

INDUSTRY REPORT - April 2017

Aviation Passengers*								
	March 2017	March 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch		
Total Passengers	1,156,928	1,066,146	9%	2,963,199	2,778,919	7%		
Total Enplanements	573,887	526,937	9%	1,470,284	1,375,478	7%		

*Source: Austin-Bergstrom	International Airport

Visitor Services						
	April 2017	April 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	2,037	23,433	-91%	69,045	43,641	58%
Virtual Visitor Guide Visits	3,788	2,980	27%	18,308	22,678	-19%
Downtown Visitors	20,198	21,367	-5%	105,438	108,523	-3%
Phone Calls/Email Requests	1,712	1,472	16%	11,283	10,600	6%
Retail Revenue-Gross	\$130,911	\$126,190	4%	\$604,828	\$603,809	0%
Walking Tour Participants	127	70	81%	948	872	9%

Website Traffic							
	April 2017	April 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch	
Unique Web Visits**	172,743	210,680	-18%	1,128,055	1,061,537	6%	
Online Booking Engine Reservations*	79	20	295%	340	108	215%	

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

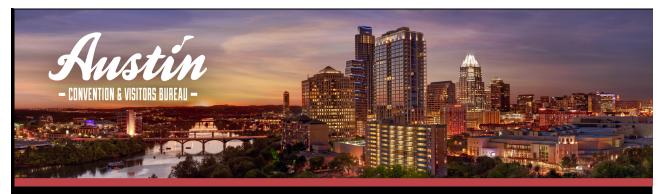
^{**}Later start to ad campaign compared to 2016

Leisure Travel								
	April 2017	April 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch		
Tourism Partner Leads	51	7	629%	121	222	-45%		
Destination Trainings	88	3	2833%	2,561	2,649	-3%		
Product Placement	0	1	N/A	18	9	100%		
Online Package Development	0	0	#DIV/0!	17	14	21%		

A Meetings—CVB Booked								
	April 2017	April 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch		
Number of Meetings*	8	4	100%	39	42	-7%		
Room Nights	37,961	3,497	986%	169,875	156,349	9%		
Attendance	30,300	2,740	1006%	157,075	146,820	7%		

^{*}Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings								
	April 2017	April 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch		
Number of Definite Bookings	86	84	2%	541	476	14%		
Total Room Night Production	77,643	26,105	197%	433,383	359,765	20%		
Total Attendance	56,048	36,104	55%	449,343	461,084	-3%		
*YTD reflect the ACVB fiscal year, October-September.								



A Meetings Lead Production

	April 2017	April 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	29	22	32%	209	218	-4%
Total Room Night Production	124,263	115,836	7%	1,130,369	1,137,722	-1%

ALL Meetings Lead Production							
	April 2017	April 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch	
Number of Leads	255	267	-4%	1806	1666	8%	
Total Room Night Production	284,892	250,999	14%	2,176,648	2,068,800	5%	

Tradeshows & Events Department Location **Event Name** Attending Global Meetings Industry Day Event Austin Various Southeast Sales Mission & Client Event Atlanta Convention Sales HelmsBriscoe Annual Business Conference Chicago **Convention Sales** National Association of Sports Commissions Conference Sacramento Sports

Site Visits			
Group Name	Total Room Nights		
Independent Colleges and Universities of Texas, Inc.	30		
Alcohol Countermeasure Systems	250		
IEEE USA	270		
Alpha Kappa Alpha Sorority	475		
Momentum Factor	550		
Bob Veres'	850		
Daimler Trucks North America	1,060		
AIMIA Incorporating EIM- Ohio	1,139		
Health Connect Partners	1,800		
Goodwill Industries International, Inc.	1,815		

2,115
2,960
3,940
4,010
7,035
2,040
8,953
1,778
9,500
1,620
270
619
205

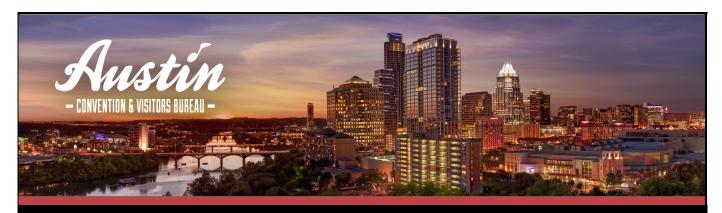


CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*								
Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights				
Light Reading	5/13/17	5/17/17	1,500	1,040				
TDSHS-Texas Behavioral Health Institute	7/29/17	8/5/17	1,200	2,603				
Context Summits	11/10/17	11/14/17	600	801				
Wizard World	11/15/17	11/19/17	10,000	474				
Keller Williams Realty International	9/11/19	6/20/19	6,000	7,378				
Palo Alto Networks	5/30/20	6/5/20	5,000	17,997				
Keller Williams Realty International	9/16/20	9/25/20	6,000	7,378				

*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	14,300	22,857	4	375,500	208,996	18
2020	221,550	204,677	19	54,675	112,317	17
2019	239,200	226,354	30	95,975	112,334	22
2018	276,925	267,447	33	41,050	65,362	23
2017	359,200	265,531	55	4,500	2,180	3
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						
	April 2017	April 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 186 non-bureau booked 19	205	124	65%	1333	955	40%
Reservations Assigned	1,381	1,077	28%	9,417	6,355	48%
Registration Hours Provided	361	366	-1%	5,317	5,673	-6%
Supplier Referrals	29	16	81%	247	165	50%
Supplier Leads	7	7	0%	58	45	29%
Site Visits/Planning Meetings	9	7	29%	79	78	1%
Pre/Post Convention Meetings	3	0	N/A	15	17	-12%
Community Outreach/Supplier Mtgs	12	5	140%	157	101	55%
Music Inquiries	68	72	-6%	611	306	100%



FILM PRODUCTION

	April 2017	April 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	3,161	2,205	43%	19,460	11,718	66%
Production Packages Fulfilled	11	15	-27%	107	45	138%
Production Starts	6	5	20%	41	17	141%
Production Days	155	105	48%	673	396	70%

Film, TV, Commercial, Print and Miscellaneous Production

The Gospel of Kevin (ABC Pilot)

Alita: Battle Angel (POST)

Day 5 (season 2)

Lazer Team II

Indian Motorcycle Commercial (2)

Nissan Commercial

Support the Girls

Jay Leno's Garage

Ann Taylor Shoot

CBS National News Feature

The Long Road Home



PUBLIC RELATIONS PRODUCTION						
	April 2017	April 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,470	423	957%	30,718	2,499	1129%
Number of Outlets Reached	2,235	259	763%	15,359	1,342	1044%
Press Trips/Media Hosted	3	2	N/A	43	29	48%
Dollar value of media (source: TrendKite)*	\$777,002	\$7,549,865	-90%	\$68,074,422	\$50,358,058	35%
Significant Placements	29	15	93%	125	103	21%

*new reporting system

Media Placements

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Broadcast	Online/Internet Outlets:	
CTV's Social	Bisnow.com	austinmonitor.com
	Countryliving.com	c-mw.net
	Sonntagszeitung.ch	patch.com
	Bisnow.com	exhibitcitynews.com
	Communityimpact.com	fox7austin.com
	kvue.com	exhibitoronline.com
	khou.com	pcma.org
	successfulmeetings.com	communityimpact.org
	mystatesman.com	
Print:	Interviews/Quotes	
	KXAN- TV	FOX7-TV
	KVUE-TV	
	Community Impact	
	Austin Monitor	

Media Hosted

Laura Chubb (United Kingdom) George Miller (Domestic) Gayle Schoales (united Kingdom)