



## INDUSTRY REPORT - December 2016

### Aviation Passengers\*

	November 2016	November 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Total Passengers	1,070,567	1,036,223	3%	11,402,782	10,868,156	5%
Total Enplanements	537,318	522,831	3%	5,699,791	5,440,224	5%

\*Source: Austin-Bergstrom International Airport

### Visitor Services

	December 2016	December 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Visitor Packets Sent	1,436	2,328	-38%	9,172	9,888	-7%
Virtual Visitor Guide Visits	1,548	1,092	42%	5,256	8,995	-42%
Downtown Visitors	13,635	13,906	-2%	52,395	46,445	13%
Phone Calls/Email Requests	1,502	1,485	1%	5,052	4,763	6%
Retail Revenue-Gross	\$64,634	\$69,588	-7%	\$263,027	\$245,063	7%
Walking Tour Participants	368	175	110%	574	546	5%

### Website Traffic

	December 2016	December 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Unique Web Visits**	138,609	125,607	10%	462,112	453,749	2%
Online Booking Engine Reservations*	7	17	-59%	42	42	0%

\*Includes hotel, attraction and package reservations

### Leisure Travel

	December 2016	December 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Tourism Partner Leads	5	53	-91%	37	203	-82%
Destination Trainings	171	45	280%	942	804	17%
Product Placement	4	1	300%	11	62	-82%
Online Package Development	0	5	-100%	17	10	70%

### A Meetings—CVB Booked

	December 2016	December 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Meetings*	5	10	-50%	9	17	-47%
Room Nights	49,971	52,067	-4%	61,168	71,389	-14%
Attendance	25,800	56,650	-54%	33,600	89,650	-63%

\*Includes Additional Rooms for Previously Booked "A" Definites

### ALL CVB Definite Room Night Bookings

	December 2016	December 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Definite Bookings	102	76	34%	215	172	25%
Total Room Night Production	109,777	93,868	17%	181,174	158,095	15%
Total Attendance	70,893	90,844	-22%	71,397	155,260	-54%

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

# Austin

— CONVENTION & VISITORS BUREAU —



## A Meetings Lead Production

	December 2016	December 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	17	20	-15%	71	92	-23%
Total Room Night Production	90,832	116,844	-22%	480,031	492,432	-3%

## ALL Meetings Lead Production

	December 2016	December 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	173	171	1%	702	616	14%
Total Room Night Production	199,219	201,338	-1%	902,861	841,067	7%

## Tradeshows & Events

Event Name	Location	Department Attending
IAEE Expo Expo	Anaheim	Convention Sales
Texas CVB's Holiday Client Event	Washington, D.C.	Convention Sales
Chicago Holiday Client Event	Chicago	Convention Sales
Association Forum Holiday Showcase	Chicago	Convention Sales
TSAE Holiday Luncheon	Austin	Convention Sales

## Site Visits

Group Name	Total Room Nights
Texas Floodplain Management Association	60
Genomic Health	120
PINetwork	370
Senator Travel	1,032
Octagon	1,119
AlphaGraphics Inc.	1,286
BASF Corporation	1,420
Dairy Farmers of America	2,299
Intellectual Property Owners Association	2,435
Nutanix	2,773
National Association of School Nurses	3,540
ISC(2)	4,015
Association for Professionals in Infection Control and Epidemiology, Inc.	9,387

<b>Convention Services (Site Visits/Planning Meetings)</b>	
Council of State School Officers 6/2017	3,095
New York Life Insurance 8/2017	12,349
American Association of Petroleum Geologists 7/2017	3,605
Professional Convention Management Association 1/2017	11,843
Prosche Club of America 3/2017	830
Council of Multiple Listing Services 9/2017	2,343
ISC2 9/2017	4,015
Wal Mart (future potential)	
Responsible Hospitality Institute 2/2017	341
<b>Tourism Department (Site Visits/FAMs)</b>	
World Travellers Best Travel	





**CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS\***

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Texas Girls Coaches Association	7/9/2017	7/14/2017	5,000	1,778
International Literacy Association	7/19/2018	7/23/2018	8,000	19,100
National Minority Supplier Development Council	10/14/2018	10/17/2018	6,000	5,760
Palo Alto Networks	6/3/2019	6/6/2019	5,000	17,997
American Society of Heating, Refrigerating and Air Conditioning Engineers	6/27/2020	7/1/2020	1,800	5,336

*\*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
2020	74,550	129,301	16	189,700	161,234	15
2019	208,910	197,673	26	89,350	124,651	19
2018	276,600	265,001	32	78,575	62,413	18
2017	278,400	247,383	43	61,000	33,028	18
2016	355,540	298,395	59	0	0	0
2015	373,997	300,932	67			
2014	324,100	261,178	58			
2013	287,921	242,304	64			
2012	288,165	265,500	58			
2011	312,450	249,826	60			

**Convention Services**

	December 2016	December 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Meetings Serviced bureau booked 142 non-bureau booked 11	153	90	70%	476	358	33%
Reservations Assigned	523	2,148	-76%	4,280	4,310	-1%
Registration Hours Provided	540	923	-42%	1,407	2,933	-52%
Supplier Referrals	26	15	73%	98	79	24%
Supplier Leads	5	5	0%	31	19	63%
Site Visits/Planning Meetings	9	11	-18%	27	25	8%
Pre/Post Convention Meetings	2	1	100%	8	10	-20%
Community Outreach/Supplier Mtgs	24	8	200%	68	26	162%
Music Inquiries	97	15	547%	270	95	184%

# Austin

— CONVENTION & VISITORS BUREAU —



## FILM PRODUCTION

	December 2016	December 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Production/ Referral Inquiries	1,561	1,421	10%	36,728	31,930	15%
Production Packages Fulfilled	12	4	200%	133	73	82%
Production Starts	3	1	200%	62	33	88%
Production Days	30	24	25%	1223	1042	17%

### Film, TV, Commercial, Print and Miscellaneous Production Highlights

- Alita: Battle Angel
- The Son
- The Long Road Home
- Little Woods
- Healthcare.gov Commercial #5
- To The Void
- Texas Honkey Tonk Nights
- 6 Little Roosters
- 48 Hours CBS Special

# Austin

— CONVENTION & VISITORS BUREAU —



## PUBLIC RELATIONS PRODUCTION

	December 2016	December 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,432	110	3929%	12,973	1,534	746%
Number of Outlets Reached	2,216	52	4162%	6,487	820	691%
Press Trips/Media Hosted	1	2	-50%	15	19	-21%
Dollar value of media (source: Cision)	\$2,638,802	\$2,256,149	17%	\$798,366,761	\$23,627,498	3279%
Significant Placements	16	8	100%	50	41	22%

\*Media outreach: All press added to monthly leisure e- news

## Media Placements

Print Magazines	Newspapers
USAE	
TTIA	
Travel Weekly	
TTG	
Vacations and Travel Magazine - Australia	
Virgin Australia	
Online/Internet Outlets:	Broadcast
Travel + Leisure	KXAN
Lonely Planet	KEYE
Travelocity	KTBC
Travels of Adam	KLBJ
Austin Business Journal	
Austin American Statesman	

## Media Hosted

Konrad Kramar - KURIER (Austria)