



## INDUSTRY REPORT - December 2015

### Aviation Passengers\*

	November 2015	November 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Total Passengers	1,036,223	883,197	17%	10,868,156	9,800,040	11%
Total Enplanements	522,831	448,353	17%	5,440,224	4,909,764	11%

\*Source: Austin-Bergstrom International Airport

### Visitor Services

	December 2015	December 2014	% Ch	2015 YTD*	2014 YTD	YTD % Ch
Visitor Packets Sent	2,328	2,063	13%	9,888	7,551	31%
Virtual Visitor Guide Visits	1,092	1,625	-33%	8,995	6,901	30%
Downtown Visitors	13,906	13,899	0%	46,445	41,152	13%
Phone Calls/Email Requests	1,485	1,475	1%	4,763	4,721	1%
Retail Revenue-Gross	\$69,588	\$60,631	15%	\$245,063	\$232,262	6%
Walking Tour Participants	175	458	-62%	546	1,112	-51%

### Website Traffic

	December 2015	December 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Unique Web Visits**	126,332	127,184	-1%	453,749	482,827	-6%
Online Booking Engine Reservations*	17	15	13%	42	90	-53%

\*Includes hotel, attraction and package reservations

\*\*Launched responsive site on 12/1

### Leisure Travel

	December 2015	December 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Tourism Partner Leads	53	22	141%	203	49	314%
Destination Trainings	45	16	181%	804	34	2265%
Product Placement	1	3	-67%	62	7	786%
Online Package Development	5	1	400%	10	1	900%

### A Meetings—CVB Booked

	December 2015	December 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Meetings*	10	10	0%	17	17	0%
Room Nights	52,067	67,211	-23%	71,389	82,069	-13%
Attendance	56,650	41,303	37%	89,650	47,403	89%

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

### ALL CVB Definite Room Night Bookings

	December 2015	December 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Definite Bookings	76	49	55%	172	131	31%
Total Room Night Production	93,868	103,159	-9%	158,095	163,840	-4%
Total Attendance	90,844	81,417	12%	155,260	225,705	-31%

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

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## A Meetings Lead Production

	December 2015	December 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	20	19	5%	92	76	21%
Total Room Night Production	116,844	87,298	34%	492,432	394,385	25%

## ALL Meetings Lead Production

	December 2015	December 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	171	157	9%	616	548	12%
Total Room Night Production	201,338	183,650	10%	841,067	707,894	19%

## Tradeshows & Events

Event Name	Location	Department Attending
IAEE Expo Expo	Baltimore	Convention Sales
Texas CVB Holiday Event	Washington, D.C.	Convention Sales
Chicago Holiday Client Event	Chicago	Convention Sales
Association Forum Holiday Showcase	Chicago	Convention Sales
American Cup	Palm Beach, Florida	ASC

## Site Visits

Group Name	Total Room Nights
A-1 Conference and Meeting Planners	170
FMI Marketing, Inc.	225
American Statistical Association	240
Intersect ENT	51
ROC Exhibitions	600
BKBG (Bath & Kitchen Buying Group)	720
Cloplay Building Products	735
Decorative Plumbing & Hardware Association	875
Complete Conference Management	947
USA Weightlifting	1,320
Sigma Phi Epsilon	2,167
Sensus	2,586
Jack and Jill of America	2,805

<b>Convention Services (Site Visits/Planning Meetings)</b>	
Emerson Process Management 10/2016	8,312
American Society for Surgery of the Hand 10/2016	5,722
Alliance for Innovation 10/2018	235
Texas Association of Business (tentative) 3/2017 & 3/2018	100
USA Weightlifting - National Youth Championships 6/2016	1,320
Construction Specifications Institute 9/2016 (1)	2,120
Tableau Software 11/2016	28,540
Society of Women Engineers 10/2017	9,505
NFMT High Performance Buildings Event 5/2016	600
American Association of Law Libraries 7/2017	7,380
Construction Specifications Institute 9/2016 (2)	2,120
<b>Tourism Department (Site Visits/FAMs)</b>	
Hotelbeds	6,500
Aeromexico/Shanghai China FAM	unknown

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

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
DreamHack AB	5/5/2016	5/9/2016	500	475
Austin Junior Volleyball	12/30/2016	1/1/2017	2,500	784
Texas International Produce Association	4/19/2017	4/22/2017	1,000	1,500
Rooster Teeth Productions	7/5/2017	7/10/2017	15,000	2,213
Association of Texas Professional Educators	7/9/2017	7/13/2017	850	945
New York Life Insurance	8/27/2017	8/31/2017	3,800	12,349
Rooster Teeth Productions	8/1/2018	8/6/2018	15,000	2,213
Spiceworks	10/6/2018	10/11/2018	4,500	5,520
American Farm Bureau Federation	1/14/2020	1/23/2020	7,000	12,712
NASPA Student Affairs Administrators in Higher Education	3/25/2020	4/2/2020	6,500	13,356

\*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	167,250	146,389	16
2018	266,150	240,938	28	39,500	85,819	18
2017	261,680	225,372	36	45,000	55,257	22
2016	320,950	279,949	50	35,370	34,287	12
2015	373,997	300,932	67	0	0	0
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

	December 2015	December 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Meetings Serviced bureau booked 83 non-bureau booked 7	90	107	-16%	358	396	-10%
Reservations Assigned	2,148	189	1037%	4,310	2,058	109%
Registration Hours Provided	923	214	331%	2,933	1,349	117%
Supplier Referrals	15	24	-38%	46	55	-16%
Supplier Leads	5	9	-44%	25	29	-14%
Site Visits/Planning Meetings	11	12	-8%	25	40	-38%
Pre/Post Convention Meetings	1	2	-50%	10	7	43%
Community Outreach/Supplier Mtgs	8	14	-43%	25	43	-42%
Music Inquiries	15	67	-78%	95	227	-58%

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## FILM PRODUCTION

	December 2015	December 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Production/ Referral Inquiries	1,421	1,743	-18%	31,930	5,914	440%
Production Packages Fulfilled	4	3	33%	73	12	508%
Production Starts	1	1	0%	33	4	725%
Production Days	24	32	-25%	1042	227	359%

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

- The Son (AMC)
- Crushed (HBO - pilot)
- Bad Couple (Comedy Central - pilot)
- From Dusk Till Dawn (El Ray - season 3)
- Leftovers (HBO - season 3)
- Battle Angel (James Cameron / Robert Rodriguez - feature)



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## PUBLIC RELATIONS PRODUCTION

	December 2015	December 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	110	61	80%	1,534	1,282	20%
Number of Outlets Reached	52	40	30%	820	775	6%
Press Trips/Media Hosted	2	2	0%	19	14	36%
Dollar value of media (source: Cision)	\$2,256,149	\$4,816,439	-53%	\$23,627,498	\$16,667,706	42%
Significant Placements*	8	9	-11%	41	41	0%

## Media Placements

### Print Magazines

*Travel Age West*  
*Luxury Magazine (New Zealand)*  
*Ignite*  
*Convene*

### Newspapers

*Austin Business Journal (2)*  
*USA Today*

### Online/Internet Outlets:

*1879 - Maison Birks*

### Broadcast

## Media Hosted

James Wilkerson, Time- Out Australia, New Zealand  
 Antony Sulvako, New Zealand