

Austin

— CONVENTION & VISITORS BUREAU —



INDUSTRY REPORT - June 2016

Aviation Passengers*

	May 2016	May 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Total Passengers	1,081,450	1,022,353	6%	4,888,706	4,505,004	9%
Total Enplanements	549,184	516,707	6%	2,442,638	2,255,851	8%

*Source: Austin-Bergstrom International Airport

Visitor Services

	June 2016	June 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Visitor Packets Sent	2,142	3,987	-46%	62,922	32,854	92%
Virtual Visitor Guide Visits	3,183	1,704	87%	28,860	19,170	51%
Downtown Visitors	18,792	14,521	29%	145,162	119,207	22%
Phone Calls/Email Requests	1,562	1,490	5%	13,564	13,558	0%
Retail Revenue-Gross	\$106,279	\$122,280	-13%	\$826,610	\$859,628	-4%
Walking Tour Participants	60	224	-73%	1,122	3,097	-64%

Website Traffic

	June 2016	June 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Unique Web Visits**	214,158	208,910	3%	1,555,378	1,649,143	-6%
Online Booking Engine Reservations*	11	25	-56%	128	264	-52%

*Includes hotel, attraction and package reservations

**Launched responsive site on 12/1

Leisure Travel

	June 2016	June 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Tourism Partner Leads	6	19	-68%	252	128	97%
Destination Trainings	84	53	58%	3,331	328	916%
Product Placement	1	3	-67%	47	20	135%
Online Package Development	1	0	N/A	16	7	129%

A Meetings—CVB Booked

	June 2016	June 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Meetings*	6	7	-14%	51	53	-4%
Room Nights	24,435	14,886	64%	213,815	189,466	13%
Attendance	18,800	15,400	22%	178,320	170,843	4%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	June 2016	June 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Definite Bookings	72	80	-10%	632	557	13%
Total Room Night Production	70,641	45,842	54%	496,428	444,892	12%
Total Attendance	52,419	96,825	-46%	555,972	562,854	-1%

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

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A Meetings Lead Production

	June 2016	June 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	33	32	3%	294	227	30%
Total Room Night Production	159,206	169,679	-6%	1,553,967	1,316,649	18%

ALL Meetings Lead Production

	June 2016	June 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	212	235	-10%	2124	1821	17%
Total Room Night Production	287,087	298,559	-4%	2,763,286	2,397,136	15%

Tradeshows & Events

Event Name	Location	Department Attending
PCMA Education Foundation Partnership Summit	Braselton, GA	Convention Sales
MPI World Education Congress	Atlantic City, NJ	Convention Sales
Toronto Sales Mission & Client Event	Toronto, ONT	Convention Sales
PCMA Education Conference	St. Louis, MO	Convention Sales
US Travel Association's IPW	New Orleans, LA	Tourism
Brand USA Advisory/Partner Program Committee Meeting	Washington, DC	Tourism

Site Visits

Group Name	Total Room Nights
Texas Association of School Boards	110
Minority Corporate Counsel Association	300
Porsche Cars North America	326
Society of International Business Fellows	404
SilkRoad Technology	1,502
Traffic Audit Bureau for Media Measurement, Inc.	1,700
JD Events LLC	1,720
Scrum Alliance	2,050
American College of Osteopathic Emergency Physicians	2,260
American Bar Association	2,869
Gap, Inc.	3,661
Orthopaedic Research Society	5,088

Pure Storage	5,430
Gerontological Society of America	7,725
National Council for Behavioral Health	12,300
Palo Alto Networks	17,997
Convention Services (Site Visits/Planning Meetings)	
American Meteorological Society 1/2018	8,720
Tableau Software 11/2017	28,540
Triple Crown Sports 7/2016	5,613
International Energy Credit Association 10/2016	1,620
National Council for Behavioral Health 4/2020	12,300
PCMA 1/2017	11,265
Tourism Department (Site Visits/FAMs)	
Brasil Motorcoach and Media FAM 6/26	

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Procore	3/28/2017	4/1/2017	2,000	1,255
Texas Library Association	4/12/2019	4/19/2019	8,000	7,975
Sirius Decisions	5/1/2020	5/8/2020	5,000	10,000
Society for Personality and Social Psychology	2/10/2021	2/31/21	3,800	4,055

*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
2020	66,900	107,486	13	230,950	244,805	25
2019	203,810	177,430	23	107,450	195,557	27
2018	261,950	251,061	29	41,500	66,594	14
2017	266,800	250,050	40	68,550	45,028	13
2016	340,120	297,168	55	3,700	1,806	3
2015	373,997	300,932	67			
2014	324,100	261,178	58			
2013	287,921	242,304	64			
2012	288,165	265,500	58			
2011	312,450	249,826	60			

Convention Services

	June 2016	June 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Meetings Serviced bureau booked 110 non-bureau booked 22	132	152	-13%	1231	1327	-7%
Reservations Assigned	4,221	1,078	292%	10,556	6,008	76%
Registration Hours Provided	1,244	785	58%	8,939	4,396	103%
Supplier Referrals	31	33	-6%	218	239	-9%
Supplier Leads	9	11	-18%	57	89	-36%
Site Visits/Planning Meetings	6	9	-33%	94	95	-1%
Pre/Post Convention Meetings	3	2	50%	26	26	0%
Community Outreach/Supplier Mtgs	21	16	31%	132	115	15%
Music Inquiries	101	87	16%	491	839	-41%

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FILM PRODUCTION

	June 2016	June 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Production/ Referral Inquiries	3,610	2,602	39%	21,059	19,280	9%
Production Packages Fulfilled	9	9	0%	66	37	78%
Production Starts	4	3	33%	23	19	21%
Production Days	102	93	10%	710	581	22%

Film, TV, Commercial, Print and Miscellaneous Production

- Infinity Baby (indie)
- The Son (AMC)
- Battle Angel (Fox)
- La Baracuda (indie)
- 3 Still Shoots

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PUBLIC RELATIONS PRODUCTION

	June 2016	June 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	963	857	12%	3,969	3,499	13%
Number of Outlets Reached	524	412	27%	2,129	1,963	8%
Press Trips/Media Hosted	6	2	200%	36	48	-25%
Dollar value of media (source: Cision)	\$4,523,897	\$3,565,489	27%	\$61,444,444	\$100,615,108	-39%
Significant Placements	12	13	-8%	135	123	10%

*Media outreach: IPW, X Games, Roadtrip

Media Placements

Print Magazines

USAE
MPI
Connect Sports

Newspapers

Telegraph, UK (3)
The Globe and Mail

Online/Internet Outlets:

Curbed
Mr. Porter.com
National Student

Broadcast

KXAN
CNN

Media Hosted

Tom Dedek, Tom on Tour, Germany
Pheobe Smith, Wanderlust, UK
Neil Murray, Scottish Sun, Sunday Mail, UK
Angelika Schwaff, Germany, Condor Airlines
Suitcase Magazine, UK