



INDUSTRY REPORT - September 2015

Aviation Passengers*

| | August 2015 | August 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|--------------------|-------------|-------------|------|-----------|-----------|----------|
| Total Passengers | 1,062,997 | 959,650 | 11% | 7,822,211 | 6,655,817 | 18% |
| Total Enplanements | 516,769 | 469,059 | 10% | 3,914,946 | 3,325,392 | 18% |

*Source: Austin-Bergstrom International Airport

Visitor Services

| | September 2015 | September 2014 | % Ch | 2015 YTD* | 2014 YTD | YTD % Ch |
|------------------------------|----------------|----------------|------|-------------|-----------|----------|
| Visitor Packets Sent | 3,284 | 4,441 | -26% | 43,819 | 49,502 | -11% |
| Virtual Visitor Guide Visits | 1,398 | 1,605 | -13% | 24,759 | 28,380 | -13% |
| Downtown Visitors | 19,437 | 19,692 | -1% | 178,315 | 170,630 | 5% |
| Phone Calls/Email Requests | 1,542 | 1,920 | -20% | 18,230 | 18,283 | 0% |
| Retail Revenue-Gross | \$98,240 | \$67,415 | 46% | \$1,237,973 | \$973,382 | 27% |
| Walking Tour Participants | 273 | 226 | 21% | 3,796 | 3,867 | -2% |

Website Traffic

| | September 2015 | September 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|-------------------------------------|----------------|----------------|------|-----------|-----------|----------|
| Unique Web Visits | 133,742 | 139,035 | -4% | 1,655,316 | 1,676,723 | -1% |
| Unique Mobile Site Visits | 48,871 | 42,803 | 14% | 593,592 | 445,612 | 33% |
| Online Booking Engine Reservations* | 39 | 51 | -24% | 357 | 502 | -29% |

*Includes hotel, attraction and package reservations

Leisure Travel

| | September 2015 | September 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|----------------------------|----------------|----------------|------|----------|----------|----------|
| Tourism Partner Leads | 11 | 77 | -86% | 132 | 301 | -56% |
| Destination Trainings | 152 | 21 | 624% | 519 | 350 | 48% |
| Product Placement | 5 | 10 | -50% | 58 | 58 | 0% |
| Online Package Development | 0 | 0 | N/A | 7 | 5 | 40% |

A Meetings—CVB Booked

| | September 2015 | September 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|---------------------|----------------|----------------|------|----------|----------|----------|
| Number of Meetings* | 13 | 9 | 44% | 77 | 69 | 12% |
| Room Nights | 66,853 | 40,133 | 67% | 296,530 | 239,017 | 24% |
| Attendance | 42,900 | 32,300 | 33% | 261,567 | 224,280 | 17% |

*Includes Additional Rooms for Previously Booked "A" Definites

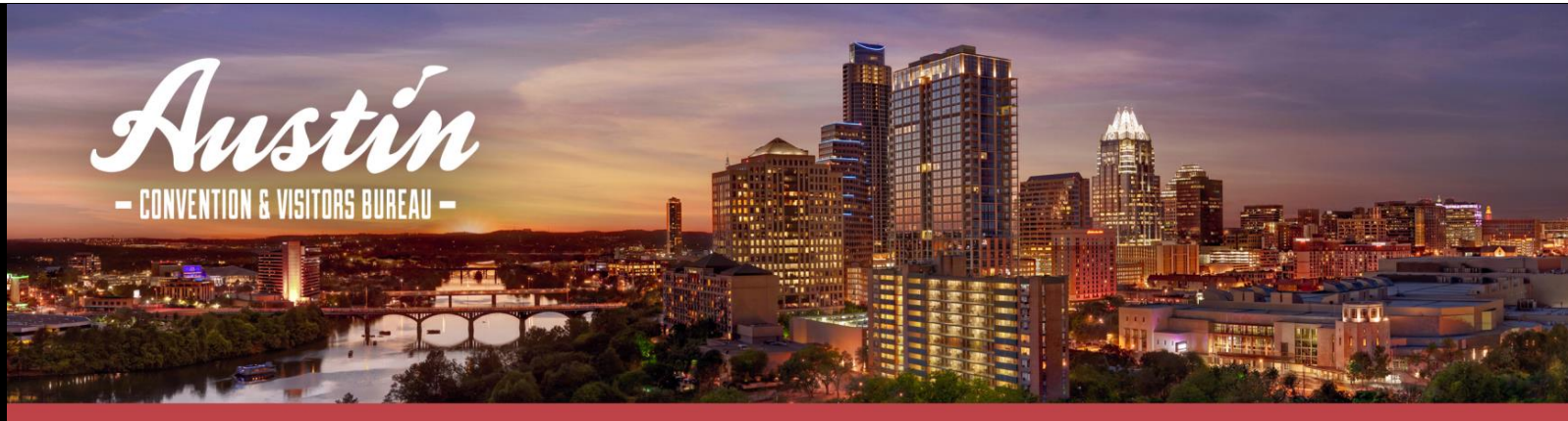
ALL CVB Definite Room Night Bookings

| | September 2015 | September 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|-----------------------------|----------------|----------------|------|----------|----------|----------|
| Number of Definite Bookings | 90 | 93 | -3% | 784 | 668 | 17% |
| Total Room Night Production | 101,567 | 62,988 | 61% | 640,651 | 556,269 | 15% |
| Total Attendance | 68,749 | 54,316 | 27% | 722,288 | 728,014 | -1% |

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

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A Meetings Lead Production

| | September 2015 | September 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|-----------------------------|----------------|----------------|------|-----------|-----------|----------|
| Number of Leads | 26 | 32 | -19% | 316 | 302 | 5% |
| Total Room Night Production | 143,818 | 89,779 | 60% | 1,809,381 | 1,488,744 | 22% |

ALL Meetings Lead Production

| | September 2015 | September 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|-----------------------------|----------------|----------------|------|-----------|-----------|----------|
| Number of Leads | 220 | 193 | 14% | 2,488 | 2119 | 17% |
| Total Room Night Production | 287,371 | 180,806 | 59% | 3,274,621 | 2,703,887 | 21% |

Tradeshows & Events

| Event Name | Location | Department Attending |
|--------------------------------------|--------------------|----------------------|
| Chicago Sales Mission & Client Event | Chicago, IL | Sales |
| ASAE Five Star Weekend | Palm Beach, FL | Sales |
| TSAE Annual Conference | Corpus Christi, TX | Sales |

Site Visits

| Group Name | Total Room Nights |
|--|-------------------|
| Welland Company | 40 |
| BLR - Business & Legal Resources | 170 |
| iFactor | 190 |
| U.S. Bank | 230 |
| Mint Industry Research Council | 265 |
| National Academy of Arbitrators | 345 |
| National Conference on Weights & Measures | 508 |
| Association of Corporate Contributions Professionals | 713 |
| American Spice Trade Association | 920 |
| Association of Dental Support Organizations (ADSO) | 1,279 |
| Aviation Insurance Association | 1,506 |
| COMMON - A Users Group | 3,390 |
| American Trucking Associations | 5,470 |

Convention Services (Site Visits/Planning Meetings)

| | |
|---|-------|
| American Jail Association 5/2016 | 5,004 |
| American Society of Plant Biologists 7/2016 | 3,678 |
| Texas Charter School Association 10/2016 | 1,045 |
| The Pampered Chef 4/2016 | 1,479 |
| Triple Crown Sports 7/2016 | 9,600 |
| Dance USA 6/2016 | 815 |
| National Instruments 7-8/2016 | 6,500 |
| Society of Actuaries 10/2015 | 6,693 |
| Grain Elevator & Processing Society 2/2016 | 3,285 |
| Tourism Department (Site Visits/FAMs) | |
| ITB Berlin Travel Trade Publication FAM September 14-21 | NA |
| | |
| | |
| | |



CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

| Group | Mtg Start Date | Mtg End Date | Estimated Attendance | Est. Room Nights |
|--|----------------|--------------|----------------------|------------------|
| Texas Conference for Women | 10/15/2015 | 10/15/2015 | 5,000 | 259 |
| MP Associates, Inc. | 6/19/2017 | 6/22/2017 | 8,000 | 5,999 |
| Case Management Society of America | 6/24/2017 | 6/30/2017 | 1,200 | 3,792 |
| American Congress of Obstetricians and Gynecologists | 4/26/2018 | 5/1/2018 | 6,000 | 9,018 |
| International Avaya Users Group | 6/3/2018 | 6/7/2018 | 2,000 | 6,508 |
| Restaurant Facility Management Association | 2/7/2019 | 2/14/2019 | 1,700 | 3,015 |
| American Society of Animal Science | 7/8/2019 | 7/11/2019 | 1,000 | 3,305 |
| Sonic America's Drive-In | 9/9/2019 | 9/12/2019 | 3,200 | 7,800 |
| Dell Inc. | 11/1/2019 | 11/7/2019 | 8,000 | 10,450 |
| Society for American Archaeology | 4/19/2020 | 4/26/2020 | 3,000 | 5,320 |
| International City/County Mangement Association | 9/29/2023 | 10/3/2023 | 3,800 | 9,419 |

*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 | 63,810 | 93,829 | 17 | 176,800 | 160,729 | 14 |
| 2018 | 243,650 | 228,453 | 25 | 52,400 | 81,795 | 16 |
| 2017 | 235,530 | 201,728 | 29 | 57,100 | 72,496 | 18 |
| 2016 | 304,450 | 273,359 | 44 | 66,845 | 34,946 | 16 |
| 2015 | 373,997 | 300,937 | 64 | 3,000 | 1,490 | 1 |
| 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

| | September 2015 | September 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|---|----------------|----------------|------|----------|----------|----------|
| Meetings Serviced bureau booked non-bureau booked | 75 | 116 | -35% | 1657 | 1479 | 12% |
| Reservations Assigned | 5,515 | 1,460 | 278% | 12,753 | 15,328 | -17% |
| Registration Hours Provided | 144 | 320 | -55% | 5,697 | 6,258 | -9% |
| Supplier Referrals | 7 | 15 | -53% | 278 | 255 | 9% |
| Supplier Leads | 7 | 16 | -56% | 110 | 138 | -20% |
| Site Visits/Planning Meetings | 9 | 14 | -36% | 118 | 104 | 13% |
| Pre/Post Convention Meetings | 3 | 3 | 0% | 36 | 28 | 29% |
| Community Outreach/Supplier Mtgs | 10 | 11 | -9% | 141 | 83 | 70% |
| Music Inquiries | 40 | 94 | -57% | 1019 | 966 | 5% |

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FILM PRODUCTION

| | September 2015 | September 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|--------------------------------|-------------------|-------------------|------|----------|----------|----------|
| Production/ Referral Inquiries | 2,417 | 2,324 | 4% | 26,367 | 16,086 | 64% |
| Production Packages Fulfilled | 7 | 5 | 40% | 58 | 47 | 23% |
| Production Starts | 3 | 3 | 0% | 29 | 25 | 16% |
| Production Days | 124 | 76 | 63% | 1013 | 774 | 31% |

Film, TV, Commercial, Print and Miscellaneous Production

The Leftovers - HBO tv
 Slash - indie film
 American Crime - ABC tv
 Urban Cowboy - FOX tv
 The Son - AMC tv
 Untitled Chuck Norris - infomercial
 The Rosie Project - Linklater film
 Alita: Battle Angel - Rodriguez film
 Bloomingdales - catalogue shoot

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PUBLIC RELATIONS PRODUCTION

| | September 2015 | September 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|--|----------------|----------------|------|---------------|--------------|----------|
| Media Outreach (Releases and Pitches) | 284 | 216 | 31% | 4,122 | 3,624 | 14% |
| Number of Outlets Reached | 139 | 103 | 35% | 2,307 | 2,019 | 14% |
| Press Trips/Media Hosted | 1 | 5 | -80% | 88 | 68 | 29% |
| Dollar value of media (source: Cision) | \$7,845,621 | \$6,367,847 | 23% | \$114,821,241 | \$92,349,163 | 24% |
| Significant Placements* | 17 | 14 | 21% | 167 | 163 | 2% |

Media Placements

| Print Magazines | Newspapers |
|---|--|
| <i>Food & Wine (2)</i> <i>Conde Nast Traveller Magazine</i> <i>Fortune</i> <i>Travel & Leisure</i> <i>Modern Luxury</i> | <i>USA Today (2)</i> <i>PCMA (2)</i> <i>UK Business Insider</i> <i>Austin American-</i> |
| Online/Internet Outlets: | Broadcast |
| <i>Huffington Post</i> <i>Conde Nast Traveller(2)</i> <i>Tasting Table</i> <i>Eater</i> <i>Departures</i> | |

Media Hosted

Judith Woods, The Telegraph UK