



INDUSTRY REPORT - November 2017

Aviation Passengers*

	October 2017	October 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	1,269,153	1,101,284	15%	11,469,001	10,332,215	11%
Total Enplanements	631,899	552,118	14%	5,745,360	5,162,473	11%

*Source: Austin-Bergstrom International Airport

Visitor Services

	November 2017	November 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	1,097	4,751	-77%	52,188	57,736	-10%
Virtual Visitor Guide Visits	2,884	1,788	61%	6,046	3,708	63%
Downtown Visitors	18,643	18,552	0%	39,018	38,760	1%
Phone Calls/Email Requests	1,683	1,798	-6%	3,515	3,550	-1%
Retail Revenue-Gross	\$96,985	\$90,042	8%	\$207,197	\$198,393	4%
Walking Tour Participants	69	111	-38%	190	371	-49%

Website Traffic

	November 2017	November 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	161,524	154,004	5%	323,145	317,044	2%
Online Booking Engine Reservations*	24	9	167%	74	26	185%

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

**Later start to ad campaign compared to 2016.

Leisure Travel

	November 2017	November 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	33	23	43%	35	32	9%
Destination Trainings	82	717	-89%	152	771	-80%
Product Placement	2	2	0%	4	15	-73%
Online Package Development	9	17	-47%	9	17	-47%

A Meetings—CVB Booked

	November 2017	November 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings	2	3	-33%	2	4	-50%
Room Nights*	2,565	9,196	-72%	3,631	11,197	-68%
Attendance	2,700	7,350	-63%	27,950	7,800	258%

*Includes Additional Rooms for Previously Booked "A" Definites

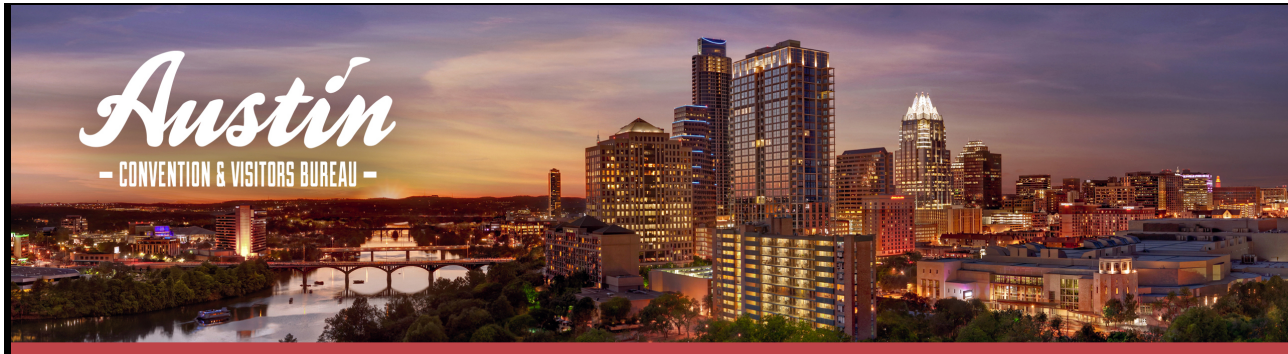
ALL CVB Definite Room Night Bookings

	November 2017	November 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	29	54	-46%	83	110	-25%
Total Room Night Production	22,037	28,843	-24%	66,269	71,397	-7%
Total Attendance	18,555	14,959	24%	67,877	35,289	92%

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

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A Meetings Lead Production

	November 2017	November 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	25	27	-7%	52	54	-4%
Total Room Night Production	141,417	208,366	-32%	327,634	389,199	-16%

ALL Meetings Lead Production

	November 2017	November 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	333	255	31%	601	529	14%
Total Room Night Production	316,952	264,750	20%	658,696	703,642	-6%

Tradeshows & Events

Event Name	Location	Department Attending
Connect Texas	Horseshoe Bay	Convention Sales
Financial & Insurance Conference Planners (FICP) Annual Conference	San Diego	Convention Sales
International Association of Exhibits and Events (IAEE) Expo Expo	San Antonio	Convention Sales
National Coalition of Black Meeting Planners Annual Conference	Oakland	Convention Sales
Austin Sports Commission Golf Tournament	Austin	Sports

Site Visits

Group Name	Total Room Nights
Drop Ship Lifestyle	30
InterVarsity Christian Fellowship	50
Texas Craft Brewers Guild	50
Bioventus LLC	168
Credential Financial Inc.	170
Whataburger	170
Ness Digital Engineering	200
InsideIQ	215
Esker	240
Voya Financial	292
Texas Education Agency	300
ScanSource Inc.	301

Bryn Mawr Communications, LLC	450
Nvidia (HQ)	618
Institute for Veterans and Military Families (IVMF)	636
Human Capital Institute	705
Fusion Productions	860
BlueCross BlueShield Association	1,130
International Congress of Oral Implantologists	1,240
Igloo Software	1,256
Physician Insurers Association of America	1,323
Association for Contextual Behavioral Science	1,654
North American Network Operators' Group	1,707
Wells Fargo	2,149
PCI Security Standards Council, LLC	2,672
United Association of Journeymen and Apprentices of the Plumbing ar	2,750
Institute of Management Accountants, Inc.	2,966
eMoney Advisor, LLC	3,220
Society of Hospital Medicine	6,710
American Osteopathic Association	7,706
Convention Services (Site Visits/Planning Meetings)	
DigitalNow (5/2018)	860
American Assn. for the Advancement of Science (2/2018)	6,300
DECA (unknown date, possibly 2019 or 2020)	unknown
American Bar Association (5/2019)	404
Association for School Business Officials International (2/2018)	745
Samsung NSM/Dealer Summit (2/2018)	2,201
MillerCoors Distributors Conf. (3/2018)	7,900
Stryker Orthopaedics National Sales Meet5ing (1/2018)	4,282
Federaton of Defense & Corporate Counsel Winter Meeting (3/2018)	1,103
Context Summits (11/2017)	660
Personify - Personfest 2018 (4/2018)	1,820
Royal Bank of Canada (6/2018)	1,198
Pre-Promotes	
N/A	
Tourism Department (Site Visits/FAMs)	
N/A	

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Light Reading	5/13/18	5/16/18	1,500	660
Channel Advisor	4/4/19	4/11/19	1,200	1,905

*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	412,150	215,001	23
2020	223,550	212,957	21	91,600	105,551	15
2019	246,900	241,379	34	49,800	98,816	14
2018	308,175	284,508	40	29,480	31,763	17
2017	360,950	266,906	58	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

	November 2017	November 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 132 non-bureau booked 15	147	189	-22%	294	323	-9%
Reservations Assigned	282	2,630	-89%	855	3,757	-77%
Registration Hours Provided	120	408	-71%	1,904	867	120%
Supplier Referrals	43	40	8%	83	72	15%
Supplier Leads	9	5	80%	20	26	-23%
Site Visits/Planning Meetings	12	8	50%	23	18	28%
Pre/Post Convention Meetings	3	3	0%	7	6	17%
Community Outreach/Supplier Mtgs	20	31	-35%	35	44	-20%
Music Inquiries	53	99	-46%	121	173	-30%

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FILM PRODUCTION

	November 2017	November 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	4,771	2,389	100%	7,738	4,983	55%
Production Packages Fulfilled	23	18	28%	37	36	3%
Production Starts	9	5	80%	16	15	7%
Production Days	125	45	178%	350	150	133%

Film, TV, Commercial, Print and Miscellaneous Production

- Alita: Battle Angel (POST)
- Rebel Without a Crew
- Thunder Road
- Violent Heart
- The Son series
- FTWD series
- Toyota Commercial
- Facebook Show
- Fugative Pieces
- Ford Shoot
- Revelator Shoot

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PUBLIC RELATIONS PRODUCTION

	November 2017	November 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,329	4,292	1%	8,578	8,541	0%
Number of Outlets Reached	2,165	2,146	1%	4,290	4,271	0%
Press Trips/Media Hosted	2	11	-82%	5	14	-64%
Dollar value of media (source: TrendKite)*	\$157,206	\$36,570,363	-100%	\$1,705,464	\$50,227,959	-97%
Significant Placements	17	19	-11%	32	34	-6%

new reporting system

Media Placements

Broadcast

KVUE

Online/Internet Outlets:

Lonely Planet
 In Bed With
 Travel Dudes
 blog.cvent
 Texas News
 KVUE.com
 Aviation Pros
 TTG Media
 Bisnow
 CultureMap
 HerCampus.com
 VentsMagazine
 theriverdreport.com
 CIMMagazine
 Meetings & Conventions
 InventiveTravel UK

Print:

Interviews/Quotes

KVUE
 Austin American Statesman
 Vacations Mag

Media Hosted

Ian Wilkinson - Expedia (Australia)
 Samantha Leal - Marie Claire (Domestic)