

## INDUSTRY REPORT - December 2017

### Aviation Passengers\*

	November 2017	November 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	1,229,791	1,070,567	15%	12,698,792	11,402,782	11%
Total Enplanements	615,882	537,318	15%	6,361,242	5,699,791	12%

\*Source: Austin-Bergstrom International Airport

### Visitor Services

	December 2017	December 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	674	1,436	-53%	52,862	59,172	-11%
Virtual Visitor Guide Visits	2,852	1,548	84%	8,898	5,256	69%
Downtown Visitors	17,431	13,635	28%	56,449	52,395	8%
Phone Calls/Email Requests	1,788	1,502	19%	5,303	5,052	5%
Retail Revenue-Gross	\$51,518	\$64,634	-20%	\$258,715	\$263,027	-2%
Walking Tour Participants	153	368	-58%	343	574	-40%

### Website Traffic

	December 2017	December 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	152,717	138,609	10%	468,593	448,840	4%
Online Booking Engine Reservations*	37	7	429%	111	42	164%

\*Includes hotel, attraction and package reservations. New tour reservation system launched in Jan 2017

\*\*Later start to ad campaign compared to 2016.

### Leisure Travel

	December 2017	December 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	11	5	120%	46	37	24%
Destination Trainings	9	171	-95%	161	942	-83%
Product Placement	1	4	-75%	7	11	-36%
Online Package Development	1	0	N/A	10	17	-41%

### A Meetings—CVB Booked

	December 2017	December 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings	9	5	80%	11	9	22%
Room Nights*	52,033	49,971	4%	55,664	61,168	-9%
Attendance	66,500	25,800	158%	94,450	33,600	181%

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

### ALL CVB Definite Room Night Bookings

	December 2017	December 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	158	101	56%	241	211	14%
Total Room Night Production	87,683	109,777	-20%	153,952	181,174	-15%
Total Attendance	93,538	70,893	32%	161,415	71,397	126%

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

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## A Meetings Lead Production

	December 2017	December 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	23	17	35%	75	71	6%
Total Room Night Production	146,744	90,832	62%	474,378	480,031	-1%

## ALL Meetings Lead Production

	December 2017	December 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	197	173	14%	798	702	14%
Total Room Night Production	269,631	199,219	35%	928,327	902,861	3%

## Tradeshows & Events

Event Name	Location	Department Attending
Chicago Holiday Client Event	Chicago	Convention Sales
Association Forum Holiday Showcase	Chicago	Convention Sales
TSAE Holiday Luncheon	Austin	Convention Sales
Texas CVB Holiday Event	Washington, DC	Convention Sales

## Site Visits

Group Name	Total Room Nights
Woodworking Machinery Industry Association	51
Experient	101
American Institute of Steel Construction	150
Global Market Development Center	202
Magnitude Software	212
The Board of Pensions of the Presbyterian Church	242
National Federation of State High School Associations	415
U.S. Chamber of Commerce	429
Garver	450
The Association of Union Constructors	517
Illinois Bankers Association	580
Educational Book and Media Association	689
Fiserv	806
Ticketmaster	895

ACA Compliance Group	917
Alliance Flooring, Inc.	917
NGINX Inc.	995
Alpha Xi Delta	1,183
athenahealth, Inc.	1,220
American College of Preventive Medicine	1,240
Fi360, Inc.	1,320
Resolver	1,465
TRX Training	1,690
Renewable Fuels Association	2,495
Academy of Psychosomatic Medicine	2,550
NTEN Nonprofit Technology Enterprise Network	3,250
American College of Toxicology	2,830
<b>Convention Services (Site Visits/Planning Meetings)</b>	
U.S. Chamber of Commerce 12/2018	434
OnLine News Association 9/2018	2,699
General Convention of the Eposcopal Church 7/2018	23,950
Stryker Orthopaedics National Sales Meeting 1/2018	4,282
Globoforce 4/2018	3,700
TRX training 5/2018	1,690
National Minority Supplier Development Council 10/2018	5,911
International Literacy Association 7/2018	19,100
Traffic Audit Bureau for Media Management 5/2018	1,700
<b>Pre-Promotes</b>	
N/A	
<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
DreamHack AB	5/26/2018	6/4/2018	23,000	435
The Show Producers (Small Business Expo)	12/4/2018	12/5/2018	2,000	55
SAP America, Inc.	3/28/2019	4/4/2019	2,500	8,157
American Osteopathic Association	10/11/2020	10/20/2020	6,000	7,706
Texas Association of School Administrators	1/22/2021	1/27/2021	7,000	6,050
Congress of Neurological Surgeons	10/11/2021	20/21/21	7,000	11,520
Texas Association of School Administrators	1/21/2022	1/26/2022	7,000	6,050
Texas Association of School Administrators	1/27/2023	2/1/2023	7,000	6,050
National Alliance for Public Charter Schools	6/15/2023	6/22/2023	5,000	6,010

\*NEW Definite Bookings only; does not include Additional Rooms for Previously Booked Definites

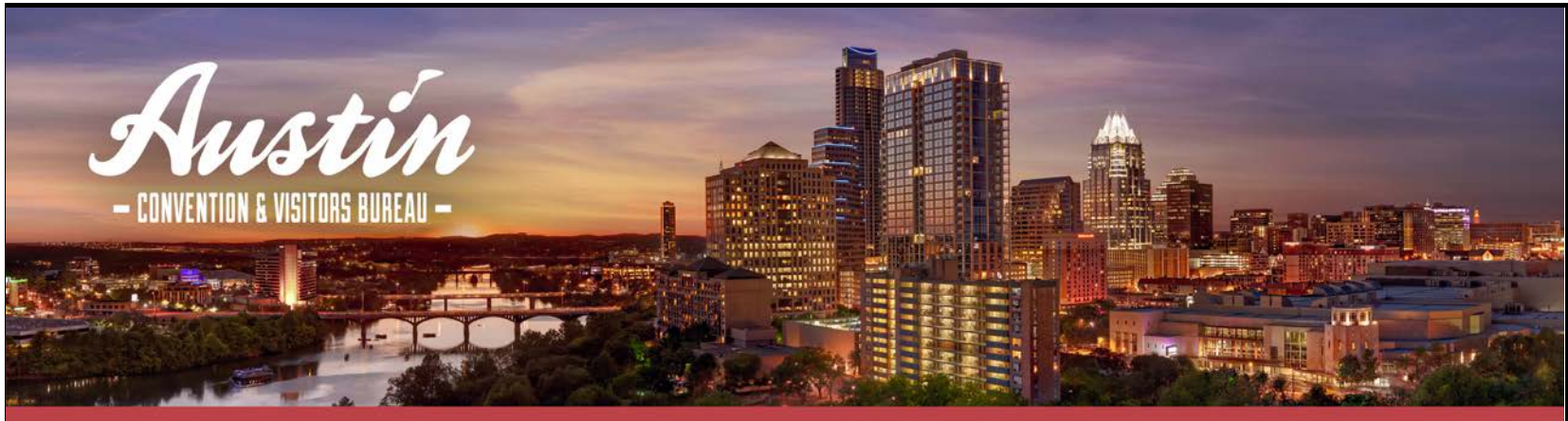
Year	Definite Attendance	Definite Room Nights	# of Definite Groups	Tentative Attendance	Tentative Room Nights	# of Tentative Groups
2021	33,300	54,516	8	417,150	175,829	19
2020	227,250	212,957	21	93,600	102,724	15
2019	253,900	261,489	35	46,500	83,784	12
2018	343,725	285,149	42	18,480	30,213	14
2017	360,950	266,906	58	0	0	0
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

	December 2017	December 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 99 non-bureau booked 13	112	140	-20%	406	476	-15%
Reservations Assigned	1,044	1,250	-16%	1,899	4,280	-56%
Registration Hours Provided	360	540	-33%	2,264	1,407	61%
Supplier Referrals	38	26	46%	121	98	23%
Supplier Leads	7	5	40%	27	31	-13%
Site Visits/Planning Meetings	10	9	11%	22	27	-19%
Pre/Post Convention Meetings	1	2	-50%	8	8	0%
Community Outreach/Supplier Mtgs	19	24	-21%	54	68	-21%
Music Inquiries	38	97	-61%	159	270	-41%

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## FILM PRODUCTION

	December 2017	December 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	2,326	1,561	49%	10,064	6,544	54%
Production Packages Fulfilled	12	12	0%	49	48	2%
Production Starts	3	3	0%	19	18	6%
Production Days	90	30	200%	440	180	144%

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

- The Son
- FTWD
- Violent Heart
- Toyota Commercial
- Budweiser Commercial
- AARP Commercial
- Skam
- Revelator Shoot

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## PUBLIC RELATIONS PRODUCTION

	December 2017	December 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,230	4,432	-5%	12,808	12,973	-1%
Number of Outlets Reached	2,115	2,216	-5%	6,404	6,487	-1%
Press Trips/Media Hosted	0	1	-100%	2	15	-87%
Dollar value of media (source: TrendKite)*	\$32,096,803	\$2,638,802	1116%	\$33,802,267	\$52,866,761	-36%
Significant Placements	9	16	-44%	41	50	-18%

\*new reporting system\*

## Media Placements

### Broadcast

### Online/Internet Outlets:

*Thrillist*  
*Conde Nast Traveller*  
*Marie Claire*  
*Tripadvisor*  
*Vacations mag*  
*Yahoo.com*

### Print:

### Interviews/Quotes

*Facilities & Destinations*  
*Neue Osnabrucker Zeitung*  
*Delmenhorster Kreisblatt*

## Media Hosted

N/A