

	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%			
		Webs	ite 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 packag	e reservations. New	tour reservation sys	stem launched in Jan 2017	1					
		Leisu	ure 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 Meeting	s—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 Previou	usly Booked "A" Defi	nites							
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, Octo	ber-September.								

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



A Meetings Lead Production							
	January 2017	January 2016	% Ch	2017 YTD	2016	5 YTD	YTD % Ch
Number of Leads	36	41	-12%	107	1	33	-20%
Total Room Night Production	200,041	180,699	11%	680,072	673	,131	1%
		Meetings L	ead Produ	ction			
	January 2017	January 2016	% Ch	2017 YTD	2016	5 YTD	YTD % Ch
Number of Leads	265	267	-1%	967	8	85	9%
Total Room Night Production	334,781	321,920	4%	1,237,642	1,16	5,507	6%
		Tradeshow	s & Events				
Event Name				Location			epartment Attending
PCMA Pre-FAM and Client Even	t		Austin			Conven	ition Sales
PCMA Convening Leaders			Austin			All	
Southwest Showcase			Austin	Convention Sales			ition Sales
Brand USA Committee Meeting			Washington D	.C. Tourism			
		Site \	/isits				
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					1,0	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		
Convention Services (Site Visits/Planning Meetings)			
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		
Tourism Department (Site Visits/FAMs)			
N/A			
	1		

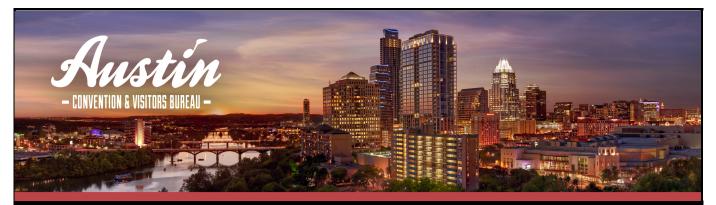


Mtg Start	Mtg End	E a Cara a cara	
Date	Date	Estimated Attendance	Est. Room Nights
1/19/17	1/22/17	15,000	40
2/9/17	2/9/17	500	233
4/19/17	4/19/17	23,000	3,700
6/1/17	6/3/17	300	80
12/3/17	12/9/17	1,200	845
7/2/19	7/8/19	15,000	4,261
7/17/19	7/27/19	2,000	7,245
9/24/19	10/3/19	5,550	7,840
11/9/19	11/18/19	3,600	6,953
	2/9/17 4/19/17 6/1/17 12/3/17 7/2/19 7/17/19 9/24/19	2/9/17 2/9/17   2/9/17 2/9/17   4/19/17 4/19/17   6/1/17 6/3/17   12/3/17 12/9/17   7/2/19 7/8/19   7/17/19 7/27/19   9/24/19 10/3/19   11/9/19 11/18/19	2/9/17 2/9/17 500   4/19/17 4/19/17 23,000   6/1/17 6/3/17 300   12/3/17 12/9/17 1,200   7/2/19 7/8/19 15,000   7/17/19 7/27/19 2,000   9/24/19 10/3/19 5,550   11/9/19 11/18/19 3,600

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%	

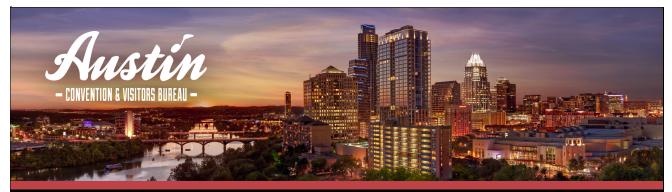


## FILM PRODUCTION

	January 2017	Janaury 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



## 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	S
Broadcast		Online/Internet Outlets:
KXAN		Meetings-conventions
NBC		Exhibitor Online Meetings Canada
		MeetingsCanada MeetingsToday
		The Meeting Magazines
		Selling Travel
		Baltimore Sun
		GroupTour
Online/Internet Outlets:		Broadcast
Exhibit City News	Global Traveler USA	USAE
USA Today	Prana Journeys	Capital Region - TWCNews
Eillielacheap.com	Tern.Travel	COMPLETE Network
Community Impact	The Duane Wells	Eventbrite
TTG Media	Travel and Leisure (2)	
	Media Hosted	
David Kazanoff (Domestic)		
Jay D Ducote (Domestic)		