-style beds, where the earliest possible start date is the day after academic year students move out on May 15 (even if the campus does not allow conferences and events to start until June 1) and the latest possible end date is the day before academic year students move in on August 15 (even if the campus does not allow conferences and events to occur after August 1). In the last fiscal year, there were 30,000 bednights occupied in the campus

hotel, and 30,000 bednights occupied in the summer conference facilities.

[Total possible days by type] = [August 14] - [May 16] OR **90 days** for the suite-style/traditional-style beds

[Total possible days by type] = [December 31] - [January 1] OR **365 days** for the hotel beds

[Total possible bednights] = ([100 rooms in campus hotel] \* [365 days]) + ([1,500 beds in conference facilities] \* [90 days]) OR **171,500 bednights**

Occupancy % = ([30,000 hotel bednights] + [30,000 summer conference bednights]) / [171,500 bednights] OR **35.0%**

Using the formula and example from above for the **MOST RECENTLY COMPLETED CALENDAR YEAR**, what was your housing occupancy percentage rate for **CONFERENCES AND EVENTS**, based on **ALL** bedspaces on campus, rounded to the nearest tenth:

0	%
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In order to compare occupancy rates across venues with different start and end dates for conferences and events, housing occupancy for this question should be calculated as follows:

Occupancy % = [Total occupied bednights] / [Total **available** bednights] \* 100%

where [Total **available** bednights] = [Total number of **available** bedspaces on campus by type] \* [Total **available** days by type]

and [Total **available** days by type] = [Last **available** end date] - [First **available** start date]

For example:

Campus A has 100 rooms in a campus hotel that are available year-round for conferences and events, and 500 suite-style beds and 500 traditional-style beds that are available during a summer conference season, where the first available start date is June 1

and the last available end date is August 1. In the last fiscal year, there were 30,000 bednights occupied in the campus hotel, and 30,000 bednights occupied in the summer conference facilities.

[Total available days by type] = [August 1] - [June 1]  
OR **61 days** for the suite-style/traditional-style beds  
[Total available days by type] = [December 31] -  
[January 1] OR **365 days** for the hotel beds

[Total available bednights] = ([100 rooms in campus hotel] \* [365 days]) + ([1,000 beds in conference facilities] \* [61 days]) OR **97,500 bednights**

Occupancy % = ([30,000 hotel bednights] + [30,000 summer conference bednights]) / [97,500 bednights] OR **61.5%**

Using the formula and example from above for the **MOST RECENTLY COMPLETED CALENDAR YEAR**, what was your housing occupancy percentage rate for **CONFERENCES AND EVENTS**, based on **AVAILABLE** bedspaces on campus, rounded to the nearest tenth:

0	%
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For the **MOST RECENTLY COMPLETED CALENDAR YEAR**, indicate the **MAXIMUM STANDARD RATE** for housing facilities for **AIR-CONDITIONED FACILITIES** (if no rate exists, enter zero):

	Double Use (double as double, suite/pod/apartment filled with doubles, double beds in hotel)	Single Use (single as single, suite/pod/apartment filled with singles, single beds in hotel)
» Traditional residence hall (wings of rooms with a community bathroom)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
» Suite-style (two rooms with a shared bathroom between)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
» Pod-style (three or more rooms with a shared bathroom - no living area/kitchen)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
» Apartment-style - shared (one or more rooms with a shared bathroom and a living area/kitchen)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
» Apartment-style - private (one or more rooms with a private bathroom and a living area/kitchen)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>

	Double Use (double as double, suite/pod/apartment filled with doubles, double beds in hotel)	Single Use (single as single, suite/pod/apartment filled with singles, single beds in hotel)
» Hotel-style (one room with private bathroom and hotel-style housekeeping service)		
» Other	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>

## For the **MOST RECENTLY COMPLETED CALENDAR YEAR**,

indicate the **MAXIMUM STANDARD RATE** for housing facilities for **NON-**

**CONDITIONED FACILITIES** (if no rate exists, enter zero):

	Double Use (double as double, suite/pod/apartment filled with doubles, double beds in hotel)	Single Use (single as single, suite/pod/apartment filled with singles, single beds in hotel)
» Traditional residence hall (wings of rooms with a community bathroom)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
» Suite-style (two rooms with a shared bathroom between)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
» Pod-style (three or more rooms with a shared bathroom - no living area/kitchen)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>

	Double Use (double as double, suite/pod/apartment filled with doubles, double beds in hotel)	Single Use (single as single, suite/pod/apartment filled with singles, single beds in hotel)
» Apartment-style – shared (one or more rooms with a shared bathroom and a living area/kitchen)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
» Apartment-style – private (one or more rooms with a private bathroom and a living area/kitchen)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
» Hotel-style (one room with private bathroom and hotel-style housekeeping service)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
» Other	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>

Indicate the percentage discount provided to the following groups for housing (if no discount is provided, enter zero):

 %

Non-profit, with attendee registration

 % Non-profit, no registration

 %

Internal, with attendee registration

0	% Internal, no registration
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0	%
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Sponsored, with attendee registration

0	%
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Sponsored, no registration

Are linen services (linen packets, making beds, etc.) included in the rates above:

Yes

No

For the **MOST RECENTLY COMPLETED CALENDAR YEAR**,

indicate the **MAXIMUM STANDARD RATE** for linen services on top of the existing

housing rental rate (if no rate exists, enter zero):

\$	0	Linen packet - daily
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\$	0	Linen packet - weekly
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\$	0	Linen packet - flat rate
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\$	0	Beds made upon arrival
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\$  0

Beds made during stay (full service)

\$  0

Turndown service

\$  0

Housekeeping service during stay - daily

\$  0

Housekeeping service during stay - 2-3 times per week

Linens typically refer to bed sheets, towels, and blankets. Select all that apply:

#### Availability

We do not offer linen services of any type

Clients can choose not to provide linens to their guests

Linens are placed in rooms and guests make their own beds

Guests pick up their linens at check-in and make their own beds

Beds are made and towels are placed in rooms prior to guest arrival

Turn-down service is offered

Pillows are provided

#### Management

We own our linens

Linens are rented/contracted with vendor

We use disposable or compostable linens

We launder linens ourselves

Indicate how frequently the following services are provided to conference and event guests (check all that apply):

			We do		Clients
	2-3		not		may
	times	Once	offer	Services	choose
	per	per	this	vary by	level of
Daily	week	week	service	building	service
Linens may be exchanged at a central point	<input type="checkbox"/>				

Select all bed types offered to conference and event guests:

Twin

Extra-long twin

Double

Queen

King

Does your conference and events operation:

- |  | Yes                   | No                    |
|--|-----------------------|-----------------------|
| Require background checks for chaperones of youth groups staying overnight             | <input type="radio"/> | <input type="radio"/> |
| Allow chaperones to stay on the same residence hall floor as youth groups they oversee | <input type="radio"/> | <input type="radio"/> |
|  | <input type="radio"/> | <input type="radio"/> |

Yes

No

Conduct an orientation with the staff from each overnight group (including a review of safety and security procedures)

Conduct an orientation with the participants from each overnight group (including a review of safety and security procedures)



Indicate the percentage of your bedspaces that have WiFi available to guests:

0	%
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Intern housing refers to housing for students that are not students of your institution who participate in internships in your local community. Does your conference and events operation offer intern housing accommodations:

Yes

No

For the **MOST RECENTLY COMPLETED CALENDAR YEAR**, indicate the number of bedspaces available for intern housing:

»

Traditional residence hall (wings of rooms with a community bathroom)

0

»

Suite-style (two rooms with a shared bathroom between)

0

»

Pod-style (three or more rooms with a shared bathroom - no living area/kitchen)

0

»

Apartment-style - shared (one or more rooms with a shared bathroom and a living area/kitchen)

0

»

Apartment-style - private (one or more rooms with a private bathroom and a living area/kitchen)

0

»

Hotel-style (one room with private bathroom and hotel-style housekeeping service)

0

» Other

0

Total

0

For the **MOST RECENTLY COMPLETED CALENDAR YEAR**, indicate the total number of interns housed:

0	interns
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Does your conference and events operation:

	Yes	No
Require proof of enrollment at the intern's home institution	<input type="radio"/>	<input type="radio"/>
Require a verification letter from the intern's employer or internship coordinator	<input type="radio"/>	<input type="radio"/>
Offer online registration for intern housing	<input type="radio"/>	<input type="radio"/>
Offer online payment for intern housing	<input type="radio"/>	<input type="radio"/>
Offer meal plan options to interns	<input type="radio"/>	<input type="radio"/>
Offer social or educational programming to interns	<input type="radio"/>	<input type="radio"/>
Provide linens to interns	<input type="radio"/>	<input type="radio"/>

Short-term (transient) housing refers to housing for guests not affiliated with a conference or event, or a campus department or program. Does your

conference and events operation offer short-term housing accommodations:

Yes

No

For the **MOST RECENTLY COMPLETED CALENDAR**, indicate the number of bedspaces available for short-term housing:

»

Traditional residence hall (wings of rooms with a community bathroom)

0

»

Suite-style (two rooms with a shared bathroom between)

0

»

Pod-style (three or more rooms with a shared bathroom - no living area/kitchen)

0

»

Apartment-style - shared (one or more rooms with a shared bathroom and a living area/kitchen)

0

»

Apartment-style - private (one or more rooms with a private bathroom and a living area/kitchen)

0

»

Hotel-style (one room with private bathroom and hotel-style housekeeping service)

0

» Other

0

Total

0

## For the **MOST RECENTLY COMPLETED CALENDAR YEAR**,

indicate the total number of bednights for short-term guests:

0

bednights

Does your conference and events operation advertise short-term housing availability on a third-party booking site such as Airbnb, VRBO, Booking.com, etc.:

Yes

No

## Does your conference and events operation offer accommodations for new student orientation:

Yes

No

For the **MOST RECENTLY COMPLETED CALENDAR YEAR**, indicate the number of bedspaces available for new student orientation:

	Students	Parents/Families
» Traditional residence hall (wings of rooms with a community bathroom)	<input type="text" value="0"/>	<input type="text" value="0"/>
» Suite-style (two rooms with a shared bathroom between)	<input type="text" value="0"/>	<input type="text" value="0"/>
» Pod-style (three or more rooms with a shared bathroom - no living area/kitchen)	<input type="text" value="0"/>	<input type="text" value="0"/>
» Apartment-style - shared (one or more rooms with a shared bathroom and a living area/kitchen)	<input type="text" value="0"/>	<input type="text" value="0"/>
» Apartment-style - private (one or more rooms with a private bathroom and a living area/kitchen)	<input type="text" value="0"/>	<input type="text" value="0"/>
» Hotel-style (one room with private bathroom and hotel-style housekeeping service)	<input type="text" value="0"/>	<input type="text" value="0"/>

	Students	Parents/Families
» Other	0	0
#Conjoint, Total#		

For the **MOST RECENTLY COMPLETED CALENDAR YEAR**, indicate the total number of bednights for new student orientation:

	Students	Parents/Families
Total bednights	0	0

Select the response which best describes the charge for bedspaces for new student orientation:

	Standard Rate	Discounted Rate	No Charge
Students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parents/Families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Public-private partnerships (P3's) refer to the University contracting with a third party, usually a for-profit corporation, to build, and sometimes operate, a student housing facility. Does your operation work with P3's to provide housing for conferences and events:

Yes

No

For the **MOST RECENTLY COMPLETED CALENDAR YEAR**,

indicate the number of bedspaces available in P3 facilities:

»

Traditional residence hall (wings of rooms with a community bathroom)

0

»

Suite-style (two rooms with a shared bathroom between)

0

»

Pod-style (three or more rooms with a shared bathroom - no living area/kitchen)

0

»

Apartment-style - shared (one or more rooms with a shared bathroom and a living area/kitchen)

0

»

Apartment-style - private (one or more rooms with a private bathroom and a living area/kitchen)

0

»

Hotel-style (one room with private bathroom and hotel-style housekeeping service)

0

» Other

0

Total

0

Select the response which best describes the nature of the P3 facilities on your campus:

Residential only

Mixed use (I.e., retail shops, office space for lease, parking garages, etc.)

Both residential only and mixed use

Indicate the duration of the standard occupant leases in P3 facilities (check all that apply):

9 months

10 months

12 months

Month-to-month

## Dining and Catering

The intent of the benchmarking survey is to gather as much data as possible for each campus venue. If your venue provides food service for conferences and events, even if you are not directly responsible for the operation of food service, we would like to collect the relevant data.

Do you intend to provide the answers to the questions about dining and catering?

Yes

No

Are meals automatically included in the housing rate for overnight guests:

Yes

No

For the **MOST RECENTLY COMPLETED CALENDAR YEAR**, indicate the **MAXIMUM STANDARD RATE** for

traditional dining facilities used for conferences and events (if no rate exists, enter zero):

\$  Breakfast

\$  Brunch

\$  Lunch

\$  Dinner

Indicate the percentage discount provided to the following groups for meals (if no discount is provided, enter zero):

%

Non-profit, with attendee registration

% Non-profit, no registration

%

Internal, with attendee registration

% Internal, no registration

%

Sponsored, with attendee registration

%

Sponsored, no registration

Indicate which dining options are available to conference and event guests:

Traditional dining halls

Retail dining facilities

Catered meals

Indicate the maximum occupancy of all traditional dining halls (not just those available for conferences and events during a given year):

 total seats

Select all options available to conference and event guests:

Gluten-  
free

Halal

Kosher

Vegetarian

Vegan

	Gluten-free	Halal	Kosher	Vegetarian	Vegan
» Traditional dining halls	<input type="checkbox"/>				
» Retail dining facilities	<input type="checkbox"/>				
» Catered meals	<input type="checkbox"/>				

Indicate the minimum and maximum cost for the following catered functions:

	Minimum	Maximum
Plated breakfast	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Buffet breakfast	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Box lunch	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Plated lunch	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Buffet lunch	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Plated dinner	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Buffet dinner	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Snack break	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>

## Select all that apply:

Catering is provided by campus food service provider

Caterers external to campus may be selected from a list of approved caterers

Caterers external to campus may be selected through a special request process

Clients may select caterers external to campus with no restrictions

## Are conference and event clients allowed to include alcohol in their catered events:

Yes

No

## Select all the ways a client can include alcohol in an event:

Through campus food service provider

Through an external bartending service

Through an external caterer

Client may bring alcohol onto campus for a function

Individual guests of legal age may bring alcohol onto campus

Are conference and event guests of legal age permitted to possess and consume alcohol:

	Yes	No
In their guest room in a residential facility	<input type="radio"/>	<input type="radio"/>
In common areas of a residential facility	<input type="radio"/>	<input type="radio"/>
In meeting and event facilities as part of a function	<input type="radio"/>	<input type="radio"/>
In outdoor spaces as part of a function	<input type="radio"/>	<input type="radio"/>

Does your campus use a 3rd-party to provide food service (dining halls and catering):

Yes

No

Indicate which 3rd-party provider:

Aramark

Chartwells (Compass Group)

Sodexo

Other

What 3rd-party provider does your institution use:

## **Non-residential Facilities and Services**

The intent of the benchmarking survey is to gather as much data as possible for each campus venue. If your venue provides meeting spaces for conferences and events, even if you are not directly responsible for the operation of those meeting spaces, we would like to collect the relevant data.

Do you intend to provide the answers to the questions about non-residential facilities and services?

Yes

No

For these questions, use the following definitions:

- Classroom - a room furnished with standard desks, tables and chairs, or tablet-arm chairs, either fixed or flexible
- Auditorium - a room furnished with fixed seating, with or without tablet arms, typically used for classes
- Multipurpose Room - an unfurnished room that can be configured in multiple set-ups, such as a ballroom
- Boardroom - a room furnished with a large, fixed meeting table and chairs
- Theater/Performance Venue - a room furnished with fixed seating, typically with a full stage, green room, dressing rooms, control booth, etc.
- Stadium/Arena - a sports venue, typically with fixed seating around a central multipurpose space (hardwood indoor, and grass outdoor)
- Outdoor Fields - an open grass field, typically used for recreational or competitive sports
- Chapel - a facility used for religious celebrations and events, typically with an altar or central stage, and fixed seating in pews or long rows

For the **MOST RECENTLY COMPLETED CALENDAR YEAR**,

provide the **MAXIMUM STANDARD RATE** for meeting spaces (if no rate exists, enter zero):

	Hourly Rate	Half-day Rate	Full-day Rate
Classroom - < 50 seats	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>

	Hourly Rate	Half-day Rate	Full-day Rate
Classroom - 50+ seats	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Auditorium - < 100 seats	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Auditorium - 100+ seats	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Multipurpose Room - < 100 seats	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Multipurpose Room - 100-350 seats (theater-style)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Multipurpose Room - 350+ seats (theater-style)	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Boardroom	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Theater/Performance Venue - < 1,000 seats	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Theater/Performance Venue - 1000+ seats	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
stadium/Arena - Indoor	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
stadium/Arena - Outdoor	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Outdoor Fields	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Chapel	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>

Indicate the percentage discount provided to the following groups for meeting rooms (if no discount is provided, enter zero):

 %

Non-profit, with attendee registration

% Non-profit, no registration

 %

Internal, with attendee registration

% Internal, no registration

 %

Sponsored, with attendee registration

 %

Sponsored, no registration

Indicate the following meeting space counts:

Total spaces available

Classrooms

 people

Total spaces available for  
use by conferences and  
events (on average)

Auditoriums

 people people people

	Total spaces available	Total spaces available for use by conferences and events (on average)
Multipurpose Rooms	<input type="text" value="0"/> people	<input type="text" value="0"/> people
Boardroom	<input type="text" value="0"/> people	<input type="text" value="0"/> people
Theater/Performance Venue	<input type="text" value="0"/> people	<input type="text" value="0"/> people
Stadium/Arena	<input type="text" value="0"/> people	<input type="text" value="0"/> people
Outdoor Fields	<input type="text" value="0"/> people	<input type="text" value="0"/> people
Chapel	<input type="text" value="0"/> people	<input type="text" value="0"/> people

Indicate the following meeting space capacities:

	Maximum combined capacity	Maximum capacity of largest single venue of this type	Combined capacity for use by conference and events (on average)
Classrooms	<input type="text" value="0"/> people	<input type="text" value="0"/> people	<input type="text" value="0"/> people
Auditoriums	<input type="text" value="0"/> people	<input type="text" value="0"/> people	<input type="text" value="0"/> people
Multipurpose Rooms	<input type="text" value="0"/> people	<input type="text" value="0"/> people	<input type="text" value="0"/> people
Boardroom	<input type="text" value="0"/> people	<input type="text" value="0"/> people	<input type="text" value="0"/> people
Theater/Performance Venue	<input type="text" value="0"/> people	<input type="text" value="0"/> people	<input type="text" value="0"/> people
Stadium/Arena	<input type="text" value="0"/> people	<input type="text" value="0"/> people	<input type="text" value="0"/> people

	Maximum combined capacity	Maximum capacity of largest single venue of this type	Combined capacity for use by conference and events (on average)
Outdoor Fields	<input type="text" value="0"/> people	<input type="text" value="0"/> people	<input type="text" value="0"/> people
Chapel	<input type="text" value="0"/> people	<input type="text" value="0"/> people	<input type="text" value="0"/> people

Provide the **MAXIMUM STANDARD RATE** for the following audio-visual equipment (if no rate exists, enter zero):

\$  Video Projection

\$  Laptop

\$  Blu-ray/DVD Player

\$  Document Camera

\$  Podium and Microphone

\$  Microphones

\$  Flipchart

\$  Easel

\$  0

Ethernet Access (cabled)

\$  0

Telephone Line

Indicate the percentage discount provided to the following groups for audio-visual equipment (if no discount provided, enter zero):

0 %

Non-profit, with attendee registration

0 %

Non-profit, no registration

0 %

Internal, with attendee registration

0 %

Internal, no registration

0 %

Sponsored, with attendee registration

0 %

Sponsored, no registration

Does your conference and events operation offer a Complete Meeting Package (CMP) or Day Meeting Package (DMP) rate:

Yes

No

Indicate which services your meeting package includes (select all that apply):

	Complete Meeting Package (CMP)	Day Meeting Package (DMP)
Guestroom - single/double	<input type="checkbox"/>	<input type="checkbox"/>
Meeting room	<input type="checkbox"/>	<input type="checkbox"/>
Standard audio-visual	<input type="checkbox"/>	<input type="checkbox"/>
Breakfast	<input type="checkbox"/>	<input type="checkbox"/>
Lunch	<input type="checkbox"/>	<input type="checkbox"/>
Dinner	<input type="checkbox"/>	<input type="checkbox"/>
Refreshment Breaks	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>
Fitness Center Access	<input type="checkbox"/>	<input type="checkbox"/>
Registration Services	<input type="checkbox"/>	<input type="checkbox"/>

	Complete Meeting Package (CMP)	Day Meeting Package (DMP)
WiFi Access - Client	<input type="checkbox"/>	<input type="checkbox"/>
WiFi Access - Participants	<input type="checkbox"/>	<input type="checkbox"/>

For the **MOST RECENTLY COMPLETED CALENDAR YEAR** provide the **MAXIMUM STANDARD RATE** for your packages:

\$  0

Complete Meeting Package (CMP)

\$  0

Day Meeting Package (DMP)

Indicate the percentage discount provided to the following groups for meeting packages (if no discount provided, enter zero):

\$  0

Non-profit, with attendee registration

\$  0

Non-profit, no registration

\$  0

Internal, with attendee registration

\$  0

Internal, no registration

\$  0

Sponsored, with attendee registration

\$  0

Sponsored, no registration

Select the statement which best describes a client's options for table linens:

Table linens and skirting are included in table rentals

Table linens and skirting are available for an additional fee

We do not offer table linens and skirting

Is WiFi **ALWAYS** available free of charge to conference and event guests:

Yes

No

Provide the **MAXIMUM STANDARD RATE** for WiFi service (if rate option does not exist, enter zero):

\$  Per attendee, daily rate

\$  Per attendee, flat rate

\$

Per event (group), daily rate

\$

Per event (group), flat rate

Do clients have the option to use the following non-residential spaces (select all that apply):

	Not available for use	Available, no cost and no reservation required	Available, but must be reserved	Available for an additional fee
Indoor gathering spaces (lounges, terraces, game rooms, galleries)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Not available for use	Available, and no reservation required	Available, but must be reserved	Available for an additional fee
Outdoor gathering spaces (outdoor classrooms, sculpture gardens, courtyards, public gardens, pavilions, plazas, and terraces)				
Indoor recreational facilities (gym/workout facilities, swimming pools, tennis courts, volleyball/basketball courts)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor recreational facilities (swimming pools, tennis courts, volleyball/basketball courts, walking trails, grills and picnic areas, beach)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Provide the **MAXIMUM STANDARD RATE** for parking fees (if rate option does not exist, enter zero):

\$  Daily/Nightly

\$  Weekly

\$  Monthly

\$  Flat fee for length of stay

Do you offer charter bus or shuttle transportation to conference and event guests (select all that apply):

	No	Yes, at no cost	Yes, with per person charge	Yes, with per bus charge
Transportation directly to/from client's event venues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-campus shuttle transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation to/from local airports/train stations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation to local attractions, shopping, dining, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you provide registration services to clients:

Yes

No

Provide the **MAXIMUM STANDARD RATE** for registration services provided by your conference and events operation (if rate option does not exist, enter zero):

0	Per registrant fee
0	Per event fee (flat rate)
0	Percentage of transaction

Indicate the following related to registration services:

- |   | Yes                   | No                    |
|---|-----------------------|-----------------------|
| Are internal clients (those affiliated with your institution) required to use your registration services?     | <input type="radio"/> | <input type="radio"/> |
| Are external clients (those not affiliated with your institution) required to use your registration services? | <input type="radio"/> | <input type="radio"/> |
| Do you process registration payments for internal clients?  | <input type="radio"/> | <input type="radio"/> |
| Do you process registration payments for external clients?  | <input type="radio"/> | <input type="radio"/> |
| Do you print name badges for guest attendees?   | <input type="radio"/> | <input type="radio"/> |

## **Operations**

Select the option which best describes the software used by your conference and events operation:

We use one comprehensive system to manage most elements of conferences and events

We use multiple systems to manage the different elements of conferences and events

We manage most functions with Excel spreadsheets, e-mail, and paper

Select all the software systems currently used to manage your conference and events operation:

In-house system built and maintained by an internal IT team

25 Live by CollegeNet

Ad Astra

Conference Manager (Online Conference Software)

Conference Programmer (Seattle Technology Group)

EMS

Event Guru Software

Kinetic Software, Inc. (Kx)

Odyssey HMS (CBORD)

RMS

StarRez (StarNet)

The Conference Host (Adirondack Solutions)

Ungerboeck

Other

Indicate the minimum coverage clients are contractually required to have (if not required, enter zero):

\$

Commercial general liability insurance

\$

Worker's compensation insurance

\$

Automotive liability insurance

\$

Umbrella/excess liability insurance

\$

Sexual molestation/abuse/harassment insurance

\$

Alcohol liability insurance

## Select all that apply:

### Pre-event Policies

Deposits are required for all external groups when booking the event

Deposits are required for first-time external groups when booking the event

Pre-event payments are required after booking the event and before the start of the event

Full payment is required by the start of the event

### Post-event Policies

Clients are billed for standard cleaning charges for meetings and events

Clients are billed for damages/excessive cleaning charges

Clients are billed for lost keys/access cards

Indicate the number of days in advance clients are required to submit guarantees (if not required, enter zero):

Housing (overnight beds)

Meal plans (traditional dining halls)

Catering

Meeting rooms (number of rooms)

Meeting rooms (setups)

Do you charge late fees when clients miss deadlines (check all that apply):

Yes, by a percentage

Yes, by a pre-set dollar amount

We do not charge late fees for missing deadlines

Select all additional items that have deadlines prior to group arrival:

Audio-visual requests

Disability accommodations

Extended staffing hours for check-in/check-out

Parking

Recreation facility use  
Shipping packages  
Youth/chaperone ratio

In addition to Unique Venues, select all of the other marketing strategies used by your conference and events operation:

Institutional website  
Third-party websites  
Trade shows  
Local Chamber of Commerce  
Local tourism board  
Magazine publications (print or digital)  
Open house/familiarization (FAM) tours  
E-mail campaigns (i.e., MailChimp, Constant Contact, etc.)  
Direct mail campaigns  
Direct sales calls/contacts  
Digital advertising/Google Ads  
Other

What other marketing strategies do you use:

## Closing

You have reached the final question in the survey. If you have **NOT YET** completed all questions that you intend to complete, **DO NOT** complete this question. Leave the survey and come back when you are ready to complete unanswered questions. (You may leave and come back as often as you like, as long as you complete/update a part of the survey at least once every 30 days.)

If you have completed all questions that you intend to complete, you may proceed with the final question. Once you submit your initials as the response to this final question, your survey will be complete and you will not be able to edit any

responses without contacting Joel Hauff at  
[joel@uniquevenues.com](mailto:joel@uniquevenues.com).

By placing my initials in this box, I certify that the information I have provided is accurate to the best of my knowledge as of the date this survey is submitted:

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