



INDUSTRY REPORT -February 2015

Aviation Passengers*

	January 2015	January 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Total Passengers	779,481	736,782	6%	779,481	736,782	6%
Total Enplanements	387,198	365,119	6%	387,198	365,119	6%

*Source: Austin-Bergstrom International Airport

Visitor Services

	February 2015	February 2014	% Ch	2015 YTD*	2014 YTD	YTD % Ch
Visitor Packets Sent	2,585	2,759	-6%	17,766	20,564	-14%
Virtual Visitor Guide Visits	2,623	3,665	-28%	12,414	12,498	-1%
Downtown Visitors	10,787	9,518	13%	61,907	59,993	3%
Phone Calls/Email Requests	1,432	1,321	8%	7,472	6,599	13%
Retail Revenue-Gross	\$56,734	\$58,585	-3%	\$414,348	\$327,126	27%
Walking Tour Participants	329	298	10%	1,747	1,777	-2%

Website Traffic

	February 2015	February 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Unique Web Visits	150,662	132,517	14%	653,068	575,562	13%
Unique Mobile Site Visits	41,787	34,396	21%	190,998	143,831	33%
Online Booking Engine Reservations*	26	43	-40%	149	163	-0.09

*Includes hotel, attraction and package reservations

Leisure Travel

	February 2015	February 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Tourism Partner Leads	2	18	-89%	19	97	-80%
Destination Trainings	60	21	186%	83	54	54%
Product Placement	1	3	-67%	4	5	-20%
Online Package Development	1	0	N/A	5	1	400%

A Meetings—CVB Booked

	February 2015	February 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Meetings*	7	3	133%	32	22	45%
Room Nights	30,076	13,028	131%	132,047	69,058	91%
Attendance	37,840	22,000	72%	102,043	64,500	58%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	February 2015	February 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Definite Bookings	76	57	33%	309	231	34%
Total Room Night Production	61,000	30,878	98%	279,417	208,283	34%
Total Attendance	53,187	46,809	14%	316,240	329,769	-4%

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



A Meetings Lead Production

	February 2015	February 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	19	35	-46%	128	103	24%
Total Room Night Production	112,480	173,908	-35%	671,324	605,596	11%

ALL Meetings Lead Production

	February 2015	February 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	201	217	-7%	945	817	16%
Total Room Night Production	239,119	278,967	-14%	1,218,924	1,038,112	17%

Tradeshows & Events

Event Name	Location	Department Attending
NME Music Awards	London, England	Marketing

Site Visits

Group Name	Total Room Nights
The Immunization Partnership	40
Riverbed Technology Inc.	189
Straumann USA	195
JetBlue Airways	225
American Bar Association	239
Association of Professional Developmental Disabilities Administrators (APD)	330
ASAE & The Center for Association Leadership	354
Wells Fargo	398
Infovisa	422
FishWise	500
MedInformatix, Inc.	520
Public Retirement Information Systems Management	557
American Academy of Disability Evaluating Physicians	583
GEICO	589
JHG Marketing	610
American Bar Association	703
National Association of Foreign Student Advisers	715
Beltone	916
RTC Events Management	1,200
American Institute for Conservation of Historic and Artistic Works	1,405
Acendas	1,760
Trapeze Group	1,927
Americas' SAP Users' Group	2,390
National Electrical Manufacturers Representatives Association	3,825
Convention Services (Site Visits/Planning Meetings)	
Medical Library Association 5/2015	5,108
NACHA 4/2017	4,653
Public Retirement Information Systems Management 4/2016	557
Triple Crown Sports 7/2015	6,400
American Institute for Conservation of Historic and Artistic Works 5/2018	1,405
DECA 11/2015	1,303
Destination Marketing Association International 7/2015	3,158
Society of Actuaries 10/2015	5595
Association of Texas Professional Educators 7/2015	1918
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
Austin Marathon	2/12/2015	2/16/2015	14,000	13,328
Cheer USA	2/20/2015	2/22/2015	3,000	200
Roother Teeth Productions	8/5/2015	8/10/2015	15,000	4,370
Americas SAP Users Group	8/31/2015	9/3/2015	800	2,390
Life Marketing & Events, LLC	9/1/2015	9/8/2015	40	94
Society of Interventional Radiology	3/20/2019	3/29/2019	5,000	9,454

*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
2019	39,310	54,445	10	181,000	159,854	14
2018	97,150	139,635	19	185,900	137,555	15
2017	219,350	184,674	25	47,500	69,441	16
2016	249,950	241,434	35	93,530	85,290	22
2015	316,233	295,710	60	23,500	5,657	5
2014	324,100	261,178	58			
2013	287,921	242,304	64			
2012	288,165	265,500	58			
2011	312,450	249,826	60			
2010	270,383	233,201	50			

Convention Services

	February 2015	February 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Meetings Serviced bureau booked 138 non-bureau booked 17	155	132	17%	700	580	21%
Reservations Assigned	681	1,373	-50%	2,767	5,074	-45%
Registration Hours Provided	257	270	-5%	2,246	3,296	-32%
Supplier Referrals	27	33	-18%	111	124	-10%
Supplier Leads	9	17	-47%	53	61	-13%
Site Visits/Planning Meetings	9	6	50%	53	27	96%
Pre/Post Convention Meetings	1	2	-50%		8	-100%
Community Outreach/Supplier Mtgs	9	8	13%	68	24	183%
Music Inquiries	106	83	28%	422	366	15%



FILM PRODUCTION

	February 2015	February 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Production/ Referral Inquiries	2,631	920	N/A	10,787	3,007	N/A
Production Packages Fulfilled	6	4	50%	15	17	-12%
Production Starts	2	2	0%	8	10	-20%
Production Days	50	72	-31%	387	415	-7%

Film, TV, Commercial, Print and Miscellaneous Production

Dusk Til Dawn -- El Rey Cable Series -- in production

Rooster Teeth Project -- Feature Film -- in production

Austin

— CONVENTION & VISITORS BUREAU —



PUBLIC RELATIONS PRODUCTION

	February 2015	February 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	157	112	40%	1,542	1,013	52%
Number of Outlets Reached	86	75	15%	926	584	59%
Press Trips/Media Hosted	6	2	200%	22	38	-42%
Dollar value of media (source: Cision)	\$8,569,457	\$7,670,618	12%	\$30,550,038	\$37,811,859	-19%
Significant Placements*	10	11	-9%	61	48	27%

*Media outreach and pitches: NME outreach and new hire press release

Media Placements

Print Magazines

Conde Nast Traveler
Convene

Newspapers

ABJ (2)
Traveller, Australia
USA Today
Austin American
Statesman

Online/Internet Outlets:

Nat Geo

Broadcast

Echappees Belles, France
NPR

Media Hosted

Carolyn Gonzalez, Blogger, US
Andre Dickens, Shortlist - UK
Lonely Planet, UK
Canadian Running Magazine, Canada
Tabi Salad, Japan