

INDUSTRY REPORT - June 2017

Aviation Passengers*

	May 2017	May 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	1,217,824	1,081,450	13%	5,305,648	4,888,706	9%
Total Enplanements	623,867	549,184	14%	2,663,479	2,442,638	9%

*Source: Austin-Bergstrom International Airport

Visitor Services

	June 2017	June 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	4,437	2,142	107%	75,601	62,922	20%
Virtual Visitor Guide Visits	4,874	3,183	53%	27,838	28,860	-4%
Downtown Visitors	18,954	18,792	1%	147,379	145,162	2%
Phone Calls/Email Requests	1,520	1,562	-3%	14,293	13,564	5%
Retail Revenue-Gross	\$120,022	\$106,279	13%	\$840,323	\$826,610	2%
Walking Tour Participants	74	60	23%	1,116	1,122	-1%

Website Traffic

	June 2017	June 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	190,500	214,158	-11%	1,488,197	1,459,917	2%
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

	June 2017	June 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	68	6	1033%	197	252	-22%
Destination Trainings	229	84	173%	3,597	3,331	8%
Product Placement	0	1	-100%	21	47	-55%
Online Package Development	1	1	0%	34	16	113%

A Meetings—CVB Booked

	June 2017	June 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings*	4	6	-33%	45	51	-12%
Room Nights	18,522	24,435	-24%	192,486	213,815	-10%
Attendance	8,500	18,800	-55%	167,225	178,320	-6%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	June 2017	June 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	77	72	7%	625	632	-1%
Total Room Night Production	50,351	70,641	-29%	540,324	496,428	9%
Total Attendance	65,939	52,419	26%	566,423	555,972	2%

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

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A Meetings Lead Production

	June 2017	June 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	22	33	-33%	263	294	-11%
Total Room Night Production	123,456	159,206	-22%	1,417,710	1,553,967	-9%

ALL Meetings Lead Production

	June 2017	June 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	254	212	20%	2346	2124	10%
Total Room Night Production	315,372	287,087	10%	2,869,601	2,763,286	4%

Tradeshows & Events

Event Name	Location	Department Attending
Chicago Sales Mission & Client Event	Chicago	Convention Sales
PCMA Education Conference	New York	Convention Sales
MPI World Education Congress	Las Vegas	Convention Sales
Customer Advisory Board Meeting	Austin	Various
WTMD First Thursday (Airstream Tour)	Baltimore, MD	Marketing/Music
Experiential Inner Harbor Event (Airstream Tour)	Baltimore, MD	Marketing/Music
US Travel IPW	Washington D.C	Marketing/Music
Big Apple BBQ (Airstream Tour)	New York, NY	Marketing/Music
Mountain Jam Music Festival (Airstream Tour)	Hunter, NY	Marketing/Music
Time Out Magazine Pride Party	New York, NY	Marketing/Music/ Sales
New York Pride March (Airstream Tour)	New York, NY	Marketing/Music

Site Visits

Group Name	Total Room Nights
The Dental Association	85
Church Periodical Club	89
International Right of Way Association- Region 2	130
Clinical Orthopaedic Society	253
VITA	275
Campus Crusade For Christ International	399
National Association for Temple Administration	560

North American Meat Institute	615
Education Credit Union Council	690
US Courts Fifth Circuit	956
National Association of Therapeutic Schools and Programs	1,112
Material Handling Equipment Distributors Association	1,540
MEGA Group USA	1,735
Socrata	1,762
The IEEE Magnetics Society	3,365
OrangeTheory Fitness	3,610
Convention Services (Site Visits/Planning Meetings)	
SPIE 6/2018	4,909
International Literacy Association 7/2018	19,100
Informa 9/2017	1,640
Orangetheory 9/2019	3,610
National Association of Temple Administrators 11/2018	560
Sigma Pi Phi 10/2017 (Planning)	500
Running USA 2/2017	1,935
American College of Phlebology 10/2017	2,662
CNA Insurance 10/2017	1,100
Sigma Pi Phi 10/2017 (Site)	500
American Association of Law Libraries 7/2017	7,484
Am. College of Obstetricians & Gynecologists 4/2018	9,018
LULAC tentative 6/2020	270
Pre-Promotes	
National Alliance for Public Charter Schools (Austin/June 2018)	5,500
National Association of Student Financial Aid Administrators (Austin/June 2018)	7,485
National Association for the Education of Young Children (Austin/June 2018)	4,829
Tourism Department (Site Visits/FAMs)	
Norwegian Air	
Original Travel-UK	
Adventure World- Australia	
Airtours- Germany	
Travel Corporation Key Partners (Continki)- UK	

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
TechConnect	6/25/17	6/27/17	1,000	628
OrangeTheory Fitness	9/20/19	9/25/19	2,500	3,785
National Association of Colleges and Employers	6/3/21	6/10/21	2,000	4,702
Association for Professionals in Infection Control and Epidemiology, Inc.	6/23/21	7/1/21	3,000	9,387

*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	394,400	216,994	23
2020	221,550	204,677	19	71,500	139,649	20
2019	241,700	228,544	31	96,500	143,884	23
2018	276,925	267,447	33	44,650	41,628	16
2017	360,650	266,731	57	2,500	980	1
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

	June 2017	June 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 195 non-bureau booked 16	211	132	60%	1745	1231	42%
Reservations Assigned	1,621	4,221	-62%	11,250	10,556	7%
Registration Hours Provided	1,410	1,244	13%	7,858	8,939	-12%
Supplier Referrals	32	31	3%	315	218	44%
Supplier Leads	6	9	-33%	70	57	23%
Site Visits/Planning Meetings	14	6	133%	102	94	9%
Pre/Post Convention Meetings	3	3	N/A	20	26	-23%
Community Outreach/Supplier Mtgs	16	21	-24%	192	132	45%
Music Inquiries	67	101	-34%	736	491	50%

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FILM PRODUCTION

	June 2017	June 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	4,152	3,610	15%	28,233	21,059	34%
Production Packages Fulfilled	11	9	22%	134	66	103%
Production Starts	4	4	0%	50	23	117%
Production Days	72	102	-29%	885	710	25%

Film, TV, Commercial, Print and Miscellaneous Production

Akme Miyazaki Commerical Shoot
 Alita: Battle Angel (POST)
 Day 5 (season 2)
 Comedy Central Pilot (Bad Couple - tentative title)
 The Long Road Home (series)
 Support the Girls (indie feature)
 Tag Team Truckers (indie feature)
 EthicStone (Commercial #2)
 Patty Hearst (CNN Special Series)
 Untitled AMC Series
 Ford Mustang Catalogue Shoot
 Iron Orchard (Indie)
 Foxy Trot (Indie)
 Supply & Demand Commercial

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PUBLIC RELATIONS PRODUCTION

	June 2017	June 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,763	963	395%	40,527	3,969	921%
Number of Outlets Reached	2,382	524	355%	20,264	2,129	852%
Press Trips/Media Hosted	3	6	-50%	59	36	64%
Dollar value of media (source: TrendKite)*	\$312,614	\$4,523,897	-93%	#####	\$61,444,444	64%
Significant Placements	22	12	83%	185	135	37%

*new reporting system*Media Outreach: Airstream Baltimore, Airstream NYC, Give Back Gig, T. Noonan nominated

Media Placements

Broadcast	Online/Internet Outlets:	Community Impact
	US News Travel	
	Fairfax New Zealand	
	Escape.com	
	Stuckattheairport.com	
	Exhibitcitynews.com	
	Travmedia.com(3) - IPW Coverage	
	Austin Monitor	
	San Antonio Express News	
	Spectrum News	
Print:	Interviews/Quotes	Meetings and Events
Facilities and Destinations Magazine	USAE	
Sunday Star Times	KXAN	
Austin American Statesman	San Antonio Express News	
Austin Business Journal	Austin American Statesman	
	Meetings Magazine	

Media Hosted

Britt Thornson (Delta Inaugural FAM SEA>AUS)
 Harriet Thornson (Delta Inaugural FAM SEA>AUS)
 Sergio Cabrera (Spain)