



INDUSTRY REPORT - August 2017

Aviation Passengers*

	July 2017	July 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	1,310,174	1,133,641	16%	7,895,026	7,158,143	10%
Total Enplanements	656,048	570,444	15%	3,980,736	3,594,233	11%

*Source: Austin-Bergstrom International Airport

Visitor Services

	August 2017	August 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	7,722	1,533	404%	85,756	66,176	30%
Virtual Visitor Guide Visits	4,578	1,458	214%	37,302	31,469	19%
Downtown Visitors	15,978	21,320	-25%	184,349	186,472	-1%
Phone Calls/Email Requests	1,574	1,642	-4%	17,456	16,725	4%
Retail Revenue-Gross	\$81,940	\$105,303	-22%	\$1,052,198	\$1,063,013	-1%
Walking Tour Participants	53	35	51%	1,244	1,318	-6%

Website Traffic

	August 2017	August 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	257,102	198,248	30%	1,928,606	1,873,166	3%
Online Booking Engine Reservations*	34	16	113%	511	162	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

	August 2017	August 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	23	8	188%	248	290	-14%
Destination Trainings	329	209	57%	4,372	3,643	20%
Product Placement	30	28	7%	102	85	20%
Online Package Development	0	2	-100%	34	19	79%

A Meetings—CVB Booked

	August 2017	August 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings*	5	3	67%	48	57	-16%
Room Nights	11,483	9,027	27%	214,195	225,734	-5%
Attendance	5,300	5,700	-7%	172,525	195,720	-12%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	August 2017	August 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	80	95	-16%	892	830	7%
Total Room Night Production	39,925	80,975	-51%	660,107	625,568	6%
Total Attendance	25,708	55,395	-54%	583,461	641,585	-9%

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

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A Meetings Lead Production

	August 2017	August 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	31	38	-18%	314	358	-12%
Total Room Night Production	117,330	163,225	-28%	1,626,483	1,832,747	-11%

ALL Meetings Lead Production

	August 2017	August 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	293	269	9%	2887	2608	11%
Total Room Night Production	339,917	349,853	-3%	3,440,235	3,373,528	2%

Tradeshows & Events

Event Name	Location	Department Attending
ESTO	Minneapolis	Tourism
Toronto Sales Mission & Client Event	Toronto	Convention Sales
ASAE Annual Meeting and Tradeshow	Toronto	Convention Sales
West Coast Sales Mission & Client Event	San Francisco	Convention Sales
Northeast Sales Mission & Client Event	New York City/Boston	Convention Sales

Site Visits

Group Name	Total Room Nights
Leadership Austin	36
Texas Dental Association	85
Logical Operations	100
Direct Gardening Association	114
Cope Plastics, Inc.	230
Water Quality Association	281
Best Western International, Inc.	405
International Association of Amusement Parks and Attractions	446
Russell Reynolds	455
Hospitality Performance Network Global	495
South Central Modern Language Association	560
Pandora	1,025
Fannie Mae	1,115

JM&A Group	1,434
Intelex	1,510
Specialty & Agro Chemicals America, Inc.	1,800
Medtronic, Inc.	2,255
Abbott (formerly St. Jude Medical Inc)	3,140
Convention Services (Site Visits/Planning Meetings)	
Old Navy FLC 4/2018	3,901
Society of Women Engineers 10/2017	10,382
MillerCoors 3/2018	8,953
South Central Modern Language Association 10/2020	560
General Convention of the Episcopal Church 6&7/2018	23,590
American Trucking Association Conference & Exposition 10/2018	5,470
Pre-Promotes	
N/A	
Tourism Department (Site Visits/FAMs)	
German TO Product Development FAM	

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Compass Group	11/13/17	11/15/17	300	95
Globoforce	4/1/18	4/6/18	3,000	3,720
American Society for Clinical Pathology	9/5/20	9/13/20	2,000	3,910

*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	19,300	36,946	6	228,500	212,925	22
2020	223,550	212,957	21	63,200	136,026	19
2019	241,700	229,970	32	53,850	94,928	18
2018	279,925	276,146	35	61,700	50,566	23
2017	360,950	266,906	58	2,500	980	1
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

	August 2017	August 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 202 non-bureau booked 20	222	136	63%	2213	1536	44%
Reservations Assigned	398	4,099	-90%	13,282	15,219	-13%
Registration Hours Provided	679	243	179%	9,448	9,674	-2%
Supplier Referrals	61	26	135%	422	268	57%
Supplier Leads	10	11	-9%	85	75	13%
Site Visits/Planning Meetings	6	7	-14%	117	107	9%
Pre/Post Convention Meetings	1	1	N/A	24	31	-23%
Community Outreach/Supplier Mtgs	21	14	50%	224	163	37%
Music Inquiries	92	83	11%	865	813	6%

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FILM PRODUCTION

	August 2017	August 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	3,199	3,003	7%	36,208	26,953	34%
Production Packages Fulfilled	12	6	100%	155	72	115%
Production Starts	5	3	67%	59	26	127%
Production Days	48	78	-38%	1003	899	12%

Film, TV, Commercial, Print and Miscellaneous Production

Alita: Battle Angel (POST)
 Rebel Without a Crew
 A Violent Heart
 Pilot VR Shoot
 The Son series
 Iron Orchard (Indie)
 Untitled MS Film
 FTWD series
 Bodies of Water
 Uglydolls
 Blood Fest

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PUBLIC RELATIONS PRODUCTION

	August 2017	August 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,243	132	3114%	49,334	4,357	1032%
Number of Outlets Reached	2,122	65	3165%	24,668	2,300	973%
Press Trips/Media Hosted	3	2	50%	66	53	25%
Dollar value of media (source: TrendKite)*	\$702,120	\$4,589,756	-85%	#####	\$69,603,142	48%
Significant Placements	36	21	71%	275	166	66%

new reporting system

Media Placements

Broadcast KXAN KTBC SPECTRUM NEWS KVUE KLBJ KUT KXAN	Online/Internet Outlets: Travel.usnews.com (3) thestar.com (3) styleblueprint.com discoverlosangeles.com towers.net
Print: Toronto Star (3) Statesman The advocate Austin Chronicle Austin Monitor	Interviews/Quotes travel.usnews.com

Media Hosted

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