



## INDUSTRY REPORT - November 2016

### Aviation Passengers\*

	October 2016	October 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Total Passengers	1,101,284	1,044,747	5%	10,332,215	9,831,933	5%
Total Enplanements	552,118	521,405	6%	5,162,473	4,917,393	5%

\*Source: Austin-Bergstrom International Airport

### Visitor Services

	November 2016	November 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Visitor Packets Sent	4,751	3,667	30%	57,736	7,560	664%
Virtual Visitor Guide Visits	1,788	3,865	-54%	3,708	7,903	-53%
Downtown Visitors	18,552	14,723	26%	38,760	32,539	19%
Phone Calls/Email Requests	1,798	1,402	28%	3,550	3,278	8%
Retail Revenue-Gross	\$90,042	\$83,218	8%	\$198,393	\$175,475	13%
Walking Tour Participants	111	188	-41%	206	371	-44%

### Website Traffic

	November 2016	November 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Unique Web Visits**	154,004	157,943	-2%	323,503	332,466	-3%
Online Booking Engine Reservations*	9	8	13%	26	25	4%

\*Includes hotel, attraction and package reservations

### Leisure Travel

	November 2016	November 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Tourism Partner Leads	23	18	28%	32	25	28%
Destination Trainings	717	240	199%	771	494	56%
Product Placement	2	3	-33%	15	7	114%
Online Package Development	17	5	240%	17	5	240%

### A Meetings—CVB Booked

	November 2016	November 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Meetings*	3	5	-40%	4	7	-43%
Room Nights	9,196	14,437	-36%	11,197	19,322	-42%
Attendance	7,350	18,000	-59%	7,800	33,000	-76%

\*Includes Additional Rooms for Previously Booked "A" Definites

### ALL CVB Definite Room Night Bookings

	November 2016	November 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Definite Bookings	55	54	2%	113	96	18%
Total Room Night Production	28,843	42,010	-31%	71,397	64,227	11%
Total Attendance	14,959	41,681	-64%	35,289	64,416	-45%

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

# Austin

- CONVENTION & VISITORS BUREAU -



## A Meetings Lead Production

	November 2016	November 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	27	31	-13%	54	72	-25%
Total Room Night Production	208,366	176,454	18%	389,199	375,588	4%

## ALL Meetings Lead Production

	November 2016	November 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	255	263	-3%	529	445	19%
Total Room Night Production	264,750	317,376	-17%	703,642	639,729	10%

## Tradeshows & Events

Event Name	Location	Department Attending
Financial & Insurance Conference Planners Annual Conference	Nashville	Convention Sales
DC Sales Mission & Client Events	Washington, D.C.	Convention Sales
Connect Texas	Galveston	Convention Sales
Austin Sports Commission Golf Tournament	Austin	Sports
National Coalition of Black Meeting Planners Annual Conference	St. Louis	Convention Sales
Aeromexico Flight Launch	Austin	Tourism
German Sales Mission	Germany	Tourism
WTM	London	Tourism
Australia Sales Mission	Australia	Tourism

## Site Visits

Group Name	Total Room Nights
Dell Inc.	20
Pella Corporation	32
NLC Mutual Insurance Company	145
IEEE Corporate Office	200
Hartford Financial Services Group, Inc.	203
Potatoes USA	205
Mitsubishi Hitachi Power Systems	265
Justice Systems, Inc.	400

HRSG User's Group	526
FranChoice, Inc.	562
The College Board	635
United States Submarine Veterans, Inc.	1,450
McGuireWoods, LLP	1,530
Agricultural & Applied Economics Association	2,440
National Association of Chapter 13 Trustees	2,890
Genentech	3,597
Caterpillar	3,800
Stryker	4,188
American Society for Clinical Pathology	4,460
SAP America, Inc.	8,157

<b>Convention Services (Site Visits/Planning Meetings)</b>	
DockerCon 2017 4/2017	5,670
The General Convention of the Episcopal Church 7/2018	23,950
National Minority Supplier Development Council 10/2018	5,820
Gold's Gym 8/2017	867
Mitsubishi Hitachi 1/2017	265
Potatoes USA 8/2017	1,536
Alpha Chi Omega 6/2017	562
FranChoice 1/2018	
<b>Tourism Department (Site Visits/FAMs)</b>	
Aeromexico FAM	
Travel Weekly	
Texas Tourism Australia Fam	
Ariane Colenbrander blogger fam	
Evelyn Narciso, Germany, Texas Tourism	

# Austin

- CONVENTION & VISITORS BUREAU -



## CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS\*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
American Association of Petroleum Geologists	7/24/17	7/26/17	3,000	967
American Bar Association - Chicago	9/12/18	9/15/18	1,600	2,869
Society for Neuro-Oncology	11/17/20	11/22/20	2,750	5,360

\*NEW Definite Bookings only; does not include Additional Rooms for Previously Booked Definites

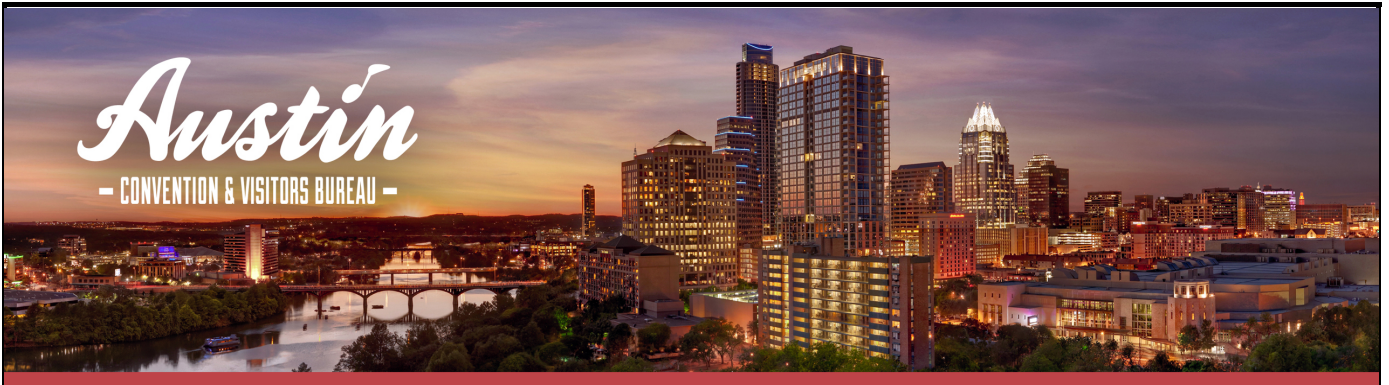
Year	Definite Attendance	Definite Room Nights	# of Definite Groups	Tentative Attendance	Tentative Room Nights	# of Tentative Groups
2020	74,750	128,520	16	196,800	180,947	18
2019	208,910	182,279	25	61,000	141,703	22
2018	264,600	244,911	31	58,625	85,169	18
2017	275,400	247,979	43	82,350	35,274	21
2016	355,540	298,395	60	0	0	0
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

	November 2016	November 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Meetings Serviced bureau booked 176 non-bureau booked 13	189	151	25%	323	268	21%
Reservations Assigned	2,630	636	314%	3,757	2,162	74%
Registration Hours Provided	408	903	-55%	867	2,010	-57%
Supplier Referrals	40	27	48%	72	20	260%
Supplier Leads	5	10	-50%	26	7	271%
Site Visits/Planning Meetings	8	10	-20%	18	4	350%
Pre/Post Convention Meetings	3	5	-40%	6	5	20%
Community Outreach/Supplier Mtgs	31	10	210%	44	8	450%
Music Inquiries	99	35	183%	173	80	116%

# Austin

— CONVENTION & VISITORS BUREAU —



## FILM PRODUCTION

	November 2016	November 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Production/ Referral Inquiries	2,389	2,206	8%	35,167	30,509	15%
Production Packages Fulfilled	18	5	260%	121	69	75%
Production Starts	5	1	400%	59	32	84%
Production Days	100	45	122%	1193	1018	17%

### Film, TV, Commercial, Print and Miscellaneous Production Highlights

Alita: Battle Angel  
 The Son  
 Adult Swim Comedy Central  
 Dell Commercial Campaign  
 Healthcare.gov Commercial #3 & 4  
 Untitled Josh Radnor Project  
 Mr. Greenheart's Treehouse (pilot)  
 6 Little Roosters

# Austin

— CONVENTION & VISITORS BUREAU —



## PUBLIC RELATIONS PRODUCTION

	November 2016	November 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,292	659	551%	8,541	1,424	500%
Number of Outlets Reached	2,146	366	486%	4,271	768	456%
Press Trips/Media Hosted	11	1	1000%	14	17	-18%
Dollar value of media (source: Cision)	\$782,070,363	\$12,583,698	6115%	\$795,727,959	\$23,371,349	3305%
Significant Placements	19	16	19%	34	33	3%

\*Media outreach: All press added to monthly leisure e- news

## Media Placements

Print Magazines	Newspapers
Group Tour Magazine	USA Today
Downhome Living Magazine	City AM
	ASAE
Online/Internet Outlets:	Broadcast
TTG	San Antonio's Sinclair Broadcast Group
Vancouver'scape	
Artravel Magazine	
Travel + Leisure	
Successful Meetings Magazine	
Travel.USNews	
Club Sandwich	
Fairflight.de	
Yahoo.com	

## Media Hosted

Evelyn Narciso, Social Influencer (Germany)	Rita Trejo, Travesias (Mexico)
Drew Lambert, The Wine Wankers (Australia)	Guillermina Sanchez, Jet News (Mexico)
Craig Tinsley, Australian Financial Review (Australia)	Elsie Mendez, Sabores de Mexico (Mexico)
Peter Ellegard, Selling Travel, Golf Publications (UK)	Alonso Gordo, Bon Voyage (Mexico)
Steve Hockstein, Travel Weekly (UK)	Ariadna Ramo, Turistampa (Mexico)
Robin Searle, Travel Weekly (UK)	