

INDUSTRY REPORT - August 2016

Aviation Passengers*

	July 2016	July 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Total Passengers	1,133,641	1,165,811	-3%	7,158,143	6,759,214	6%
Total Enplanements	570,444	585,478	-3%	3,594,233	3,398,177	6%

*Source: Austin-Bergstrom International Airport

Visitor Services

	August 2016	August 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Visitor Packets Sent	1,533	4,226	-64%	66,176	40,535	63%
Virtual Visitor Guide Visits	1,458	2,198	-34%	31,469	23,361	35%
Downtown Visitors	21,320	17,710	20%	186,472	158,878	17%
Phone Calls/Email Requests	1,642	1,602	2%	16,725	16,688	0%
Retail Revenue-Gross	\$105,303	\$126,153	-17%	\$1,063,013	\$1,139,723	-7%
Walking Tour Participants	35	196	-82%	1,318	3,523	-63%

Website Traffic

	August 2016	August 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Unique Web Visits**	198,248	206,856	-4%	2,004,713	2,079,818	-4%
Online Booking Engine Reservations*	16	26	-38%	162	318	-49%

*Includes hotel, attraction and package reservations

**Launched responsive site on 12/1

Leisure Travel

	August 2016	August 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Tourism Partner Leads	8	42	-81%	290	121	140%
Destination Trainings	209	7	2886%	3,643	367	893%
Product Placement	28	3	833%	85	53	60%
Online Package Development	2	0	#DIV/0!	19	7	171%

A Meetings—CVB Booked

	August 2016	August 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Number of Meetings*	3	8	-63%	57	64	-11%
Room Nights	9,027	24,871	-64%	225,734	229,677	-2%
Attendance	5,700	40,300	-86%	195,720	218,667	-10%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	August 2016	August 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Definite Bookings	95	85	12%	830	694	20%
Total Room Night Production	80,975	47,610	70%	625,568	539,084	16%
Total Attendance	55,395	42,082	32%	641,585	653,539	-2%

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

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A Meetings Lead Production

	August 2016	August 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	38	24	58%	358	290	23%
Total Room Night Production	163,225	130,468	25%	1,832,747	1,665,563	10%

ALL Meetings Lead Production

	August 2016	August 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Number of Leads	269	217	24%	2608	2,268	15%
Total Room Night Production	349,853	240,575	45%	3,373,528	2,987,250	13%

Tradeshows & Events

Event Name	Location	Department Attending
Paul McCartney Client Event	Washington, D.C.	Convention Sales
ASAE Annual Meeting	Salt Lake City	Convention Sales
Collinson Connect Marketplace	Grapevine	Convention Sales
Client Advisory Board Meeting	Austin	Convention Sales / Leadership

Site Visits

Group Name	
Peak Planning	200
Professional Development Consortium	335
Association of Defense Trial Attorneys	548
ReSource Pro	610
Unishippers Global Logistics	700
The Forum For Youth Investment	790
United States Department of Defense	825
Hanapin Marketing	825
MasterCard	1,223
National Association of Boards of Pharmacy	1,281
American School Counselor Association	3,316
National Association of EMS Physicians	3,545
Society for Neuro-Oncology	4,680

Gypsum Management and Supply	5,000
ADP-Automatic Data Processing	5,528
SAP America, Inc.	6,938
Convention Services (Site Visits/Planning Meetings)	
Texas Charter School Association 10/2017	1,045
America's Health Insurance Plans 6/2017	4,850
Association of Advancement of Medical Instrumentation 6/2017	2,754
Cocaine Anonymos 7/2020	1,282
Tech Data, Cisco Ignite 12/2016	422
Gap Upper Field 9/2016	340
Society for Research In Child Development 4/2017	9,500
Tourism Department (Site Visits/FAMs)	
Volaris Mexico Media Fam 8/7-8/9	
USA Rejser 8/10	
Hands UP Holidays 8/19-8/21	

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Capital City Black Film Festival	8/25/2016	8/28/2016	600	257
Information Forecast Inc.	10/25/2016	10/27/2016	100	30
Society of Thoracic Surgeons	1/30/2021	2/3/2021	5,000	8,740

*NEW Definite Bookings only; does not include Additional Rooms for Previously Booked Definities

Year	Definite Attendance	Definite Room Nights	# of Definite Groups	Tentative Attendance	Tentative Room Nights	# of Tentative Groups
2020	66,900	107,486	13	208,964	225,845	24
2019	203,810	173,488	23	86,200	153,142	25
2018	261,150	239,262	29	45,250	69,103	14
2017	266,800	239,600	40	98,100	65,539	23
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

	August 2016	August 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Meetings Serviced bureau booked 120 non-bureau booked 16	136	162	-16%	1536	1582	-3%
Reservations Assigned	4,099	2,227	84%	15,219	7,238	110%
Registration Hours Provided	243	566	-57%	9,674	5,553	74%
Supplier Referrals	26	13	100%	268	271	-1%
Supplier Leads	11	5	120%	75	103	-27%
Site Visits/Planning Meetings	7	9	-22%	107	109	-2%
Pre/Post Convention Meetings	1	2	-50%	31	33	-6%
Community Outreach/Supplier Mtgs	14	8	75%	163	131	24%
Music Inquiries	83	30	177%	813	979	-17%

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FILM PRODUCTION

	August 2016	August 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Production/ Referral Inquiries	3,003	2,371	27%	26,953	23,950	13%
Production Packages Fulfilled	6	8	-25%	72	50	44%
Production Starts	3	4	-25%	26	26	0%
Production Days	78	93	-16%	788	899	-12%

Film, TV, Commercial, Print and Miscellaneous Production

The Son (AMC)
 Battle Angel (fox)
 Untitled Josh Radnor Film
 BanBahar Commercial
 Crunch Time (Rooster Teeth)
 Restoration Hardware Catalogue Shoot
 Untitled Arts & Labor Reality Show
 Untitled Spenser Parsons Film

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PUBLIC RELATIONS PRODUCTION

	August 2016	August 2015	% Ch	2016 YTD	2015 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	132	104	27%	4,357	3,838	14%
Number of Outlets Reached	65	43	51%	2,300	2,168	6%
Press Trips/Media Hosted	2	3	-33%	53	87	-39%
Dollar value of media (source: Cision)	\$4,589,756	\$3,594,153	28%	\$69,603,142	\$106,975,620	-35%
Significant Placements	21	10	110%	166	150	11%

*Media outreach: IPW, X Games, Roadtrip

Media Placements

Print Magazines

The Meeting Professional
Hill Country Magazine
Successful Meetings
Smart Traveller
Fathom

Newspapers

Austin Chronicle (2)
Sunday Star Times, NZ
Statesman (2)
Austin Monitor
NY Times

Online/Internet Outlets:

Connect Meetings
Patch
Anna Aero
Aviation Pros
Hospitality Net
Condor Airlines Social Channels

Broadcast

KUT
 KUOW
 WBAY

Media Hosted

Laurel Miller, US
 Chris Winteler & Moritz Hager, Switzerland