



# Texas Society of Association Executives

Economic Impact of Texas Associations

Conducted March 2019



# Executive Summary

# Total Budgeted Expenditures for Texas-Based Associations

Texas-based associations contributed over **\$3.2 billion** to the Texas economy in 2017

Service	Budget
Grants & Scholarships	\$28,044,040
Payroll	\$1,434,118,540
Employee Benefits	\$83,591,430
Consultants	\$79,224,690
Legal Fees	\$53,659,330
Accounting Fees	\$35,455,810
Lobbying	\$111,283,600
Fundraising	\$3,342,600
PR/Advertising	\$92,484,260
Office Supplies	\$53,132,390
Technology & Computers	\$105,182,410
Rent/Mortgage	\$124,496,550
Travel	\$78,669,060
Entertainment	\$22,015,400
Conferences, Conventions, etc.	\$463,802,720
Interest	\$2,256,810
Insurance	\$45,887,230
Payroll, Sales, Property, and Other Taxes	\$108,860,500
Other Business Expenditures	\$276,250,370
<b>Total</b>	<b>\$3,201,757,740</b>

# Estimated Total Direct Spending of Texas-Based Associations

Spending by Texas-based associations and by members attending their meetings, events, and conferences created direct spending of over **\$5.6 billion** in 2017

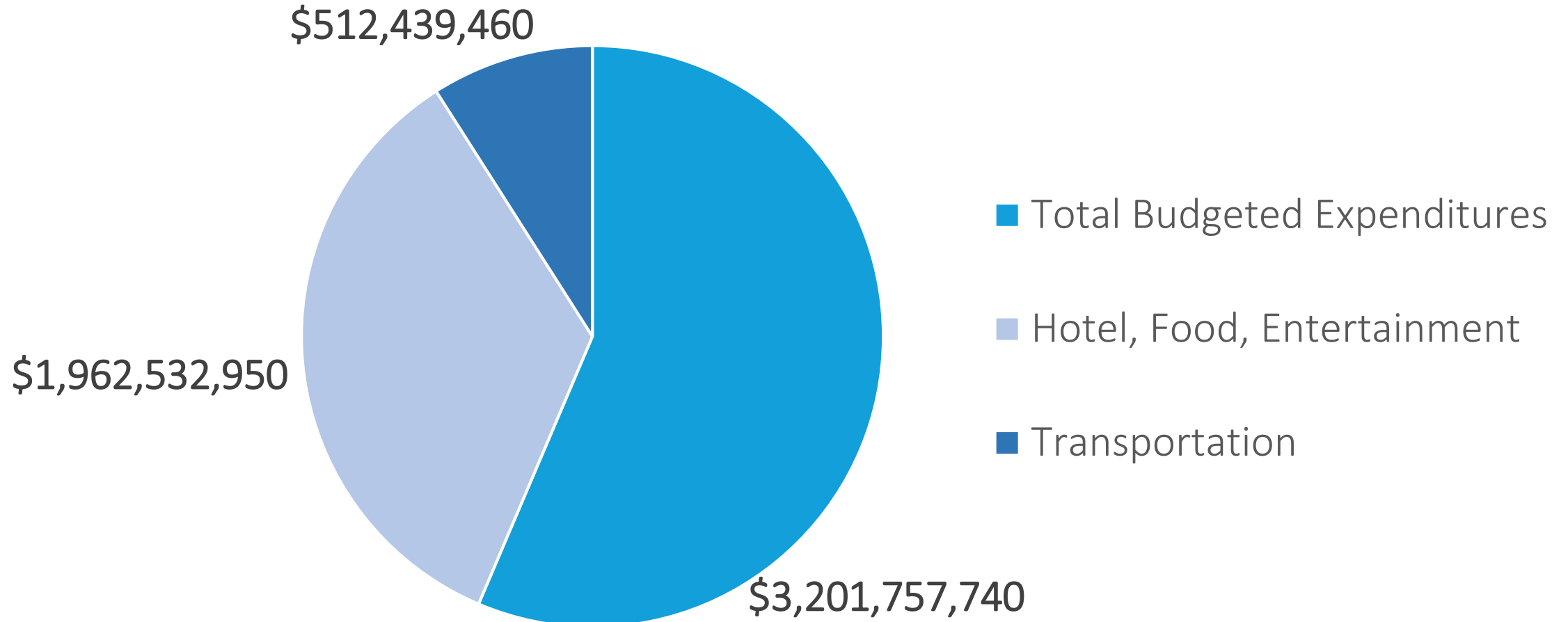
Association Expenses	
Total Budgeted Expenditures	\$3,201,757,740
Member Expenses	
Hotel & Food Spending	\$1,962,532,950
Transportation Spending	\$512,439,460
Total Estimated Annual Direct Spending	\$5,676,730,150

# Jobs Supported

Spending by Texas-based associations and their members in 2017 supported a total of **124,430** jobs

Industry	Jobs
Grants & Scholarships	350
Association Employees	27,640
Employee Benefits	720
Consultants	980
Legal Fees	450
Accounting Fees	520
Lobbying	1,040
Fundraising	60
PR/Advertising	730
Office Supplies	1,430
Technology & Computers	780
Rent/Mortgage	2,180
Travel	2,160
Entertainment	950
Conferences, Conventions, etc.	9,350
Interest	30
Insurance	720
Payroll, Sales, Property, and Other Taxes	2,090
Hospitality	54,290
Transportation	13,960
Other Business Expenditures	4,000
<b>TOTAL</b>	<b>124,430</b>

# Total Annual Expenditures by Texas-Based Associations



# Meetings Held by Texas-Based Associations

Meetings					
	Half-Day Meetings	Full-Day Meetings	Conferences	Board Meetings	Total
Meetings Held	17,080	5,000	3,010	21,060	46,150
Total Attendees	6,847,090	1,626,180	2,685,090	496,980	11,655,340
Total Spending	\$1,030,331,500	\$502,769,260	\$917,979,930	\$23,891,720	\$2,474,972,410



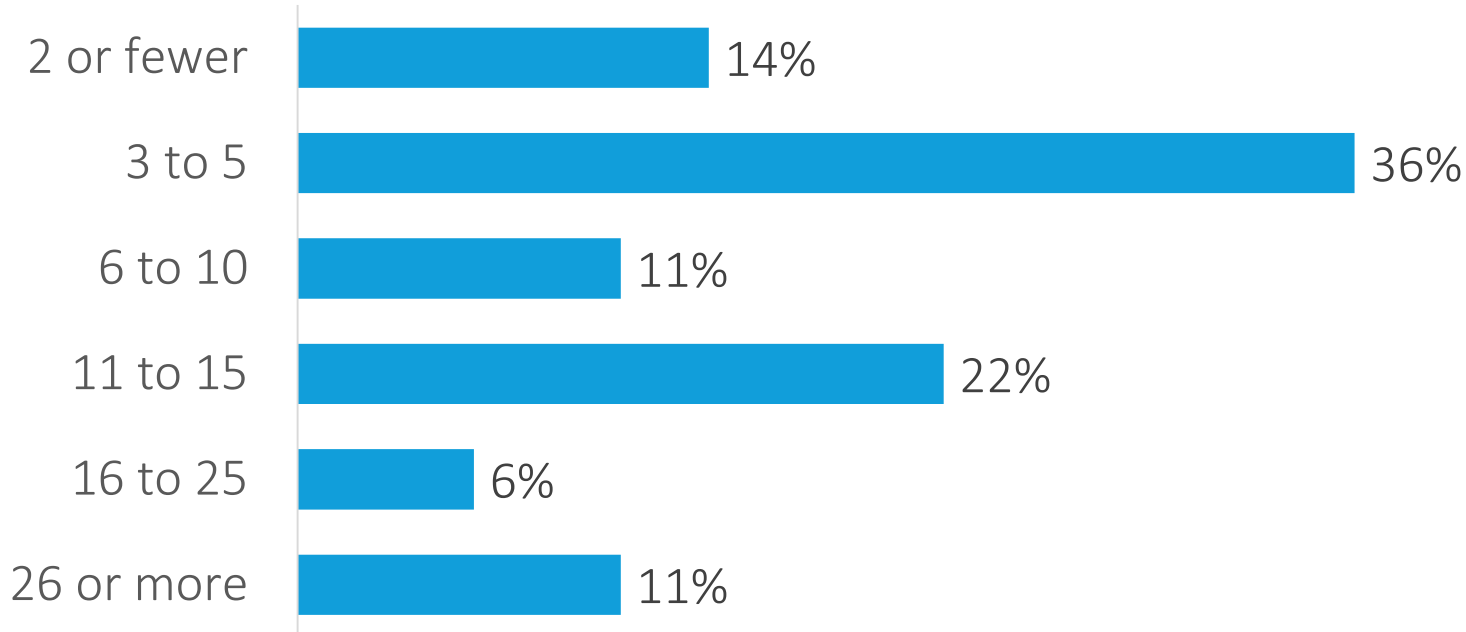
# Half-Day Meetings



# Number of Half-Day Meetings Held by Texas Associations

- Texas associations held a total of **17,080** half-day events in 2017

Half-Day Meetings Held per Association in 2017



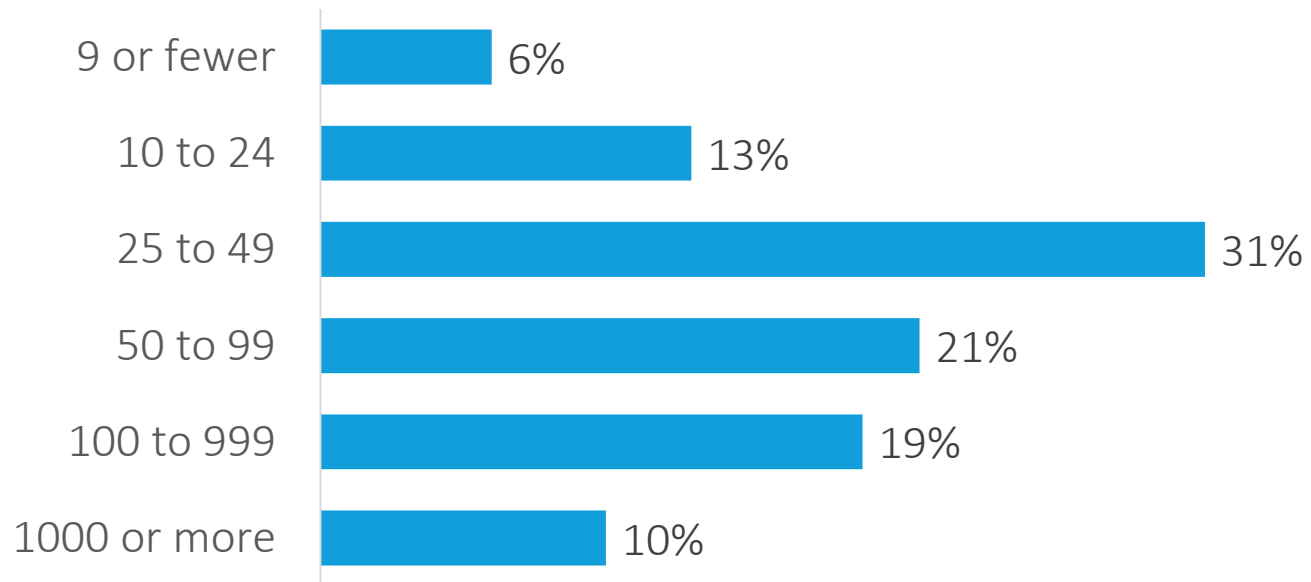
- The typical association held 5 half-day events, while 1 in 4 associations held more than 13.

Percentile	Meetings Held
25%	3
50%	5
75%	13

# Number of Attendees to Half-Day Meetings

- Texas associations hosted **6,847,090** attendees at half-day meetings in 2017

Attendees at Half-Day Meetings in 2017 per Association



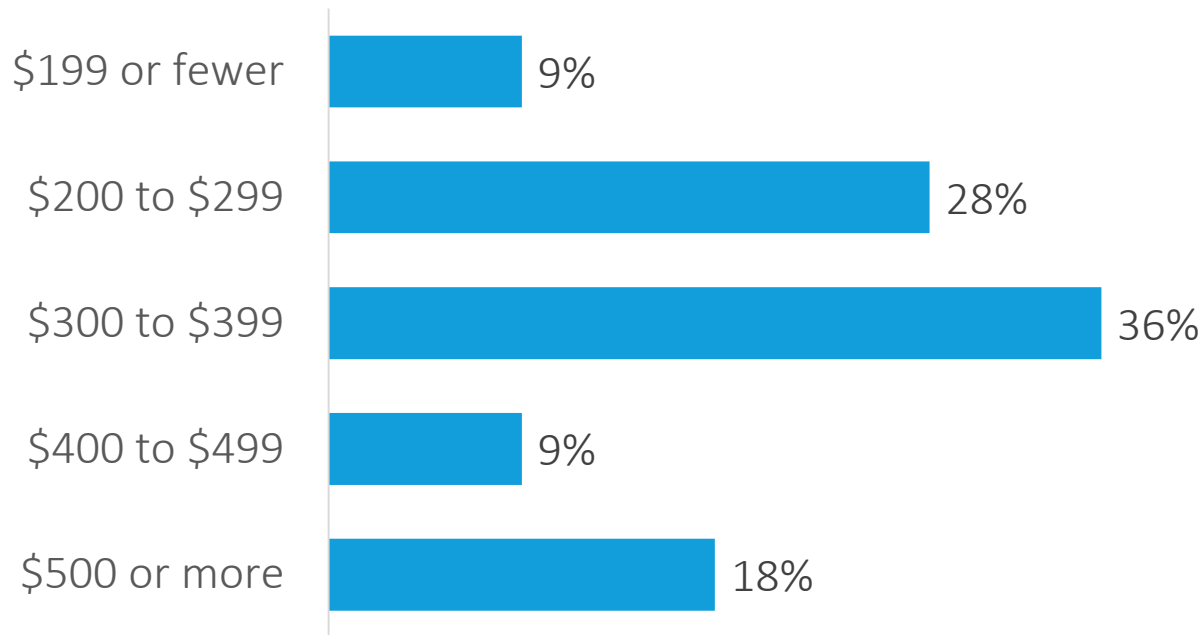
- The typical association hosted 45 attendees at their half-day meetings.
- 1 in 4 associations had 25 or fewer attendees at their half-day meetings.
- 1 in 4 associations had 100 or more attendees at their half-day meetings.

Percentile	Attendees
25%	25
50%	45
75%	100

# Average Airfare for Half-Day Meetings

- Members of Texas associations spent **\$124,894,150** on airfare to travel to half-day meetings in 2017

Average Member Spending on Airfare for Half-Day Meetings



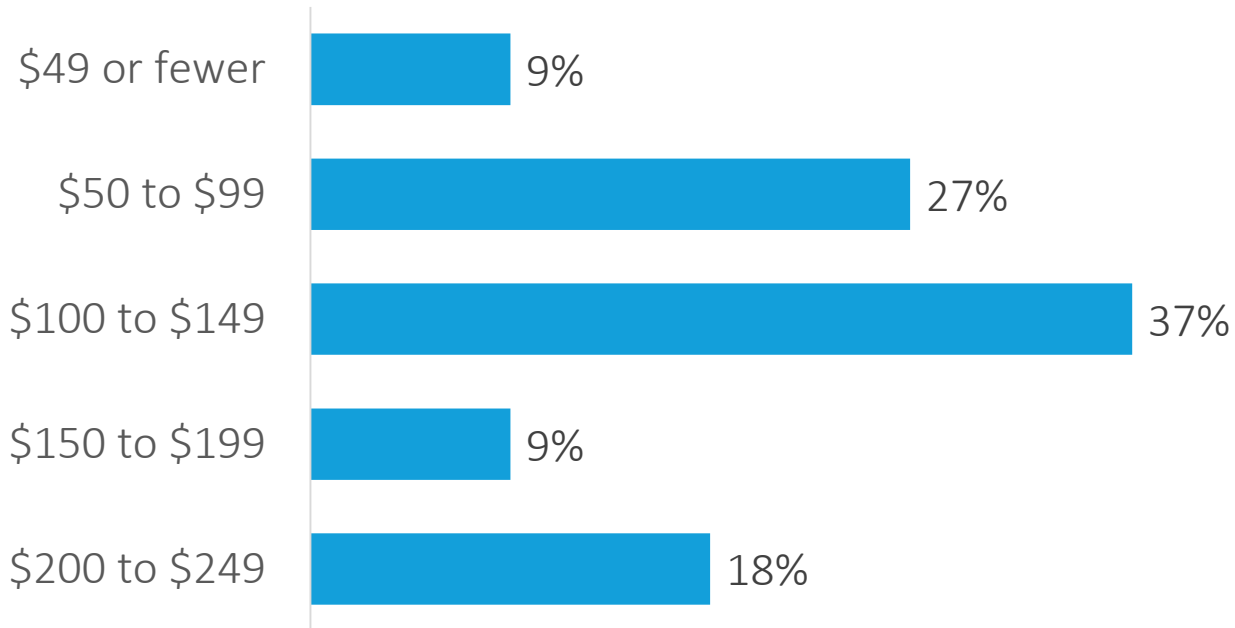
- Typical members spent \$300 on their airfare to half-day meetings.
- Most members spent between \$250 and \$450 on airfare for half-day meetings.

Percentile	Airfare
25%	\$250
50%	\$300
75%	\$450

# Average Car Rental Cost for Half-Day Meetings

- Members of Texas associations spent **\$59,999,620** in 2017 on rental cars to travel to half-day meetings

Average Member Spending on Car Rentals for Half-Day Meetings



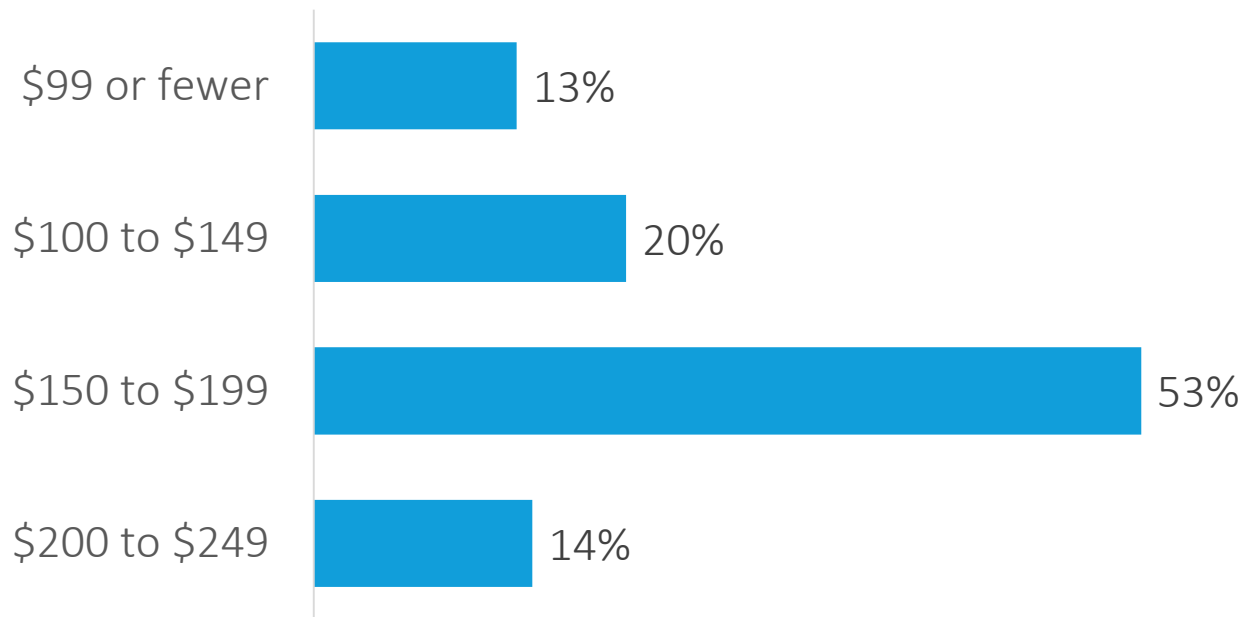
- Typical members spent \$125 on car rentals.
- Most association members spent between \$70 and \$150 on car rentals to attend half-day meetings.

Percentile	Rental Cost
25%	\$70
50%	\$125
75%	\$150

# Average Hotel Room Cost for Half-Day Meetings

- Members of Texas associations spent **\$92,943,010** on hotel rooms for half-day meetings in 2017

Average Member Spending on Hotels for Half-Day Meetings



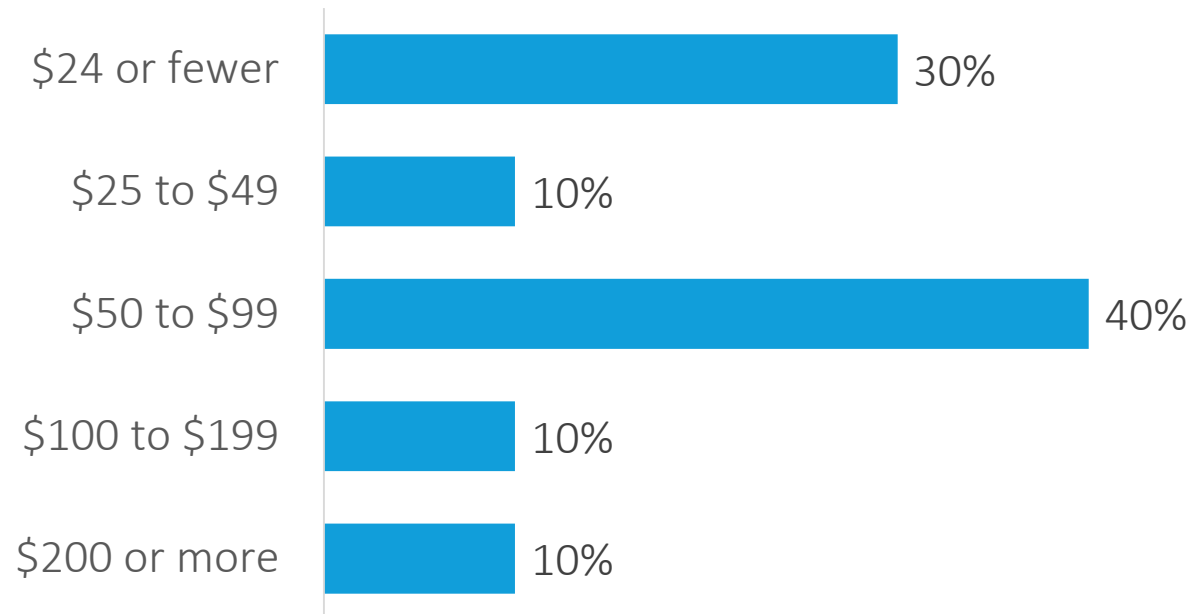
- Typical members spent \$150 on hotels per night.
- Most association members spent between \$114 and \$195 on hotels per night to attend half-day meetings in 2017.

Percentile	Nightly Rate
25%	\$114
50%	\$150
75%	\$195

# Average Food and Beverage Cost for Half-Day Meetings

- Members of Texas associations spent **\$752,494,730** on food and beverages at half-day meetings in 2017

## Average Member Spending on Food and Drinks at Half-Day Meetings



- Typical members spent \$50 on food and beverages.
- Most association members spent between \$21 and \$76 on food and beverages at half-day meetings.

Percentile	Food/Drink Cost
25%	\$21
50%	\$50
75%	\$76

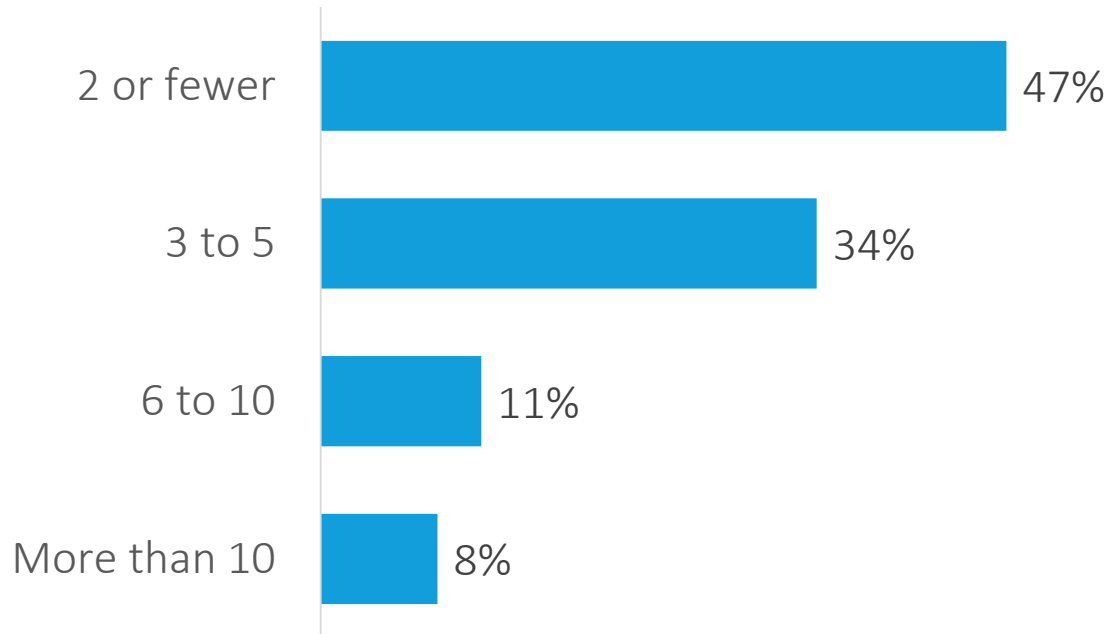


# Full-Day Meetings

# Number of Full-Day Meetings Held by Texas Associations

- Texas associations held **5,000** full-day meetings in 2017

Full-Day Meetings Held per Association in 2017



- Typical associations held 3 full-day meetings.
- Most associations held between 2 and 4 full-day meetings in 2017.

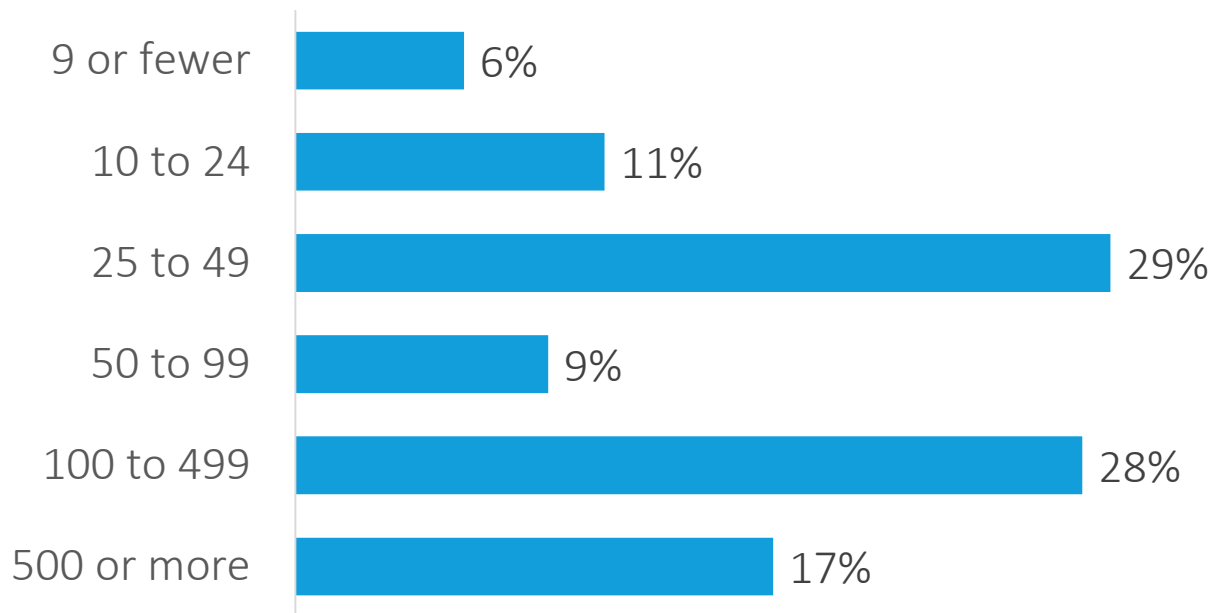
Percentile	Meetings Held
25%	2
50%	3
75%	4



# Number of Attendees to Full-Day Meetings

- Texas associations hosted **1,626,180** attendees at full-day meetings in 2017

Attendees at Full-Day Meetings in 2017 per Association



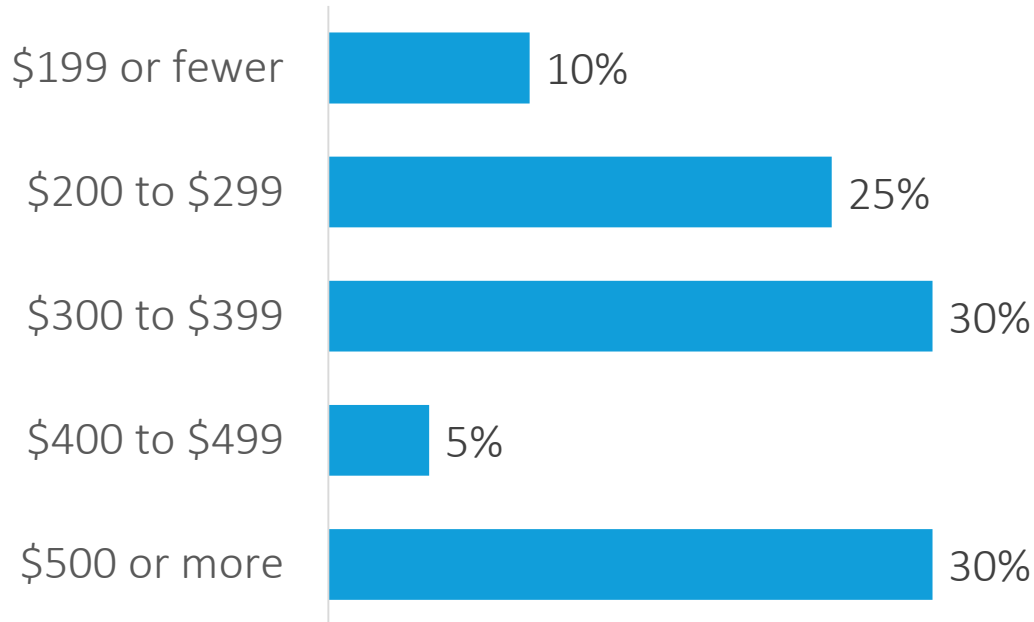
- Typical associations hosted 50 attendees.
- Most associations hosted 25 to 375 attendees at each full-day meeting held in 2017.

Percentile	Attendees
25%	25
50%	50
75%	375

# Average Airfare for Full-Day Meetings

- Members of Texas associations spent **\$76,169,420** on airfare in 2017 to attend full-day meetings

## Average Member Spending on Airfare for Full-Day Meetings



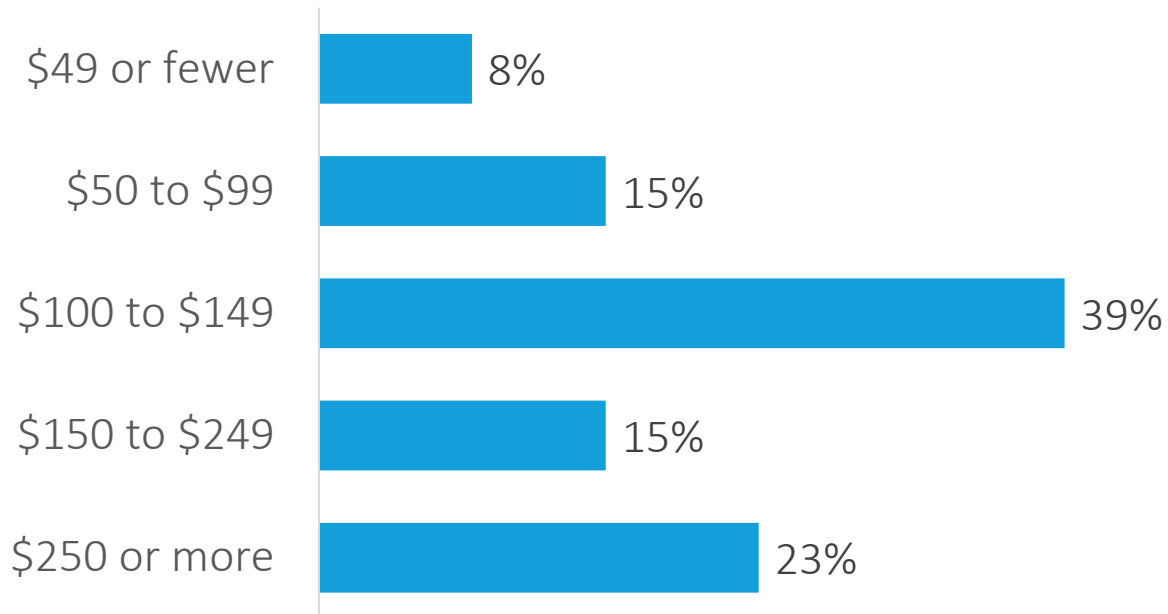
- Typical members spent \$325 on airfare.
- Most members spent between \$224 and \$500 on airfare to attend full-day meetings in 2017.

Percentile	Airfare
25%	\$224
50%	\$325
75%	\$500

# Average Car Rental Cost for Full-Day Meetings

- Members of Texas associations spent **\$22,342,950** on rental cars in 2017 to attend full-day meetings

Average Member Spending on Car Rentals for Full-Day Meetings



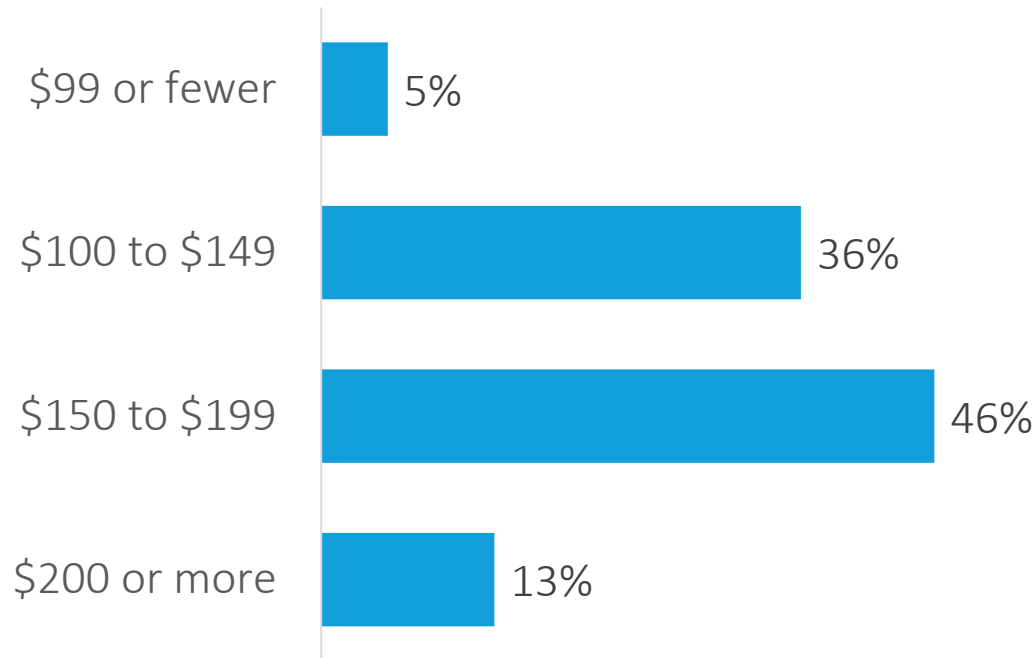
- Typical members spent \$115 on car rentals.
- Most members spent between \$88 and \$225 on car rentals to attend full-day meetings in 2017.

Percentile	Rental Cost
25%	\$88
50%	\$115
75%	\$225

# Average Hotel Room Cost for Full-Day Meetings

- Members of Texas associations spent **\$79,923,770** on hotels to attend full-day meetings in 2017

Average Member Spending on Hotels for Full-Day Meetings



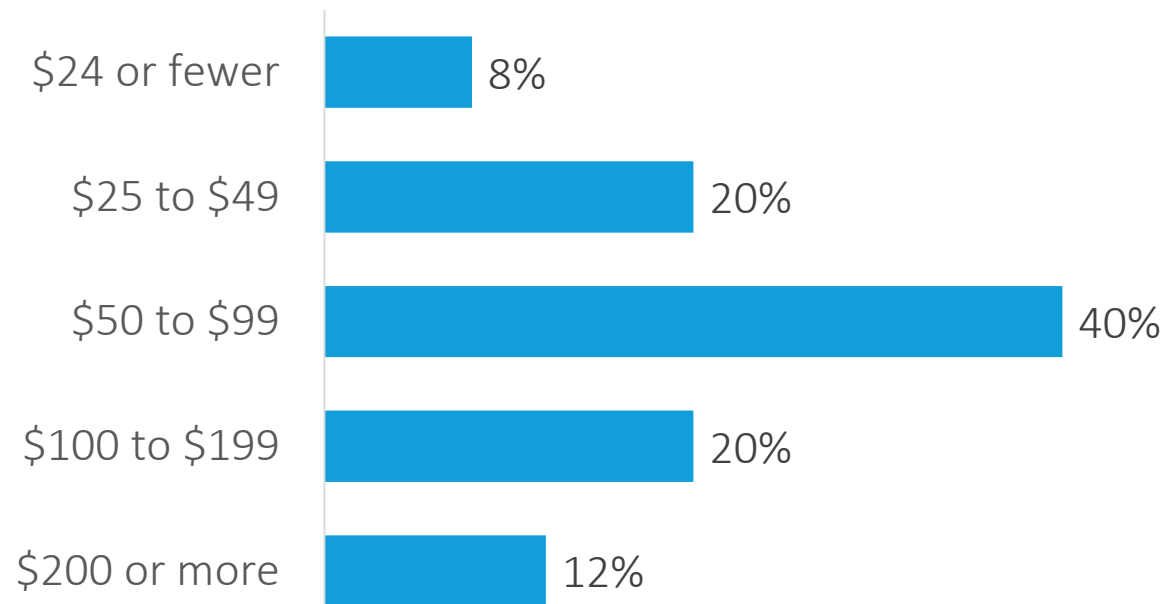
- Typical members spent \$150 on hotels per night.
- Most members spent between \$130 and \$167 on hotels per night to attend full-day meetings in 2017.

Percentile	Nightly Rate
25%	\$130
50%	\$150
75%	\$167

# Average Food and Beverage Cost for Full-Day Meetings

- Members of Texas associations spent **\$321,333,110** on food and beverages at full-day meetings in 2017

## Average Member Spending on Food and Drinks at Full-Day Meetings



- Typical members spent \$50 on food and beverages.
- Most members spent between \$42 and \$130 on food and beverages at full-day meetings in 2017.

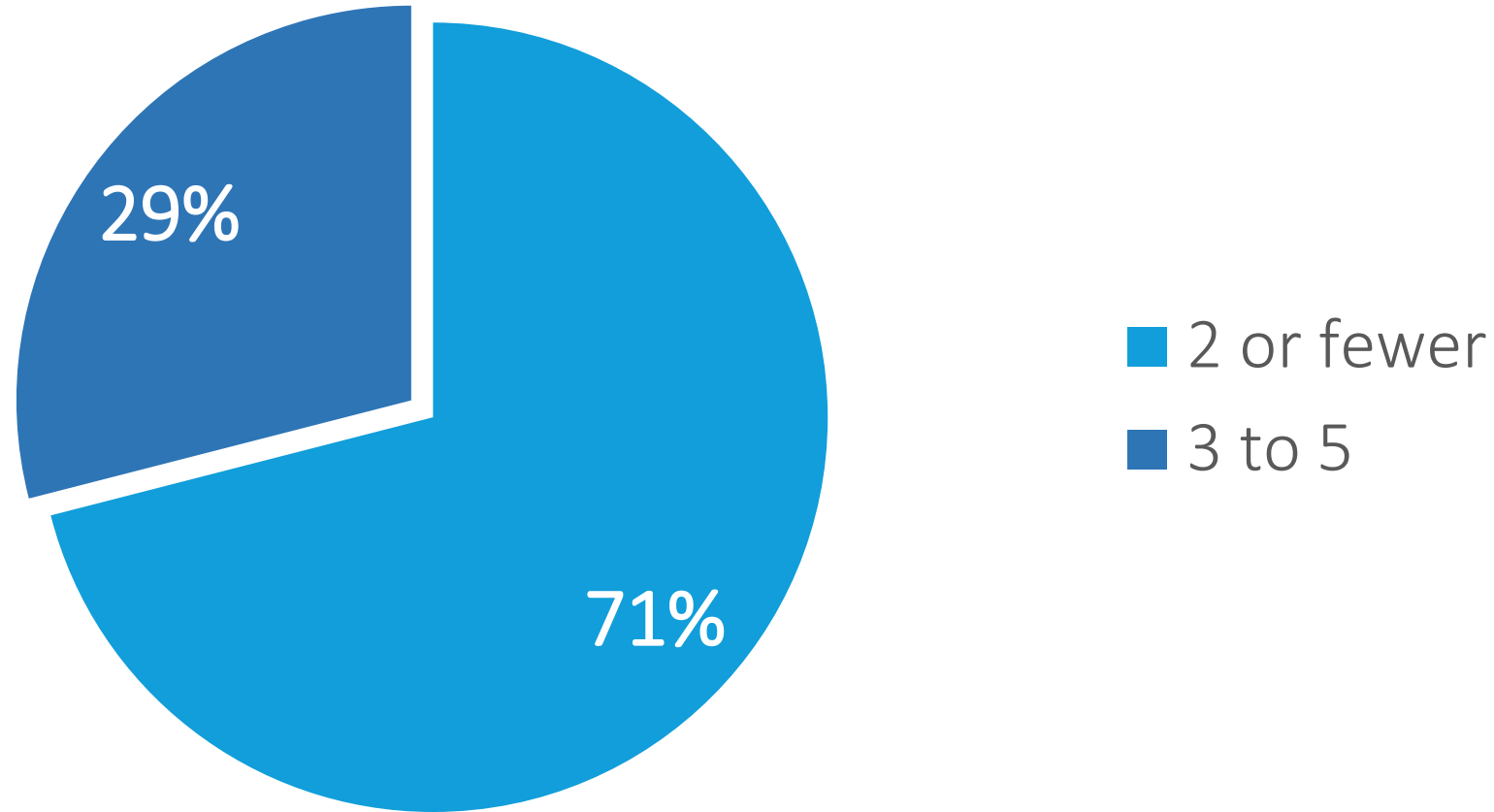
Percentile	Food/Drink Cost
25%	\$42
50%	\$50
75%	\$130



# Conferences

# Number of Conferences Held by Texas Associations

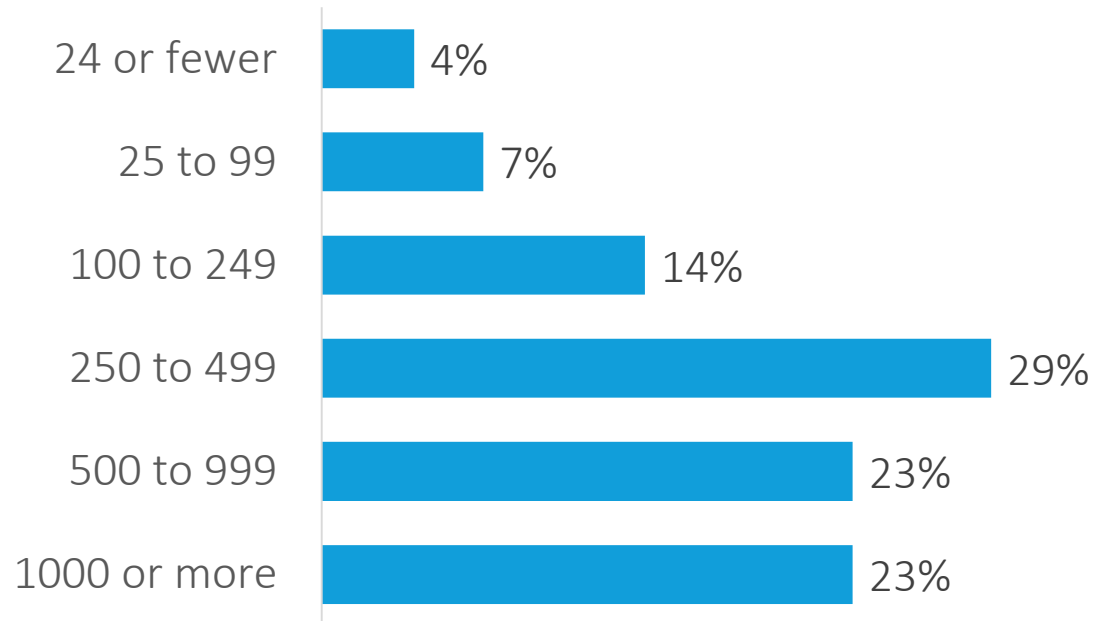
- Texas associations held **3,010** conferences in 2017
  - The typical association held 2 or fewer conferences



# Number of Attendees to Conferences

- Texas associations hosted **2,685,090** attendees at conferences in 2017

Attendees at Conferences in 2017 per Association



- Typical associations hosted 425 attendees.
- Most associations hosted 213 to 893 attendees at each conference held in 2017.

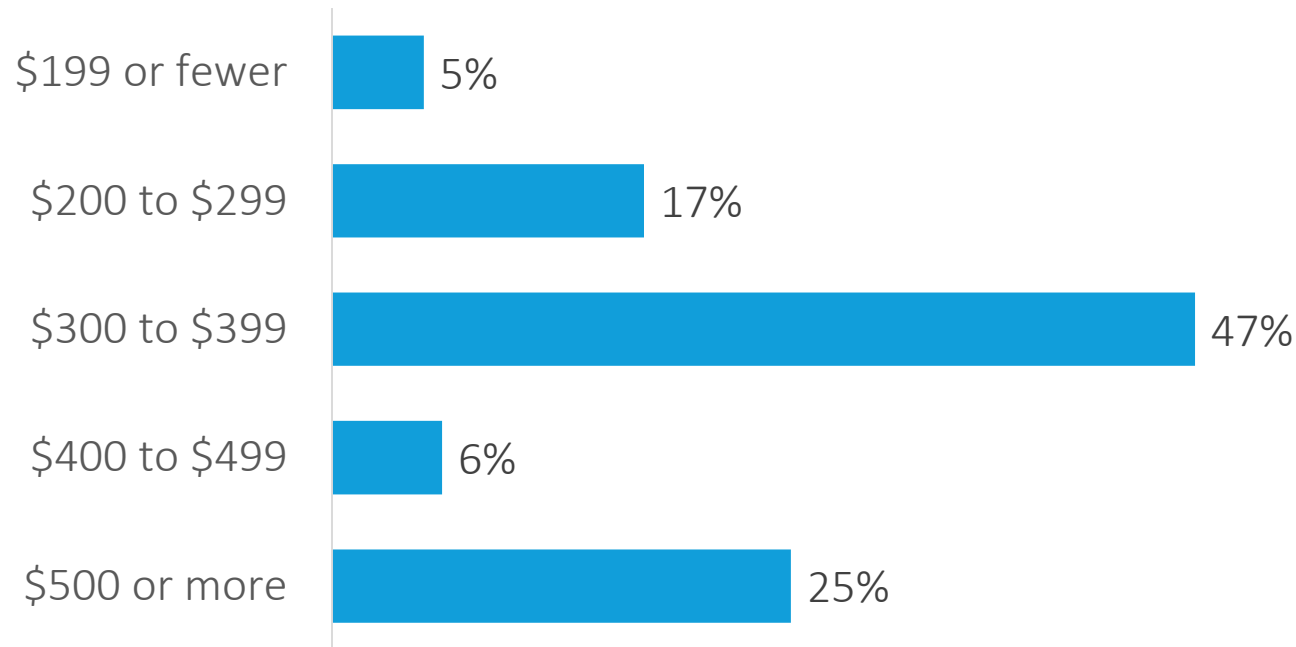
Percentile	Attendees
25%	213
50%	425
75%	893



# Average Airfare for Conferences

- Members of Texas associations spent **\$177,008,850** on airfare to travel to conferences in 2017

Average Member Spending on Airfare for Conferences



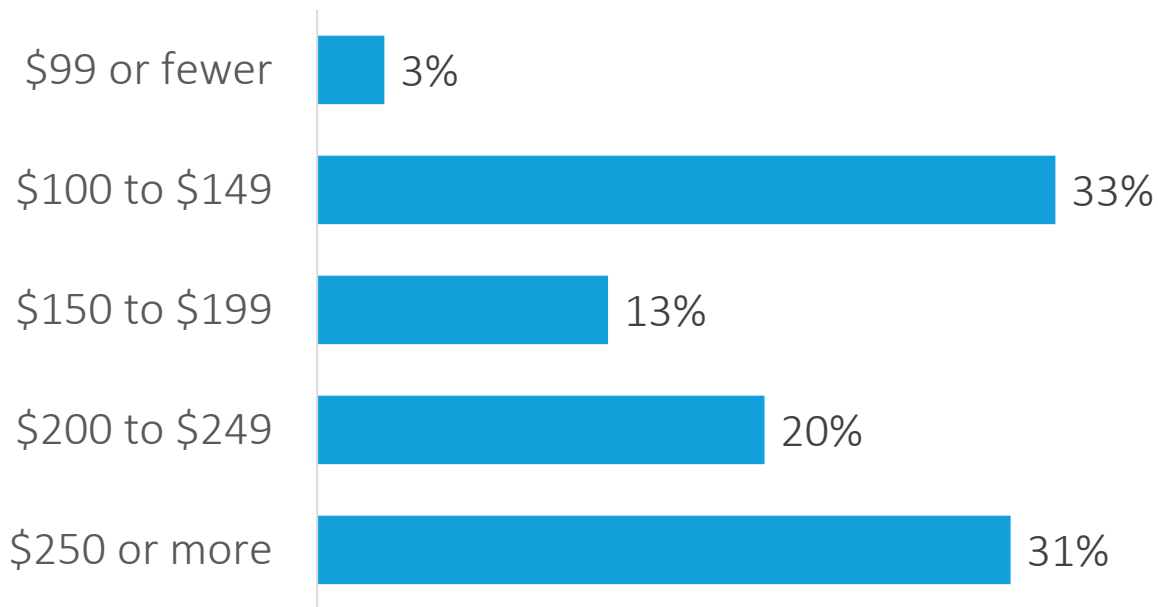
- Typical members spent \$300 on airfare.
- Most members spent between \$300 and \$488 on airfare to attend conferences in 2017.

Percentile	Airfare
25%	\$300
50%	\$300
75%	\$488

# Average Car Rental Cost for Conferences

- Members of Texas associations spent **\$45,363,830** on car rentals to travel to conferences in 2017

## Average Member Spending on Car Rentals for Conferences



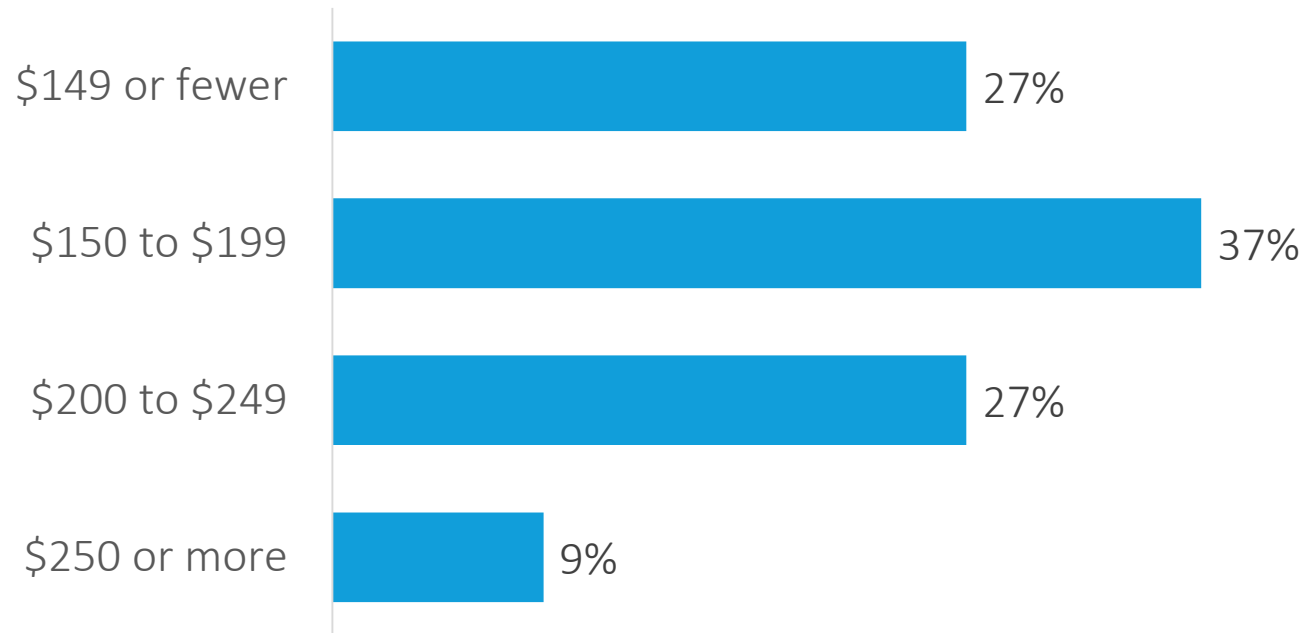
- Typical members spent \$193 on car rentals.
- Most members spent between \$120 and \$250 on car rentals to attend conferences in 2017.

Percentile	Rental Cost
25%	\$120
50%	\$193
75%	\$250

# Average Hotel Room Cost for Conferences

- Members of Texas associations spent **\$295,942,630** on hotels to attend conferences in 2017

Average Member Spending on Hotels for Conferences



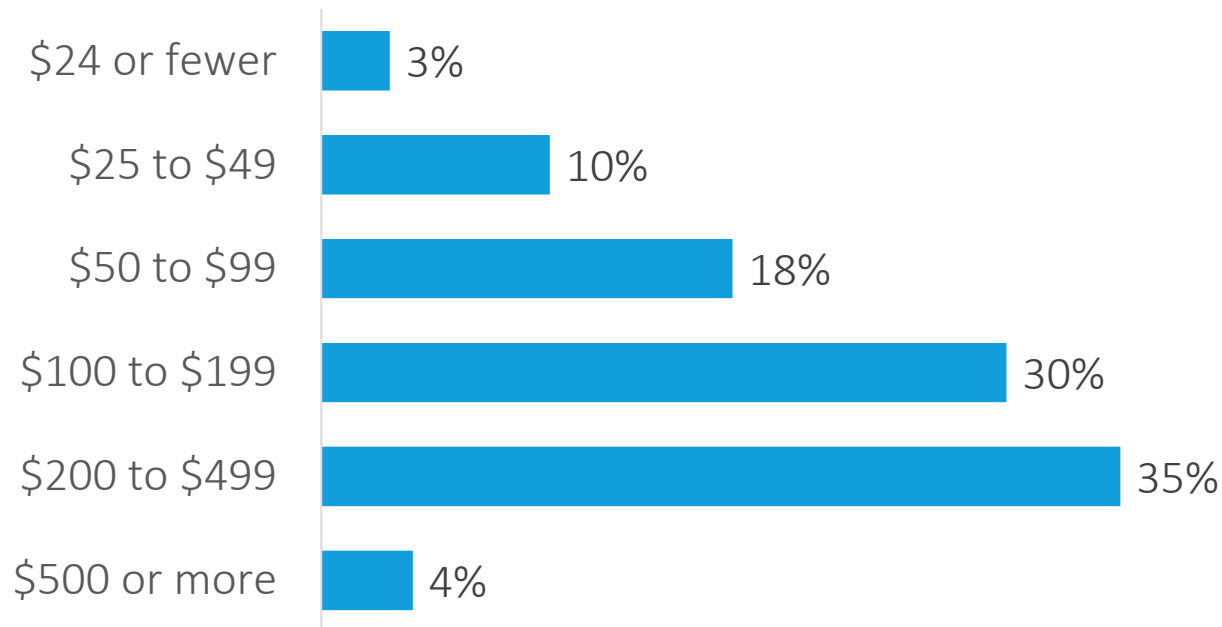
- Typical members spent \$175 on hotels per night
- Most members spent between \$145 and \$200 on hotels per night to attend conferences in 2017.

Percentile	Nightly Rate
25%	\$145
50%	\$175
75%	\$200

# Average Food and Beverage Cost for Conferences

- Members of Texas associations spent **\$399,664,620** on food and beverages at conferences in 2017

## Average Member Spending on Food and Drinks at Conferences



- Typical members spent \$143 on food and beverages.
- Most members spent between \$59 and \$250 on food and beverages to attend conferences in 2017.

Percentile	Food/Drink Cost
25%	\$59
50%	\$143
75%	\$250

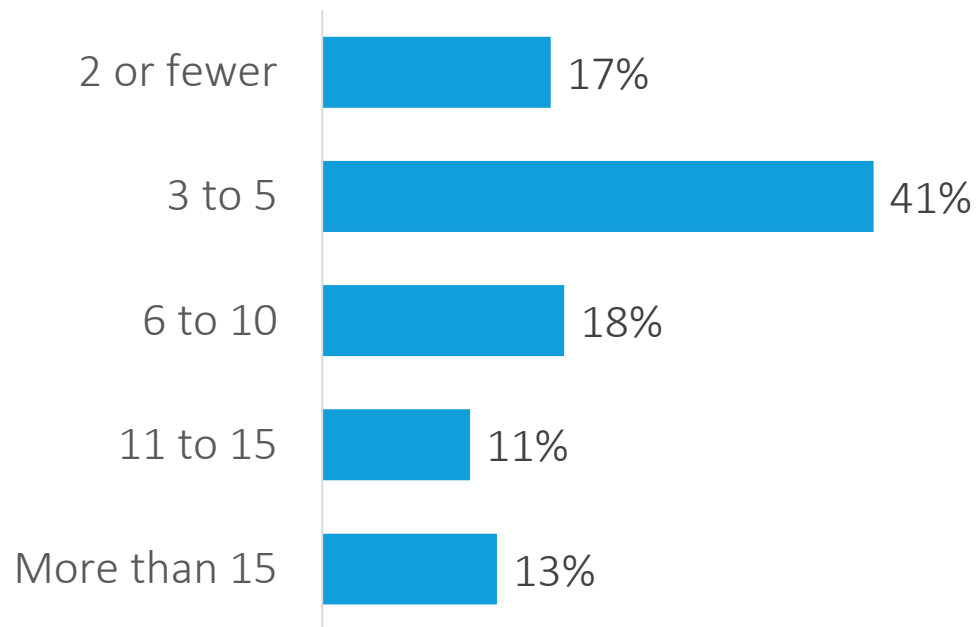


# Board and Committee Meetings

# Number of Board Meetings Held by Texas Associations

- Texas associations held **21,060** board or committee meetings in 2017

Full-Day Meetings Held per Association in 2017



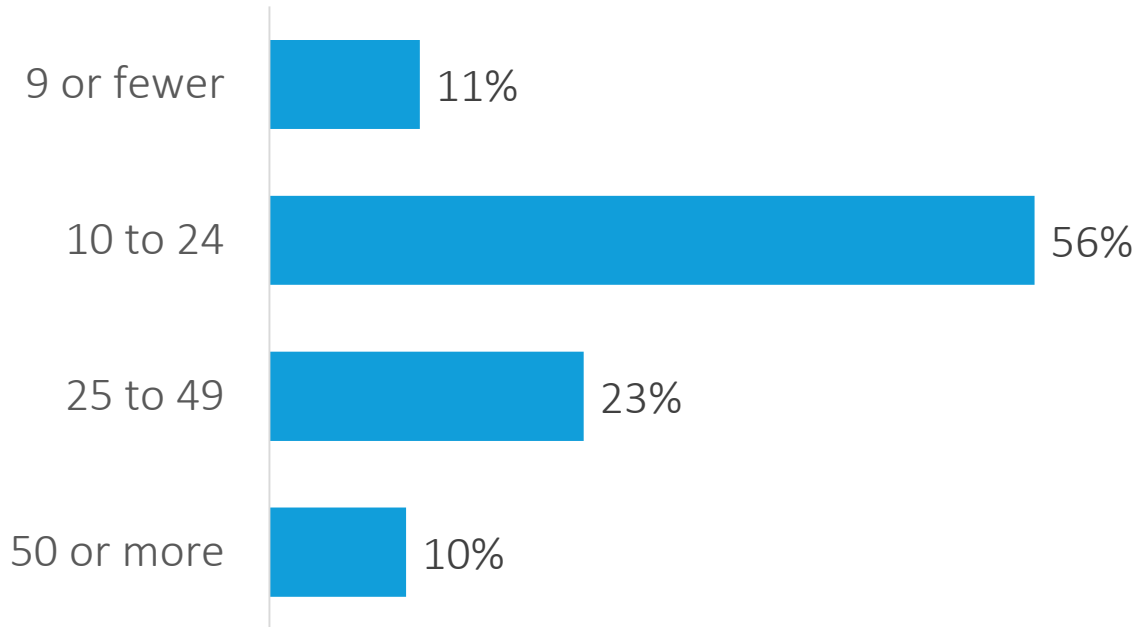
- Typical associations held 3 board or committee meetings.
- Most associations held between 3 and 6 board or committee meetings in 2017.

Percentile	Meetings Held
25%	3
50%	3
75%	6

# Number of Attendees to Board Meetings

- Texas associations hosted **496,980** attendees at board or committee meetings in 2017

Attendees at Conferences in 2017 per Association



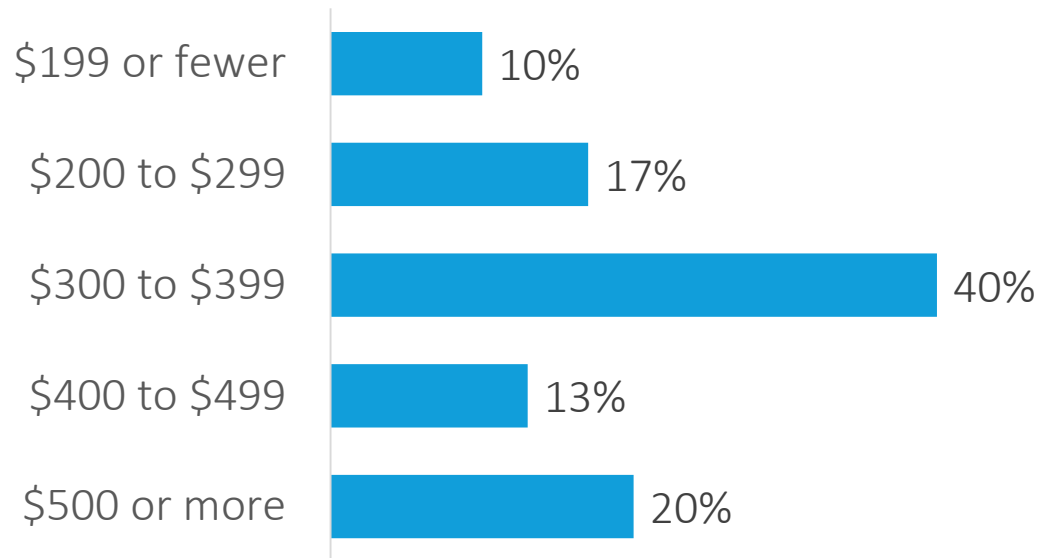
- Typical associations hosted 17 attendees.
- Most associations hosted 12 to 30 attendees at each board or committee meeting held in 2017.

Percentile	Attendees
25%	12
50%	17
75%	30

# Average Airfare for Board Meetings

- Members of Texas associations spent **\$3,306,560** on airfare to attend board or committee meetings in 2017

Average Member Spending on Airfare for Board or Committee Meetings



- Typical members spent \$300 on airfare.
- Most members spent between \$250 and \$450 on airfare to attend board or committee meetings in 2017.

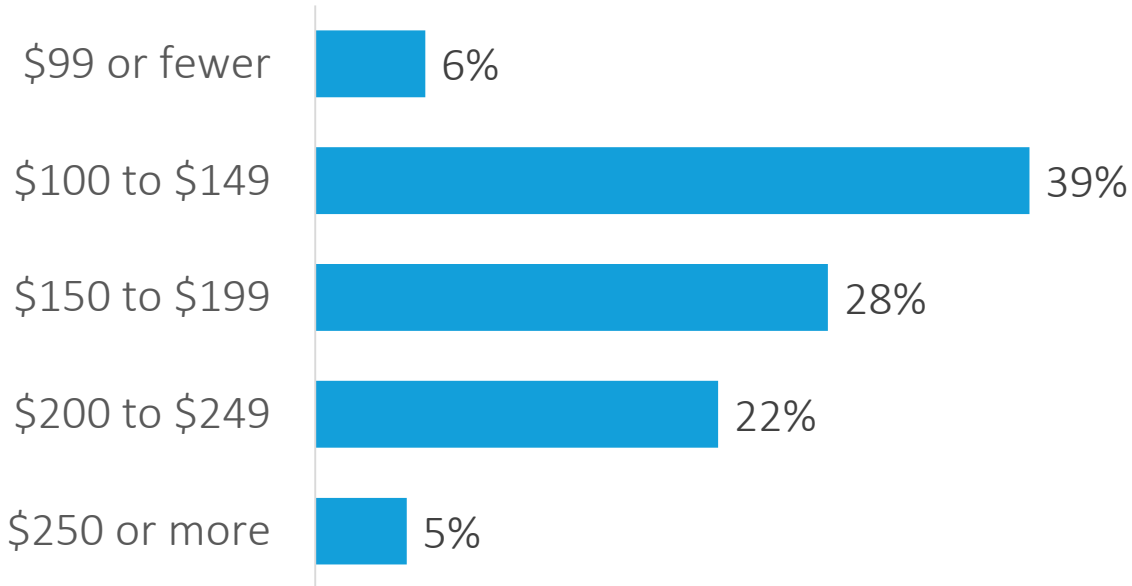
Percentile	Airfare
25%	\$250
50%	\$300
75%	\$450



# Average Car Rental Cost for Board Meetings

- Members of Texas associations spent **\$354,080** on car rentals to attend board or committee meetings in 2017

Average Member Spending on Car Rentals for Board or Committee Meetings



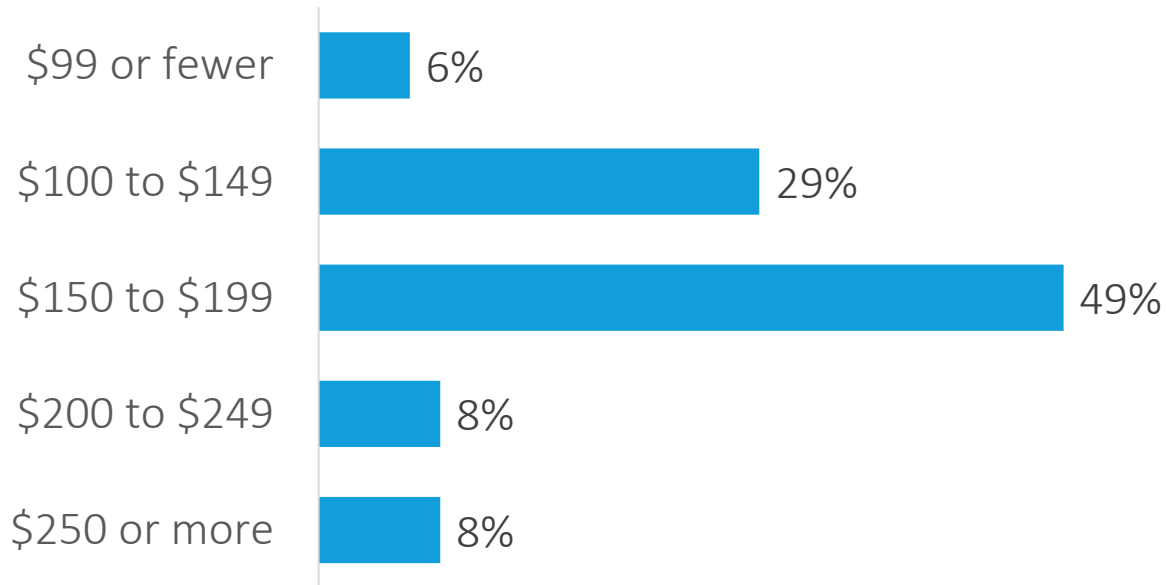
- Typical members spent \$150 on car rentals.
- Most members spent between \$100 and \$200 on car rentals to attend board or committee meetings in 2017.

Percentile	Rental Cost
25%	\$100
50%	\$150
75%	\$200

# Average Hotel Room Cost for Board Meetings

- Members of Texas associations spent **\$11,546,680** on hotels to attend board or committee meetings in 2017

Average Member Spending on Hotels for Board or Committee Meetings



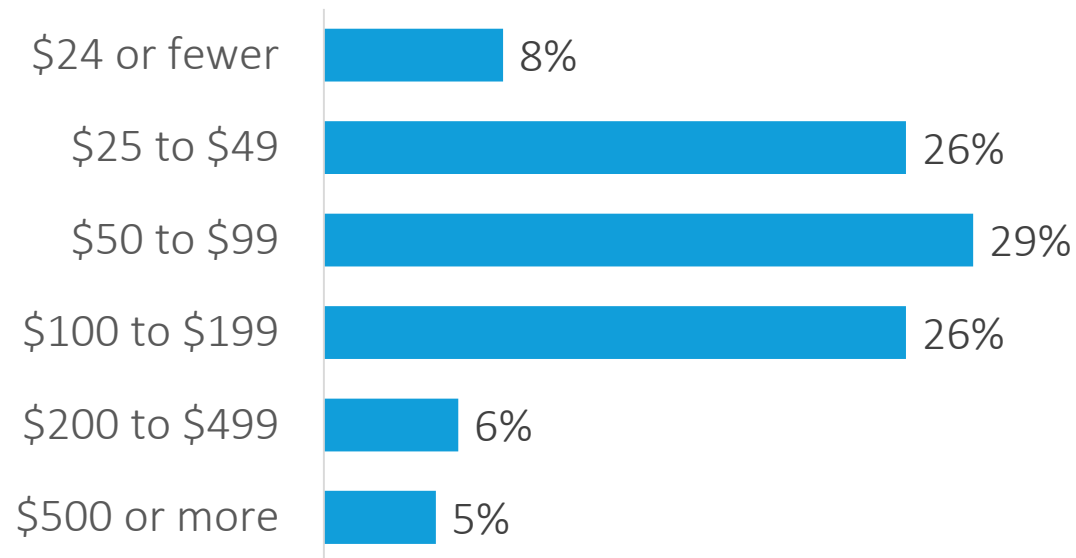
- Typical members spent \$152 on hotels per night.
- Most members spent between \$129 and \$190 on hotels per night to attend board or committee meetings in 2017.

Percentile	Nightly Rate
25%	\$129
50%	\$152
75%	\$190

# Average Food and Beverage Cost for Board Meetings

- Members of Texas associations spent **\$8,684,400** on food and beverages at board or committee meetings in 2017

## Average Member Spending on Food and Drinks at Board or Committee Meetings



- Typical members spent \$65 on food and beverages.
- Most members spent between \$35 and \$131 on food and beverages at board or committee meetings in 2017.

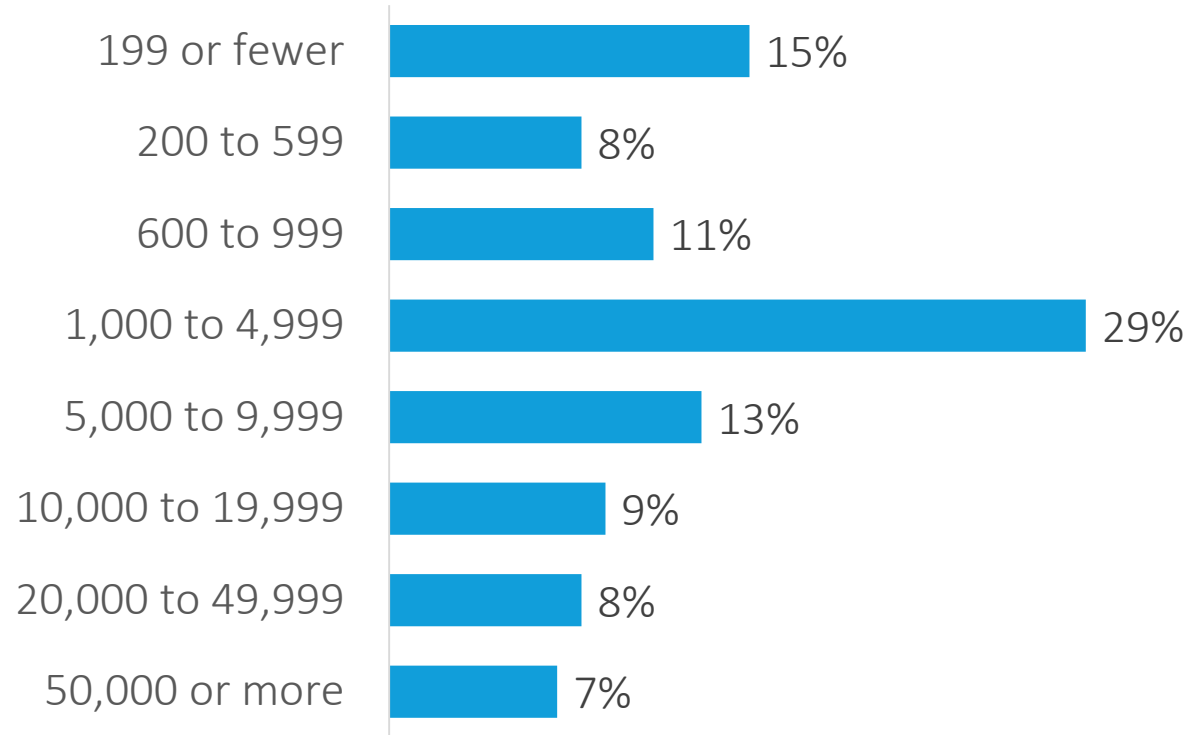
Percentile	Food/Drink Cost
25%	\$35
50%	\$65
75%	\$131



# Association Profile

# Number of Individual Members

Number of Individual Members per Texas Association

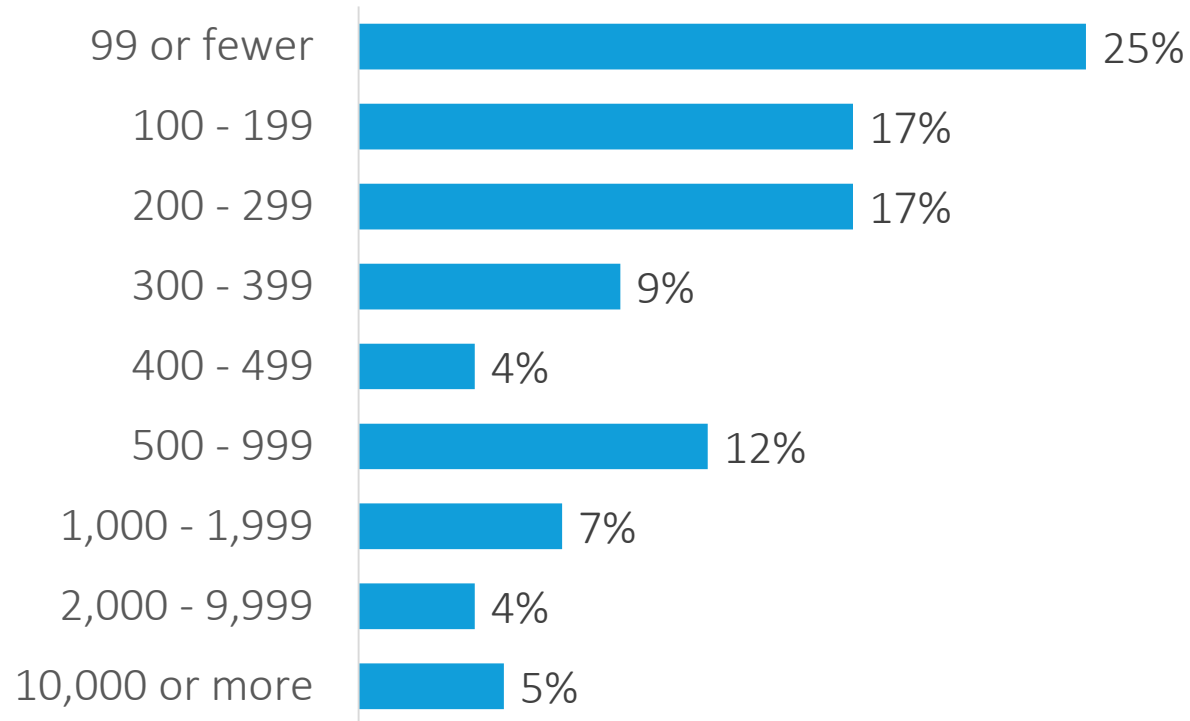


- Typical Texas associations had 2,600 individual members.
- Most Texas associations had 675 to 7,950 individual members in 2017

Percentile	Individual Members
25%	675
50%	2,600
75%	7,950

# Number of Organizational Members

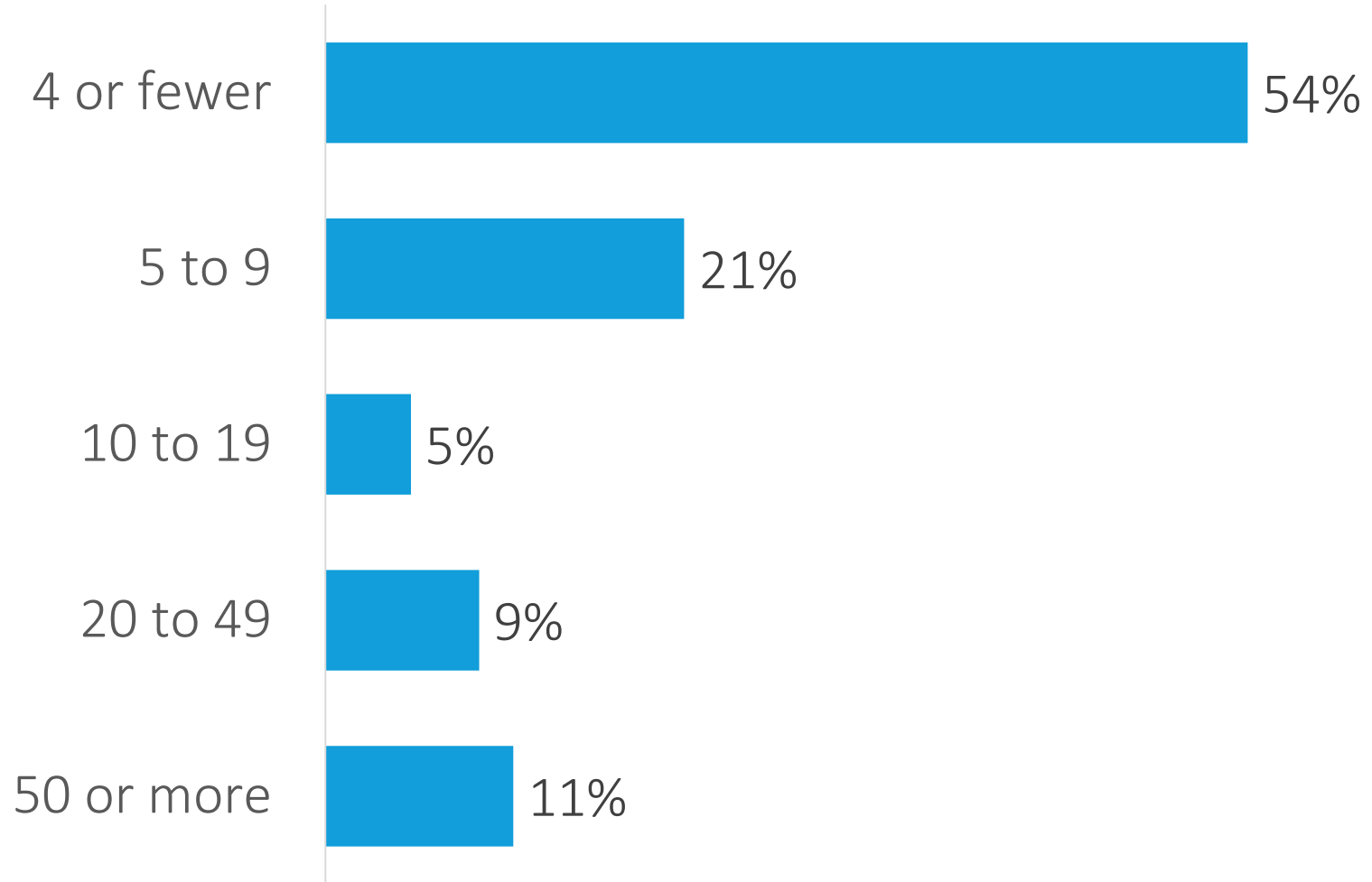
## Number of Organizational Members per Texas Association



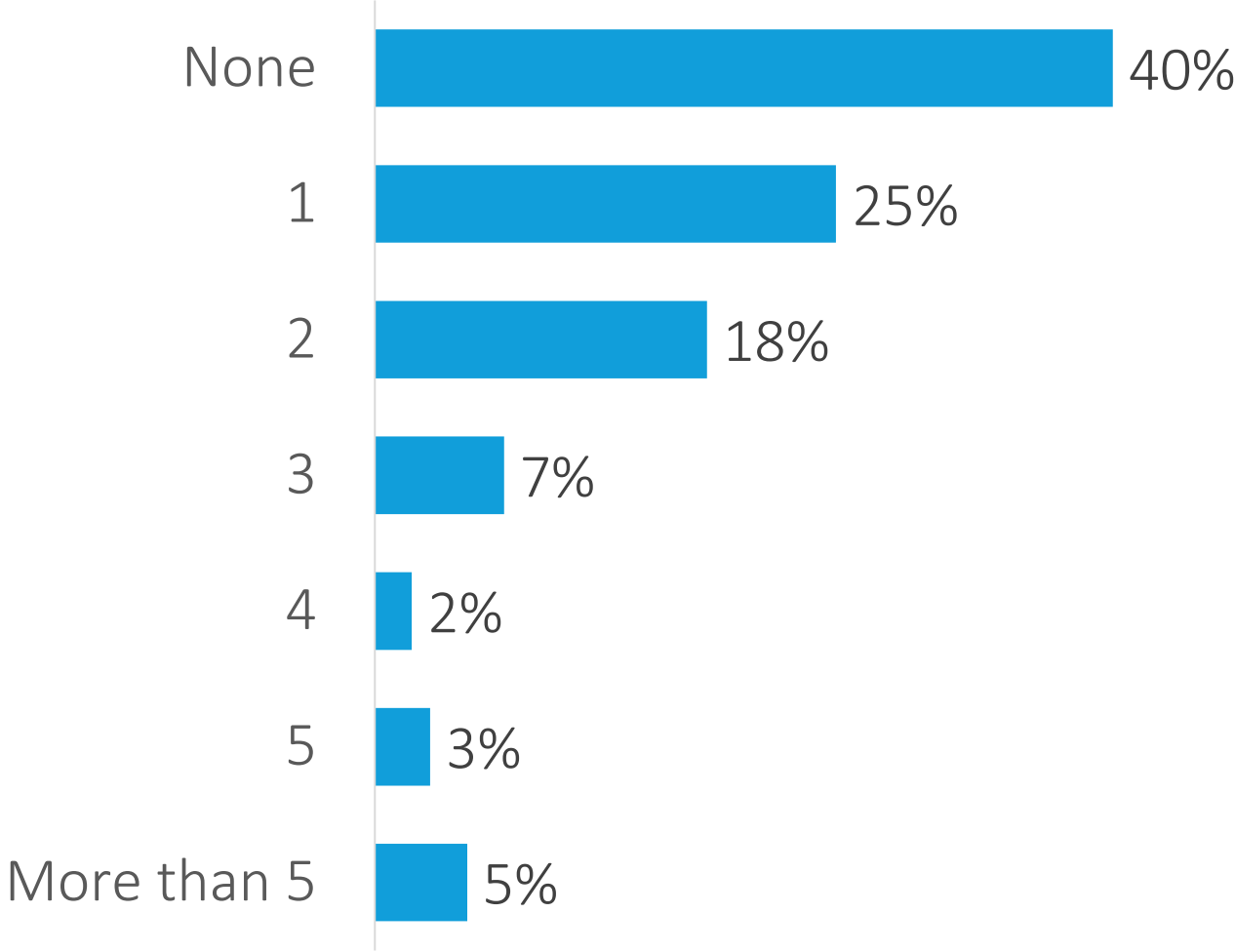
- Typical Texas associations had 220 organizational members.
- Most Texas associations had 96 to 504 individual members in 2017

Percentile	Organizational Members
25%	96
50%	220
75%	504

# Number of Full-Time Employees

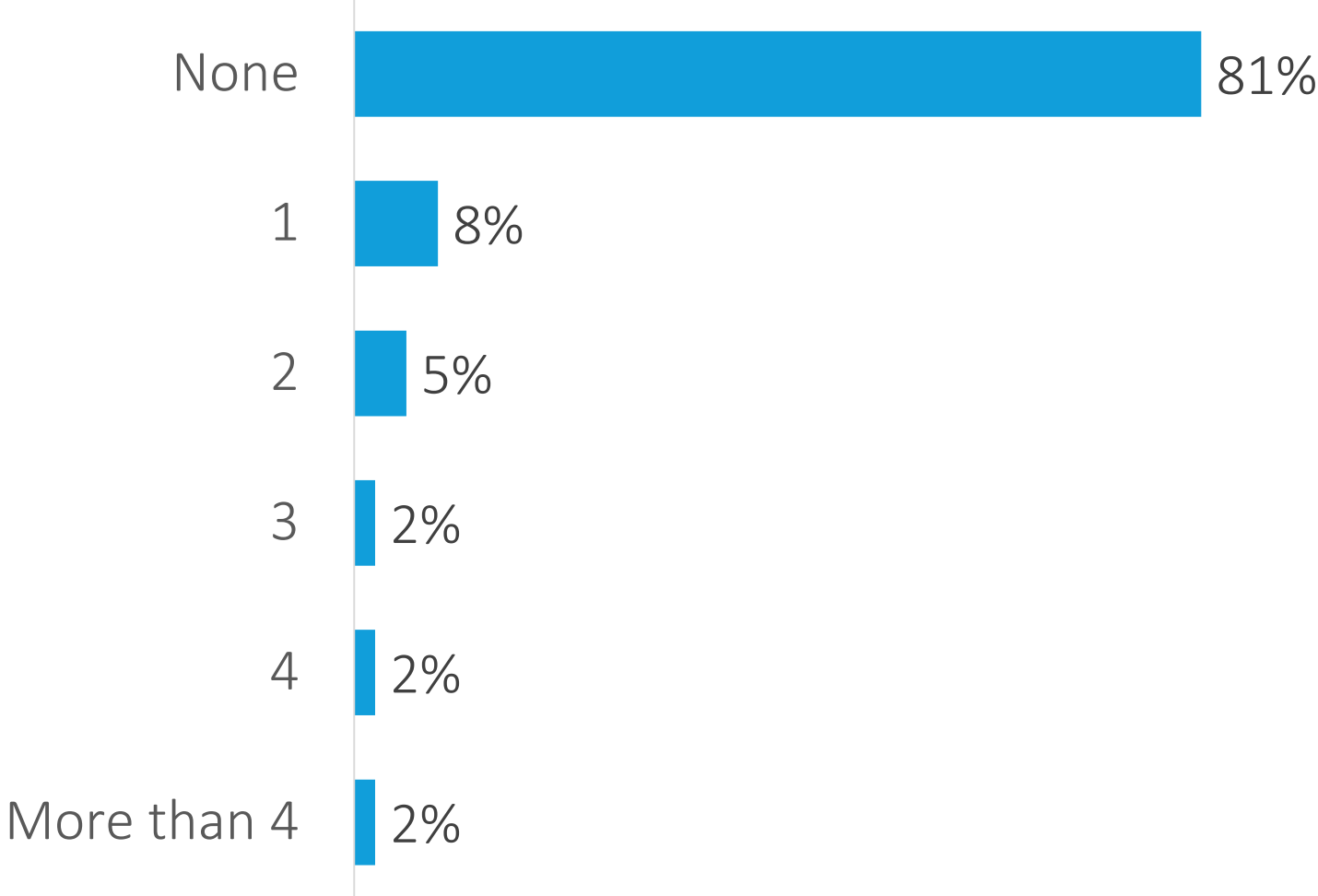


# Number of Part-Time Employees

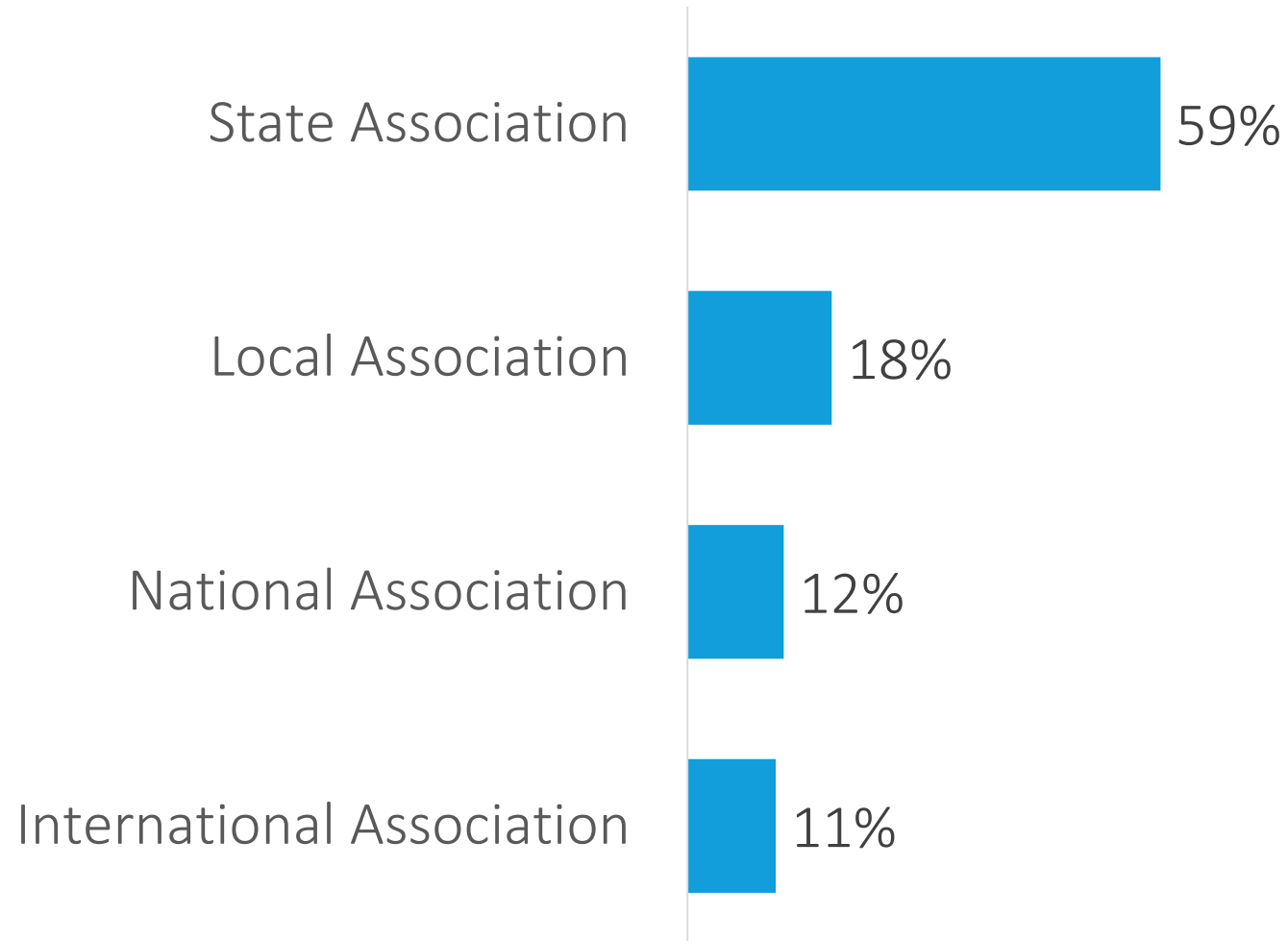




# Number of Interns



# Association Type



# Most Important Part of Association Mission\*



\*Multiple responses permitted.