



## INDUSTRY REPORT - September 2017

### Aviation Passengers\*

	August 2017	August 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	1,205,341	1,054,496	14%	9,100,367	8,212,639	11%
Total Enplanements	585,768	512,141	14%	4,566,504	4,106,374	11%

\*Source: Austin-Bergstrom International Airport

### Visitor Services

	September 2017	September 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	940	2,384	-61%	86,696	68,560	26%
Virtual Visitor Guide Visits	3,132	1,439	118%	40,434	32,908	23%
Downtown Visitors	17,133	19,641	-13%	201,482	206,113	-2%
Phone Calls/Email Requests	1,609	1,624	-1%	19,065	18,349	4%
Retail Revenue-Gross	\$94,320	\$99,086	-5%	\$1,146,518	\$1,162,099	-1%
Walking Tour Participants	101	121	-17%	1,345	1,439	-7%

### Website Traffic

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	205,092	161,160	27%	2,122,341	2,022,265	5%
Online Booking Engine Reservations*	46	12	283%	557	174	220%

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

\*\*Later start to ad campaign compared to 2016.

### Leisure Travel

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	75	6	1150%	323	296	9%
Destination Trainings	71	250	-72%	4,443	3,893	14%
Product Placement	27	84	-68%	355	169	110%
Online Package Development	0	0	0%	34	19	79%

### A Meetings—CVB Booked

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings*	7	10	-30%	55	67	-18%
Room Nights	10,218	39,187	-74%	224,688	264,921	-15%
Attendance	5,500	17,200	-68%	178,025	212,920	-16%

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

### ALL CVB Definite Room Night Bookings

	September 2017	September 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	132	70	89%	1,019	900	13%
Total Room Night Production	69,183	63,555	9%	726,899	689,123	5%
Total Attendance	42,864	38,011	13%	621,606	679,596	-9%

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

## A Meetings Lead Production

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	40	28	43%	354	386	-8%
Total Room Night Production	260,736	130,231	100%	1,887,219	1,962,978	-4%

## ALL Meetings Lead Production

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	279	214	30%	3164	2822	12%
Total Room Night Production	466,330	240,374	94%	3,906,565	3,624,177	8%

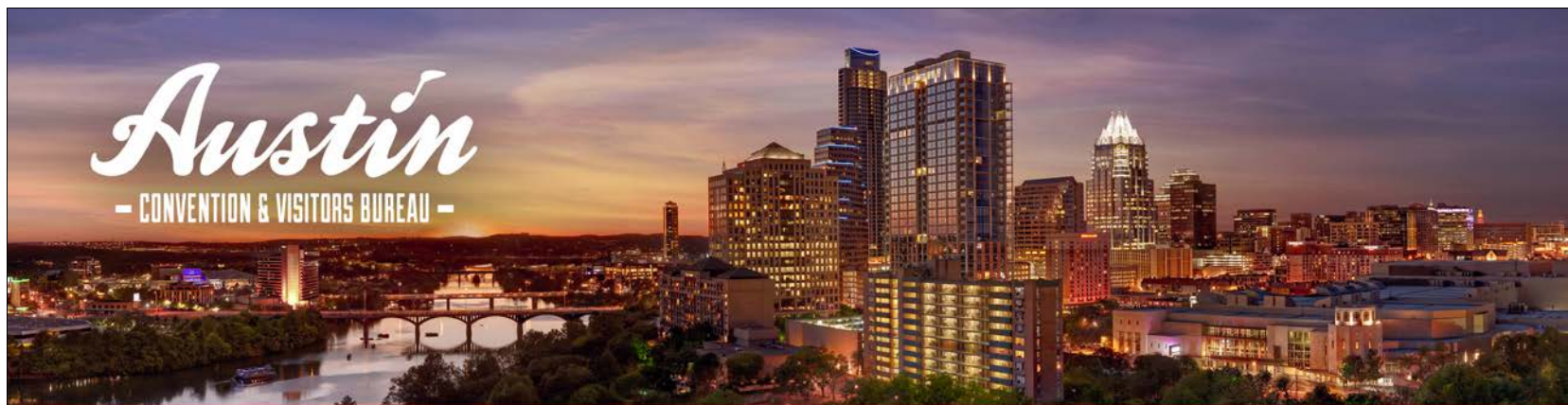
## Tradeshows & Events

Event Name	Location	Department Attending
TSAE New Ideas Conference	Houston	Convention Sales
DFW Sales Mission & Client Events	Dallas	Convention Sales
Congressional Black Caucus	Washington, D.C.	Convention Sales

## Site Visits

Group Name	Total Room Nights
Biopelle	120
calea	128
Prestige Global Meeting Source	275
Austin Creative Alliance	280
Emerson Electric	300
ComicsPRO	450
National Association of Federally-Insured Credit Unions	545
Retail Industry Leaders Association	628
OnSolve	675
France Media	725
American Bar Association - DC	908
Professional Eye Care Associates of America	1,175
Corporate Housing Providers Association	1,217
NAI Global	1,295
United States Department of Energy	1,797

Convention Services (Site Visits/Planning Meetings)	
Mozilla 12/2017	8,150
Globeforce 4/2018	3,720
KeHE Natural Show 10/2017	2,946
National Head Start Assn. 12/2017	3,295
Retail Industry Leaders Assn. 10/2018	628
National Assn. for the Advancement of Science 3/2018	6,300
Links, Inc. 9/2018	540
<b>Pre-Promotes</b>	
N/A	
Tourism Department (Site Visits/FAMs)	
N/A	



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

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
City of Austin Neighborhood Housing & Community Development	4/2/2018	4/5/2018	1,500	150
Spiceworks	9/22/2019	9/25/2019	4,000	3,044

\*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	378,500	213,397	23
2020	223,550	212,957	21	77,700	147,679	22
2019	245,700	233,014	33	38,150	83,238	16
2018	281,425	276,646	36	79,180	49,375	24
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

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 222 non-bureau booked 15	237	157	51%	2450	1693	45%
Reservations Assigned	4,329	2,752	57%	17,611	16,471	7%
Registration Hours Provided	765	1,232	-38%	10,213	10,909	-6%
Supplier Referrals	38	20	90%	460	288	60%
Supplier Leads	6	6	0%	91	81	12%
Site Visits/Planning Meetings	7	8	-13%	124	115	8%
Pre/Post Convention Meetings	1	4	-75%	25	35	-29%
Community Outreach/Supplier Mtgs	18	4	350%	242	167	45%
Music Inquiries	79	89	-11%	944	902	5%



# Austin

— CONVENTION & VISITORS BUREAU —

## FILM PRODUCTION

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	3,229	2,417	34%	69,622	26,367	164%
Production Packages Fulfilled	8	7	14%	147	58	153%
Production Starts	4	3	33%	107	29	269%
Production Days	42	124	-66%	2033	1013	101%

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

Alita: Battle Angel (POST)  
 Rebel Without a Crew  
 A Violent Heart  
 Pilot VR Shoot  
 The Son series  
 FTWD series  
 Bodies of Water  
 Uglydolls  
 Pieces



**PUBLIC RELATIONS PRODUCTION**

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,556	5,355	-15%	53,890	9,712	455%
Number of Outlets Reached	2,278	2,678	-15%	26,668	4,978	436%
Press Trips/Media Hosted	13	3	333%	79	56	41%
Dollar value of media (source: TrendKite)*	\$618,133	\$15,006,783	-96%	\$103,555,952	\$84,609,925	22%
Significant Placements	54	19	184%	329	185	78%

*\*new reporting system\**

**Media Placements**

<b>Broadcast</b>	<b>Online/Internet Outlets:</b>
KXAN KTBC	Travel.usnews.com Exhibitoronline.com Suitcasemag.com Radseason.com Austinonyourfeet.com
<b>Print:</b>	<b>Interviews/Quotes</b>
Austin Chronicle Austin Monitor Suitcase Selta Sky Community Impact Austin American Statesman Austin Business Journal	KXAN USAE Spectrum

**Media Hosted**

Manuel Cohen Farid Ameer James Martin Andy Clarke Hannah Wilson Chris Topliss Chris Start	Sam Head James Bailey Pete Cassidy Jonathan Crosbie Matt Powell Ben Cole
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