



## 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.

# Austin

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## 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

| Event Name  | Location   | Department 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             |

|  |       |
|--|-------|
| Samsung Electronics America, Inc.                          | 2,115 |
| U.S. Travel Association                                    | 2,960 |
| International Society of Transport Aircraft Trading        | 3,940 |
| Sensus   | 4,010 |
| <b>Convention Services (Site Visits/Planning Meetings)</b> |       |
| Association of Corporate Counsel 10/2018                   | 7,035 |
| American Astronomical Society 6/2017                       | 2,040 |
| MillerCoors 3/2018   | 8,953 |
| Texas Girls Coaches Association 7/2017                     | 1,778 |
| Society for Research in Child Development 4/2017           | 9,500 |
| American Society of Ichthyologists & Herpetologists 7/2017 | 1,620 |
| IEEE Future Leaders Forum 7/2018                           | 270   |
| Promotional Products Association 7/2017                    | 619   |
| Potatoes, USA 8/2017                                       | 205   |
| <b>Tourism Department (Site Visits/FAMs)</b>               |       |
| N/A  |       |
|  |       |
|  |       |



## 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<br>bureau booked 186<br>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%     |

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## 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

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## 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

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

## Media Hosted

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