

A Meetings Lead Production

| | January 2016 | January 2015 | % Ch | 2016 YTD* | 2015 YTD | YTD % Ch |
|-----------------------------|--------------|--------------|------|-----------|----------|----------|
| Number of Leads | 41 | 34 | 21% | 133 | 110 | 21% |
| Total Room Night Production | 180,699 | 169,249 | 7% | 673,131 | 563,634 | 19% |

ALL Meetings Lead Production

| | January 2016 | January 2015 | % Ch | 2016 YTD* | 2015 YTD | YTD % Ch |
|-----------------------------|--------------|--------------|------|-----------|----------|----------|
| Number of Leads | 267 | 197 | 36% | 885 | 744 | 19% |
| Total Room Night Production | 321,920 | 176,701 | 82% | 1,165,507 | 984,595 | 18% |

Tradeshows & Events

| Event Name | Location | Department Attending |
|---------------------------------------|-----------|-------------------------|
| PCMA Annual Meeting | Vancouver | Sales/Services/Marketin |
| Collinson Media Diversity Marketplace | Atlanta | Convention Sales |
| FICP Winter Symposium | Boston | Convention Sales |
| Southwest Showcase | Austin | Convention Sales |

Site Visits

| Group Name | Total Room Nights |
|---|-------------------|
| AssetMark | 70 |
| Verizon | 736 |
| Society for Pediatric Dermatology | 760 |
| France Media | 835 |
| Association of Classical and Christian Schools | 1,112 |
| Luxottica Retial | 1,174 |
| Tech Data Corporation | 1,375 |
| Qorvo | 1,680 |
| Association of Insurance Compliance Professionals | 2,343 |
| Triple Crown Sports | 7,500 |
| Pearson | 7,614 |
| Emergency Nurses Association | 8,535 |

Convention Services (Site Visits/Planning Meetings)

| | |
|----------------------------|-------|
| Triple Crown Sports 7/2016 | 1,800 |
|----------------------------|-------|

| | |
|---|-------------|
| Deere & Company 12/2016 | 15,290 |
| Commonweaslth Financial Group 11/2016 | 3,388 |
| National Association of Fleet Administrators 4/2016 | 3,680 |
| Association of Texas Professional Educators 7/2016 | 1,750 |
| Emergency Nurses Association (tentative 10/2017 & 8/2019) | 8535 & 9615 |
| Tourism Department (Site Visits/FAMs) | |

Austin

- CONVENTION & VISITORS BUREAU -

CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

| Group | Mtg Start Date | Mtg End Date | Estimated Attendance | Est. Room Nights |
|--|----------------|--------------|----------------------|------------------|
| Light Reading | 5/23/2016 | 5/25/2016 | 1,500 | 1,383 |
| American Trucking Associations | 10/28/2018 | 10/31/2018 | 3,000 | 5,470 |
| National Potato Council | 1/6/2019 | 1/12/2019 | 2,000 | 4,308 |
| Juice Plus+ | 10/14/2019 | 10/20/2019 | 5,000 | 5,777 |
| American Society for Bone and Mineral Research | 9/9/2022 | 6/14/2022 | 3,000 | 10,808 |

*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 | 60,400 | 94,331 | 11 | 177,500 | 139,346 | 11 |
| 2019 | 70,810 | 102,964 | 19 | 187,250 | 153,294 | 16 |
| 2018 | 269,150 | 246,408 | 29 | 41,905 | 127,318 | 22 |
| 2017 | 261,680 | 223,862 | 35 | 23,900 | 51,587 | 17 |
| 2016 | 323,150 | 280,889 | 51 | 17,670 | 33,874 | 16 |
| 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

| | January 2016 | January 2015 | % Ch | 2016 YTD* | 2015 YTD | YTD % Ch |
|--|--------------|--------------|------|-----------|----------|----------|
| Meetings Serviced bureau booked 131 non-bureau booked 10 | 141 | 149 | -5% | 499 | 545 | -8% |
| Reservations Assigned | 503 | 1,350 | -63% | 4,813 | 2,086 | 131% |
| Registration Hours Provided | 805 | 640.25 | 26% | 3,738 | 1,989 | 88% |
| Supplier Referrals | 25 | 29 | -14% | 108 | 84 | 29% |
| Supplier Leads | 9 | 15 | -40% | 28 | 19 | 47% |
| Site Visits/Planning Meetings | 6 | 4 | 50% | 31 | 44 | -30% |
| Pre/Post Convention Meetings | 4 | 3 | 33% | 14 | 10 | 40% |
| Community Outreach/Supplier Mtgs | 10 | 16 | -38% | 38 | 59 | -36% |
| Music Inquiries | 26 | 89 | -71% | 26 | 42 | -38% |

Austin

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FILM PRODUCTION

| | Janaury 2016 | January 2015 | % Ch | 2016 YTD | 2015 YTD | YTD % Ch |
|--------------------------------|--------------|--------------|---------|----------|----------|----------|
| Production/ Referral Inquiries | | | #DIV/0! | | | #DIV/0! |
| Production Packages Fulfilled | | | #DIV/0! | | | #DIV/0! |
| Production Starts | | | #DIV/0! | | | #DIV/0! |
| Production Days | | | #DIV/0! | | | #DIV/0! |

Film, TV, Commercial, Print and Miscellaneous Production



PUBLIC RELATIONS PRODUCTION

| | January 2016 | January 2015 | % Ch | 2016 YTD* | 2015 YTD | YTD % Ch |
|--|--------------|--------------|------|--------------|--------------|----------|
| Media Outreach (Releases and Pitches) | 96 | 103 | -7% | 1,630 | 1,385 | 18% |
| Number of Outlets Reached | 50 | 65 | -23% | 870 | 840 | 4% |
| Press Trips/Media Hosted | 2 | 2 | 0% | 21 | 16 | 31% |
| Dollar value of media (source: Cision) | \$6,423,185 | \$5,312,875 | 21% | \$30,095,683 | \$21,980,581 | 37% |
| Significant Placements* | 24 | 10 | 140% | 66 | 51 | 29% |

* Lexington Herald story was syndicated into other pucs across the country

| Media Placements | |
|------------------|--|
|------------------|--|

Print Magazines

Facilities & Destinations Magazine

Splash Magazine

Newspapers

Austin American-Statesman (2)

*Lexington Herald Leader (18) **

Online/Internet Outlets:

Trip Advisor

Modernae.com

Broadcast

Media Hosted

Dr. Christof Siems - Germany

Ann Abel, Forbes, U.S.