

Event Parameters

Event Name

Organization

Location [Each DMO is given access to the model for their location only.](#)

Start Date

[Select the start date when the event will take place. This will account for inflation.](#)

End Date

[Select the end date when the event will take place. This will account for inflation.](#)

[Business Meeting : An event where the primary activity of the participants is to attend educational sessions, participate in discussions, social functions, or attend other organized events. There is no exhibit component.](#)

Event Type [Convention: Gathering of delegates, representatives, and members of a membership or industry organization convened for a common purpose. Common features include educational sessions, committee meetings, social functions, and meetings to conduct the governance business of the organization. Conventions are typically recurring events with specific, established timing.](#)

[Trade Show: An exhibition of products and/or services held for members of a common or related industry. Not open to the general public.](#)

[Source: The Convention Industry Council](#)

Meeting Space

Overnight Attendees

Day Attendees

...of which local (%) %

Room Rate (CHF) [Average daily room rate for overnight participants.](#)

Persons Per Room

Include Aviation Impacts

Overnight attendees arriving by air (%) %

Hosting Costs (not a required input)

Discounts	CHF	0	0	0
Rebates	CHF	0	0	0
In-Kind Services	CHF	20,000	20000	20000
DMO Budget Allocation	CHF	0	0	0
Other	CHF	0	0	0

Contract Value

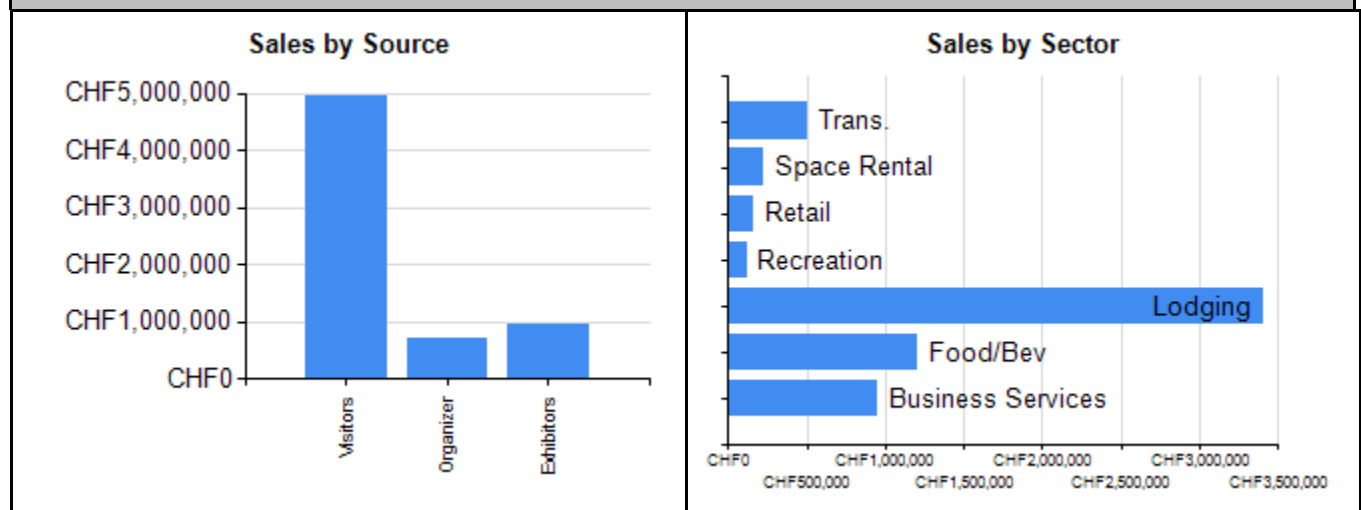
Space Rental	CHF	177,293	177293	177293
Food & Beverage	CHF	221,616	221616	221616
Audio / Visual	CHF	88,646	88646	88646
Internet	CHF	33,242	33242	33242
Security	CHF	4,432	4432	4432
Other Services	CHF	53,188	53188	53188

Tax Rates

Fed Personal Income Rate	1.70	1.7	1.7	%
Fed Corporate Income Rate	7.80	7.8	7.8	%
VAT Rate	8.00	8	8	%
Canton Income Tax Rate	38.98	38.98	38.98	%
Canton Bed Tax Rate	4.00	4	4	%
Local Sales Tax Rate	0.00	0	0	%
Local Income Tax Rate	0.00	0	0	%
Local Bed Tax Rate	0.00	0	0	%

Event Parameters		Key Results	
Event Name:	Oestro	Business Sales (Direct):	6,593,920
Organization:	estro	Business Sales (Total):	12,933,557
Event Type:	Convention	Persons Employed (Direct):	904
Start Date:	4/19/2013	Persons Employed (Total):	1,749
End Date:	4/23/2013	Local Taxes (Total):	129,336
Overnight Attendees:	4000	Net Local Tax ROI:	109,336
Day Attendees:	100	Room Nights Generated:	11,247.25

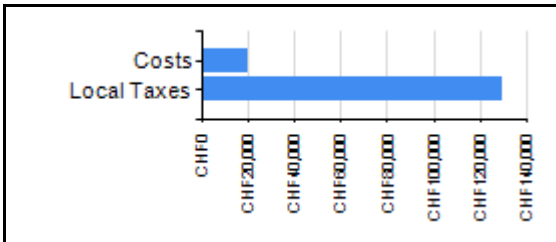
Direct Business Sales



Industry	Visitor	Meeting Planner	Exhibitor	Total
Lodging	3,374,176	33,242	0	3,407,419
Transportation	428,917	11,081	72,417	512,415
Food & Beverage	861,479	221,616	120,696	1,203,791
Retail	167,608	0	0	167,608
Recreation	120,007	0	0	120,007
Space Rental	0	177,293	48,278	225,571
Business Services	0	257,074	700,035	957,109
TOTAL	4,952,188	700,306	941,426	6,593,920

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	6,593,920	6,339,637	12,933,557
Personal Income	2,521,004	2,446,199	4,967,204
Jobs Supported			
Persons	904	845	1,749
Annual FTEs	34	32	66
Taxes and Assessments			
Federal			598,768
personal income			84,442
corporate income			514,326
VAT			483,351
Canton Total			1,606,491
income			1,471,524
bed			134,967
Local			129,336
property			129,336

Event Return on Investment	
Local Tax and Assessments	129,336
Hosting Costs	20,000
Net Local Tax ROI	109,336
Net Present Value	101,138
ROI (%)	547%



Demand Metrics	
Room Nights Sold	11,247.25
Peak Room Nights	3,333.33
Total Visitor Days	13,570.21