

INDUSTRY REPORT - May 2017

Aviation Passengers*

	April 2017	April 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	1,124,625	1,028,337	9%	4,087,824	3,807,256	7%
Total Enplanements	569,328	517,976	10%	2,039,612	1,893,454	8%

*Source: Austin-Bergstrom International Airport

Visitor Services

	May 2017	May 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	2,119	17,139	-88%	71,164	60,780	17%
Virtual Visitor Guide Visits	4,656	2,999	55%	22,964	25,677	-11%
Downtown Visitors	22,987	17,847	29%	128,425	126,370	2%
Phone Calls/Email Requests	1,490	1,402	6%	12,773	12,002	6%
Retail Revenue-Gross	\$115,473	\$116,522	-1%	\$720,301	\$720,331	0%
Walking Tour Participants	94	190	-51%	1,042	1,061	-2%

Website Traffic

	May 2017	May 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	194,031	210,773	-8%	1,309,767	1,259,101	4%
Online Booking Engine Reservations*	64	9	611%	404	117	245%

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

**Later start to ad campaign compared to 2016. International website traffic down.

Leisure Travel

	May 2017	May 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	8	24	-67%	129	246	-48%
Destination Trainings	807	736	10%	3,368	247	1264%
Product Placement	3	3	0%	21	14	50%
Online Package Development	16	1	1500%	33	15	120%

A Meetings—CVB Booked

	May 2017	May 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings*	2	3	-33%	41	45	-9%
Room Nights	4,125	33,031	-88%	173,970	189,380	-8%
Attendance	1,650	12,500	-87%	158,725	159,320	0%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	May 2017	May 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	81	84	-4%	548	560	-2%
Total Room Night Production	58,036	66,022	-12%	491,419	425,787	15%
Total Attendance	51,941	42,469	22%	501,284	503,553	0%

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

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A Meetings Lead Production

	May 2017	May 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	32	43	-26%	241	261	-8%
Total Room Night Production	163,885	257,039	-36%	1,294,254	1,394,761	-7%

ALL Meetings Lead Production

	May 2017	May 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	287	246	17%	2093	1912	9%
Total Room Night Production	380,371	407,399	-7%	2,557,019	2,476,199	3%

Tradeshows & Events

Event Name	Location	Department Attending
PCMA Visionary Awards	Washington, D.C.	Convention Sales
IMEX Frankfurt	Frankfurt	Convention Sales
TSAE Open at TopGolf	Austin	Convention Sales
ASAE Xperience Design Project	National Harbor, MD	Convention Sales
ARLAG	Guadalajara, MX	Tourism

Site Visits

Group Name	Total Room Nights
Rabobank N.A.	35
Biodesix	155
The Texas Campaign to Prevent Teen Pregnancy	200
American Council of Independent Laboratories	244
New Buildings Institute	342
Sin City Shootout	405
AGN International	435
Spring Manufacturers Institute	520
eXtrene LLC	80
Society of Naval Architects and MarineEngineers	1,100
RBC Wealth Management	1,160
Society for Inherited Metabolic Disorders	1,342

Convention Services (Site Visits/Planning Meetings)	
American Association for the Advancement of Science 2/2018	6,300
Texas City Management Assn. 6/2017	840
Alpha Kappa Alpha Sorority 8/2017	475
New York Life 8/2017	12,349
National Demolition Association 2/2018	2,222
National Telecommunication Cooperative Assn. 2/2018	7,320
SPIE 6/2018	4,909
Natonal Alliance for Public Charter Schools 6/2018	5,500
Society for Interventional Radiology 3/2019	9,454
Pre-Promotes	
ACOG April/May 2018	
American Association of Immunologiest - 5/2018	
Tourism Department (Site Visits/FAMs)	
Ultra Trendsetters Conference Site	71
Brand USA/ Aeromexico FAM	NA

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Region 2 Education Service Center	7/24/17	7/25/17	450	800
SHI International Corp	1/28/19	2/2/19	1,200	2,285

*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	404,000	226,607	22
2020	221,550	204,677	19	66,975	119,197	17
2019	239,200	226,354	30	111,275	152,800	28
2018	276,925	267,447	33	57,450	47,709	18
2017	359,650	266,331	56	3,500	1,380	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

	May 2017	May 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 175 non-bureau booked 26	201	144	40%	1534	1099	40%
Reservations Assigned	906	662	37%	10,323	6,335	63%
Registration Hours Provided	1,139	1,340	-15%	6,448	7,695	-16%
Supplier Referrals	36	22	64%	283	187	51%
Supplier Leads	6	3	100%	64	48	33%
Site Visits/Planning Meetings	9	10	-10%	88	88	0%
Pre/Post Convention Meetings	2	6	N/A	17	23	-26%
Community Outreach/Supplier Mtgs	17	10	70%	176	111	59%
Music Inquiries	58	84	-31%	669	540	24%

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FILM PRODUCTION

	May 2017	May 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	4,621	3,152	47%	54,266	17,449	211%
Production Packages Fulfilled	16	7	129%	108	57	89%
Production Starts	5	2	150%	90	19	374%
Production Days	140	87	61%	1801	608	196%

Film, TV, Commercial, Print and Miscellaneous Production

- The Gospel of Kevin (ABC Pilot)
- Alita: Battle Angel (POST)
- Day 5 (season 2)
- Lazer Team II (Rooster Teeth Movie)
- Comedy Central Pilot (Bad Couple - tentative title)
- The Long Road Home (series)
- Support the Girls (indie feature)
- Tag Team Truckers (indie feature)
- EthicStone (Commercial)
- Patty Hearst (CNN Special Series)
- The Job Lady (pilot)
- Even If it Kills Me (Indie Feature)

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PUBLIC RELATIONS PRODUCTION

	May 2017	May 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	5,046	507	895%	35,764	3,006	1090%
Number of Outlets Reached	2,523	263	859%	17,882	1,605	1014%
Press Trips/Media Hosted	13	1	1200%	56	30	87%
Dollar value of media (source: TrendKite)*	\$32,216,536	\$6,562,489	391%	\$100,290,958	\$56,920,547	N/A
Significant Placements	38	20	90%	163	123	33%

*new reporting system

Media Placements

Broadcast

Online/Internet Outlets:

Exhibitoronline.com
c-mw.net
traveltalkmag.com.au
standard.co.uk
uk.style.yahoo.com
meetings-conventions.com
thenewstack.io
twcnews.com
awol.junkee.com

fox7austin.com
travmedia.com (2)
kxan.com
bizjournals.com

Print:

Sunday Telegraph Sydney

Interviews/Quotes

Austin Business Journal (2)
KLBJ
FOX7-TV
KXAN-TV (2)
Austin Monitor

Alaska Airline
USAE
SA Express News

Media Hosted

Panasonic Media FAM (Germany) - 11 attendees
 Britt Collins (United Kingdom)
 Jurruaan Teulings (Netherlands)