

Furry Village Program 2025 Proposal

Revised August 2nd 2024

The “Furry Village Program” (FVP) seeks to encourage LVFC attendees to book extra nights and rewards them for doing so. Booking extra room-nights increases the con’s leverage in negotiations with hotels.

History and Data:

For LVFC 2024, 5 Nights at the Alexis Park including the buyout nights of Friday, Saturday and Sunday conferred 1 Comped badge to the primary room holder for 2025. This was applied as a comp of \$95, conferring either free Attendee or a discounted upgrade. 108 people met this requirement, or 21.7% of rooms. Approximately two-thirds of the FVP beneficiaries registered early or upgraded to Super Sponsor for 2025.

Polling on Telegram and Twitter (n=628) shows 65-69 percent of people prefer a restricted reg opening for hotels over a room lottery or first come, first serve for rooms.

A recurring critique is the benefit not existing at overflows.

Strategic Considerations:

- LVFC has proximity to three potential drains on attendance: TFF in Dallas (one or two weeks prior or after); BABSCon’s successor in San Jose (same weekend); and Golden State FurCon in Los Angeles (April). It is important to tip the scales in our favor by creating loyalists, especially since so many of our attendees are from California.
- LVFC’s location in Las Vegas means that it is under serious pressure to move to weekdays unless it can amass leverage and resources. Most properties want \$125,000++ for a single day (on top of union fees for A/V) and there’s no guarantee the LVCC will be available when we’re big enough to get their attention.

FVP 2025 Proposal:

The Chair recommends the FVP for 2025 guarantee:

1. \$50 off 2026 registration (around 50% off) for the primary room holder.
2. Early access to 2026 registration, and any associated hotel benefits, before registration opens fully to the general public.

Qualifications:

Hotel	Min Nights To Book 2025	FVP 2025 Requirement	Verified via	Notes
Alexis Park	4	5	Room List	Main
Serene	4	5	Contact FVP@lasvegasfurcon.org	Main
Tuscany	N/A	4	Room List	Courtesy block, far away
Virgin	N/A	4	Contact FVP@lasvegasfurcon.org	No contract, hostile to suits

- 5 nights at Alexis Park including buyout nights of Thursday, Friday, Saturday and Sunday.

- 5 nights at Serene including buyout nights of Thursday, Friday, Saturday and Sunday.
- 4 nights at Tuscany Suites.
- 4 nights at Virgin (off-block).

Requiring 4+ nights at all properties to qualify has the benefit of a) limiting how many people receive the award, and b) helps ensure people receiving the award would be capable of booking at the main hotels the following year anyway (in terms of PTO, money, etc.).

Tracking:

AP and Tuscany provide guest lists. These are used after the con to assign roles in ConCat for having the FVP minimums.

Guests at Virgin and Serene who qualify will have to contact FVP@lasvegasfurcon.org, which will be an email with only one or two people with access (protection of PII), similar to the old vax email; this is because the Virgin is off-block, and the Serene only gives us control of 4 nights (thus requiring people to book extra nights separately).

Attendees will need to be reminded after the con to forward a copy of their reservation to FVP to receive credit. **This follow-up requirement is nonetheless likely to organically limit how many FVP tickets are issued as it is an “opt-in” type approach.**

Reasoning:

The Alexis Park is the most in-demand hotel, followed by the Serene (where we have a buyout commitment) and Tuscany (where we have a no-obligation courtesy agreement). The FVP incentive structure encourages people to settle for hotels besides the Alexis Park as we work to market Serene as a second “main” hotel; people will satisfice without the AP knowing they have good odds of getting it the following year. This also encourages attendees to spread out and become familiar to all hotels, reducing pressure on the Alexis Park in future years; this is similar to AnthroCon’s strategy of trying to make all its partner hotels feel like home.

Creating an incentive for Virgin enables us to begin a gradual acquisition of the property; as it stands, they refuse to give a formal block due to a “new direction.” As attendees share their reservations with us, we’ll have a better count of how many people stay there. This will be useful to improve negotiations with the property. If we are regularly filling their inventory and can prove it, we can likely get understandings at some point and we could perhaps even book a less busy weekend for Year 6. The Virgin is a Hilton collection property and likely is hostile because it sees “fur” in our name.

LVFC is a 21+ event and it is in our interest to create a community ethos given the abundance of alcohol and a reputation as a “party” con. Having the same people in the core hotels year to year reduces the number of surprises as we grow. We are growing more popular and that means we may start attracting people who do not respect our values or our hotel partners.

If 2026 registration is initially restricted (to say, FVP recipients, staff and VIPs) yet carries room access benefits (as was the case for 2025), it creates a serious incentive for people to book additional nights in 2025 so they can buy reg immediately for 2026. A gradual opening of registration also avoids the confusion of a registration freeze (i.e. opening than closing, then

reopening). Having large numbers of 4+ night stays enhances our buyout ability at any partner hotel we can find.

Cutting the discount from comped Attendee to \$50 saves the con thousands of dollars (while also allowing us to spread the benefit further), and shifts the incentive towards early hotel booking, which is a free benefit for the con to provide. This also allows us to value reg more highly in following years, giving us a larger warchest.

In short, we are creating the first ever Furry Convention Loyalty Program.

Restrictions:

- Guests must have a corresponding account in ConCat to receive the benefits.
- Guests who delete their ConCat between events void the benefit.
- Comped room nights do not count towards the FVP's quantities. The standard staff reimbursement does not count as a "comped night."

Implementation:

We are assuming maximum growth in this estimate to account for how many FVP recipients we may have. As a reminder: 24% of the AP's guests had 5+ nights in 2024. 85% of AP's guests stayed 4 nights or more.

Based on pickup information from prior years (2,142 attendees consuming an estimated 714 rooms; this is based on the consistent 3 attendees per room seen by most cons), if we assume 44% growth (a repeat of Year 2's), we will pickup 314 more rooms on peak nights in 2025, for a total of 1,028. The Alexis Park, Tuscany and Serene have 708 rooms between them, meaning 320 rooms will come from off-block hotels, AirBNB, etc. For 2024, at least 5% of our attendees reported staying at an off-block hotel or AirBNB.

If pickup patterns at each property remain similar to 2024, that will generate 202 FVP recipients from the three contracted hotels (108 from AP, 34 from Serene, 60 from Tuscany).

For the Virgin: The 4-night minimum at Serene and Alexis Park will push 2 and 3-day stays out to nearby hotels. In 2024, approximately 85% of our block was 4-night stays. Using this as our baseline, that means approximately 15% of the 1,028 rooms (assuming max growth) will have less than 4 nights, for 154 2 to 3-night stays.

We can thus estimate 166 (320-154) off-block rooms will have 4 nights. Assuming they all stay at the Virgin (but it is highly likely many will spread out to Strip properties, AirBNBs, or the Silver Sevens) and pickup rates remain similar at Tuscany for 2025 as 2024, we will have 368 FVP recipients. **It should be noted many FVP recipients in 2024 are Super Sponsors or staff for 2025, which frees up more registrations/rooms.**

Once registration for 2026 is ready, it can be restricted to certain roles initially; these initial registrations get priority on rooms before opening up for general purchase. Registration should initially be capped at the number of rooms we have contracted, minus 25% to account for staff/dealer/PAW Block rooms. This ensures most/all early attendees will receive a room. With 2025's numbers of 708 hotel rooms, this would be an initial cap of 531 registrations; logically we would likely have far more rooms booked for 2026 but this is a conservative

analysis. Not all people take advantage of priority booking, so this should be adequate and leave some rooms for newcomers.

Naturally, there will be a large staff/VIP block set up at our hotels to avoid any staff/VIPs running out of rooms.

The Chair recommends that for 2026, Tuscany's block be drastically expanded and shuttle service be hired in the event we fill up blocks in line with these estimates.

As a final note on implementation, any rollout of restricted registration-to-hotel access **must** come with a clear, coherent timeline for attendees to look at so they know dates and times. This ensures the system is complex, but not complicated. Attendees must know dates where something opens, final dates for any benefits, and any caps or restrictions, all in one condensed timeline.

Below is an example timeline; the Board would approve a final timeline at a later date.

EXAMPLE TIMELINE:

- Sunday, April 20th, 2025. LVFC Sunday. Attendees are told to keep an eye on socials for 2026 registration.
- May 11, May 25. Socials remind people about June 1st opening.
- **Sunday, June 1st, 2025 at 1 PM Pacific (six weeks after LVFC 2025). REG DAY ZERO.** Registration for 2026 is opened for FVPs, staff and 2025 Super Sponsors. Early Reg is capped at contracted rooms * 0.75, so assume 531.
- During this time window, staff may register as Attendee/Sponsor on top of the cap (as they have their own room block).
- Super Sponsorship is initially reserved for 2025 Super Sponsors only. Super Sponsor tickets are initially capped at 2025 Super Sponsors plus 10 percent (assume 200).
- Sunday, June 29th, 2025 at 1 PM. Super Sponsorship exclusive window lapses; anyone with early reg privileges may now buy Super Sponsor, still capped at 200.
- Sunday, July 13th, 2025 at 1 PM. (under 9 months until LVFC 2026). Super Sponsor room block link sent out.
- Sunday, July 27th, 2025 at 1 PM. All attendees receive room block link. All registration limits are lifted and registration fully opens.
- Friday, August 8th, 2025. All unsold Super Sponsor block rooms are dumped into general block.
- Sunday, August 10th, 2025 at 1 PM. Room block links are posted publicly and con shifts to open booking. No more restrictions on booking access, but rooms without an associated registration may be cancelled.