



## INDUSTRY REPORT - April 2016

### Aviation Passengers\*

	March 2016	March 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Total Passengers	1,066,146	1,006,899	6%	2,778,919	2,524,735	10%
Total Enplanements	526,937	502,130	5%	1,375,478	1,255,559	10%

\*Source: Austin-Bergstrom International Airport

### Visitor Services

	April 2016	April 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Visitor Packets Sent	23,433	3,130	649%	43,641	24,076	81%
Virtual Visitor Guide Visits	2,980	1,479	101%	22,678	16,265	39%
Downtown Visitors	21,367	13,202	62%	108,523	90,834	19%
Phone Calls/Email Requests	1,472	1,589	-7%	10,600	10,656	-1%
Retail Revenue-Gross	\$126,190	\$116,596	8%	\$603,809	\$619,802	-3%
Walking Tour Participants	70	374	-81%	872	2,419	-64%

### Website Traffic

	April 2016	April 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Unique Web Visits**	210,680	201,235	5%	1,190,346	1,254,777	-5%
Online Booking Engine Reservations*	20	23	-13%	108	214	-50%

\*Includes hotel, attraction and package reservations

\*\*Launched responsive site on 12/1

### Leisure Travel

	April 2016	April 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Tourism Partner Leads	7	6	17%	222	101	120%
Destination Trainings	3	115	-97%	2,511	266	844%
Product Placement	1	0	#DIV/0!	9	11	-18%
Online Package Development	0	1	-100%	14	7	100%

### A Meetings—CVB Booked

	April 2016	April 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Meetings*	4	7	-43%	42	43	-2%
Room Nights	3,497	15,839	-78%	156,349	162,065	-4%
Attendance	2,740	31,300	-91%	146,820	142,743	3%

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

### ALL CVB Definite Room Night Bookings

	April 2016	April 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Definite Bookings	84	47	79%	476	426	12%
Total Room Night Production	26,105	35,400	-26%	359,765	361,757	-1%
Total Attendance	36,104	62,338	-42%	461,084	410,309	12%

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

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## A Meetings Lead Production

	April 2016	April 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Leads	22	34	-35%	218	195	12%
Total Room Night Production	115,836	187,031	-38%	1,137,722	1,040,297	9%

## ALL Meetings Lead Production

	April 2016	April 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Leads	267	168	59%	1666	1379	21%
Total Room Night Production	250,999	280,264	-10%	2,068,800	1,847,466	12%

## Tradeshows & Events

Event Name	Location	Department Attending
National Association of Sports Commissions	Grand Rapids, MN	Sports
IMEX Frankfurt	Frankfurt, Germany	Convention Sales
Southeast Sales Mission and Client Event	Ft. Lauderdale/Tampa, FL	Convention Sales
PCMA Visionary Awards	Washington, D.C.	Convention Sales
ASAE Springtime Expo	Washington, D.C.	Convention Sales
Connect Sports LGBTQ Task Force Meeting	Portland, OR	Sports
World Travel & Tourism Council	Dallas, TX	Tourism

## Site Visits

Group Name	Total Room Nights
National Association of Home Builders	84
American Association of Oral and Maxillofacial Surgeons	115
National Property Management Association	160
BLR - Business & Legal Resources	190
Mortgage Builder Software	230
Planet Fitness	260
Voyageur Group	270
Responsible Hospitality Institute	300
United Publications	350
Winmark Corporation	380
National HEP-CAMP Association	460

Public Media Business Association	525
Texas Junior College Student Government Association	550
Revionics	650
Chorus America	760
National Business Group on Health	1,010
Black Enterprise Magazine	1,049
National Association of Real Estate Investment Trusts	2,370
Procore	2,498
Society for Personality and Social Psychology	4,052
Mozilla	8,150
National Association for College Admission Counseling	12,424
International Literacy Association	19,100
<b>Convention Services (Site Visits/Planning Meetings)</b>	
National Pro Grid League 8/2016	4,037
Associaiton for Middle Level Education 10/2016	4,172
National Arts Marketing Project Conference 11/2016	1,005
American Association of Oral and Maxillofacial Surgeons 5/2017	100
National HEP-CAMP Association 10/2017	460
American Association for Justice 2/2017	3,835
National Association for College Admissions Counseling 9/2022	12,424
<b>Tourism Department (Site Visits/FAMs)</b>	
Tourico Site	9,200
Imagine Travel	NA

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

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
ROC Exhibitors	5/3/2016	5/4/2016	500	520
TechConnect	6/12/2016	6/15/2016	1,000	599
TDSHS-Texas Behavioral Health Institute	7/9/2016	7/16/2016	1,200	2,240
The Reconnection LLC	8/15/2016	8/24/2016	40	138

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

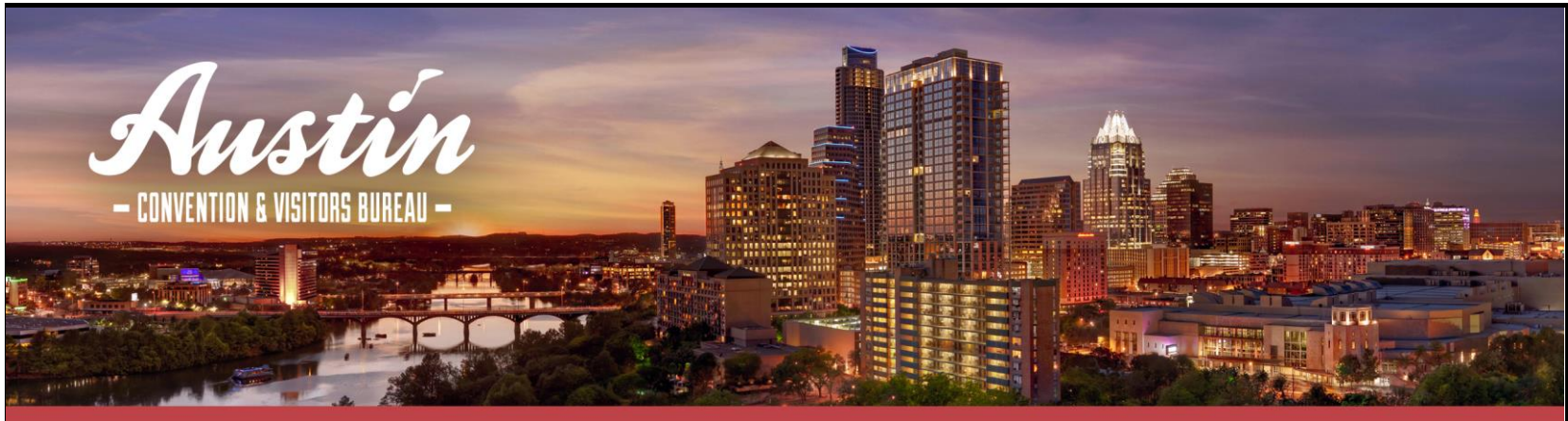
Year	Definite Attendance	Definite Room Nights	# of Definite Groups	Tentative Attendance	Tentative Room Nights	# of Tentative Groups
2020	60,400	94,331	11	53,945	196,317	19
2019	70,810	102,964	19	32,500	177,427	26
2018	271,450	251,243	30	39,175	112,483	19
2017	263,700	226,942	36	39,175	63,495	18
2016	344,890	300,825	57	15,900	3,920	4
2015	373,997	300,932	67			
2014	324,100	261,178	58			
2013	287,921	242,304	64			
2012	288,165	265,500	58			
2011	312,450	249,826	60			

## Convention Services

	April 2016	April 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Meetings Serviced bureau booked 112 non-bureau booked 12	124	124	0%	955	1026	-7%
Reservations Assigned	1,062	1,077	-1%	5,673	4,130	37%
Registration Hours Provided	1,067	366	191%	5,673	3,058	86%
Supplier Referrals	16	25	-36%	165	180	-8%
Supplier Leads	7	12	-42%	45	73	-38%
Site Visits/Planning Meetings	7	17	-59%	78	79	-1%
Pre/Post Convention Meetings	0	2	-100%	17	17	0%
Community Outreach/Supplier Mtgs	5	22	-77%	101	98	3%
Music Inquiries	72	106	-32%	306	629	-51%

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## FILM PRODUCTION

	April 2016	April 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Production/ Referral Inquiries	2,579	2,540	2%	14,297	14,059	2%
Production Packages Fulfilled	5	3	67%	50	22	127%
Production Starts	4	2	100%	17	14	21%
Production Days	125	52	140%	521	555	-6%

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

- The Son (AMC)
- Leftovers (HBO)
- Battle Angel (Fox)
- Nike Campaign (Commercial Spot)
- Day 5 (Rooseter Teeth)
- La Baracuda (indie)
- Goodbye Mr. Roosevelt (indie)
- Infinity Baby (indie)

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## PUBLIC RELATIONS PRODUCTION

	April 2016	April 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	423	320	32%	2,499	2,151	16%
Number of Outlets Reached	259	204	27%	1,342	1,305	3%
Press Trips/Media Hosted	2	5	-60%	29	38	-24%
Dollar value of media (source: Cision)	\$7,549,865	\$8,569,873	-12%	\$50,358,058	\$92,134,415	-45%
Significant Placements	15	19	-21%	103	94	10%

## Media Placements

<b>Print Magazines</b> <i>The Meetings Magazine</i> <i>Association Conventions &amp; Facilities</i>	<b>Newspapers</b> <i>Die Zeit</i> <i>Statesman (2)</i> <i>Baltimore Business Journal</i> <i>Austin Business</i> <i>Baltimore Sun</i>
<b>Online/Internet Outlets:</b> <i>Skift (2)</i> <i>MNN Newsletter</i> <i>Biz Bash</i> <i>Biz Now</i> <i>Huffington Post</i>	<b>Broadcast</b> WBAL

## Media Hosted

Joanna O'Leary, *Houstonia Magazine*  
 Todd Obolosky, *Rough Guides*