

INDUSTRY REPORT - March 2016

Aviation Passengers*

	February 2016	February 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Total Passengers	839,213	738,355	14%	1,712,773	1,517,836	13%
Total Enplanements	417,563	366,231	14%	848,541	753,429	13%

*Source: Austin-Bergstrom International Airport

Visitor Services

	March 2016	March 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Visitor Packets Sent	3,145	3,180	-1%	20,208	20,946	-4%
Virtual Visitor Guide Visits	3,918	2,372	65%	19,698	14,786	33%
Downtown Visitors	17,435	15,725	11%	87,156	77,632	12%
Phone Calls/Email Requests	1,456	1,595	-9%	9,128	9,067	1%
Retail Revenue-Gross	\$101,228	\$88,858	14%	\$477,619	\$503,206	-5%
Walking Tour Participants	60	298	-80%	802	2,045	-61%

Website Traffic

	March 2016	March 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Unique Web Visits**	210,871	225,917	-7%	979,666	1,062,571	-8%
Online Booking Engine Reservations*	20	42	-52%	88	191	-54%

*Includes hotel, attraction and package reservations

**Launched responsive site on 12/1

Leisure Travel

	March 2016	March 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Tourism Partner Leads	5	8	-38%	115	95	21%
Destination Trainings	1809	57	3074%	2,508	151	1561%
Product Placement	0	1	-100%	8	11	-27%
Online Package Development	0	1	-100%	14	6	133%

A Meetings—CVB Booked

	March 2016	March 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Meetings*	8	5	60%	38	37	3%
Room Nights	30,046	14,179	112%	152,852	146,226	5%
Attendance	19,130	9,400	104%	144,080	111,443	29%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	March 2016	March 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Definite Bookings	75	70	7%	392	379	3%
Total Room Night Production	62,812	46,940	34%	333,660	326,357	2%
Total Attendance	37,841	31,731	19%	424,980	347,971	22%

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

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A Meetings Lead Production

	March 2016	March 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Leads	40	33	21%	196	161	22%
Total Room Night Production	242,721	181,942	33%	1,021,886	853,266	20%

ALL Meetings Lead Production

	March 2016	March 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Leads	282	206	37%	1399	1177	19%
Total Room Night Production	403,796	332,513	21%	1,817,801	1,562,378	16%

Tradeshows & Events

Event Name	Location	Department Attending
NYSAE Meet NY Tradeshows & Sales Calls	New York, NY	Convention Sales
MIC Educational Conference & Tradeshows	Denver, CO	Convention Sales
Local Client Appreciation Event	Austin	Convention Sales

Site Visits

Group Name	Total Room Nights
Evolent Health LLC	95
L-Ten (Life Sciences Trainers and Educators Network)	179
BDNA	270
Sports Inc.	370
MarshBerry & Company, Inc.	557
Cure JM Foundation	580
College Pro Painters	599
National Resource Center for Osher Lifelong Learning Institutes	670
Home Care Association of America	717
Association of School Business Officials International	744
Advantage Business Media	770
American Legal and Financial Network	825
Legrand	945
Guardian Life Insurance Company of America	995

Informa	1,500
ForgeRock Softward	2,000
Edison Electric Institute	2,035
Online News Association	2,527
Financial & Insurance Conference Planners	2,755
Envestment	3,374
Convention Services (Site Visits/Planning Meetings)	
Republic of Texas Biker Rally (6/2016)	2,210
Professional Convention Management Association (1/2017)	11,265
Pampered Chef 4/2016	1,479
Case Management Society of America 6/2017	4,908
ISES Live Educational Conference 8/2016	810
National Alliance for Public Charter Schools 6/2018	5,342
Tableau Software 11/2016	28,540
Triad Advisors National Conference 9/2016	1,175
Texas Food & Fuel Association 5/2016	1,005
O'Reilly Media - OSCON 2016	5,550
Tourism Department (Site Visits/FAMs)	
ITB- Berlin March 9-13	

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
USA Weightlifting	6/23/2016	6/26/2016	530	3,191
American Society of Landscape Architects - Texas	4/24/2017	4/27/2017	600	500
O'Reilly Media	5/6/2017	5/12/2017	6,000	5,342
KeHE	10/4/2017	10/6/2017	1,000	1,605
SiriusDecisions Inc.	5/4/2019	5/10/2019	5,000	1,000
Association of Certified Fraud Examiners	6/19/2019	6/29/2019	3,000	7,140

*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	205,400	188,837	18
2019	70,810	102,964	19	84,480	128,343	19
2018	271,450	251,243	30	42,505	121,580	21
2017	263,700	226,942	36	31,880	60,566	17
2016	342,150	300,825	51	27,900	14,570	9
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

	March 2016	March 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Meetings Serviced bureau booked 170 non-bureau booked 20	190	203	-6%	831	902	-8%
Reservations Assigned	480	1,064	-55%	5,293	3,053	73%
Registration Hours Provided	258	447	-42%	4,513	2,693	68%
Supplier Referrals	26	44	-41%	162	155	5%
Supplier Leads	10	8	25%	70	61	15%
Site Visits/Planning Meetings	10	8	25%	71	61	16%
Pre/Post Convention Meetings	1	1	0%	14	15	-7%
Community Outreach/Supplier Mtgs	8	8	0%	96	76	26%
Music Inquiries	85	101	-16%	234	296	-21%



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FILM PRODUCTION

	March 2016	March 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Production/ Referral Inquiries	2,205	812	172%	11,718	11,599	1%
Production Packages Fulfilled	15	5	200%	45	20	125%
Production Starts	5	2	150%	17	10	70%
Production Days	105	93	13%	396	480	-18%

Film, TV, Commercial, Print and Miscellaneous Production

The Son (AMC)
 Leftovers (HBO - season 3)
 Battle Angel (James Cameron / Robert Rodriguez - feature)
 The Long Road Home (FX)
 Solar Energy Campaign
 Otezla Campaign
 Nike Campaign
 New Balance (still shoot)

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PUBLIC RELATIONS PRODUCTION

	March 2016	March 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	265	289	-8%	2,076	1,831	13%
Number of Outlets Reached	108	175	-38%	1,083	1,101	-2%
Press Trips/Media Hosted	0	11	-100%	27	33	-18%
Dollar value of media (source: Cision)	\$6,289,325	\$53,014,504	-88%	\$42,808,193	\$83,564,542	-49%
Significant Placements	14	14	0%	88	75	17%

Media Placements

Print Magazines	Newspapers
<i>Incentive Travel and Corporate Meetings</i> <i>Rolling Stone (Mexico)</i> <i>Traveling Scope</i> <i>Conde Nast Traveler</i> AAA	<i>NEWA Member Benefits Newsletter</i> <i>ITB Daily Newsletter</i> <i>ASAE Association Now</i> <i>Golf News Net</i>
Online/Internet Outlets:	Broadcast
Vice Skift austin360.com	ABC News NBC Sports NBC

Media Hosted

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