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- CONVENTION & VISITORS BU	IREAU -					
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	INDU	STRY REP	ORT - 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 Internation	nal Airport			1	1	1
			r 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%
		Webs	ite Traffic			
	August 2017	August 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
			30%	1,928,606	1,873,166	3%
Unique Web Visits**	257,102	198,248	5078	1,528,000	1,070,100	3/0
Unique Web Visits** Online Booking Engine Reservations*	257,102 34	198,248	113%	511	162	215%
Online Booking Engine Reservations* *Includes hotel, attraction and packa	34 ge reservations. Ne	16	113%	511		
Online Booking Engine Reservations*	34 ge reservations. Ne	16 w tour reservation s	113% system launched in Jan 201	511		
Online Booking Engine Reservations* *Includes hotel, attraction and packa	34 ge reservations. Ne red to 2016.	16 w tour reservation s Leisu	113% ystem launched in Jan 201 ure Travel	511	162	215%
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar	34 ge reservations. Ne red to 2016. August 2017	16 w tour reservation s Leisu August 2016	113% ystem launched in Jan 201 Ire Travel % Ch	511 7 2017 YTD	162 2016 YTD	215% YTD % Ch
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar Distribution Partner Leads	34 ge reservations. Ne red to 2016. August 2017 23	16 w tour reservation s Leisu August 2016 8	113% ystem launched in Jan 201 ure Travel % Ch 188%	511 7 2017 YTD 248	162 2016 YTD 290	215% YTD % Ch -14%
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar United State Sta	34 ge reservations. Ne red to 2016. August 2017 23 329	16 w tour reservation s Leisu August 2016 8 209	113% ystem launched in Jan 201 Ire Travel % Ch 188% 57%	511 7 2017 YTD 248 4,372	162 2016 YTD 290 3,643	215% YTD % Ch -14% 20%
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar Tourism Partner Leads Destination Trainings Product Placement	34 ge reservations. Ne red to 2016. August 2017 23 329 30	16 w tour reservation s Leisu August 2016 8 209 28	113% ystem launched in Jan 201 ure Travel % Ch 188% 57% 7%	511 7 2017 YTD 248 4,372 102	162 2016 YTD 290 3,643 85	215% YTD % Ch -14% 20% 20%
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar United State Sta	34 ge reservations. Ne red to 2016. August 2017 23 329 30 0	16 w tour reservation s Leist August 2016 8 209 28 28 2	113% ystem launched in Jan 201 ure Travel % Ch 188% 57% 7% -100%	511 7 2017 YTD 248 4,372 102 34	162 2016 YTD 290 3,643	215% YTD % Ch -14% 20%
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar Tourism Partner Leads Destination Trainings Product Placement	34 ge reservations. Ne red to 2016. August 2017 23 329 30 0	16 w tour reservation s Leisu August 2016 8 209 28 2 2 A Meeting	113% ystem launched in Jan 201 ure Travel % Ch 188% 57% 7%	511 7 2017 YTD 248 4,372 102 34	162 2016 YTD 290 3,643 85	215% YTD % Ch -14% 20% 20%
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar Tourism Partner Leads Destination Trainings Product Placement	34 ge reservations. Ne red to 2016. August 2017 23 329 30 0	16 w tour reservation s Leist August 2016 8 209 28 28 2	113% ystem launched in Jan 201 ure Travel % Ch 188% 57% 7% -100%	511 7 2017 YTD 248 4,372 102 34	162 2016 YTD 290 3,643 85	215% YTD % Ch -14% 20% 20%
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar Tourism Partner Leads Destination Trainings Product Placement	34 ge reservations. Ne red to 2016. August 2017 23 329 30 0	16 w tour reservation s Leisu August 2016 8 209 28 2 2 A Meeting	113% ystem launched in Jan 201 ure Travel % Ch 188% 57% 7% -100% s—CVB Booked	511 7 2017 YTD 248 4,372 102 34	162 2016 YTD 290 3,643 85 19	215% YTD % Ch -14% 20% 20% 79%
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar Tourism Partner Leads Destination Trainings Product Placement Online Package Development	34 ge reservations. Ne red to 2016. 23 329 30 0 0 August 2017 5 111,483	16 w tour reservation s Leisu August 2016 8 209 28 2 2 A Meeting August 2016	113% ystem launched in Jan 201 ire Travel % Ch 188% 57% 7% -100% S—CVB Booked % Ch	511 2017 YTD 248 4,372 102 34 2017 YTD	162 2016 YTD 290 3,643 85 19 2016 YTD	215% YTD % Ch -14% 20% 20% 79% YTD % Ch
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar Later start to ad campaign compar Destination Trainings Product Placement Online Package Development Online Package Development Number of Meetings* Room Nights Attendance	34 ge reservations. Ne red to 2016. August 2017 23 329 30 0 0 4ugust 2017 5 11,483 5,300	16 w tour reservation s Leisu August 2016 8 209 28 2 2 A Meeting August 2016 3 9,027 5,700	113% ystem launched in Jan 201 ure Travel % Ch 188% 57% 7% -100% S—CVB Booked % Ch 67%	511 7 2017 YTD 248 4,372 102 34 2017 YTD 48	162 2016 YTD 290 3,643 85 19 2016 YTD 57	215% YTD % Ch -14% 20% 20% 79% YTD % Ch -16%
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar Later start to ad campaign compar Tourism Partner Leads Destination Trainings Product Placement Online Package Development Online Package Development Number of Meetings* Room Nights	34 ge reservations. Ne red to 2016. August 2017 23 329 30 0 0 August 2017 5 11,483 5,300 vusly Booked "A" Do	16 w tour reservation s Leisu August 2016 8 209 28 2 2 A Meeting 3 9,027 5,700 efinites	113% ystem launched in Jan 201 Ire Travel % Ch 188% 57% 7% -100% S—CVB Booked % Ch 67% 27% -7%	511 2017 YTD 248 4,372 102 34 2017 YTD 48 214,195 172,525	162 2016 YTD 290 3,643 85 19 2016 YTD 57 225,734	215% YTD % Ch -14% 20% 20% 79% YTD % Ch -16% -5%
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar Later start to ad campaign compar Destination Trainings Product Placement Online Package Development Online Package Development Number of Meetings* Room Nights Attendance	34 ge reservations. Ne red to 2016. August 2017 23 329 30 0 0 August 2017 5 111,483 5,300 Dusly Booked "A" Du	16 w tour reservation s Leisu August 2016 8 209 28 2 2 A Meeting August 2016 3 9,027 5,700 efinites B Definite	113% system launched in Jan 201 Ire Travel % Ch 188% 57% 7% -100% S—CVB Booked % Ch 67% 27% 67% 27% 7% 80000 Night Bo	511 2017 YTD 248 4,372 102 34 2017 YTD 48 214,195 172,525 okings	162 2016 YTD 290 3,643 85 19 2016 YTD 57 225,734 195,720	215% YTD % Ch -14% 20% 20% 79% YTD % Ch -16% -5% -12%
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar **Later start to ad campaign compar **Later start to ad campaign compar **Later start to ad campaign compar Destination Trainings Destination Trainings Product Placement Online Package Development Online Package Development Online Package Development Number of Meetings* Room Nights Attendance *Includes Additional Rooms for Previous	34 ge reservations. Ne red to 2016. August 2017 23 329 30 0 0 August 2017 5 11,483 5,300 susly Booked "A" Do ALL CV August 2017	16 w tour reservation s Leisu August 2016 8 209 28 2 A Meeting August 2016 3 9,027 5,700 efinites B Definite	113% system launched in Jan 201 Ire Travel % Ch 188% 57% 7% -100% S—CVB Booked % Ch 67% 27% 27% -7% Room Night Bo % Ch	511 2017 YTD 248 4,372 102 34 2017 YTD 48 214,195 172,525 okings 2017 YTD*	162 2016 YTD 290 3,643 85 19 2016 YTD 257 225,734 195,720	215% YTD % Ch -14% 20% 20% 79% YTD % Ch -16% -5% -12% YTD % Ch
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar *Later start to ad campaign compar Tourism Partner Leads Destination Trainings Product Placement Online Package Development Online Package Development Online Package Development Room Nights Attendance *Includes Additional Rooms for Previous	34 ge reservations. Ne red to 2016. August 2017 23 329 30 0 0 August 2017 5 111,483 5,300 Sursty Booked "A" Du ALL CV August 2017 80	16 w tour reservation s Leisu August 2016 8 209 28 2 A Meeting August 2016 3 9,027 5,700 efinites B Definite August 2016 95	113% system launched in Jan 201 Ire Travel % Ch 188% 57% 7% 7% -100% S—CVB Booked % Ch 67% 27% 7% 7% 8000 Night Bo % Ch -16%	511 2017 YTD 248 4,372 102 34 2017 YTD 48 214,195 172,525 okings 2017 YTD* 892	162 2016 YTD 290 3,643 85 19 2016 YTD 2016 YTD 2016 YTD 830	215% YTD % Ch -14% 20% 20% 79% YTD % Ch -16% -5% -12% YTD % Ch
Online Booking Engine Reservations* *Includes hotel, attraction and packa **Later start to ad campaign compar **Later start to ad campaign compar Tourism Partner Leads Destination Trainings Product Placement Online Package Development Online Package Development Online Package Development Number of Meetings* Room Nights Attendance *Includes Additional Rooms for Previous	34 ge reservations. Ne red to 2016. August 2017 23 329 30 0 0 August 2017 5 11,483 5,300 susly Booked "A" Do ALL CV August 2017	16 w tour reservation s Leisu August 2016 8 209 28 2 A Meeting August 2016 3 9,027 5,700 efinites B Definite	113% system launched in Jan 201 Ire Travel % Ch 188% 57% 7% -100% S—CVB Booked % Ch 67% 27% 27% -7% Room Night Bo % Ch	511 2017 YTD 248 4,372 102 34 2017 YTD 48 214,195 172,525 okings 2017 YTD*	162 2016 YTD 290 3,643 85 19 2016 YTD 257 225,734 195,720	215% YTD % Ch -14% 20% 20% 79% YTD % Ch -16% -5% -12% YTD % Ch



A Meetings Lead Production							
	August 2017	August 2016	% Ch	2017 YTD	2016	5 YTD	YTD % Ch
Number of Leads	31	38	-18%	314	3	58	-12%
Total Room Night Production	117,330	163,225	-28%	1,626,483	1,83	2,747	-11%
		/leetings L	ead Produ	ction			
	August 2017	August 2016	% Ch	2017 YTD	2016	5 YTD	YTD % Ch
Number of Leads	293	269	9%	2887	26	608	11%
Total Room Night Production	339,917	349,853	-3%	3,440,235	3,37	3,528	2%
		Fradeshow	s & Events	5			
Event Name				Location			epartment ttending
ESTO			Minneapolis			Tourisr	
Toronto Sales Mission & Client	Event					ntion Sales	
ASAE Annual Meeting and Trade	show		Toronto Conventio			ntion Sales	
West Coast Sales Mission & Clie	nt Event		San Francisco	o Convention Sales			ntion Sales
Northeast Sales Mission & Client Event New York Ci			New York City/	y/Boston Convention Sales			
		Site	Visits				
Group Name				Total Room Nights			
Leadership Austin						6	
Texas Dental Association					8	85	
Logical Operations				100			
Direct Gardening Association	n			114			
Cope Plastics, Inc.				230			
Water Quality Association				281			
Best Western International, Inc.				405			
International Association of Amusement Parks and Attractions			actions	446			
Russell Reynolds				455			
Hospitality Performance Net	work Global			495			
South Central Modern Langu	uage Associati	on		560			
Pandora				1,025			
Fannie Mae					1,2	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 & Exoposition 10/2018	5,470
Pre-Promotes	
N/A	
Tourism Department (Site Visits/FAMs)	
German TO Product Development FAM	



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					
		Conventio	n Services	;				

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



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



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	Online/Internet Outlets:
KXAN	Travel.usnews.com (3)
KTBC	thestar.com (3)
SPECTRUM NEWS	styleblueprint.com discoverlosangeles.com
KVUE	
KLBJ	towers.net
κυτ	
KXAN	
Print:	Interviews/Quotes
Toronto Star (3)	travel.usnews.com
Statesman	
<i>The advocate</i>	
Austin Chronicle	
Austin Monitor	
	Media Hosted
Rhiannon Taylor (AUS)	
Luis Vicerone (ESP)	
Maike Grunwalk (GER)	