



## INDUSTRY REPORT - November 2015

### Aviation Passengers\*

|                    | October 2015 | October 2014 | % Ch | 2015 YTD  | 2014 YTD  | YTD % Ch |
|--------------------|--------------|--------------|------|-----------|-----------|----------|
| Total Passengers   | 1,044,747    | 972,968      | 7%   | 9,831,933 | 8,916,843 | 10%      |
| Total Enplanements | 521,405      | 480,772      | 8%   | 4,917,393 | 4,461,441 | 10%      |

\*Source: Austin-Bergstrom International Airport

### Visitor Services

|                              | November 2015 | November 2014 | % Ch | 2015 YTD* | 2014 YTD  | YTD % Ch |
|------------------------------|---------------|---------------|------|-----------|-----------|----------|
| Visitor Packets Sent         | 3,667         | 1,943         | 89%  | 7,560     | 5,488     | 38%      |
| Virtual Visitor Guide Visits | 3,865         | 1,986         | 95%  | 7,903     | 5,276     | 50%      |
| Downtown Visitors            | 14,723        | 13,800        | 7%   | 32,539    | 27,402    | 19%      |
| Phone Calls/Email Requests   | 1,402         | 1,285         | 9%   | 3,278     | 3,161     | 4%       |
| Retail Revenue-Gross         | \$83,218      | \$73,512      | 13%  | \$175,475 | \$171,631 | 2%       |
| Walking Tour Participants    | 188           | 387           | -51% | 371       | 768       | -52%     |

### Website Traffic

|                                     | November 2015 | November 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|-------------------------------------|---------------|---------------|------|----------|----------|----------|
| Unique Web Visits                   | 111,290       | 127,332       | -13% | 237,570  | 250,644  | -5%      |
| Unique Mobile Site Visits           | 46,653        | 38,576        | 21%  | 94,896   | 76,139   | 25%      |
| Online Booking Engine Reservations* | 8             | 16            | -50% | 25       | 75       | -67%     |

\*Includes hotel, attraction and package reservations

### Leisure Travel

|                            | November 2015 | November 2014 | % Ch  | 2015 YTD | 2014 YTD | YTD % Ch |
|----------------------------|---------------|---------------|-------|----------|----------|----------|
| Tourism Partner Leads      | 18            | 9             | 100%  | 150      | 27       | 456%     |
| Destination Trainings      | 240           | 15            | 1500% | 759      | 18       | 4117%    |
| Product Placement          | 3             | 4             | -25%  | 61       | 4        | 1425%    |
| Online Package Development | 5             | 0             | N/A   | 5        | 0        | N/A      |

### A Meetings—CVB Booked

|                     | November 2015 | November 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|---------------------|---------------|---------------|------|----------|----------|----------|
| Number of Meetings* | 5             | 4             | 25%  | 7        | 7        | 0%       |
| Room Nights         | 14,437        | 6,335         | 128% | 19,322   | 14,858   | 30%      |
| Attendance          | 18,000        | 2,100         | 757% | 33,000   | 6,100    | 441%     |

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

### ALL CVB Definite Room Night Bookings

|                             | November 2015 | November 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|-----------------------------|---------------|---------------|------|----------|----------|----------|
| Number of Definite Bookings | 54            | 29            | 86%  | 96       | 82       | 17%      |
| Total Room Night Production | 42,010        | 17,221        | 144% | 64,227   | 59,781   | 7%       |
| Total Attendance            | 41,681        | 8,423         | 395% | 64,416   | 144,288  | -55%     |

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

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## A Meetings Lead Production

|                             | November<br>2015 | November<br>2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|-----------------------------|------------------|------------------|------|----------|----------|----------|
| Number of Leads             | 31               | 21               | 48%  | 72       | 57       | 26%      |
| Total Room Night Production | 176,454          | 125,356          | 41%  | 375,588  | 307,087  | 22%      |

## ALL Meetings Lead Production

|                             | November<br>2015 | November<br>2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|-----------------------------|------------------|------------------|------|----------|----------|----------|
| Number of Leads             | 263              | 191              | 38%  | 445      | 391      | 14%      |
| Total Room Night Production | 317,376          | 231,962          | 37%  | 639,729  | 524,244  | 22%      |

## Tradeshows & Events

| Event Name                                   | Location                        | Department Attending |
|--|---------------------------------|----------------------|
| TSAE Connect Texas                           | Frisco, TX                      | Convention Sales     |
| DC Sales Mission & Client Events             | Washington, D.C.                | Convention Sales     |
| ASAE Leadership Retreat                      | Hyatt Regency Lost Pines Resort | Convention Sales     |
| National Coalition of Black Meeting Planners | Newport Beach, CA               | Convention Sales     |
| FOREward Meeting Classic                     | Omni Barton Creek Resort        | Convention Sales     |
| Austin Sports Commission Golf Tournament     | Austin                          | ASC                  |

## Site Visits

| Group Name   | Total Room Nights |
|--|-------------------|
| KiScon   | 100               |
| Ricoh Americas Corporation                                   | 160               |
| Wells Fargo  | 160               |
| Telemachus Network   | 235               |
| BBI International  | 375               |
| LT Planning & Incentives                                     | 360               |
| Slalom Consulting  | 425               |
| The Council of Engineering and Scientific Society Executives | 435               |
| American Concrete Pavement Association                       | 455               |
| National Business Aviation Association                       | 815               |
| American Psychoanalytic Association                          | 872               |
| Seismological Society of America                             | 1,335             |

|  |         |
|--|---------|
| Society of Industrial and Office Realtors                  | 1,541   |
| Power Transmission Distributors Association                | 2,150   |
| Ascension Health   | 2,255   |
| Stryker  | 3,607   |
| National Potato Council                                    | 4,360   |
| Juice Plus+  | 4,775   |
| <b>Convention Services (Site Visits/Planning Meetings)</b> |         |
| American Society for Surgery of the Hand Sept./Oct. 2016   | 5,722   |
| American Association for Middle Level Education Oct. 2016  | 4,172   |
| Mecum Auctions Dec. 2016                                   | unknown |
| Johnstone Supply Feb. 2016                                 | 2,407   |
| American College of Foot & Ankle Surgeons Feb. 2016        | 3,903   |
| Tablaeu Software Nov. 2016                                 | 28,540  |
| American Bar Association Oct. 2016                         | 800     |
| American Animal Hospital Association March/April 2016      | 4,080   |
| Professional Convention Management Association Jan. 2017   | 11,023  |
| Modern Language Association Jan. 2016                      | 7,439   |
|  |         |
|  |         |
| <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 |
|--------------------------------------|----------------|--------------|----------------------|------------------|
| Austin Junior Volleyball             | 2/12/2016      | 2/14/2016    | 1,000                | 692              |
| Texas Assessment Association         | 11/5/2017      | 11/8/2017    | 3,000                | 1,625            |
| Texas Assessment Association         | 11/10/2018     | 11/14/2018   | 3,000                | 1,625            |
| Texas Computer Education Association | 1/31/2020      | 2/8/2020     | 11,000               | 9,800            |

\*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                   | 180,650              | 124,995               | 11                    |
| 2018 | 246,650             | 230,078              | 26                   | 22,230               | 47,681                | 10                    |
| 2017 | 238,530             | 203,353              | 30                   | 26,200               | 39,423                | 10                    |
| 2016 | 320,450             | 279,116              | 46                   | 33,870               | 26,670                | 9                     |
| 2015 | 373,997             | 300,937              | 64                   | 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

|  | November 2015 | November 2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|--|---------------|---------------|------|----------|----------|----------|
| Meetings Serviced<br>bureau booked 137<br>non-bureau booked 14 | 151           | 102           | 48%  | 268      | 287      | -7%      |
| Reservations Assigned  | 636           | 521           | 22%  | 2,162    | 1,869    | 16%      |
| Registration Hours Provided                                    | 903           | 627           | 44%  | 2,010    | 1,130    | 78%      |
| Supplier Referrals   | 27            | 5             | 440% | 47       | 31       | 52%      |
| Supplier Leads   | 10            | 7             | 43%  | 17       | 20       | -15%     |
| Site Visits/Planning Meetings                                  | 10            | 9             | 11%  | 14       | 28       | -50%     |
| Pre/Post Convention Meetings                                   | 5             | 1             | 400% | 9        | 5        | 80%      |
| Community Outreach/Supplier Mtgs                               | 10            | 13            | -23% | 17       | 29       | -41%     |
| Music Inquiries  | 35            | 70            | -50% | 80       | 160      | -50%     |

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## FILM PRODUCTION

|                                | November<br>2015 | November<br>2014 | % Ch | 2015 YTD | 2014 YTD | YTD % Ch |
|--------------------------------|------------------|------------------|------|----------|----------|----------|
| Production/ Referral Inquiries | 2,206            | 1,743            | 27%  | 30,509   | 18,499   | 65%      |
| Production Packages Fulfilled  | 5                | 4                | 25%  | 69       | 52       | 33%      |
| Production Starts              | 1                | 1                | 0%   | 32       | 17       | 88%      |
| Production Days                | 45               | 70               | -36% | 1018     | 899      | 13%      |

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

- American Crime - ABC tv
- The Son - AMC tv (pilot)
- Bad Couple - Comedy Central (pilot)
- From Dusk Till Dawn (season 3) - El Ray
- Johnny Quest - Rodriguez film
- Alita: Battle Angel - Rodriguez film
- Slash - indie film
- Spinnign Man - indie film
- Riverdale (pilot) - WB

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## PUBLIC RELATIONS PRODUCTION

|  | November 2015 | November 2014 | % Ch | 2015 YTD     | 2014 YTD     | YTD % Ch |
|--|---------------|---------------|------|--------------|--------------|----------|
| Media Outreach (Releases and Pitches)  | 659           | 653           | 1%   | 1,424        | 1,221        | 17%      |
| Number of Outlets Reached              | 366           | 351           | 4%   | 768          | 735          | 4%       |
| Press Trips/Media Hosted               | 1             | 3             | -67% | 17           | 12           | 42%      |
| Dollar value of media (source: Cision) | \$12,583,698  | \$11,851,267  | 6%   | \$23,371,349 | \$21,675,455 | 8%       |
| Significant Placements*                | 16            | 13            | 23%  | 33           | 32           | 3%       |

## Media Placements

| Print Magazines   | Newspapers  |
|---|---|
| <i>Le Figaro (French Magazine)</i><br><i>Meeting Magazine</i><br><i>Prevue Magazine</i><br>AFAR<br><i>Ignite Magazine</i> | <i>Statesman (3)</i><br><i>Daily Telegraph (2)</i><br><i>NY Times</i> |
| Online/Internet Outlets:  | Broadcast   |
| <i>Huffington Post (2)</i><br><i>National Geographic (2)</i><br><i>Biz Bash</i>   |   |

## Media Hosted

|                                |
|--------------------------------|
| Canadian Cooking Show Rebel TV |
|--------------------------------|