



INDUSTRY REPORT - February 2016

Aviation Passengers*

	January 2016	January 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Total Passengers	873,560	779,481	12%	873,560	779,481	12%
Total Enplanements	430,978	387,198	11%	430,978	387,198	11%

*Source: Austin-Bergstrom International Airport

Visitor Services

	February 2016	February 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Visitor Packets Sent	2,522	2,585	-2%	17,063	17,766	-4%
Virtual Visitor Guide Visits	3,371	2,623	29%	15,780	12,414	27%
Downtown Visitors	11,546	9,518	21%	69,721	59,993	16%
Phone Calls/Email Requests	1,501	1,321	14%	7,672	6,599	16%
Retail Revenue-Gross	\$77,462	\$58,585	32%	\$376,391	\$327,126	15%
Walking Tour Participants	138	329	-58%	742	1,747	-58%

Website Traffic

	February 2016	February 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Unique Web Visits**	167,825	192,449	-13%	759,017	844,066	-10%
Online Booking Engine Reservations*	13	26	-50%	68	149	-54%

*Includes hotel, attraction and package reservations

**Launched responsive site on 12/1

Leisure Travel

	February 2016	February 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Tourism Partner Leads	20	2	900%	110	87	26%
Destination Trainings	157	60	162%	699	94	644%
Product Placement	0	1	-100%	8	10	-20%
Online Package Development	4	1	300%	14	5	180%

A Meetings—CVB Booked

	February 2016	February 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Meetings*	5	7	-29%	30	32	-6%
Room Nights	19,696	30,076	-35%	122,806	132,047	-7%
Attendance	20,800	37,840	-45%	124,950	102,043	22%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	February 2016	February 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Definite Bookings	102	76	34%	317	309	3%
Total Room Night Production	56,982	61,000	-7%	270,848	279,417	-3%
Total Attendance	73,655	53,187	38%	387,139	316,240	22%

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

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A Meetings Lead Production

	February 2016	February 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Leads	23	19	21%	156	128	22%
Total Room Night Production	106,034	112,480	-6%	779,165	671,324	16%

ALL Meetings Lead Production

	February 2016	February 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Leads	232	201	15%	1117	945	18%
Total Room Night Production	248,498	239,119	4%	1,414,005	1,218,924	16%

Tradeshows & Events

Event Name	Location	Department Attending
DMAI Foundation Dinner & Destination Showcase	Washington, D.C.	Convention Sales
AMC Institute Annual Meeting	Anaheim	Convention Sales
MPI Northern California Chapter Annual Conference & Expo	San Francisco	Convention Sales
Greater Philadelphia Chapter PCMA Meeting	Philadelphia	Convention Sales
National Sports Forum	Portland	Sports
Go West Trade Show	Anchorage, AK	Tourism
Austin Sales and Media Mission	Mexico City, MX	Tourism
NME Awards	London, UK	Tourism

Site Visits

Group Name	Total Room Nights
Independent Colleges and Universities of Texas, Inc.	15
National Motor Club	30
American Institute of Steel Construction	85
American Chemical Society	115
Entomological Society of America, Southwestern Branch	210
National Grocers Association	259
Apple Specialists Marketing Corp	374
Texas Association of State Senior College & University Business Officers (TASSCUBO)	522
Transplace	545

State Bar of Nevada	625
Linux Foundation	650
The Association of Medical Illustrators	705
Transportation Lawyers Association	750
Million Dollar Round Table	990
National Association of State Chief Information Officers	1,035
National Association of Counsel for Children	1,390
SANS Institute	1,491
Reaching Out MBA	1,645
General Motors	2,290
Association of University Radiologists	2,750
International OCD Foundation	2,961
National Head Start Association	3,318
National Association of Broadcasters	4,589
Convention Services (Site Visits/Planning Meetings)	
Transportation Lawyers Association 4/2019	750
Americans for the Arts & National Arts Marketing Project Conference 11/2016	1,005
Porsche Club of America 3/2017	830
National Association of State Chief Information Officers 10/2017	1,035
Light Reading 5/2016	1,383
American Jail Association 5/2016	5,004
CRIF Lending Solutions 4/2017	850
American Society for Surgery of the Hand 9-10/2016	5,722
Tourism Department (Site Visits/FAMs)	
Tourico Holidays (Feb 2)	9,200
Audley Travel	Unknown
ATI (Feb 29)	450

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Austin Marathon	1/16/2016	2/15/2016	14,000	9,621
Texas Speech Language Hearing Association	2/23/2017	2/25/2017	4,500	3,080
SPIE	6/10/2018	6/15/2018	2,300	4,909

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

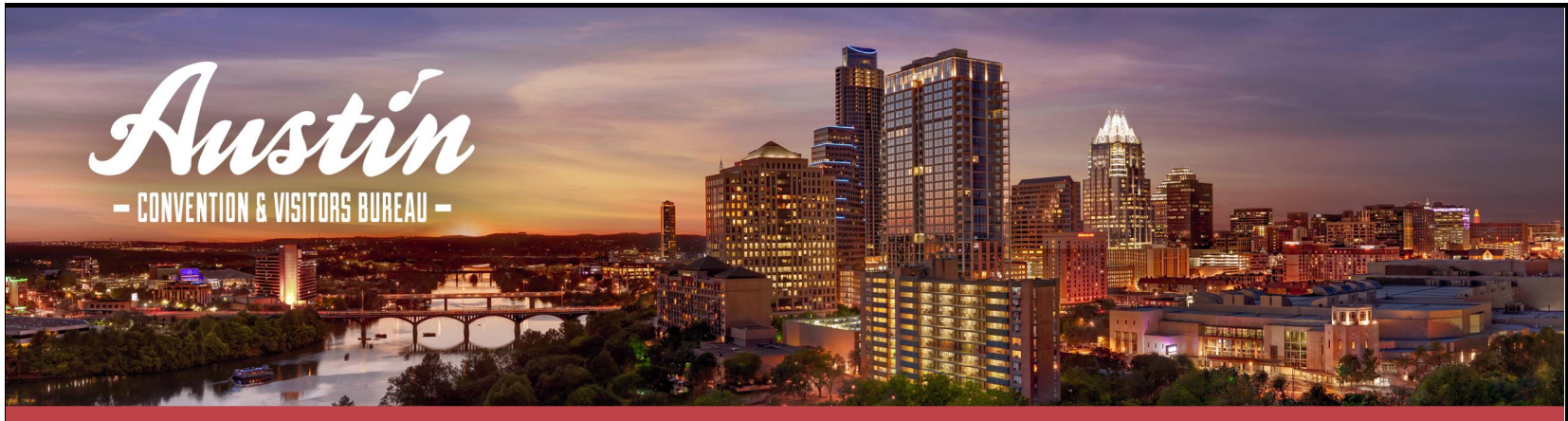
Year	Definite Attendance	Definite Room Nights	# of Definite Groups	Tentative Attendance	Tentative Room Nights	# of Tentative Groups
2020	60,400	94,331	11	190,970	169,972	16
2019	70,810	102,964	19	195,650	157,524	17
2018	271,450	251,243	30	44,605	112,544	20
2017	263,700	226,942	36	28,100	46,909	14
2016	342,150	300,825	51	21,670	11,804	11
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

	February 2016	February 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Meetings Serviced bureau booked 123 non-bureau booked 19	142	155	-8%	641	700	-8%
Reservations Assigned	384	681	-44%	4,813	2,767	74%
Registration Hours Provided	817	256.75	218%	4,255	2,246	89%
Supplier Referrals	25	27	-7%	133	111	20%
Supplier Leads	7	9	-22%	35	53	-34%
Site Visits/Planning Meetings	8	9	-11%	39	53	-26%
Pre/Post Convention Meetings	2	1	100%	16	11	45%
Community Outreach/Supplier Mtgs	20	9	122%	58	68	-15%
Music Inquiries	28	106	-74%	149	422	-65%

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FILM PRODUCTION

	February 2016	February 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Production/ Referral Inquiries	2,034	2,613	-22%	9,513	10,238	-7%
Production Packages Fulfilled	6	6	0%	30	21	43%
Production Starts	5	2	150%	12	7	71%
Production Days	112	50	124%	291	237	23%

Film, TV, Commercial, Print and Miscellaneous Production

- The Son (AMC)
- Leftovers (HBO - season 3)
- Battle Angel (James Cameron / Robert Rodriguez - feature)
- Lincoln TV Campaign (2nd part)
- Intel TV Campaign (2nd part)
- Discreet (indie)
- The Long Road Home (FX)
- HEB Commercial
- Coke Commercial

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PUBLIC RELATIONS PRODUCTION

	February 2016	February 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	181	157	15%	1,811	1,542	17%
Number of Outlets Reached	105	86	22%	975	926	5%
Press Trips/Media Hosted	0	6	-100%	27	22	23%
Dollar value of media (source: Cision)	\$7,423,985	\$8,569,457	-13%	\$36,518,868	\$30,550,038	20%
Significant Placements	8	10	-20%	74	61	21%

Media Placements

Print Magazines

Time Out

Newspapers

San Antonio Express-News
Austin American-Statesman (2)
Washington Post

Online/Internet Outlets:

mySanAntonio.com
bizbash.com

Broadcast

Sky TV

Media Hosted

N/A