



INDUSTRY REPORT - July 2017

Aviation Passengers*

	June 2017	June 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	1,279,204	1,135,796	13%	6,584,852	6,024,502	9%
Total Enplanements	661,209	581,151	14%	3,324,688	3,023,789	10%

*Source: Austin-Bergstrom International Airport

Visitor Services

	July 2017	July 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	2,433	1,721	41%	78,034	64,643	21%
Virtual Visitor Guide Visits	4,886	1,151	325%	32,724	30,011	9%
Downtown Visitors	20,992	19,990	5%	168,371	165,152	2%
Phone Calls/Email Requests	1,589	1,519	5%	15,882	15,083	5%
Retail Revenue-Gross	\$129,935	\$131,100	-1%	\$970,258	\$957,710	1%
Walking Tour Participants	75	161	-53%	1,191	1,283	-7%

Website Traffic

	July 2017	July 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	208,528	242,210	-14%	1,683,797	1,687,951	0%
Online Booking Engine Reservations*	73	11	564%	477	128	273%

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

**Later start to ad campaign compared to 2016.

Leisure Travel

	July 2017	July 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	28	30	-7%	225	282	-20%
Destination Trainings	446	103	333%	4,043	3,434	18%
Product Placement	51	10	410%	72	57	26%
Online Package Development	0	1	-100%	34	17	100%

A Meetings—CVB Booked

	July 2017	July 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings*	5	3	67%	50	54	-7%
Room Nights	12,227	2,892	323%	204,713	216,707	-6%
Attendance	27,300	11,700	133%	194,525	190,020	2%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	July 2017	July 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	119	103	16%	744	735	1%
Total Room Night Production	85,236	48,165	77%	624,370	544,593	15%
Total Attendance	81,096	30,218	168%	647,517	586,190	10%

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



A Meetings Lead Production

	July 2017	July 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	20	26	-23%	283	320	-12%
Total Room Night Production	91,446	115,545	-21%	1,509,156	1,669,512	-10%

ALL Meetings Lead Production

	July 2017	July 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	248	215	15%	2594	2339	11%
Total Room Night Production	230,717	270,389	-15%	3,100,318	3,033,675	2%

Tradeshows & Events

Event Name	Location	Department Attending
Brand USA Committee Meeting	Denver	Tourism

Site Visits

Group Name	Total Room Nights
Outdoor Power Equipment Aftermarket Association	160
UL Compliance to Performance	200
Peachtree Hotel Group	275
Texas Radiological Society	401
Total Administrative Services Corporation (TASC)	427
Konnektive CRM	450
Volvo Trucks	665
Verscend Technologies, Inc	851
Sierra Wireless	924
ForeSee	1,347
Fiserv	1,604
Royal Bank of Canada	1,796
ChannelAdvisor	1,905
The Links, Incorporated	2,000
Aclara Technologies LLC	2,633
Association of Home Office Underwriters	2,640
Pershing LLC	6,120
Dynamic Communities Inc (DCI)- FL	11,290
Convention Services (Site Visits/Planning Meetings)	
Royal Bank of Canada 6/2018	1,796
KeHE Natural Show 10/2017	2,507
UL Compliance to Performance 1/2018	200
Association of American Medical Colleges 11/2018	9,735
Miller Coors 3/2018	8,953
National Kidney Foundation 4/2018	6,158
American Academy of Sleep Medicine 2/2018	1,140
American Association of Service Coordinators 8/2018	3,160
New York Life Executive Council 8/2017	12,349
Pre-Promotes	
N/A	
Tourism Department (Site Visits/FAMs)	
WowAir Site Visit	
STA Fam	

Austin

— CONVENTION & VISITORS BUREAU —

CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Armstrong McCall	9/6/2018	9/10/2018	8,000	1,680
ProCore	11/10/2018	11/15/2016	3,000	5,255
Access Intelligence	11/11/2019	11/16/2019	1,300	1,467
Rooster Teeth Productions	6/30/2020	7/6/2020	15,000	3,484

*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	19,300	36,946	6	398,100	219,765	23
2020	236,550	209,047	20	63,400	126,370	17
2019	243,000	229,970	31	81,550	99,116	16
2018	287,925	274,427	35	73,600	38,133	18
2017	360,650	266,731	57	3,500	1,155	2
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

	July 2017	July 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 225 non-bureau booked 21	246	169	46%	1991	1400	42%
Reservations Assigned	940	564	67%	12,884	11,120	16%
Registration Hours Provided	912	578	58%	8,769	9,516	-8%
Supplier Referrals	46	24	92%	361	242	49%
Supplier Leads	5	7	-29%	75	64	17%
Site Visits/Planning Meetings	9	6	50%	111	100	11%
Pre/Post Convention Meetings	3	4	N/A	23	30	-23%
Community Outreach/Supplier Mtgs	11	17	-35%	203	149	36%
Music Inquiries	37	89	-58%	773	730	6%

Austin

— CONVENTION & VISITORS BUREAU —

FILM PRODUCTION

	July 2017	July 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	4,776	3,629	32%	63,194	24,688	156%
Production Packages Fulfilled	9	7	29%	128	66	94%
Production Starts	4	4	0%	98	23	326%
Production Days	70	84	-17%	1943	710	174%

Film, TV, Commercial, Print and Miscellaneous Production

Alita: Battle Angel (POST)

Day 5 (season 2)

Amazon Commerical

Tag Team Truckers (indie feature)

The Son series

Iron Orchard (Indie)

Untitled MS Film

FTWD series

Bodies of Water

Uglydolls

Blood Fest

Academy Commercial

Fiona Media Commercial



PUBLIC RELATIONS PRODUCTION

	July 2017	July 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,564	256	1683%	45,091	4,225	967%
Number of Outlets Reached	2,282	165	1283%	22,546	2,294	883%
Press Trips/Media Hosted	4	3	33%	63	51	24%
Dollar value of media (source: TrendKite)*	\$2,632,127	\$3,568,942	-26%	\$103,235,699	\$65,013,386	59%
Significant Placements	54	10	440%	239	145	65%

*new reporting system*Media Outreach: Norwegian Air announcement & Discriminatory Legislation press conference

Media Placements

Broadcast

KVUE
KEYE
KUT
KXAN
KTBC
Spectrum
The Autistic Gardener

Online/Internet Outlets:

Voyages.Michelin.fr
MRVthebuzz.com
Radiotimes.com
Austin.Culturemap.com
Expressnews.com
Harpersbazaar.es
Suitcasemag.com
MeetingsConventions.com

Print:

Austin Business Journal
Austin American Statesman
San Antonio Express News
Community Impact
Austin Chronicle
Harpers Bazaar Spain
Fabulous Magazine
The Michelin Guide France

Interviews/Quotes

Community Impact
United Hemispheres
Skift.com

Media Hosted

Balazs Gyemant
Candacy Taylor
Elisabeth Koetter
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