

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 Internation	onal Airport				-	

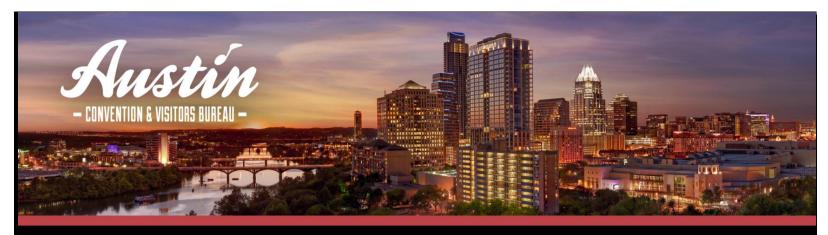
Visitor Services							
	November 2015	November 2014	% Ch	2015 YTD*	2014 YTD	YTD % Ch	
Visitor Packets Sent	3,667	1,943	89%	7,560	5,488	38%	
Virtual Visitor Guide Visits	3,865	1,986	95%	7,903	5,276	50%	
Downtown Visitors	14,723	13,800	7%	32,539	27,402	19%	
Phone Calls/Email Requests	1,402	1,285	9%	3,278	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%	

	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.						



A Meetings Lead Production

	November 2015	November 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 2015	November 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				
Convention Services (Site Visits/Planning Meetings)					
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				
Tourism Department (Site Visits/FAMs)					
Hotelbeds	6,500				
Aeromexico/Shanghai China FAM	unknown				



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 bureau booked 137 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%		



FILM PRODUCTION								
	November 2015	November 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

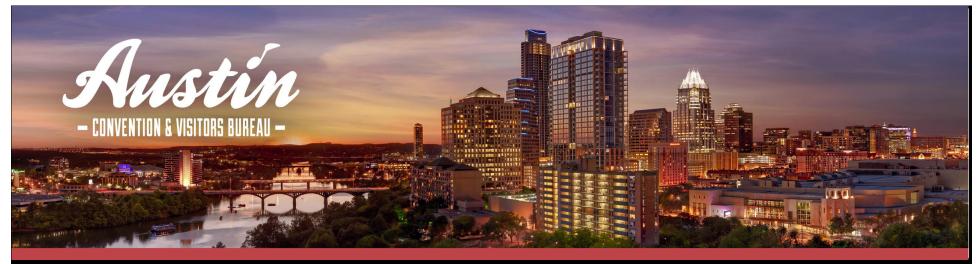
American Crime - ABC tv The Son - AMC tv (pilot)

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



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 Le Figaro (French Magazine) Meeting Magazine Prevue Magazine AFAR

Ignite Magazine

Newspapers

Statesman (3) Daily Telegraph (2)

NY Times

Online/Internet Outlets:

Huffington Post (2) National Geographic (2) Biz Bash

Broadcast

Media Hosted

Canadian Cooking Show Rebel TV