

INDUSTRY REPORT - May 2016

Aviation Passengers*

	April 2016	April 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Total Passengers	1,028,337	957,916	7%	3,807,256	3,482,651	9%
Total Enplanements	517,976	483,585	7%	1,893,454	1,739,144	9%

*Source: Austin-Bergstrom International Airport

Visitor Services

	May 2016	May 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Visitor Packets Sent	17,139	4,791	258%	60,780	28,867	111%
Virtual Visitor Guide Visits	2,999	1,201	150%	25,677	17,466	47%
Downtown Visitors	17,847	14,521	23%	126,370	119,207	6%
Phone Calls/Email Requests	1,402	1,490	-6%	12,002	13,558	-11%
Retail Revenue-Gross	\$116,522	\$122,280	-5%	\$720,331	\$859,628	-16%
Walking Tour Participants	190	224	-15%	1,062	3,097	-66%

Website Traffic

	May 2016	May 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Unique Web Visits**	210,773	203,017	4%	1,375,614	1,442,624	-5%
Online Booking Engine Reservations*	9	25	-64%	117	239	-51%

*Includes hotel, attraction and package reservations

**Launched responsive site on 12/1

Leisure Travel

	May 2016	May 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Tourism Partner Leads	24	8	200%	246	52	373%
Destination Trainings	736	9	8078%	3,247	269	1107%
Product Placement	3	6	-50%	14	44	-68%
Online Package Development	1	0	N/A	15	7	114%

A Meetings—CVB Booked

	May 2016	May 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Meetings*	3	3	0%	45	46	-2%
Room Nights	33,031	12,515	164%	189,380	174,580	8%
Attendance	12,500	12,700	-2%	159,320	155,443	2%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	May 2016	May 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Definite Bookings	84	51	65%	560	477	17%
Total Room Night Production	66,022	37,293	77%	425,787	399,050	7%
Total Attendance	42,469	55,720	-24%	503,553	466,029	8%

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

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A Meetings Lead Production

	May 2016	May 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	43	18	139%	261	195	34%
Total Room Night Production	257,039	106,673	141%	1,394,761	1,146,970	22%

ALL Meetings Lead Production

	May 2016	May 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	246	204	21%	1912	1583	21%
Total Room Night Production	407,399	243,381	67%	2,476,199	2,091,010	18%

Tradeshows & Events

Event Name	Location	Department Attending
TS&E Summer Break	Austin	Convention Sales
Chicago Sales Mission & Client Event	Chicago	Convention Sales
DFW Sales Mission & Client Event	Dallas	Convention Sales
ARLAG Tradeshows	Guadalajara, Mexico	Tourism
Texas Tourism Sales and Media Mission	Mexico	Tourism
Brand USA Advisory/Partner Program Committee Meeting	Washington, DC	Tourism

Site Visits

Group Name	Total Room Nights
Motorola	96
International Association of Professional Security Consultants	170
Foy Inc	200
BMO Financial Group	210
Solar Energy Trade Shows	215
BMW of North America	220
IEEE Central Texas Section	260
Consumer Technology Association	278
National Shooting Sports Foundation	280
Dell Inc.	360
Do An Event	390

B C Ziegler & Co	421
Western Systems Power Pool	430
Gordon Food Service	608
ProEd Corporation	630
National Apartment Association	750
NEXT Church	800
AIG Financial Network	1,075
American Association of Heart Failure Nurses	1,611
Context Summits	1,800
American Society of Regional Anesthesia and Pain Medicine	1,890
Society for Biomaterials	1,900
Computing Technology Industry Association	2,120
Accreditation Council for Business Schools and Programs	2,630
Behindthechair.com	3,835
Convention Services (Site Visits/Planning Meetings)	
Dell World 10/2016	13,010
Deere & Company 12/2016	15,290
National Performance Network 11/2016	731
Unclaimed Property Professionals Organization 3/2017	1,625
Professional Conference Management Association 1/2017	11,265
Association of Kentucky Fried Chicken Franchisees 2/2017	4,808
International Live Events Association 8/2016	810
Tourism Department (Site Visits/FAMs)	
Brand USA/ Air New Zealand Top Sellers FAM	
Elle Brazil Editor FAM	
Austin Virtuoso Agency FAM	
Horseshoe Bay Golf Travel Trade FAM	

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
National Public Health Institute	3/19/2017	3/24/2017	1,500	5,100
Association for Research in Vision and Ophthalmology	5/4/2025	5/8/2025	11,000	27,486

*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	61,900	97,486	12	216,000	222,477	21
2019	195,810	159,655	21	105,150	203,588	28
2018	261,950	237,621	28	46,800	112,786	17
2017	264,800	237,102	38	58,600	59,517	18
2016	340,120	297,168	55	16,000	2,480	4
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

	May 2016	May 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Meetings Serviced bureau booked 129 non-bureau booked 15	144	149	-3%	1099	1175	-6%
Reservations Assigned	662	800	-17%	6,335	4,930	28%
Registration Hours Provided	1,340	1091.5	23%	7,695	3,611	113%
Supplier Referrals	22	26	-15%	187	206	-9%
Supplier Leads	3	5	-40%	48	78	-38%
Site Visits/Planning Meetings	10	7	43%	88	86	2%
Pre/Post Convention Meetings	6	5	20%	23	22	5%
Community Outreach/Supplier Mtgs	10	9	11%	111	99	12%
Music Inquiries	84	123	-32%	390	752	-48%

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FILM PRODUCTION

	May 2016	May 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Production/ Referral Inquiries	3,152	2,619	20%	17,449	16,678	5%
Production Packages Fulfilled	7	7	0%	57	28	104%
Production Starts	2	2	0%	19	16	19%
Production Days	87	66	32%	608	544	12%

Film, TV, Commercial, Print and Miscellaneous Production

- The Son (AMC)
- Infinity Baby (indie)
- Battle Angel (Fox)
- The Leftovers (HBO)
- La Baracuda (indie)
- Killing of a Sacred Deer (indie)
- Mr. Mercedes (pilot)
- 4 catalog still shoots

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PUBLIC RELATIONS PRODUCTION

	May 2016	May 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	507	491	3%	3,006	2,642	14%
Number of Outlets Reached	263	246	7%	1,605	1,551	3%
Press Trips/Media Hosted	1	8	-88%	30	46	-35%
Dollar value of media (source: Cision)	\$6,562,489	\$4,915,204	34%	\$56,920,547	\$97,049,619	-41%
Significant Placements	20	16	25%	123	110	12%

Media Placements

Print Magazines	Newspapers
<i>Successful Meetings</i> <i>Convene</i> <i>Houstonia Magazine</i>	<i>Austin Business Journal</i> <i>Austin American Statesman (2)</i> <i>Austin Inno (2)</i> <i>Houston Chronicle</i> <i>El Paso Times</i>
Online/Internet Outlets:	Broadcast
<i>Forbes</i> <i>Lonely Planet</i> <i>Skift</i> <i>Golf Channel</i>	Telemundo Austin KXAN KEYE KTBC Time Warner News KLBJ AM

Media Hosted

Sam Boyer, NZ Herald