



INDUSTRY REPORT - September 2016

Aviation Passengers*

	August 2016	August 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Total Passengers	1,054,496	1,062,997	-1%	8,212,639	7,822,211	5%
Total Enplanements	512,141	516,769	-1%	4,106,374	3,914,946	5%

*Source: Austin-Bergstrom International Airport

Visitor Services

	September 2016	September 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Visitor Packets Sent	2,384	3,284	-27%	68,560	43,819	56%
Virtual Visitor Guide Visits	1,439	1,398	3%	32,908	24,759	33%
Downtown Visitors	19,641	19,437	1%	206,113	178,315	16%
Phone Calls/Email Requests	1,624	1,542	5%	18,349	18,230	1%
Retail Revenue-Gross	\$99,086	\$98,240	1%	\$1,162,099	\$1,237,973	-6%
Walking Tour Participants	121	273	-56%	1,439	3,796	-62%

Website Traffic

	September 2016	September 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Unique Web Visits**	161,160	182,613	-12%	2,165,873	2,248,908	-4%
Online Booking Engine Reservations*	12	39	-69%	174	357	-51%

*Includes hotel, attraction and package reservations

**Launched responsive site on 12/1

Leisure Travel

	September 2016	September 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Tourism Partner Leads	6	11	-45%	296	132	124%
Destination Trainings	250	152	64%	3,893	519	650%
Product Placement	84	5	1580%	169	58	191%
Online Package Development	0	0	N/A	19	7	171%

A Meetings—CVB Booked

	September 2016	September 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Meetings*	10	13	-23%	67	77	-13%
Room Nights	39,187	66,853	-41%	264,921	296,530	-11%
Attendance	17,200	42,900	-60%	212,920	261,567	-19%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	September 2016	September 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Definite Bookings	70	90	-22%	900	784	15%
Total Room Night Production	63,555	101,567	-37%	689,123	640,651	8%
Total Attendance	38,011	68,749	-45%	679,596	722,288	-6%

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

Austin

— CONVENTION & VISITORS BUREAU —



A Meetings Lead Production

	September 2016	September 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	28	26	8%	386	316	22%
Total Room Night Production	130,231	143,818	-9%	1,962,978	1,809,381	8%

ALL Meetings Lead Production

	September 2016	September 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	214	220	-3%	2822	2,488	13%
Total Room Night Production	240,374	287,371	-16%	3,624,177	3,274,621	11%

Tradeshows & Events

Event Name	Location	Department Attending
TSAE Annual Conference	San Antonio	Convention Sales
Northeast Sales Mission & Client Events	New York, Philadelphia	Convention Sales
Congressional Black Caucus	Washington, D.C.	Convention Sales
ASAE Five Star Weekend	Carlsbad	Convention Sales
World Routes	Chengdu, China	Tourism

Site Visits

Group Name	Total Room Nights
International Public Management Association for Human Resources - Texas Chapter	50
Texas Baptist Ministry Assistants	107
Money Transmitter Regulators Association	195
Insurance Advertising Compliance Association	200
Wizard World	275
Congress of Chiropractic State Associations	428
Tradeline, Inc.	470
SoHo Publishing Company	560
Promotional Products Association International (PPAI)	582
Agile Alliance	600
Central Michigan University	623
Society for Experiential Graphic Design	816
TriMega Purchasing Association	1,147

LRP Publications	1,484
General Federation of Women's Clubs	1,960
American Express Meetings & Events	2,251
NADCO (National Association of Development Companies)	2,540
American College of Occupational & Environmental Medicine	3,000
Caterpillar	3,800
Union for Reform Judaism	11,299
Convention Services (Site Visits/Planning Meetings)	
Profession Convention Management Assn. 1/2017	11,262
Lean Enterprise Institute 7/2017	661
National MS Society 4/2017	1,200
Case Management Society of America 6/2017	3,792
Procure - Groundbreak Conference 3/2017	1,255
Event Services Professionals Assn. 1/2017	640
American Association of Law Libraries 7/2017	7,380
Tableau software 11/2016	28,540
Tourism Department (Site Visits/FAMs)	
British Airways 9/15- 9/18	NA

Austin

— CONVENTION & VISITORS BUREAU —



CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Docker, Inc.	4/16/2017	4/20/2017	5,000	5,670
Informa	9/25/2017	9/29/2017	600	1,640
Gap, Inc.	4/19/2018	4/22/2018	1,400	3,560
Orthopaedic Research Society	2/2/2019	2/5/2019	3,500	5,393
Envestnet	4/29/2019	5/3/2019	1,600	3,374
National Council for Behavioral Health	3/29/2020	4/9/2020	3,500	12,300
Envestnet	4/26/2020	5/1/2020	1,600	3,374

*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	72,000	123,160	15	210,964	204,184	21
2019	208,910	182,279	25	94,200	152,858	23
2018	262,550	240,041	29	49,650	71,545	15
2017	272,400	246,830	42	100,650	47,124	24
2016	355,540	298,395	60	3,000	1,500	1
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

	September 2016	September 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Meetings Serviced bureau booked 149 non-bureau booked 8	157	75	109%	1693	1657	2%
Reservations Assigned	2,752	5,515	-50%	16,471	12,753	29%
Registration Hours Provided	1,232	144	756%	10,909	5,697	91%
Supplier Referrals	20	7	186%	288	278	4%
Supplier Leads	6	7	-14%	81	110	-26%
Site Visits/Planning Meetings	8	9	-11%	115	118	-3%
Pre/Post Convention Meetings	4	3	33%	35	36	-3%
Community Outreach/Supplier Mtgs	4	10	-60%	167	141	18%
Music Inquiries	89	40	123%	902	1019	-11%

Austin

— CONVENTION & VISITORS BUREAU —



FILM PRODUCTION

	September 2016	September 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Production/ Referral Inquiries	3,232	2,417	34%	30,185	26,367	14%
Production Packages Fulfilled	13	7	86%	85	58	47%
Production Starts	18	3	500%	44	29	52%
Production Days	200	124	61%	988	1013	-2%

Film, TV, Commercial, Print and Miscellaneous Production Highlights

- Big Spoon (indie)
- Quaker Oats (indie)
- Home State (indie)
- The Son (AMC)
- Battle Angel (FOX)
- Geico Campaign (commercial)
- Dick's Sporting Goods Holiday (commercial/print)
- Healthcare.Gov (commercial)
- MacWallander (commercial)
- Derby Inc (commercial)
- Jerrold Carmichael Comedy Special (tv-a24)
- American Diners (tv-food)
- Adult Swim Comedy Segments (tv)

Austin

— CONVENTION & VISITORS BUREAU —



PUBLIC RELATIONS PRODUCTION

	September 2016	September 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	5,355	284	1786%	9,712	4,122	136%
Number of Outlets Reached	2,678	139	1827%	4,978	2,307	116%
Press Trips/Media Hosted	3	1	200%	56	88	-36%
Dollar value of media (source: Cision)	\$15,006,783	\$7,845,621	91%	\$84,609,925	\$114,821,241	-26%
Significant Placements	19	17	12%	185	167	11%

*Media outreach: All press added to monthly leisure e-

Media Placements

Print Magazines

Dandy Magazine
Group Leisure Magazine
JAL Airways

Newspapers

UK Sunday Mail
Sonntageszeitung
Austin American-Statesman (2)
Long Haul, UK
Austin Chronicle (2)
Austin Monitor (2) Austin Business Journal

Online/Internet Outlets:

USA Today
JustLuxe.com
Suitcase Magazine
Condor Airlines

Broadcast

KXAN
KVUE
WFAA

Media Hosted

Anna Gault, Scotland
India Dowley, UK
Laurel Miller, USA