

# Albany Capital Center -2023 Q4 Report-



BOCES MERIC  
Welcome to the 34th  
Annual Technology  
Awareness Day  
Workforce the Digital Landscape:  
Insights, Innovation, and Impact

# RED 518



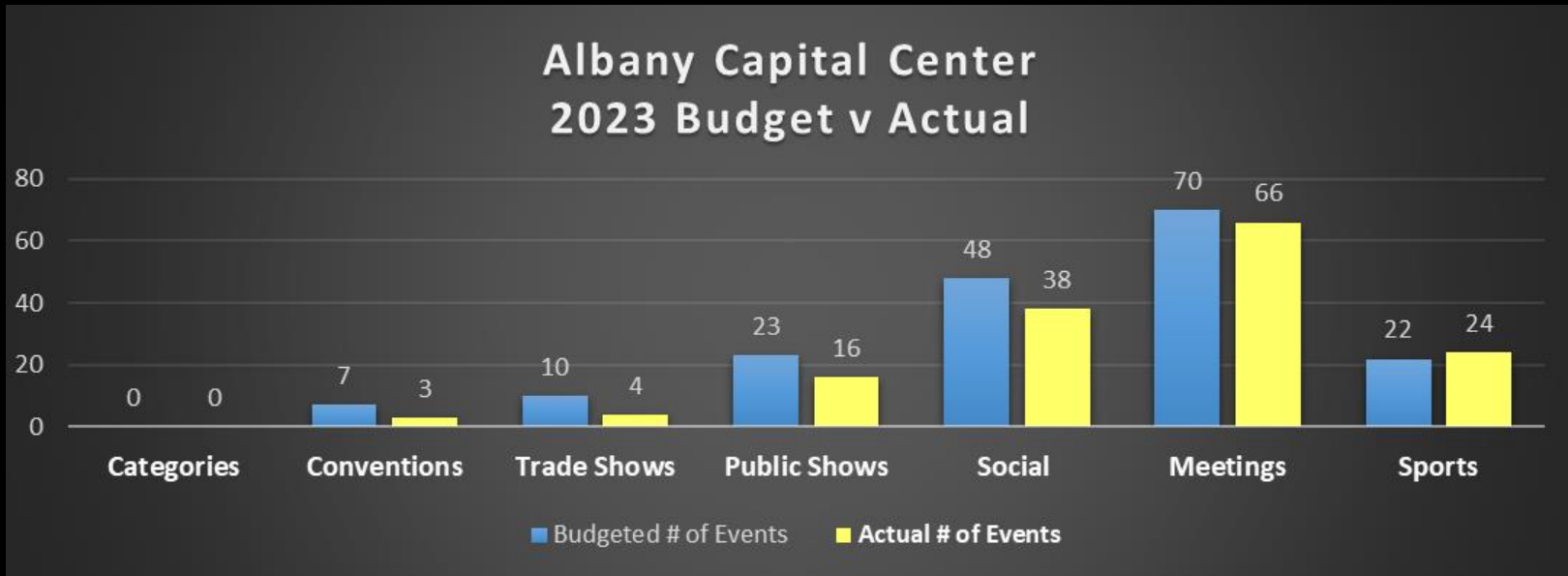




## Final Sales Outlook for 2023

- 2023 Estimated Hotel Room Nights used by the 153 events coming to the ACC: **19,376**
- The Budgeted Goal was set at 190 Events for 2023 –ASM has captured **81%**

	Budgeted # of Events	Actual # of Events
<b>Categories</b>	<b>= 190</b>	<b>as of 12/31/23 = 153</b>
Conventions	7	3
Trade Shows	10	4
Public Shows	23	16
Social	48	38
Meetings	70	66
Sports	22	24
Other	10	2
<b>Total</b>	<b>190</b>	<b>153</b>





# Sales Outlook for 2024

## Newly Contracted Events for 2024: Additional (25) Events been contracted since Q3s report:

SNUG Outreach Meeting	1 Day	300 People	25 HRN
The Royal Dance Competition	1 Day	300 People	
Columbia HS Senior Prom	1 Day	300 People	
Boys & Girls Clubs Great Futures Gala	1 Day	250 People	
CDPAANYS Annual Conference	2 Days	350 People	25 HRN
New York Health Plan Assoc Conference	2 Days	300 People	100 HRN
Women in Law Enforcement Event	1 Day	200 People	
Excelsior University	2 Days	145 People	50 HRN
New York State Nursery and Landscape Conference & Expo	3 Days	250 People	400 HRN
Gilbane: Albany Nanotech Campus Expansion Contractor Info	1 Day	150 People	
NY Thermal Energy Summit	1 Day	150 People	
Tay Fisher Instructional Basketball Camp	5 Days	600 People	
Dead Mans Hand Tattoo Expo	3 Days	1,000 People	25 HRN
NYSPPHSAA Men's Volleyball	2 Days	730 People	600 HRN

## Current Contracted Events for 2024:

Total of Contracted Events for 2024 is **97 Events**  
Total of Event Days impacted by the 97 Events is **180 Days**  
Total of Estimated Guests from the 97 Events is **51,477 People**  
Total Hotel Room Nights impacted for 2024 is estimated at **8,641**  
Additional Contracts have been issued **16**

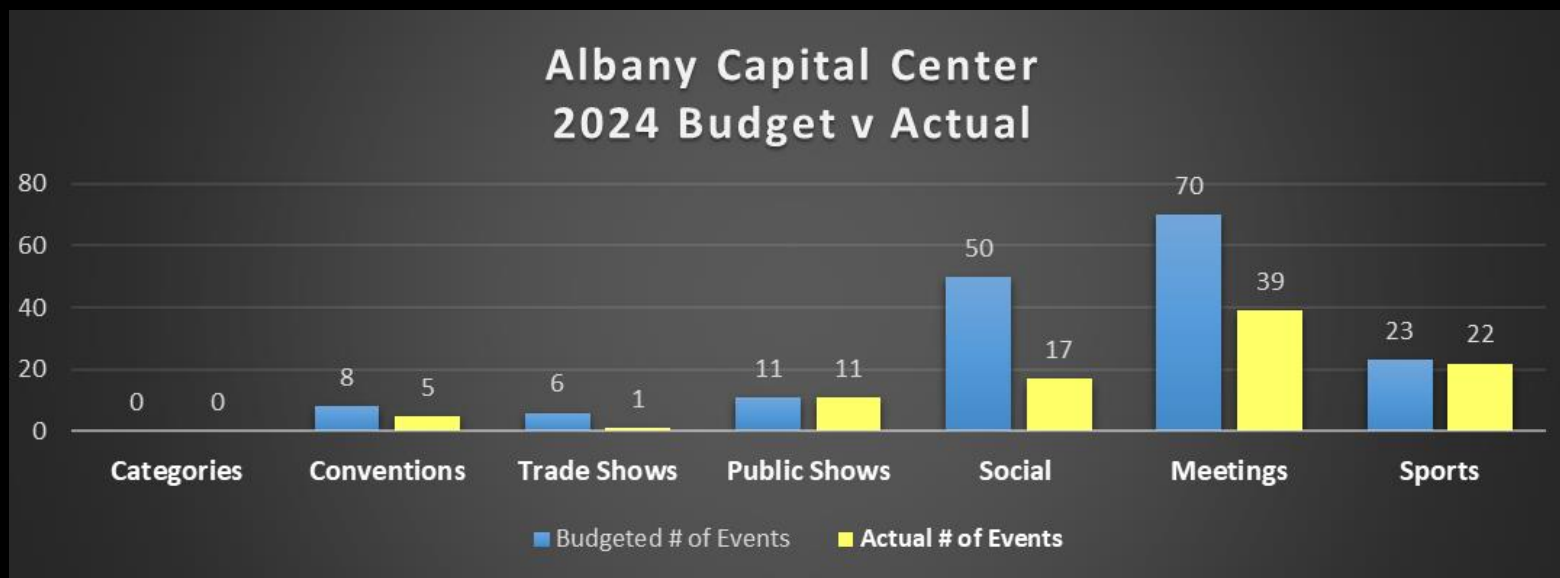




## Sales Outlook for 2024

- 2024 Estimated Hotel Room Nights used by the **8,641** events coming to the ACC:
- The Budgeted Goal was set at 170 Events for 2024 –ASM has captured **57%**

	Budgeted # of Events	Actual # of Events
Categories	= 170	as of 1/19/24 = 97
Conventions	8	5
Trade Shows	6	1
Public Shows	11	11
Social	50	17
Meetings	70	39
Sports	23	22
Other	2	2
<b>Total</b>	<b>170</b>	<b>97</b>



# Sales Outlook for 2025

## Newly Contracted Events for 2025: Additional (4) Events been contracted since Q3s report:

Albany Home Show	3 Days	3,500 People	
New York State Council Society Human Resource	4 Days	470 People	668 HRN
All Star Cheerleading	2 Days	1,200 People	40 HRN

## Current Contracted Events for 2025:

- Total of Contracted Events for 2025 is **14 Events**
- Total of Event Days impacted by the 14 Events is **34 Days**
- Total of Estimated Guests from the 14 Events is **22,042 People**
- Total Hotel Room Nights impacted for 2025 is estimated at **2,974**
- Additional Contracts have been issued **5**



## Leads Exclusively Generated by ASM within Q4

### • 2023

- 5 Leads
- NA

### • 2024

- 66 Leads
- 3,578 Estimated HRN

### • 2025

- 12 Leads
- 2,154 Estimated HRN

- ASM is seeing the conversion rate increasing for 2024 & 2025 over the last quarter, 30% estimated.
- Compression is happening not only at ACC for 2024 but in our entire market. We have several months that only have 1 or 2 days open.



# ACC ATTENDANCE TRENDS



## Month to Date for December:

- December 2023 is 73% ahead 2019 attendance numbers.
- December 2023 is 8.5% behind 2022 attendance numbers.

## Year to Date:

- Year 2023 is 22% behind 2019 attendance numbers.
- Year 2023 is 14% ahead 2022 attendance numbers.



**Testimonial  
Highlight:  
ACE NY**





**Event Spotlight:  
Regeneron Holiday Party  
7,600 People - 3 Nights**







# Albany Capital Center -2023 Q3 Report-

