

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	90	84	7%	467	476	-2%
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

- CONVENTION & VISITORS BUREAU -

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
Convention Services (Site Visits/Planning Meetings)	
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
Tourism Department (Site Visits/FAMs)	
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
Light Reading	5/13/2017	5/17/2017	1,500	1,040
TDSHS-Texas Behavioral Health Institute	7/29/2017	8/5/2017	1,200	2,603
Context Summits	11/10/2017	11/14/2017	600	801
Wizard World	11/15/2017	11/19/2017	10,000	474
Keller Williams Realty International	9/11/2019	6/20/2019	6,000	7,378
Palo Alto Networks	5/30/2020	6/5/2020	5,000	17,997
Keller Williams Realty International	9/16/2020	9/25/2020	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%

Austin

— CONVENTION & VISITORS BUREAU —



FILM PRODUCTION

	April 2017	April 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	3,161	2,205	43%	49,645	11,718	324%
Production Packages Fulfilled	11	15	-27%	192	45	327%
Production Starts	6	5	20%	85	17	400%
Production Days	155	105	48%	1661	396	319%

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

Austin

— CONVENTION & VISITORS BUREAU —



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

Broadcast	Online/Internet Outlets:
CTV's Social	<ul style="list-style-type: none"> Bisnow.com Countryliving.com Sonntagszeitung.ch Bisnow.com Communityimpact.com kvue.com khou.com successfulmeetings.com mystatesman.com
	<ul style="list-style-type: none"> austinmonitor.com c-mw.net patch.com exhibitcitynews.com fox7austin.com exhibitoronline.com pcma.org communityimpact.org
Print:	Interviews/Quotes
	<ul style="list-style-type: none"> KXAN- TV KVUE- TV Community Impact Austin Monitor
	FOX7-TV

Media Hosted

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