

## INDUSTRY REPORT - January 2017

### Aviation Passengers\*

	December 2016	December 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Total Passengers	1,034,067	1,029,802	0%	12,436,849	11,897,959	5%
Total Enplanements	526,211	525,873	0%	6,226,002	5,966,097	4%

\*Source: Austin-Bergstrom International Airport

### Visitor Services

	January 2017	January 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	3,673	4,653	-21%	62,845	14,541	332%
Virtual Visitor Guide Visits	2,714	3,414	-21%	7,970	12,409	-36%
Downtown Visitors	19,722	11,780	67%	92,325	58,175	59%
Phone Calls/Email Requests	1,812	1,408	29%	5,066	6,171	-18%
Retail Revenue-Gross	\$56,296	\$53,866	5%	\$349,480	\$298,929	17%
Walking Tour Participants	68	58	17%	251	604	-58%

### Website Traffic

	January 2017	January 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	187,461	152,567	23%	627,655	599,986	5%
Online Booking Engine Reservations*	36	13	177%	78	55	42%

\*Includes hotel, attraction and package reservations. New tour reservation system launched in Jan 2017

### Leisure Travel

	January 2017	January 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	5	12	-58%	42	90	-53%
Destination Trainings	32	3	967%	974	542	80%
Product Placement	2	0	N/A	13	8	63%
Online Package Development	0	0	N/A	17	10	70%

### A Meetings—CVB Booked

	January 2017	January 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings*	9	8	13%	18	25	-28%
Room Nights	31,197	31,721	-2%	92,365	103,110	-10%
Attendance	66,150	14,500	356%	99,750	104,150	-4%

\*Includes Additional Rooms for Previously Booked "A" Definites

### ALL CVB Definite Room Night Bookings

	January 2017	January 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	69	43	60%	284	215	32%
Total Room Night Production	58,513	55,771	5%	239,105	213,866	12%
Total Attendance	81,953	38,224	114%	153,350	193,484	-21%

\*YTD reflect the ACVB fiscal year, October-September.

# Austin

- CONVENTION & VISITORS BUREAU -



## A Meetings Lead Production

	January 2017	January 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	36	41	-12%	107	133	-20%
Total Room Night Production	200,041	180,699	11%	680,072	673,131	1%

## ALL Meetings Lead Production

	January 2017	January 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	265	267	-1%	967	885	9%
Total Room Night Production	334,781	321,920	4%	1,237,642	1,165,507	6%

## Tradeshows & Events

Event Name	Location	Department Attending
PCMA Pre-FAM and Client Event	Austin	Convention Sales
PCMA Convening Leaders	Austin	All
Southwest Showcase	Austin	Convention Sales
Brand USA Committee Meeting	Washington D.C.	Tourism

## Site Visits

Group Name	Total Room Nights
Modern Healthcare	76
Wedding	90
Electrical Apparatus Service Association - EASA Southwestern Chapter	96
Texas Grazing Land Coalition	150
TTI/Vanguard	284
American Bankers Association	413
Filene Research Institute	420
Conference for Catholic Facility Management	510
Wireless Infrastructure Association	510
American Association of Birth Centers	579
Construction Management Association of America	654
SAP America, Inc.	865
Foremost Insurance Group	991
Restoration Industry Association	1,083

Qvidian	1,175
Association for Public Policy Analysis and Management	1,535
BlueCross BlueShield Association	1,717
Public Responsibility in Medicine and Research	6,690
American Association of Oral and Maxillofacial Surgeons	10,140
<b>Convention Services (Site Visits/Planning Meetings)</b>	
National Renal Administrators Assn. 10/2019	971
Filene Research Institute 12/2017	420
Pediatric Orthopedic Association of North America 5/2018	2,836
Pearle Vision 5/2017	1,197
McGuire Woods 5/2017	1,530
American Association of Immunologists 5/2018	6,656
Society of Women Engineers 10/2017	8,335
SYNNEX Corp. 4/2017	2,410
New York Life 8/2017	12,349
Society of Women Engineers (second site) 10/2017	8,335
DreamHack US 4/2017	3,000
<b>Tourism Department (Site Visits/FAMs)</b>	
N/A	

# Austin

— CONVENTION & VISITORS BUREAU —



## CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS\*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Ausitn Boat Show	1/19/17	1/22/17	15,000	40
Specialty Coffee Association of America	2/9/17	2/9/17	500	233
DreamHack AB	4/19/17	4/19/17	23,000	3,700
Mommy Con	6/1/17	6/3/17	300	80
Linux Foundation	12/3/17	12/9/17	1,200	845
Rooster Teeth Productions	7/2/19	7/8/19	15,000	4,261
Blackboard, Inc.	7/17/19	7/27/19	2,000	7,245
Emergency Nurses Association	9/24/19	10/3/19	5,550	7,840
Gerontological Society of America	11/9/19	11/18/19	3,600	6,953

\*NEW Definite Bookings only; does not include Additional Rooms for Previously Booked Definites

Year	Definite Attendance	Definite Room Nights	# of Definite Groups	Tentative Attendance	Tentative Room Nights	# of Tentative Groups
2021	11,800	18,311	3	356,700	186,441	17
2020	74,550	129,301	16	192,400	155,739	15
2019	227,650	197,673	30	84,700	109,554	18
2018	276,600	265,001	32	83,350	70,342	19
2017	318,400	257,586	47	41,250	21,930	12
2016	355,540	298,394	57			
2015	373,997	300,932	67			
2014	324,100	261,178	58			
2013	287,921	242,304	64			
2012	288,165	265,500	58			

## Convention Services

	January 2017	January 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 141 non-bureau booked 17	158	141	12%	634	499	27%
Reservations Assigned	1,375	503	173%	5,655	4,813	17%
Registration Hours Provided	2,048	805	155%	3,454	3,738	-8%
Supplier Referrals	26	25	4%	124	108	15%
Supplier Leads	5	9	-44%	36	28	29%
Site Visits/Planning Meetings	11	6	83%	38	31	23%
Pre/Post Convention Meetings	3	4	-25%	11	14	-21%
Community Outreach/Supplier Mtgs	13	10	30%	81	38	113%
Music Inquiries	125	79	58%	395	203	95%

# Austin

— CONVENTION & VISITORS BUREAU —



## FILM PRODUCTION

	January 2017	January 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	2,411	920	162%	39,139	10,787	263%
Production Packages Fulfilled	13	4	225%	146	15	873%
Production Starts	6	2	200%	68	8	750%
Production Days	102	72	42%	1325	387	242%

### Film, TV, Commercial, Print and Miscellaneous Production

Alita: Battle Angel  
 The Long Road Home  
 Little Woods  
 To The Void  
 Lazer Team II  
 The Gospel of Kevin  
 Walmart Commercial  
 Keller Williams Campaign



# Austin

- CONVENTION & VISITORS BUREAU -



## PUBLIC RELATIONS PRODUCTION

	January 2017	January 2016	% Ch	2016 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,543	96	4632%	17,516	1,630	975%
Number of Outlets Reached	2,271	50	4442%	8,758	870	907%
Press Trips/Media Hosted	2	2	0%	17	21	-19%
Dollar value of media (source: TrendKite)	\$109,460	\$6,423,185	-98%	\$798,476,221	\$30,095,683	2553%
Significant Placements	24	24	0%	74	66	12%

## Media Placements

### Broadcast

KXAN  
NBC

### Online/Internet Outlets:

Meetings-conventions  
Exhibitor Online  
Meetings Canada  
MeetingsToday  
The Meeting Magazines  
Selling Travel  
Baltimore Sun  
GroupTour

### Online/Internet Outlets:

Exhibit City News  
USA Today  
Eillielacheap.com  
Community Impact  
TTG Media

Global Traveler USA  
Prana Journeys  
Tern.Travel  
The Duane Wells  
Travel and Leisure (2)

### Broadcast

USAE  
Capital Region - TWCNews  
COMPLETE Network  
Eventbrite

## Media Hosted

David Kazanoff (Domestic)  
Jay D Ducote (Domestic)