

INDUSTRY REPORT - January 2016

Aviation Passengers*								
	December 2015	December 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch		
Total Passengers	1,029,802	918,814	12%	11,897,959	10,718,854	11%		
Total Enplanements	525,873	467,274	13%	5,966,097	5,377,038	11%		

*Source: Austin-Bergstrom International Airport

Visitor Services						
	January 2016	January 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Visitor Packets Sent	4,653	7,630	-39%	14,541	15,181	-4%
Virtual Visitor Guide Visits	3,414	2,890	18%	12,409	9791	27%
Downtown Visitors	11,780	9,819	20%	58,175	50,475	15%
Phone Calls/Email Requests	1,408	1,319	7%	6,171	5,278	17%
Retail Revenue-Gross	\$53,866	\$41,056	31%	\$298,929	\$261,942	14%
Walking Tour Participants	58	306	-81%	604	1,479	-59%

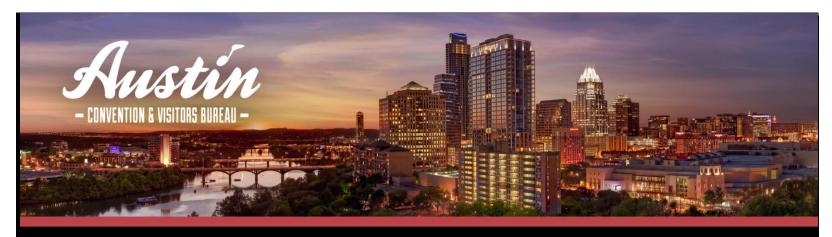
Website Traffic							
	January 2016	January 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch	
Unique Web Visits**	152,567	188,644	-19%	599,986	662,684	-9%	
Online Booking Engine Reservations*	13	33	-61%	55	123	-55%	
*Includes hotel, attraction and	**Launched respons	sive site on 12/1		·			

Leisure Travel						
	January 2016	January 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch
Tourism Partner Leads	12	36	-67%	90	36	150%
Destination Trainings	3	0	N/A	542	0	N/A
Product Placement	0	2	-100%	8	2	300%
Online Package Development	0	3	-100%	10	4	150%

A Meetings—CVB Booked January 2016 January 2015 2016 YTD* 2015 YTD YTD % Ch % Ch 8 8 0% 25 25 Number of Meetings* 0% Room Nights 31,721 19,902 59% 103,110 101,971 1% 104,150 64,203 14,500 16,800 -14% 62% Attendance

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings							
	January 2016	January 2015	% Ch	2016 YTD*	2015 YTD	YTD % Ch	
Number of Definite Bookings	43	102	-58%	215	233	-8%	
Total Room Night Production	55,771	55,477	1%	213,866	218,417	-2%	
Total Attendance	38,224	37,348	2%	193,484	263,053	-26%	
*YTD reflect the ACVB fiscal year, October-September.							



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 197 Number of Leads 267 36% 885 744 19% 176,701 82% **Total Room Night Production** 321,920 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				
CommonweasIth 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)					



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%	



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

Facilities & Destinations Magazine Splash Magazine Newspapers
Austin American-Statesman (2)
Lexington Herald Leader (18) *

Online/Internet Outlets: Broadcast

Trip Advisor Modernae.com

Print Magazines

Media Hosted

Dr. Christof Siems - Germany Ann Abel, Forbes, U.S.