

INDUSTRY REPORT - March 2017

Aviation Passengers*

	February 2017	February 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	885,325	839,213	5%	1,806,271	1,712,773	5%
Total Enplanements	442,189	417,563	6%	896,397	848,541	6%

*Source: Austin-Bergstrom International Airport

Visitor Services

	March 2017	March 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	2,083	3,145	-34%	67,008	20,208	232%
Virtual Visitor Guide Visits	3,686	3,918	-6%	14,520	19,698	-26%
Downtown Visitors	18,575	17,435	7%	105,418	87,156	21%
Phone Calls/Email Requests	1,532	1,456	5%	9,571	9,128	5%
Retail Revenue-Gross	\$103,860	\$101,228	3%	\$473,917	\$477,619	-1%
Walking Tour Participants	143	60	138%	821	802	2%

Website Traffic

	March 2017	March 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	192,701	210,871	-9%	967,442	958,614	1%
Online Booking Engine Reservations*	122	20	510%	261	191	37%

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

**Later start to ad campaign compared to 2016

Leisure Travel

	March 2017	March 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	20	8	150%	70	95	-26%
Destination Trainings	1523	57	2572%	2,561	151	1596%
Product Placement	1	0	N/A	18	11	64%
Online Package Development	0	0	#DIV/0!	17	14	21%

A Meetings—CVB Booked

	March 2017	March 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings*	8	8	0%	31	38	-18%
Room Nights	26,736	30,046	-11%	131,914	152,852	-14%
Attendance	11,025	19,130	-42%	126,775	144,080	-12%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	March 2017	March 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	122	75	63%	467	392	19%
Total Room Night Production	72,476	62,812	15%	355,698	333,660	7%
Total Attendance	59,960	37,841	58%	393,295	424,980	-7%

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

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A Meetings Lead Production

	March 2017	March 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	42	40	5%	180	196	-8%
Total Room Night Production	146,214	242,721	-40%	1,006,106	1,021,886	-2%

ALL Meetings Lead Production

	March 2017	March 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	289	282	2%	1551	1399	11%
Total Room Night Production	310,428	403,796	-23%	1,891,756	1,817,801	4%

Tradeshows & Events

Event Name	Location	Department Attending
VISIT USA/DISCOVER (Australia/NZ)	Australia/ New Zealand	Tourism
UK & Ireland Texas Sales Mission	UK	Tourism
IMM Media Marketplace	UK	Tourism
Texas Tourism Mexico Sales Mission	Mexico	Tourism
DMAI Dinner & Destination Showcase	Washington, D.C.	Convention Sales
Meet New York & Sales Calls	New York, NY	Convention Sales
MIC Conference & Tradeshow	Denver	Convention Sales
Collinson Diversity Marketplace	Las Vegas	Convention Sales
Local Client Appreciation Event	Austin	Convention Sales
PCMA Partnership Summit	Lake Tahoe	Convention Sales

Site Visits

Group Name	Total Room Nights
Independent Colleges and Universities of Texas, Inc.	20
Reunion	40
Texas Association Concerned with School Age Parenthood (TACSAP)	80
The General Convention of the Episcopal Church	280
The Users Group (TUG) - formerly Timberline Users Group	326
Mortgage Builder Software	335
United States Environmental Protection Agency	455
American Association of Genitourinary Surgeons	475

Connect Meetings	1,005
Fleet Reserve Association	1,315
Society for Marketing Professional Services	1,615
Disability Management Employer Coalition	2,020
National Conference on Public Employee Retirement Systems	2,390
Convention Services (Site Visits/Planning Meetings)	
AIG Financial 7/2017	1,075
Society of Marketing Professional Services (tentative) 7/2020	1,615
Assn. for the Advancement of Medical Instrumentation 7/2017	2,754
United HealthCare Optum Health 9/2017	150
General Convention of the Episcopal Church 7/2018	23,950
National Demolition Assn. 2/2018	2,222
American Meteorological Society 1/2018	10,130
Human Factors and Ergonomics Society 10/2017	2,725
American Assn. For Laboratory Animal Science 10/2017	12,984
Tourism Department (Site Visits/FAMs)	
BA/Explorer FAM: 3/30 - 10 attendees	TBD



CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Xero	12/3/17	12/7/17	1,200	852
AlphaGraphics Inc.	7/9/18	8/5/18	325	1,286
Texas EMS Conference	11/18/21	11/23/21	2,500	4,546
National Association of Student Financial Aid Administrators	6/22/22	7/1/22	2,000	7,517
Texas EMS Conference	11/17/22	11/22/22	2,500	4,546
Texas EMS Conference	11/16/23	11/21/23	2,500	4,546

*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	14,300	22,857	4	174,495	207,453	19
2020	210,550	179,302	17	62,700	127,394	18
2019	239,200	226,354	30	71,420	136,687	27
2018	276,925	267,447	33	54,200	65,398	23
2017	345,900	262,356	51	7,950	8,655	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

	March 2017	March 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 250 non-bureau booked 20	270	190	42%	1128	831	36%
Reservations Assigned	154	480	-68%	8,036	5,293	52%
Registration Hours Provided	724	258	181%	4,956	4,513	10%
Supplier Referrals	48	26	85%	218	149	46%
Supplier Leads	8	10	-20%	51	38	34%
Site Visits/Planning Meetings	9	10	-10%	70	71	-1%
Pre/Post Convention Meetings	1	1	0%	15	17	-12%
Community Outreach/Supplier Mtgs	14	8	75%	144	96	50%
Music Inquiries	94	85	11%	543	234	132%

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FILM PRODUCTION

	March 2017	March 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	3,656	812	350%	46,484	11,718	297%
Production Packages Fulfilled	24	5	380%	181	45	302%
Production Starts	5	2	150%	79	17	365%
Production Days	95	93	2%	1506	396	280%

Film, TV, Commercial, Print and Miscellaneous Production

- The Gospel of Kevin (ABC Pilot)
- Alita: Battle Angel
- Day 5 (season 2)
- Lazer Team II
- Armani Commercial
- Cowboys (documentary)
- Car Gurus Commercial
- Bull Riders Commercial
- Little Ceasrs Commercial

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PUBLIC RELATIONS PRODUCTION

	March 2017	March 2016	% Ch	2016 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,404	265	1562%	26,248	2,076	1164%
Number of Outlets Reached	2,202	108	1939%	13,124	1,083	1112%
Press Trips/Media Hosted	21	0	N/A	40	27	48%
Dollar value of media (source: TrendKite)*	\$111,974	\$6,289,325	-98%	\$798,641,097	\$42,808,193	1766%
Significant Placements	12	14	-14%	96	88	9%

*new reporting system

Media Placements

Broadcast

Fox7

Online/Internet Outlets:

Washington Post
 Revista Travesias
 Golf.com
 Lossa Bores de
 JohnnyJet
 Destination Golf
 StarTribune
 The AU Review
 Phillymag
Interviews/Quotes
 CBS Austin
 Texas Tribune

Print:

Media Hosted

- o James Laurence Wigney (Australia)
- o Winston Aldworth (New Zealand)
- o Emily Lloyd-Tait (Australia)
- o Kamala Hayman (New Zealand)
- o Oliver Pelling (Australia)
- o Jordan K. Rioux (Australia)
- o Christopher R. Knitter (Australia)
- o Sophie Taylor (Australia)
- o Matt Fletcher (Australia)
- o Melanie Wellington (Australia)
- o Vincent Weggemans (Netherlands)
- o Rob Klap (Netherlands)
- o Larry Heath (Australia)
- o Mrs. Sabrina Markutzky (Germany)
- o Mr. Markus Gross
- o Mr. Klaus Gassner (Germany)
- o Mrs. Jenny Mansch (Germany)
- o Mrs. Kim van Dam (Netherlands)
- o Mr. Jos Ensing (Netherlands)
- o Mr. Erwin Seitz (Germany)
- o Mrs. Annika Heckler; Texas Tourism (Germany)