

# Austin

— CONVENTION & VISITORS BUREAU —



## INDUSTRY REPORT - October 2016

### Aviation Passengers\*

	September 2016	September 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Total Passengers	1,018,292	964,975	6%	9,230,931	8,787,186	5%
Total Enplanements	503,981	481,042	5%	4,610,355	4,395,988	5%

\*Source: Austin-Bergstrom International Airport

### Visitor Services

	October 2016	October 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Visitor Packets Sent	2,985	3,893	-23%	2,985	3,893	-23%
Virtual Visitor Guide Visits	1,920	4,038	-52%	1,920	4,038	-52%
Downtown Visitors	20,208	17,816	13%	20,208	17,816	13%
Phone Calls/Email Requests	1,752	1,876	-7%	1,752	1,876	-7%
Retail Revenue-Gross	\$108,351	\$92,257	17%	\$108,351	\$92,257	17%
Walking Tour Participants	95	183	-48%	95	183	-48%

### Website Traffic

	October 2016	October 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Unique Web Visits**	169,499	180,600	-6%	169,499	180,600	-6%
Online Booking Engine Reservations*	20	17	18%	20	17	18%

\*Includes hotel, attraction and package reservations

\*\*Launched responsive site on 12/1/16

### Leisure Travel

	October 2016	October 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Tourism Partner Leads	9	7	29%	9	7	29%
Destination Trainings	54	254	-79%	54	254	-79%
Product Placement	13	4	225%	13	4	225%
Online Package Development	0	0	N/A	0	0	N/A

### A Meetings—CVB Booked

	October 2016	October 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Meetings*	1	2	-50%	1	2	-50%
Room Nights	2,001	4,885	-59%	2,001	4,885	-59%
Attendance	450	15,000	-97%	450	15,000	-97%

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

### ALL CVB Definite Room Night Bookings

	October 2016	October 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Definite Bookings	58	42	38%	58	42	38%
Total Room Night Production	42,188	22,217	90%	42,188	22,217	90%
Total Attendance	20,330	22,735	-11%	20,330	22,735	-11%

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

# Austin

— CONVENTION & VISITORS BUREAU —



## A Meetings Lead Production

	October 2016	October 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	27	41	-34%	27	41	-34%
Total Room Night Production	180,883	199,134	-9%	180,883	199,134	-9%

## ALL Meetings Lead Production

	October 2016	October 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	274	182	51%	274	182	51%
Total Room Night Production	360,188	322,353	12%	360,188	322,353	12%

## Tradeshows & Events

Event Name	Location	Department Attending
IMEX America	Las Vegas	Convention Sales
West Coast Sales Mission	Seattle, San Francisco	Convention Sales
Sales Calls	Ohio	Convention Sales
Federation of Gay Games Presentation	Sydney	Sports

## Site Visits

Group Name	Total Room Nights
Global Market Development Center	169
Texas State Teachers Association	238
Wine & Spirits Wholesalers of America	259
HemoCue America	287
Indiana University Conferences	575
PayScale, Inc.	900
Association for High Technology Distribution	1,085
Xero	1,155
Brother International Corporation	1,380
Society for Integrative & Comparative Biology	1,894

<b>Convention Services (Site Visits/Planning Meetings)</b>	
American Assn. for Advance of Science 2/18	6,300
National Arts Marketing Project Conference 11/16	1,005
SYNNEX Global 4/2017	2,410
National Coffee Assn. 3/17	1,315
Tech Data Corp. 12/2016	422
Society for Integrative & Comparative Biology 1/2020	3,430
American Assn. for Justice 2/2017	2,835
American Health Insurance Plans 6/2017	4,850
National Assn. of Broadcasters 9.2017	4,507
National Conference on Tobacco or Health 3/2017	5,100
<b>Tourism Department (Site Visits/FAMs)</b>	
The Incentive Lab Australia	NA

# Austin

— CONVENTION & VISITORS BUREAU —



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

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Mercedes-Benz Financial Services and Daimler Truck Financial	3/19/2018	3/23/2018	450	2,001

\*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	72,000	123,160	15	202,300	197,374	19
2019	208,910	182,279	25	72,050	166,473	24
2018	263,000	242,042	30	47,325	76,157	16
2017	272,400	246,830	42	94,150	44,078	23
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

	October 2016	October 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Meetings Serviced bureau booked 121 non-bureau booked 13	134	117	15%	134	117	15%
Reservations Assigned	1,127	1,526	-26%	1,127	1,526	-26%
Registration Hours Provided	460	1,108	-59%	470	1,108	-58%
Supplier Referrals	32	20	60%	32	20	60%
Supplier Leads	21	7	200%	21	7	200%
Site Visits/Planning Meetings	10	4	150%	10	4	150%
Pre/Post Convention Meetings	3	5	-40%	3	5	-40%
Community Outreach/Supplier Mtgs	13	8	63%	13	8	63%
Music Inquiries	74	45	64%	74	45	64%



# Austin

— CONVENTION & VISITORS BUREAU —



## FILM PRODUCTION

	October 2016	October 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Production/ Referral Inquiries	2,593	1,986	31%	32,778	28,353	16%
Production Packages Fulfilled	18	6	200%	103	64	61%
Production Starts	10	2	400%	54	31	74%
Production Days	105	60	75%	1093	1073	2%

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

- Crunch Time
- Alita: Battle Angel
- The Son
- Wrangler Shoot
- Coke Commercial
- H&M Shoot
- Adult Swim Comedy Special
- Healthcare.Gov
- America's Got Talent

# Austin

— CONVENTION & VISITORS BUREAU —



## PUBLIC RELATIONS PRODUCTION

	October 2016	October 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,249	765	455%	4,249	765	455%
Number of Outlets Reached	2,125	402	428%	2,125	402	429%
Press Trips/Media Hosted	3	16	-81%	3	16	-81%
Dollar value of media (source: Cision)	\$13,657,596	\$10,787,651	27%	\$13,657,596	\$10,787,651	27%
Significant Placements	15	17	-12%	15	17	-12%

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

## Media Placements

Print Magazines	Newspapers
Maier Sports Magazine	
The Sun	
Online/Internet Outlets:	Broadcast
Konbini.com	JustLuxe.com
Omnivore.fr	USA Today
The Sun	The Paddock Magazine
Vitaminworld	KVUE
Travel + Leisure	FOX 7
Air New Zealand	

## Media Hosted

Francois Arot, Texas Monthly BBQ FAM (France)  
 Celine Maguet, Texas Monthly BBQ FAM (France)  
 LGBT FAM (1 person)