

INDUSTRY REPORT - February 2017

Aviation Passengers*

	January 2017	January 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	920,946	873,560	5%	920,946	873,560	5%
Total Enplanements	454,208	430,978	5%	454,208	430,978	5%

*Source: Austin-Bergstrom International Airport

Visitor Services

	February 2017	February 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	2,080	2,522	-18%	64,925	17,063	281%
Virtual Visitor Guide Visits	2,864	3,371	-15%	10,834	15,780	-31%
Downtown Visitors	14,726	11,546	28%	86,843	69,721	25%
Phone Calls/Email Requests	1,539	1,501	3%	8,039	7,672	5%
Retail Revenue-Gross	\$76,873	\$77,462	-1%	\$370,057	\$376,391	-2%
Walking Tour Participants	36	138	-74%	678	742	-9%

Website Traffic

	February 2017	February 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	169,127	162,000	4%	786,787	759,017	4%
Online Booking Engine Reservations*	61	13	369%	139	68	104%

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

Leisure Travel

	February 2017	February 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	8	20	-60%	50	110	-55%
Destination Trainings	64	157	-59%	1,038	699	48%
Product Placement	4	0	N/A	17	8	113%
Online Package Development	0	0	N/A	17	14	21%

A Meetings—CVB Booked

	February 2017	February 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings*	5	5	0%	23	30	-23%
Room Nights	12,813	19,696	-35%	105,178	122,806	-14%
Attendance	16,000	20,800	-23%	115,750	124,950	-7%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	February 2017	February 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	61	102	-40%	345	317	9%
Total Room Night Production	44,159	56,982	-23%	283,264	270,848	5%
Total Attendance	54,985	73,655	-25%	208,335	387,139	-46%

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

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A Meetings Lead Production

	February 2017	February 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	31	23	35%	138	156	-12%
Total Room Night Production	179,820	106,034	70%	859,892	779,165	10%

ALL Meetings Lead Production

	February 2017	February 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	295	232	27%	1262	1117	13%
Total Room Night Production	343,686	248,498	38%	1,581,328	1,414,005	12%

Tradeshows & Events

Event Name	Location	Department Attending
AMC Institute Annual Meeting	Fort Lauderdale	Convention Sales
NME Awards	London	Tourism

Site Visits

Group Name	Total Room Nights
Terry Foundation	90
IEEE Corporate Office	120
Rusty Lion Academy	180
Association for Continuing Higher Education	215
Power Transmission Distributors Association	240
Nevada Justice Association	425
North American Gaming Regulators Association	605
Carmedic	624
National Foreign Language Center	805
Event Marketing Partners	1,025
Comfort Keepers	1,186
Southern Association of Colleges and Schools	3,174
Cognizant Technology Solutions	3,295
Globoforce	3,720

Convention Services (Site Visits/Planning Meetings)	
Texas Association of School Boards Sept. 2018	12,250
Light Reading May 2017	1,040
Specialty Tools & Fasteners Distributors Assn. Nov. 2017	5,747
Light Reading / Expo Group May 2017	1,040
American Association of Clinical Endocrinologists May 2017	3,680
Association for the Advancement of Medical Instrumentation June 2017	2,754
Council of Academic Programs in Communication and Sciences and Disorders A	1,295
Society for Research in Child Development April 2017	9,500
Austin Film Festival Oct. 2017	1,042
Society of Nuclear Medicine & Molecular Imaging June 2020	14,228
Tourism Department (Site Visits/FAMs)	
N/A	

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Texas RV Association	2/16/17	2/19/17	10,000	120
JD Events LLC	9/16/17	9/20/17	1,000	1,720
Unity Tehcnologies	9/30/17	10/6/17	2,000	1,865
Texas Association of School Business Officials	2/23/25	2/27/25	3,000	5,595

*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	11,800	18,311	3	199,700	175,064	17
2020	74,550	129,301	16	65,700	181,713	18
2019	227,650	197,673	30	97,300	129,501	22
2018	276,600	265,001	32	57,850	63,053	16
2017	331,400	260,616	50	5,950	6,485	7
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

	February 2017	February 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 205 non-bureau booked 19	224	155	45%	858	641	34%
Reservations Assigned	2,227	384	480%	7,882	4,813	64%
Registration Hours Provided	778	817	-5%	4,232	4,255	-1%
Supplier Referrals	46	25	84%	170	136	25%
Supplier Leads	7	7	0%	43	60	-28%
Site Visits/Planning Meetings	10	8	25%	48	61	-21%
Pre/Post Convention Meetings	3	2	50%	14	13	8%
Community Outreach/Supplier Mtgs	49	20	145%	130	88	48%
Music Inquiries	54	28	93%	449	149	201%

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FILM PRODUCTION

	February 2017	February 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	3,689	2,613	41%	42,828	10,238	318%
Production Packages Fulfilled	11	6	83%	157	21	648%
Production Starts	6	2	200%	74	7	957%
Production Days	86	50	72%	1411	237	495%

Film, TV, Commercial, Print and Miscellaneous Production

- The Gospel of Kevin (pilot)
- Battle Angel
- The Long Road Home
- Day 5 (season 2)
- Lazer Team II
- Walmart Commercial
- VW Commercial
- Gap App Commercial
- Little Woods
- Keller Williams Commercial

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PUBLIC RELATIONS PRODUCTION

	February 2017	February 2016	% Ch	2016 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,328	181	2291%	21,844	1,811	1106%
Number of Outlets Reached	2,164	105	1961%	10,922	975	1020%
Press Trips/Media Hosted	2	0	N/A	19	27	-30%
Dollar value of media (source: TrendKite)	\$52,902	\$7,423,985	-99%	\$798,529,123	\$36,518,868	2087%
Significant Placements	10	8	25%	84	74	14%

Media Placements

Broadcast

KXAN

Online/Internet Outlets:

Stuff.com
 Meetings & Conventions
 eillecheap.com
 Chicago Tribune
 PCMA

Print:

Interviews/Quotes

KXAN (2)

Media Hosted

Simon Midgley (UK)
 Annie Tobey (Domestic)