

INDUSTRY REPORT - October 2017

Aviation Passengers*

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	1,099,481	1,018,292	8%	10,199,848	9,230,931	10%
Total Enplanements	546,957	503,981	9%	5,113,461	4,610,355	11%

*Source: Austin-Bergstrom International Airport

Visitor Services

	October 2017	October 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	51,091	52,985	-4%	51,091	52,985	-4%
Virtual Visitor Guide Visits	3,162	1,920	65%	3,162	1,920	65%
Downtown Visitors	20,375	20,208	1%	20,375	20,208	1%
Phone Calls/Email Requests	1,813	1,752	3%	1,813	1,752	3%
Retail Revenue-Gross	\$110,212	\$108,351	2%	\$110,212	\$108,351	2%
Walking Tour Participants	121	95	27%	121	95	27%

Website Traffic

	October 2017	October 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	167,811	169,499	-1%	167,811	169,499	-1%
Online Booking Engine Reservations*	50	20	150%	50	20	150%

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

**Later start to ad campaign compared to 2016.

Leisure Travel

	October 2017	October 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	2	9	-78%	2	9	-78%
Destination Trainings	99	54	83%	99	54	83%
Product Placement	2	4	-50%	2	4	-50%
Online Package Development	0	0	N/A	0	0	N/A

A Meetings—CVB Booked

	October 2017	October 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings	3	1	200%	3	1	200%
Room Nights*	1,066	2,001	-47%	1,066	2,001	-47%
Attendance	25,250	450	5511%	25,250	450	5511%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	October 2017	October 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	54	56	-4%	54	56	-4%
Total Room Night Production	44,232	42,188	5%	44,232	42,188	5%
Total Attendance	49,322	20,330	143%	49,322	20,330	143%

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

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A Meetings Lead Production

	October 2017	October 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	27	27	0%	27	27	0%
Total Room Night Production	186,217	180,883	3%	186,217	180,883	3%

ALL Meetings Lead Production

	October 2017	October 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	268	274	-2%	268	274	-2%
Total Room Night Production	341,744	360,188	-5%	341,744	360,188	-5%

Tradeshows & Events

Event Name	Location	Department Attending
IMEX America	Las Vegas	Convention Sales
MPI Texas Education Conference	Waco	Convention Sales

Site Visits

Group Name	Total Room Nights
Dish Network	114
Delta Kappa Alpha	165
Salesforce.com	175
Covance	225
Property Casualty Insurers Association of America	255
Nth Degree	288
Phi Kappa Theta	320
Cato Institute	386
Allianz Life Insurance Company of North America	405
Manulife Financial	428
Phi Beta Sigma Fraternity, Inc.	550
Precision Pipeline	800
Frontline Education	803
Alpha Kappa Psi Fraternity	910
American Society for Apheresis	1,040
Air Worldwide	1,140

The Communications Network	1,252
Anticoagulation Forum	1,460
Convention Services (Site Visits/Planning Meetings)	
Public Relations Society of America (10/2018)	3,692
American Association of Medical Dosimetrists (6/2018)	2,055
North American Gaming Regulators (6/2018)	503
Covance (1/2018)	225
Unity Technologies (8/2018)	2,200
National Association of Student Financial Aid Administrators (6/2018)	7,485
National Alliance of Private Charter Schools (6/2018)	5,500
Pre-Promotes	
Texas Association of School Boards, Dallas, TX 9/2018	12,678
National Minority Supplier Development Council, Detroit, MI 10/2018	5,760
American Trucking Assn., Orlando, FL Austin, 10/2018	5,470
Tourism Department (Site Visits/FAMs)	
Sean Bayliss- Brand USA	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
Austin Boat Show	1/18/18	1/21/18	15,000	40
Texas RV Association (Recreational Vehicle)	2/15/18	2/18/18	10,000	160
Fusion Productions	5/5/18	5/11/18	250	712

*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	381,800	194,109	22
2020	223,550	212,957	21	51,400	110,087	17
2019	245,700	233,014	33	19,800	62,313	12
2018	306,675	277,626	39	30,680	27,665	19
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

	October 2017	October 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced						
bureau booked 132	147	134	10%	147	134	10%
non-bureau booked 15						
Reservations Assigned	573	1,127	-49%	573	1,127	-49%
Registration Hours Provided	1,784	460	288%	1,784	460	288%
Supplier Referrals	40	32	25%	40	32	25%
Supplier Leads	11	21	-48%	11	21	-48%
Site Visits/Planning Meetings	7	10	-30%	7	10	-30%
Pre/Post Convention Meetings	4	3	33%	4	3	33%
Community Outreach/Supplier Mtgs	15	13	15%	15	13	15%
Music Inquiries	68	74	-8%	68	74	-8%

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FILM PRODUCTION

	October 2017	October 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	2,967	2,593	14%	2,967	2,593	14%
Production Packages Fulfilled	14	18	-22%	14	18	-22%
Production Starts	7	10	-30%	7	10	-30%
Production Days	125	105	19%	125	105	19%

Film, TV, Commercial, Print and Miscellaneous Production

Alita: Battle Angel (POST)
 Rebel Without a Crew
 Thunder Road
 Strubble Commercial
 The Son series
 FTWD series
 Atherton Commercial
 AB & Fitch Commercial
 Fugative Pieces

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PUBLIC RELATIONS PRODUCTION

	October 2017	October 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,246	4,249	0%	4,246	4,249	0%
Number of Outlets Reached	2,123	2,125	0%	2,123	2,125	0%
Press Trips/Media Hosted	2	3	-33%	2	3	-33%
Dollar value of media (source: TrendKite)*	\$1,548,258	\$13,657,596	-89%	\$1,548,258	\$13,657,596	-89%
Significant Placements	29	15	93%	29	15	93%

new reporting system

Media Placements

Broadcast

KXAN
 KLBJ
 Mornings with Mark Caesar
 Neal Boortz
 KUT
 KWKT

Online/Internet Outlets:

Radseason
 MyStatesman
 AustinMonitor
 Oglobo
 Texas Monthly
 Time
 Trivago
 Community Impact
 Austin Chronicle
 Austin Monthly

Print:

Boomer Magazine
 Texas Meetings + Events
 Vacations Magazine

Interviews/Quotes

Austin American Statesman

Media Hosted

Melinda Schnyder
 Nicola Bowden