



INDUSTRY REPORT - July 2016

Aviation Passengers*

| | June 2016 | June 2015 | % Ch | 2016 YTD | 2015 YTD | YTD % Ch |
|--------------------|-----------|-----------|------|-----------|-----------|----------|
| Total Passengers | 1,135,796 | 1,088,399 | 4% | 6,024,502 | 5,593,403 | 8% |
| Total Enplanements | 581,151 | 556,848 | 4% | 3,023,789 | 2,812,699 | 8% |

*Source: Austin-Bergstrom International Airport

Visitor Services

| | July 2016 | July 2015 | % Ch | 2016 YTD* | 2015 YTD | YTD % Ch |
|------------------------------|-----------|-----------|------|-----------|-------------|----------|
| Visitor Packets Sent | 1,721 | 3,455 | -50% | 64,643 | 36,309 | 78% |
| Virtual Visitor Guide Visits | 1,151 | 1,993 | -42% | 30,011 | 21,163 | 42% |
| Downtown Visitors | 19,990 | 21,961 | -9% | 165,152 | 141,168 | 17% |
| Phone Calls/Email Requests | 1,519 | 1,528 | -1% | 15,083 | 15,086 | 0% |
| Retail Revenue-Gross | \$131,100 | \$153,942 | -15% | \$957,710 | \$1,013,570 | -6% |
| Walking Tour Participants | 161 | 230 | -30% | 1,283 | 3,327 | -61% |

Website Traffic

| | July 2016 | July 2015 | % Ch | 2016 YTD | 2015 YTD | YTD % Ch |
|-------------------------------------|-----------|-----------|------|-----------|-----------|----------|
| Unique Web Visits** | 242,210 | 254,886 | -5% | 1,804,465 | 1,887,355 | -4% |
| Online Booking Engine Reservations* | 18 | 28 | -36% | 146 | 292 | -50% |

*Includes hotel, attraction and package reservations

**Launched responsive site on 12/1

Leisure Travel

| | July 2016 | July 2015 | % Ch | 2016 YTD | 2015 YTD | YTD % Ch |
|----------------------------|-----------|-----------|------|----------|----------|----------|
| Tourism Partner Leads | 30 | 8 | 275% | 282 | 79 | 257% |
| Destination Trainings | 103 | 32 | 222% | 3,434 | 360 | 854% |
| Product Placement | 10 | 3 | 233% | 57 | 50 | 14% |
| Online Package Development | 1 | 0 | N/A | 17 | 7 | 143% |

A Meetings—CVB Booked

| | July 2016 | July 2015 | % Ch | 2016 YTD* | 2015 YTD | YTD % Ch |
|---------------------|-----------|-----------|------|-----------|----------|----------|
| Number of Meetings* | 3 | 3 | 0% | 54 | 56 | -4% |
| Room Nights | 2,892 | 14,440 | -80% | 216,707 | 204,806 | 6% |
| Attendance | 11,700 | 7,524 | 56% | 190,020 | 178,367 | 7% |

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

| | July 2016 | July 2015 | % Ch | 2016 YTD | 2015 YTD | YTD % Ch |
|-----------------------------|-----------|-----------|------|----------|----------|----------|
| Number of Definite Bookings | 103 | 52 | 98% | 735 | 609 | 21% |
| Total Room Night Production | 48,165 | 46,052 | 5% | 544,593 | 491,474 | 11% |
| Total Attendance | 30,218 | 48,603 | -38% | 586,190 | 611,457 | -4% |

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

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A Meetings Lead Production

| | July 2016 | July 2015 | % Ch | 2016 YTD | 2015 YTD | YTD % Ch |
|-----------------------------|-----------|-----------|------|-----------|-----------|----------|
| Number of Leads | 26 | 39 | -33% | 320 | 266 | 20% |
| Total Room Night Production | 115,545 | 218,446 | -47% | 1,669,512 | 1,535,095 | 9% |

ALL Meetings Lead Production

| | July 2016 | July 2015 | % Ch | 2016 YTD | 2015 YTD | YTD % Ch |
|-----------------------------|-----------|-----------|------|-----------|-----------|----------|
| Number of Leads | 215 | 230 | -7% | 2339 | 2,051 | 14% |
| Total Room Night Production | 270,389 | 349,539 | -23% | 3,033,675 | 2,746,675 | 10% |

Tradeshows & Events

| Event Name | Location | Department Attending |
|---|------------------|----------------------|
| Adele Concert Client Event | Chicago | Convention Sales |
| RADSE (Regional Alliance of Destination Sales Experts) Luncheon | Austin | Convention Sales |
| DC Sales Calls | Washington, D.C. | Convention Sales |
| Experient/Maritz e4 | Las Vegas | Convention Sales |
| Receptive Operator FAM | Austin | Tourism |

Site Visits

| Group Name | Total Room Nights |
|--|-------------------|
| FSB North America | 100 |
| Specialty Coffee Association of America | 220 |
| SNUBBER Users Group (SNUG) | 335 |
| Water Environment Federation | 365 |
| Teachstone | 474 |
| Shop! (Association for Retail Environments) | 475 |
| Spherion Staffing, LLC | 484 |
| Star Franchise Association | 620 |
| Tickets.com | 623 |
| Carrier Transicold | 795 |
| American College of Trust and Estate Counsel | 1,365 |
| AGCO Corporation | 1,802 |

| | |
|--|--------|
| Perkins Coie LLC | 1,864 |
| DaimlerChrysler Financial Services | 1,864 |
| United States Tour Operators Association | 1,800 |
| Ogletree Deakins - CA | 2,985 |
| Blackboard, Inc. | 7,480 |
| International Literacy Association | 19,100 |
| Convention Services (Site Visits/Planning Meetings) | |
| AGCO Dealer Business Meeting 1/2018 | 1,802 |
| Southeastern Section of the American Urological Association 3/2017 | 1,226 |
| NACHA - The Electronic Payments Association 4/2017 | 4,877 |
| Society of Women Engineers 10/2017 | 8,242 |
| Professional Convention Management Assn. 1/2017 | 11,262 |
| Tableau Software 11/2016 | 28,540 |
| Tourism Department (Site Visits/FAMs) | |
| Receptive Operator FAM and Reverse Mission | |
| Best Day Travel Group Hotel Partner Presentation | |

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

| Group | Mtg Start Date | Mtg End Date | Estimated Attendance | Est. Room Nights |
|---------------------------------|----------------|--------------|----------------------|------------------|
| Plan C Ventures | 9/21/2016 | 9/23/2016 | 500 | 395 |
| Wizard World | 9/23/2016 | 9/25/2016 | 10,000 | 275 |
| National Demolition Association | 2/19/2018 | 2/24/2018 | 1,200 | 2,222 |

*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 | 66,900 | 107,486 | 13 | 161,950 | 248,066 | 26 |
| 2019 | 203,810 | 183,938 | 23 | 103,050 | 200,987 | 29 |
| 2018 | 263,150 | 251,061 | 29 | 71,900 | 79,156 | 17 |
| 2017 | 266,800 | 250,050 | 40 | 67,200 | 53,968 | 17 |
| 2016 | 350,620 | 298,089 | 58 | 8,000 | 1,807 | 4 |
| 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

| | July 2016 | July 2015 | % Ch | 2016 YTD* | 2015 YTD | YTD % Ch |
|--|-----------|-----------|------|-----------|----------|----------|
| Meetings Serviced bureau booked 156 non-bureau booked 13 | 169 | 93 | 82% | 1400 | 1420 | -1% |
| Reservations Assigned | 564 | 1,230 | -54% | 11,120 | 7,238 | 54% |
| Registration Hours Provided | 578 | 591 | -2% | 9,516 | 4,987 | 91% |
| Supplier Referrals | 24 | 19 | 26% | 242 | 258 | -6% |
| Supplier Leads | 7 | 9 | -22% | 64 | 98 | -35% |
| Site Visits/Planning Meetings | 6 | 5 | 20% | 100 | 100 | 0% |
| Pre/Post Convention Meetings | 4 | 5 | -20% | 30 | 31 | -3% |
| Community Outreach/Supplier Mtgs | 17 | 8 | 113% | 149 | 123 | 21% |
| Music Inquiries | 89 | 110 | -19% | 730 | 949 | -23% |



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FILM PRODUCTION

| | July 2016 | July 2015 | % Ch | 2016 YTD | 2015 YTD | YTD % Ch |
|--------------------------------|-----------|-----------|------|----------|----------|----------|
| Production/ Referral Inquiries | 3,629 | 2,298 | 58% | 24,688 | 21,579 | 14% |
| Production Packages Fulfilled | 7 | 7 | 0% | 66 | 44 | 50% |
| Production Starts | 4 | 4 | 0% | 23 | 22 | 5% |
| Production Days | 84 | 92 | -9% | 710 | 806 | -12% |

Film, TV, Commercial, Print and Miscellaneous Production

The Son (AMC)
 Battle Angel (Fox)
 Toyota Campaign
 Banbahar Commercial
 Dateline Episode
 Crunch Time (Rooster Teeth)

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PUBLIC RELATIONS PRODUCTION

| | July 2016 | July 2015 | % Ch | 2016 YTD | 2015 YTD | YTD % Ch |
|--|-------------|-------------|------|--------------|----------|----------|
| Media Outreach (Releases and Pitches) | 256 | 235 | 9% | 4,225 | #REF! | #REF! |
| Number of Outlets Reached | 165 | 162 | 2% | 2,294 | #REF! | #REF! |
| Press Trips/Media Hosted | 3 | 37 | -92% | 51 | #REF! | #REF! |
| Dollar value of media (source: Cision) | \$3,568,942 | \$2,766,359 | 29% | \$65,013,386 | #REF! | #REF! |
| Significant Placements | 10 | 17 | -41% | 145 | #REF! | #REF! |

*Media outreach: IPW, X Games, Roadtrip

Media Placements

| Print Magazines | Newspapers |
|--------------------------|---------------|
| Condor Airlines | Statesman (3) |
| Online/Internet Outlets: | Broadcast |
| PCMA (2) | CNN (2) |
| Airline Reporter | |
| Traveling Mom | |

Media Hosted

Jessica Pickett, Hill Country Magazine
 Betty TV, UK
 Dandy Magazine, France