



AUSTIN

NOW PLAYING

# HERITAGE GRANTS WORKSHOP

July 28, 2010



# OVERVIEW OF ACVB

Bob Lander



# ACVB MISSION

The ACVB is charged with marketing Austin nationally and internationally as a premier business and leisure destination, thus enriching our community's overall quality of life.





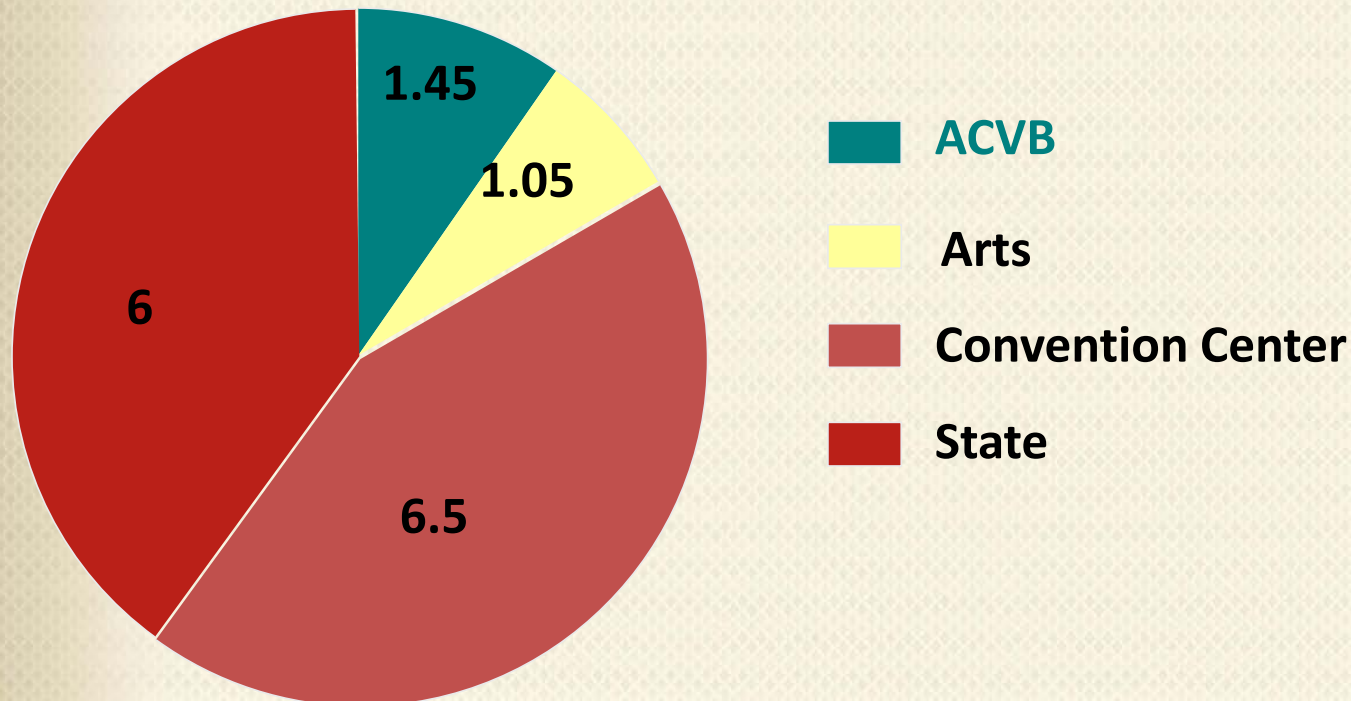
# THE AUSTIN CVB IS...

- 501(c)6 corporation
- Contracted in 1996 as an independent entity to market Austin
- Primary goal is to promote Austin as a premier meeting and visitor destination
- Funded through a percentage of local bed tax revenues



# FUNDING

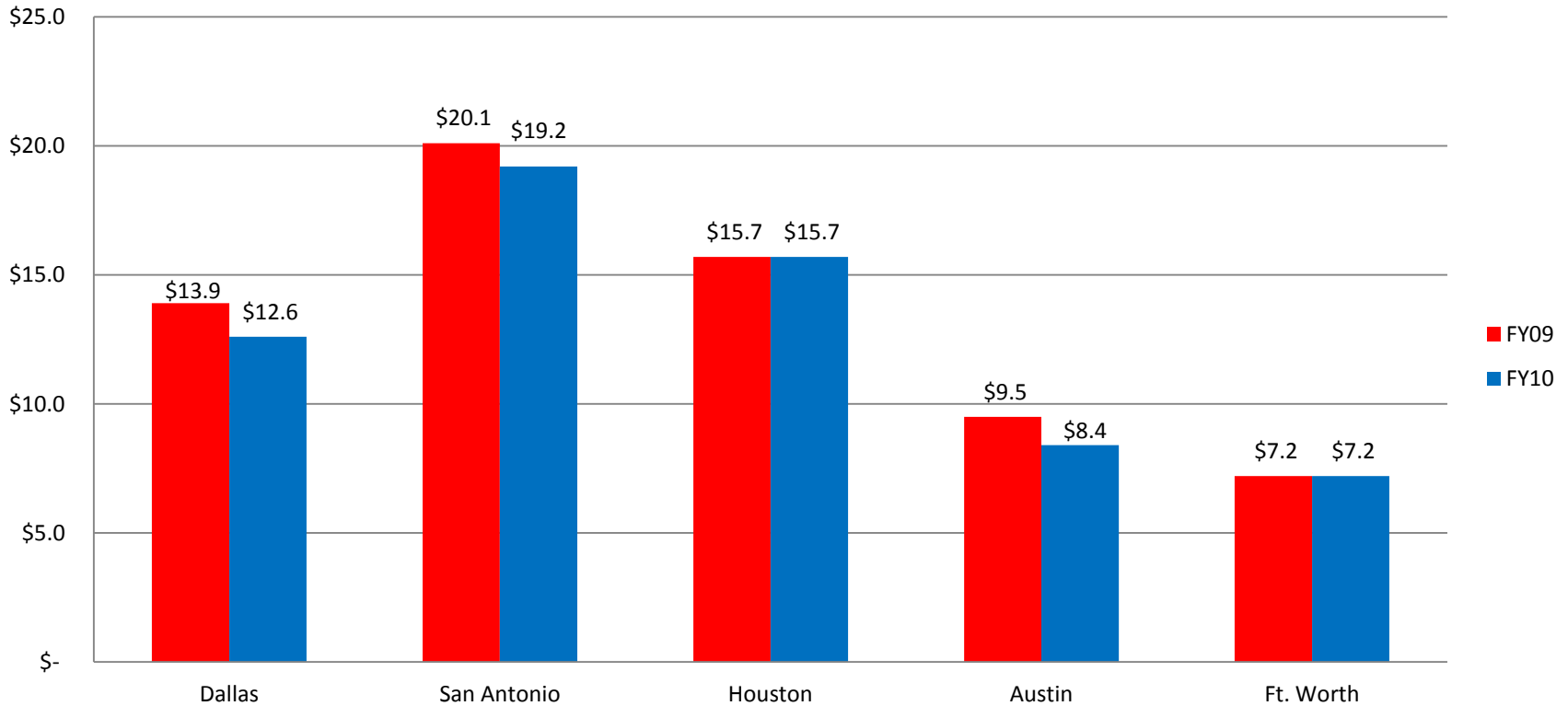
- Austin CVB receives 1.45 cents of the 15 cents tax assessed per room night.





# CVB BUDGETS BY CITY

## CVB Budgets by City



# BY THE NUMBERS: ECONOMIC IMPACT

- Total Annual Visitors (Austin MSA): 19 million.
- Annual Visitor Spending: \$3.5 billion.
- Tourism Supported Jobs: 76,000.
- Taxes Generated by Tourism: \$290 million in state and local taxes.
- For every \$1 the City of Austin invests in Tourism Promotion, \$536 comes back to the local economy.

Source: Global Insight, City Tourism Impact Report, 2006.





# ACVB FOCUS

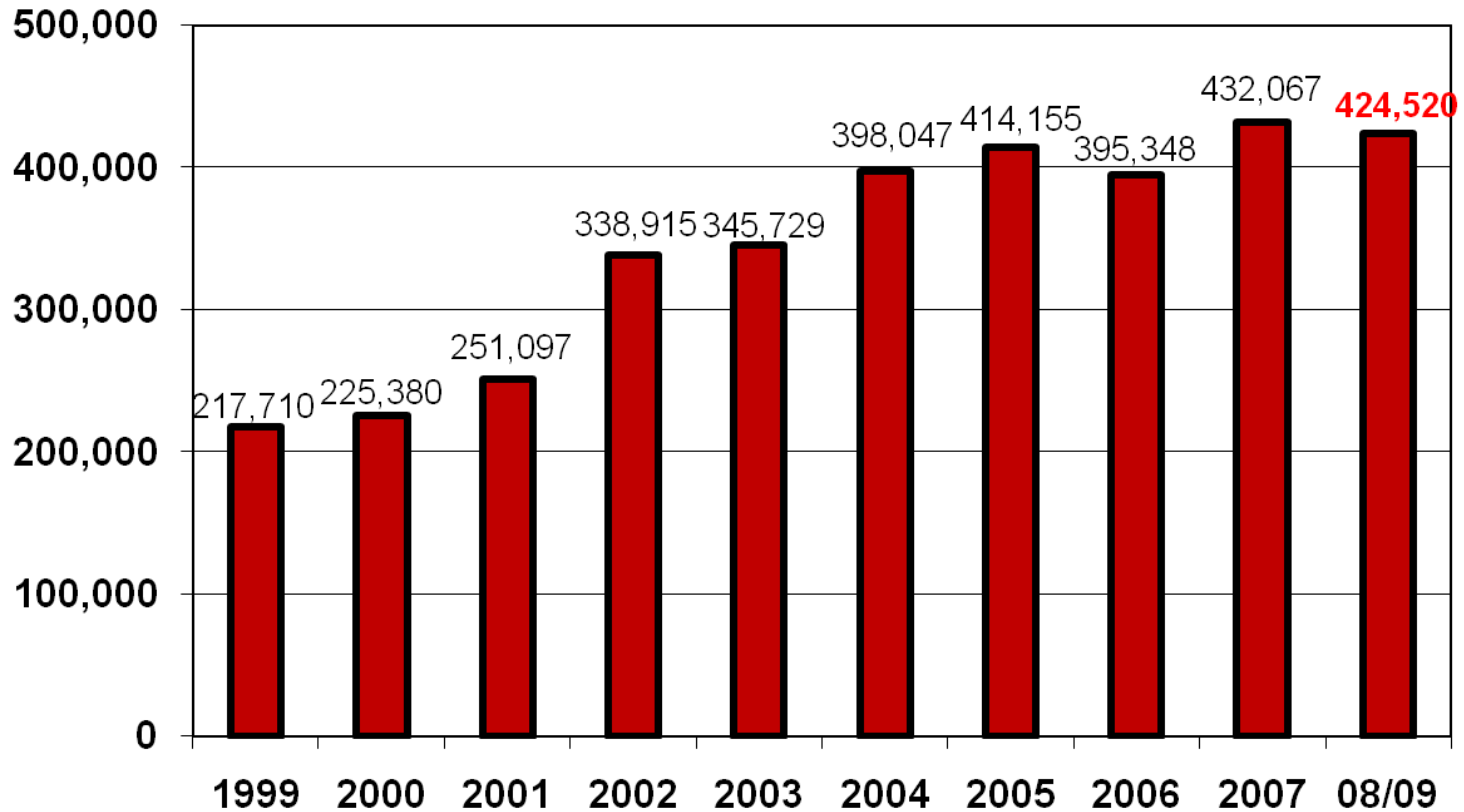
- Convention & Meeting Sales
- Tourism Sales & Marketing
- Marketing & Communications
- Film & Music Marketing
- Sports Commission
- Visitor Services
- Convention Services



# AUSTIN'S ASSETS

- Facilities
- Live Music
- Heritage
- Outdoors
- Sports
- Cultural Arts
- Attractions
- Festivals

# YEAR OVER YEAR ROOM NIGHT PRODUCTION





# NATIONAL AND INTERNATIONAL PRESENCE

- Domestic Satellite Offices
  - Atlanta, GA
  - Washington, DC
  - Chicago, IL
- International Representation
  - London/United Kingdom
  - Germany

# MARKETING COMMUNICATIONS

Jennifer Walker





# HOW DO WE MARKET THE DESTINATION?

- Robust online campaigns – drive users to austintexas.org (average 100K unique site visits/month).
- Award-winning website.
- Social media.
- PR/Editorial coverage.
- Co-op efforts and partnerships.
- Official publications.
- New tools & resources: Austin iTinerary, new iPhone app, Destination Video.



# HERITAGE MARKETING





# ONLINE

## RICH MEDIA



[LINK](#)

## FLASH



## EVENT DRIVEN ADS



*Austin*  
LIVE MUSIC CAPITAL OF THE WORLD®



# ONLINE

## You Could Win Your Favorite Austin Getaway

Live music. The great outdoors. True Texas history. What's your pick? Pick your passion and you could win an unforgettable weekend in Austin, our treat. One lucky winner will be selected on March 17, 2009.



### First: Make your Pick.

 <b>TASTY TUNES WEEKEND</b>	 <b>TRAILBLAZER WEEKEND</b>	 <b>HISTORY &amp; HERITAGE WEEKEND</b>
<p><b>Roundtrip airfare for 2</b></p> <p><b>Hotel San Jose:</b> 2 nights accommodations</p> <p><b>Lamberts Downtown Barbecue:</b> Dinner for 2</p> <p><b>Gibson Guitar®:</b> Private tour of Gibson's Austin showroom, complimentary electric guitar.</p> <p><b>Central Market:</b> \$50 gift certificate</p> <p><b>Speakeasy, Momo's Club and The Saxon Pub:</b> 2 no-cover passes</p> <p><b>Austin City Limits Studio:</b> Free studio tour, complimentary DVDs</p> <p><b>Austin Music Collection:</b> Free CDs from the Live Music Capital of the World®</p> <p><a href="#">Read full prize description »</a></p>	<p><b>Roundtrip airfare for 2</b></p> <p><b>Barton Creek Resort &amp; Spa:</b> 2 nights accommodations</p> <p><b>Hudson's On the Bend:</b> Dinner for 2</p> <p><b>Lance Armstrong's Mellow Johnny's Bike Shop:</b> 2 bike rentals from Mellow Johnny's, \$500 gift card</p> <p><b>Just for Fun/ Carlos &amp; Charlie's:</b> 1 hour free boat or waterski rental, with complimentary lunch for 2 on a boat</p> <p><b>Cypress Valley Canopy Tours:</b> 2 complimentary passes for a treetop zipline tour</p> <p><b>Mandola's Estate Winery:</b> Free tour and wine tasting</p> <p><a href="#">Read full prize description »</a></p>	<p><b>Roundtrip airfare for 2</b></p> <p><b>The Driskill Hotel:</b> 2 nights accommodations</p> <p><b>III Forks:</b> Dinner for 2</p> <p><b>Heritage Boots:</b> One free pair of handmade boots.</p> <p><b>Bob Bellock Texas State History Museum:</b> 2 free passes</p> <p><b>Harry Ransom Center:</b> 2 free passes to tour one of the nation's premier cultural archives</p> <p><b>The Blanton Museum of Art:</b> 2 free passes</p> <p><b>Texas Capitol:</b> Free tour</p> <p><b>Historic Walking Tour:</b> Free guided tour</p> <p><b>Moonlight Prowl of the University of Texas:</b> Free admission to this nighttime campus tour</p> <p><a href="#">Read full prize description »</a></p>
<b>VOTE FOR PACKAGE</b>	<b>VOTE FOR PACKAGE</b>	<b>VOTE FOR PACKAGE</b>



**WIN YOUR FAVORITE AUSTIN GETAWAY!**

MUSIC    OUTDOORS    HISTORY

**MAKE YOUR PICK**

**PICK YOUR PASSION**

VISIT [AUSTINTEXAS.ORG](http://AUSTINTEXAS.ORG) FOR DETAILS

*Austin*  
LIVE MUSIC CAPITAL OF THE WORLD®



# ONLINE



## CHOOSE YOUR AUSTIN ADVENTURE!

MIX AND MATCH YOUR CUSTOM 4-DAY/3-NIGHT SUMMER GETAWAY COMPLETE WITH AIRFARE FOR FOUR.

1-STAY

2-PLAY

3-DINE

4-ENTER

### STEP 2: CHOOSE AUSTIN ACTIVITIES

Pick any six. For more information about each, click on the name to visit their site.

#### NIGHTLIFE

- [The Hideout Theatre](#)  
Take in some improv comedy in the heart of downtown (4 tickets, \$40 value)
- [Cork & Co.](#)  
Enjoy the perfect bottle or sample wine flights (\$50 value)

#### MUSEUMS

- [Blanton Museum of Art](#)  
Fine art comes to life at the Blanton, located on the UT campus (4 tickets, \$28 value)
- [Mexic-Arte Museum](#)  
Latino artists are showcased at this downtown museum (4 tickets, \$20 value)

#### OUTDOORS

- [Capital Cruises](#)  
See the nation's largest urban bat colony downtown (4 tickets, \$32 value)
- [Austin Duck Adventures](#)  
Go from land to water and see many of Austin's famous sites (4 tickets, \$100 value)

[AustinTexas.org](#) | [Official Rules](#) | [Privacy Policy](#)

### WHERE DO YOU STAY, PLAY AND DINE?

Already know where to go in Austin? Post your favorite hot spots.

SUBMIT

140 characters max

Visit SoCo for "First Thursday" (1st Thurs each month) - food, music, vendors..so much fun!



### READY TO PLAY IN AUSTIN?



AUSTINTEXAS.ORG

*Austin*  
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# ONLINE

Advertisement

WIN YOUR FAVORITE  
AUSTIN GETAWAY!



MAKE YOUR PICK

MUSIC

OUTDOORS

HISTORY

VISIT AUSTINTEXAS.ORG FOR DETAILS

Art History



Artists

Styles

Works of Art



Email



Print

## Must Reads

- [60-Second Artist Bios](#)
- [What Is Art?](#)
- [Leonardo da Vinci Paintings](#)
- [Teaching Tool: Picturing America](#)
- [Timeline: Modern Art Movements](#)

**Shelley Esaak**  
Art History Guide

- [Sign up](#) for my Newsletter
- [My Bio](#)

• [My Blog](#) • [My Forum](#)    Guide since 2003

Browse Topic

## The Paleolithic Rocks



When the world's landscape was very different,

## Free Art History Newsletter!

Enter email address

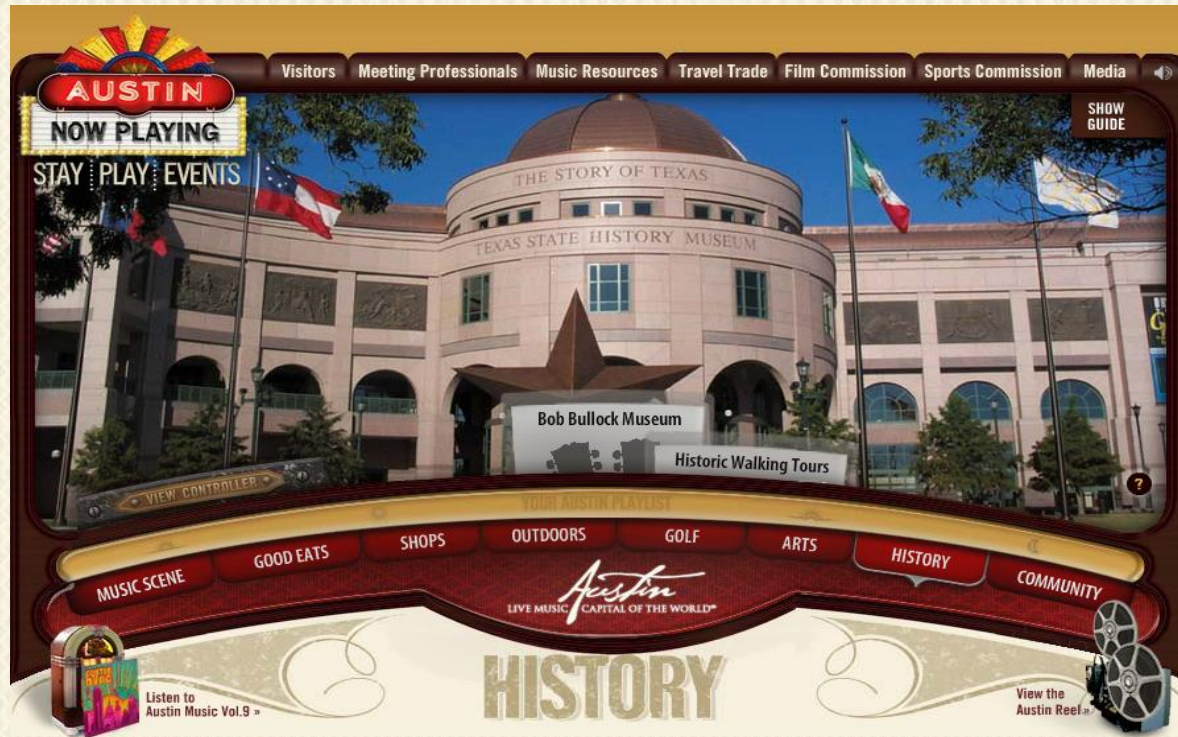
SIGN UP

Advertisement

An advertisement for T-Mobile featuring three mobile phones: a Nokia slider, a Samsung flip phone, and another Samsung phone. The text reads "FREE Bluetooth camera phones shipping" and "grab yours" with a T-Mobile logo.



# AWARD-WINNING WEBSITE



## History Lesson

Our story as Texas capital began in the mid 1800s. The time brought tremendous growth to the tiny settlement formerly known as Waterloo that had been carved out of the wilderness. The 1850s saw the first building boom with the construction of the first permanent, limestone Capitol building (1853), as well as the Governor's Mansion (1856). A second building boom occurred in the 1870s with the arrival of the railroad in 1871. After a fire destroyed the limestone Capitol, the current granite Capitol was built and, after seven years, opened in 1888. At 302 feet high, it stands 14 ½ feet taller than the Capitol building in Washington, D.C. and is the largest of the nation's statehouses.





# PRINT



**Continental  
Aluminum** **ADVANCE**

*A real crowd-pleaser*

Austin has a vibe all its own. Which is why it's a destination like no other. With unique events such as our LBJ Centennial Celebration, and year-round attractions like Capital Cruises, Cypress Valley Canopy Tours, Guided Historic Tours, Austin Duck Adventures and more, you'll find plenty to build a perfect Austin getaway.

**NEED MORE INFORMATION? WE'RE HAPPY TO HELP. CONTACT LINDA MOORE AT 512-583-7232.**

**NOW PLAYING**

## *Fresh sounds*

### **LOUISIANA SWAMP THING AND CRAWFISH FESTIVAL**

April 10

Enjoy crawfish and live Cajun music at this Louisiana-themed food and music festival.

### **OLD SETTLER'S MUSIC FESTIVAL**

April 15 - 18

Listen to jazz, bluegrass, local tunes and more at this Americana music event.

### **AUSTIN REGGAE FESTIVAL**

April 16 - 18

Reggae artists from near and far come together to celebrate world music.

### **OLD PECAN STREET SPRING ARTS FESTIVAL**

May 1 - 2

Musicians, food vendors, artists and craftspeople turn Sixth Street into a lively street fair.

### **PACHANGA LATINO MUSIC FESTIVAL**

May 22

During Latino Music Month, this festival showcases rock en español, conjunto, mariachi and more.



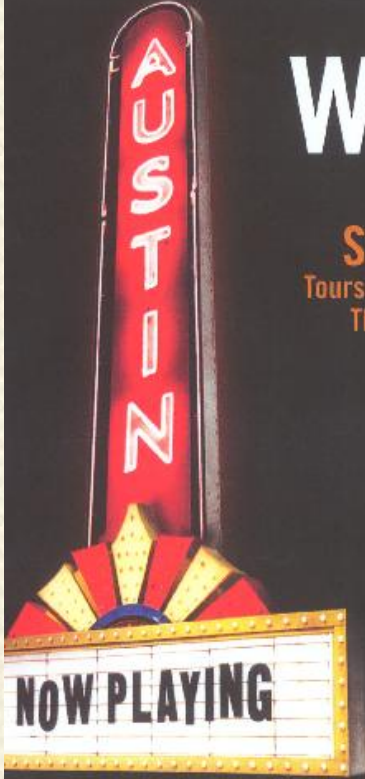
**AUSTIN MUSIC VOL. 9**  
on sale now

[austintexas.org](http://austintexas.org) • 866-GO-AUSTIN

*Austin*  
LIVE MUSIC CAPITAL OF THE WORLD®



# PRINT

A vertical neon sign with the word "AUSTIN" in red letters on a white background, topped with a red and yellow sunburst design. Below it is a white marquee sign with the words "NOW PLAYING" in black letters.

**FREE GUIDED HISTORIC  
WALKING TOURS**

**SEE HOW AUSTIN'S PAST LIVES ON**  
Tours available year-round except New Year's Day, Easter Sunday,  
Thanksgiving Day and Christmas Day, weather permitting.

**CONGRESS AVE. & E. SIXTH ST. TOUR**  
Thurs., Fri. and Sat.: 9 a.m.; Sun.: 2 p.m.  
Tour begins at the Capitol, south entrance.

**BREMOND BLOCK TOUR**  
Sat. and Sun.: 11 a.m.  
Tour begins at the Capitol, south entrance.

Reservations are required 24 hours in advance by  
visiting [austintexas.org](http://austintexas.org) or by calling 512.478.0098.

*Austin*  
LIVE MUSIC CAPITAL OF THE WORLD®

# OUTDOOR



**TALL TEXAS TALES?  
HARDLY.**

**TEXAS STATE  
HISTORY  
MUSEUM**

**NOW PLAYING**

EXIT 695 TO AUSTIN



**THEY CHANGED MORE  
— THAN THE —  
TEXAS LANDSCAPE**

**LBJ  
LIBRARY  
AND  
MUSEUM**

**NOW PLAYING**

EXIT 695 TO AUSTIN

*Austin*  
LIVE MUSIC CAPITAL OF THE WORLD®



# OUTDOOR



## **RICH MUSIC SCENE. EVEN RICHER HISTORY.**

**AUSTIN HISTORIC WALKING TOURS**

Reservations required for free guided tours. Visit [austintexas.org/history](http://austintexas.org/history) or call 866-GO-AUSTIN



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# COLLATERAL

RACK BROCHURE

**WELCOME TO AUSTIN**  
**YOUR GUIDE TO OUR SIGHTS, SOUNDS & SOUL**

*Austin*

**LIVE MUSIC CAPITAL OF THE WORLD!**

TOURISM HANDOUTS

**\* AUSTIN NOW PLAYING \*  
 SAMPLE TOURS**

city, offers an array of eclectic shops, restaurants, coffee shops and antique

**HISTORY**  
 Discover Austin's rich history, from its founding in 1839 to the modern day, with a historic walking tour led by a knowledgeable guide, or a visit to the Bob Bullock Texas State History Museum. View politics in action at the Texas State Capitol, and then learn about Austin's political legacy at the Lyndon Baines Johnson Library and Museum. Tours also offer insight into the diverse cultures and people that helped write the story of Texas.

**MUSIC CAPITAL**  
 When night falls, live music takes place on historic stages throughout the city. Venues like the Broken Spoke, Throsgill's, Antone's, the Elephant Room and the Continental Club have rocked Austin for more than 50 years. And for those looking for some comedy, Ector's Folies presents the lighter side of Austin each weekend on Sixth Street. Sunday mornings you can find an entertaining Gospel Brunch at Stubb's 10-12 or Throsgill's just to name a few.

**FOODIES**  
 The *Wall Street Journal* helps Austin as one of the country's "up-and-coming culinary hot spots. If you love food, or consider yourself part of the "foodie elite," Austin is your town. Cooking classes, demonstrations and hands-on workshops are offered by local specialty stores such as Central Market and Whole Foods. For a culinary adventure, dive into classic Texas barbecue at one of many open pit restaurants in the area. Whether your group is large or small, the Austin CVB Tourism Department can help you find the perfect culinary tour.

**SHOPPING**  
 Austin's shopping scene truly has something for everyone. Visit Texas' largest outlet shopping destination - voted "3rd Best Place to Shop" in the world - for discounts from major retailers at Prime Outlet and Tanger Outlet Center in San Marcos. Or shop Round Rock Premium Outlets where there are more than 125 designer and name brand outlet stores that sell at discount prices. Sixth Congress, a 16

**CONTACT:**  
 Austin CVB Tourism Department  
 Toll-Free 1-800-926-2282  
 Director of Tourism: Adriana Jimenez [ajimenez@austintexas.org](mailto:ajimenez@austintexas.org) 512-583-7228  
 Tourism Sales Manager: Linda Moore [lmoores@austintexas.org](mailto:lmoores@austintexas.org) 512-583-

**AUSTIN NOW PLAYING**

**BACKGROUNDER**

Texas and one of the country's most popular cities. As the Live Music Capital of the World, Austin echoes with the sound of country, rock 'n' roll, blues, jazz and Latin. On any given evening, you can find live music playing in nearly 250 different venues.

**AUSTIN'S TOP 10 ATTRACTIONS:**

1. Texas State Capitol
2. Bob Bullock Texas State History Museum
3. Riverboat Cruise on Lady Bird Lake
4. LBJ Library and Museum
5. Lady Bird Johnson Wildflower Center
6. Scenic Tour of Austin including Zilker Park & Gardens, Barton Springs Pool, Mt. Bonnell, Lake Austin and the Botanical Sculpture Garden
7. Warehouse, Sixth Second Street Districts
8. Ann Richards Congress Avenue Bridge Bat Watching (Seasonal March-October)
9. Harry Ransom Center
10. SoCo Shopping

**LEY US BE YOUR GUIDE**  
 The Austin Convention & Visitors Bureau's goal is to make your visit to Austin memorable. We work with travel trade professionals to provide destination marketing services and materials, assist in itinerary planning, obtaining hotel rates quotes, stop-on guides, ground operators, also recommend restaurants, attractions, and entertainment venues that would work well for your group. Groups that are staying overnight in Austin, qualify for a VIP greeting and will receive a welcome gift from the Austin CVB. Contact us for more details.

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**LIVE FROM AUSTIN**  
 We invite you to visit Austin, the capital of

See what else is playing at [www.austintexas.org](http://www.austintexas.org) or call 800-926-2282

WALKING TOUR FLYERS & BROCHURES

**HISTORIC AUSTIN**  
*Self-guided tour brochures available.*

**BREMOND BLOCK**  
 Fashionable residences of Victorian families, 1854-1898

**HYDE PARK**  
 A neighborhood of Victorian and Craftsman homes, 1890-1930

**CONGRESS AVENUE & E. SIXTH STREET**  
 Elegant business houses, 1850-1940

**TEXAS STATE CEMETERY**  
 Final resting place of Texas patriots

**WEST AUSTIN**  
 A walking/driving tour

**OAKWOOD CEMETERY**  
 Austin's oldest cemetery

**O. HENRY TRAIL**  
 A walking/driving tour

*Free guided tours — see reverse.*

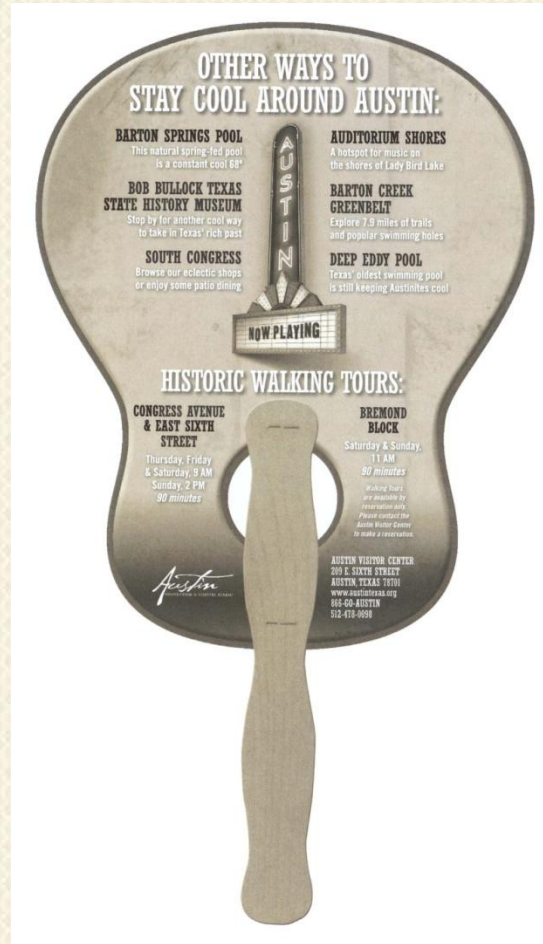
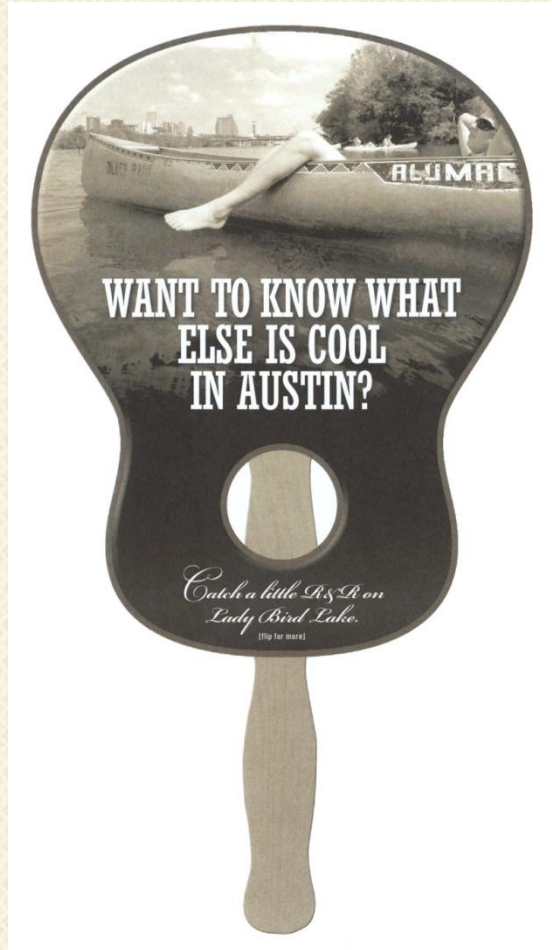
**WALKING TOURS OF HISTORIC AUSTIN**

*Austin*  
 LIVE MUSIC CAPITAL OF THE WORLD!



# COLLATERAL

## WALKING TOUR FANS






# PR

## ARTHUR FROMMER'S Budget Travel

6 DESIGN HOTELS STARTING AT \$40

### SEXY BE ESCAPE

Vacations for Real People



25 REASONS TO LOVE AUSTIN

THE \$10 RENTAL CAR AND OTHER STEAL.

NATIONAL GEOGRAPHIC

HOME PHOTOGRAPHY ANIMALS ENVIRONMENT TRAVEL ADVENTURE

### ADVENTURE

INSPIRING PEOPLE TO CARE ABOUT THE PLANET SINCE 1888

HOME EDITORS PICKS WILDERNESS EQUINES INTERNATIONAL TRIPS WILDLIFE PHOTOGRAPHY


100 ADVENTURE TOWNS

The 100 List  
Wilderness Back  
People  
Mountains  
Carnival  
East  
Alaska + Hawaii  
Focus: Your Favorite Towns

U.S. MAP

Best Adventure Towns: Austin, Texas

Sublime March 2010



Austin, No Limits

A local's guide to the best music festival in the country.



## HEMISPHERES

### Smart meetings

The Intelligent Way to Plan in the Western Region

### The GREEN Issue

THREE PERFECT DAYS: AUSTIN

NEW YORK'S NEW LUXURY HOTEL BOOM

ONE LUCKY WRITER TRIES THEM ALL

STYL'S SPECIAL

CYNTHIA ROWLEY, ROBERTO CAVALLI AND LONDON'S TOP FASHION SCHOOL



## THE WALL STREET JOURNAL

FOOD & DRINK | OCTOBER 17, 2009

### Austin Raises the Bar on Good Food

Young chefs have big ambitions for local ingredients and Tex-Mex traditions

Article | Comments (7)

MORE IN FOOD & DRINK >

Email | Print | Save This | Facebook | Twitter | LinkedIn | YouTube | More

By KATY McLAUGHLIN  
Austin, Texas



Uchi

Sailing into a state of AquaSpa bliss.

Celebrity X Cruises®  
Designed for you

LEARN MORE >


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## The New York Times

NORTH AMERICA > UNITED STATES > TEXAS > AUSTIN

### 36 Hours in Austin, Tex.



At the Broken Spoke.

By JAME GROSS  
Published: November 29, 2009

Erin Schiager for The New York Times

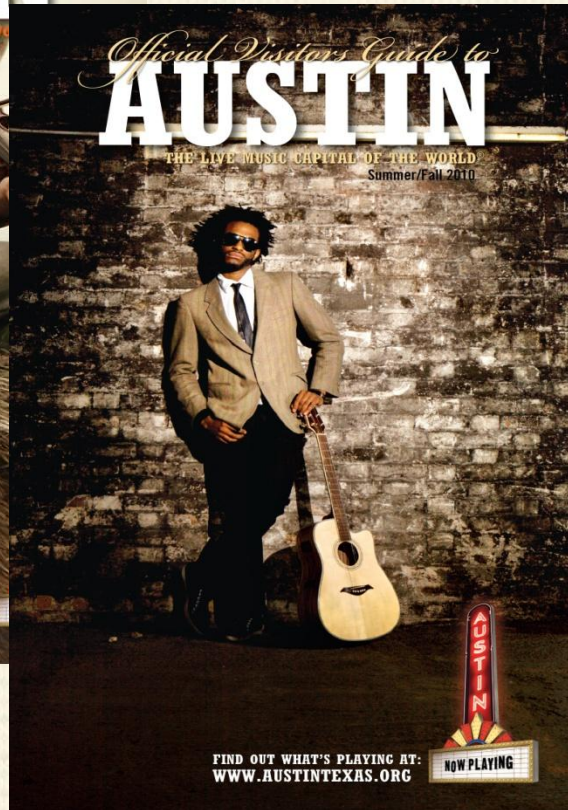
FACEBOOK  
TWITTER  
RECOMMEND

THE city's unofficial motto, "Keep Austin Weird," blares from bumper stickers on BMWs and jalopies alike, on T-shirts worn by joggers

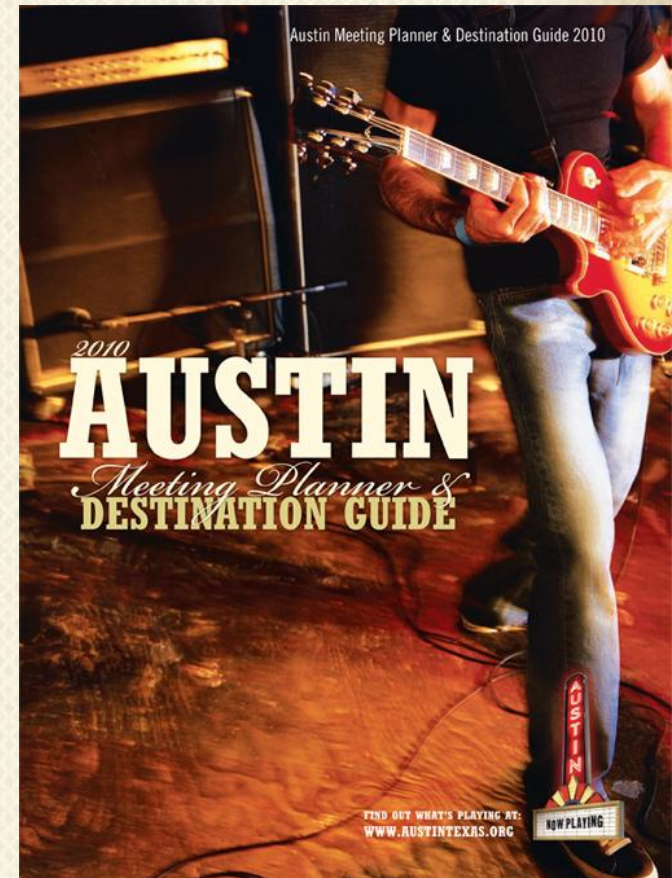


# ACVB OFFICIAL PUBLICATIONS

VISITOR GUIDES



MEETING PLANNER GUIDE



*Austin*  
LIVE MUSIC CAPITAL OF THE WORLD®



# DESTINATION VIDEO





# HOW TO GET INVOLVED

- Official publications & advertising opps.
- Creative assets (video, images, etc.)
- Co-op programs
- Media FAM's, press visits
- Event calendar
- New & noteworthy information

# SOCIAL MEDIA

Katie Cook





# SOCIAL MEDIA STRATEGY

- Social media sites are tools for people to have conversations. Does your organization want to actively engage in those conversations?
- Social media strategy should tie to business and communication strategy, rather than being based on the available tools

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

Why Creating a Facebook Fan  
Page is a Good Idea



# FACEBOOK STATS

- FB users: Just hit the 500 million mark (more than 400 million of those are active users)
- Fastest growing demographic: 35 and older
- More than 100 million photos are uploaded every day
- Facebook development conducive to brands or organizations
  - Status updates go to Home Feed
  - Search box searches Pages and web
  - Custom Facebook urls

# WHAT MAKES IT GREAT FOR ATTRACTIONS

- Easy, free way to promote your attraction/venue and at the same time, use it as a concierge/customer service tool
- A few great Facebook opportunities:
  - Ability to invite fans to events
  - Create discussion forums
  - Allow fans to upload photos
  - Cross-promote with local organizations (museums, hotels, festivals, etc.) by tagging



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

# facebook

- Launched Visit Austin, Texas page in Jan. 2009
- Have more than 4,827 fans
- Photo Contest, Video, Newsletters, etc.

# Visit Austin, Texas Facebook page: 4,827 fans

facebook  Home

## Visit Austin, Texas

Wall Info Photos Video Discussions Boxes >> +

What's on your mind?  
Attach: Share

**Visit Austin, Texas** Attention all foodies: You may want to tune into tonight's episode of Anthony Bourdain: No Reservations. This week's show includes visits to Austin eateries Perla's Seafood & Oyster Bar and Gourdough's!  
**Heartland - Anthony Bourdain: No Reservations Travel Guide - Travel Channel**  
budurl.com  
- a travel guide from Anthony Bourdain: No Reservations. Check out the details from Travel Channel.  
21 minutes ago · Comment · Like · Share · Promote  
6 people like this.  
Write a comment...

**Caitlin Brown** Hi everyone! I wanted to inform you that Austin, TX has been nominated for a 2010 VH1 DoSomething Award. Austin was recognized for their eco-friendly transportation efforts (go cycling!), and we are excited that they can win for promoting a good cause! To vote for Austin, visit [http://www.vh1.com/shows/events/do\\_somet](http://www.vh1.com/shows/events/do_somet) h...  
See More  
July 8 at 12:45pm · Comment · Like · Flag

**Visit Austin, Texas** Cool! Thanks for the heads up and the link to our website!  
Friday at 2:22pm · Like · Delete  
Write a comment...

**Texas Tourism** Congrats to Tommy Dean, concierge at the Four Seasons Hotel in Visit Austin, Texas who was featured in USA Today. A man of many talents, Dean even stepped in to play the wedding march when a pianist failed to show at a wedding!  
**Great service by concierges can set hotels apart from rest - USATODAY.com**  
www.usatoday.com

**AUSTIN NOW PLAYING**

Edit Page  
Promote with an Ad  
Suggest to Friends  
Remove from My Page's Favorites

The Austin Convention & Visitors Bureau gets the word out on what's new and next in the Live Music Capital of the World!

**Insights** See All

2.7 Post Quality

13 Interactions This Week

Most Active Countries

**United States** 9  
View All

Insights are visible to page admins only.

**51 Friends Like This** See All

6 of 51 Friends

Sarah Tumlinson Page  
 Matt Wilson  
 Jennifer Foster

Kristine  
 Sarah  
 Gina

Get r Page Previ

Visit

Austi Burea mark Got a Katie Like





twitter

*Austin*  
LIVE MUSIC CAPITAL OF THE WORLD®

# WHAT IS TWITTER?

- Free social networking and micro-blogging service that enables its users to send and read messages known as *tweets*
- Tweets are text-based posts of up to 140 characters
- Tweets displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*





# TWITTER

Fact: Twitter handles more searches than Yahoo and Bing...Combined!

- Leisure account: @VisitAustinTX
- Meetings account: @meetaustin
- Music account: @musicaustin
- Sports account: @sportsaustin

## HOW ACVB USES TWITTER @VISITAUSTINTX

- PR/Marketing: Promotion of both our events/accomplishments/coverage as well as retweeting (RT) news from orgs we are following (Ex.: restaurants, museums, etc.)
- Concierge: Answer questions and provide recommendations
- Acts as a Customer Service tool





# TWITTER TIPS (TWIPS?)

# FIRST STEP

- *Listen more, talk less*

Don't jump in and start selling your attraction- listen to the conversations already happening within the community and respond or contribute to it when you have something meaningful to add



# WHEN YOU ARE READY TO BEGIN

- **Don't be shy.** Most people are very helpful on Twitter. If someone Tweets something and you want to comment, be sure to reply to them.
- **Social Media is about being social,** and Twitter is a great way to interact.
- **Post a Profile Picture.** Twitter peeps want to see who you are or what you represent. Most people will pass you over if you don't have a picture.



- **Fill out your information:** In Settings, there is a tab to fill out your bio, website and enter your location
- **Live links:** If you include a website in your Tweet, be sure to include the `http://` People want an easy click and aren't apt to copy and paste into their browser window
- Use a free tool such as [www.budurl.com](http://www.budurl.com) to shorten longer web addresses and provide tracking
- When referring to a user, include the @ symbol, which makes their username live and also goes into their @ Replies



# Monitoring with HootSuite

**HootSuite - Mozilla Firefox**  
File Edit View History Bookmarks Tools Help  
http://hootsuite.com/dashboard#/tabs?id=964831  
Most Visited Getting Started Latest Headlines  
bing facebook demographics Search MSN News Celebrity Video Weather Hotmail Messenger Games Lifestyle Facebook Twitter  
BudURL - My Account 17 areas to benchmark for social media... HootSuite Forms Facebook  
Compose message... Send Now

**VisitAustinTX** | **Austin searches** | **Austin Music** | **Texas searches** | **Culinary** | **Awesome** | **Nearby Cities** | **meetaustin** | **BBO** | **AustinRules**

**@VisitAustinTX**  
Search

- texas\_go** 2:33pm via RSS2Twitter  
VisitAustinTX: Yum RT @texastourism: TX treat of the week: @AmysIceCreams! Located in @VisitAustinTX, <http://url4.eu/8EcWV>
- texas\_go** 1:28pm via RSS2Twitter  
texastourism: Texas treat of the week: Amy's Ice Cream (@AmysIceCreams)! Located in @VisitAustinTX, <http://url4.eu/8EXY0>
- VisitAustinTX** 12:54pm via HootSuite  
Yum RT @texastourism: TX treat of the week: @AmysIceCreams! Located in @VisitAustinTX, @VisitSanAntonio, @VisitHoustonTX: <http://dld.bz/nrXQ>
- texastourism** 12:11pm via SocialOomph  
Texas treat of the week: Amy's Ice Cream (@AmysIceCreams)! Located in @VisitAustinTX, @VisitSanAntonio, @VisitHoustonTX: <http://dld.bz/nrXQ>
- piranha\_ATX** 10:31am via web  
Katie we can't wait to see you! RT @VisitAustinTX @piranha\_ATX I plan on coming to eat some sushi very soon. Love that place! --Katie
- hyerikim12** 10:05am via web  
@daveiam Hi! This is Hyeri from Junker's class. Can you tweet about LCH sometime soon & mention @VisitAustinTX so they can RT? Thanks :)
- katiecook** Jul 21, 4:27pm via TweetDeck  
A @bethkrauss and @katiecook production: RT @VisitAustinTX:

**Home Feed**  
(VisitAustinTX)

- longklaw** 2:39pm via TweetDeck  
New TRON: Legacy trailer. I'm sure they're releasing it on Dec 17 because that's my birthday. <http://yhoo.it/c0EHRw>
- TravelMuse** 2:38pm via Web  
Great post, gorgeous photos! RT @20sTravel Venice: Dreams vs. Reality: <http://wp.me/pAFRWV-Pc>
- milesmedia** 2:38pm via TweetDeck  
RT @TroutLine: Very Cool VISIT FLORIDA is the 1st State Tourism Office to earn DMAP accreditation #DMAI10 // Something to be proud of!
- IsabellesTravel** 2:38pm via Web  
RT @anaoreilly Q1 If you could go anywhere in the world, where would it be? Prague, Provence, Italy #TNI <For me: Cook Islands!>
- MichChat** 2:38pm via Power Twitter  
Feeling worn down today. No time to be sick so I better get some Vitamin C in me stat!
- CovertCuriosity** 2:38pm via Twitter for iPhone  
If I ever get the double rainbow song out of my head it will be a gd miracle <http://bit.ly/9HpzWA>
- BootsNAll** 2:38pm via HootSuite  
A1: Right now....Iceland. In general, India, Morocco, Chile, and Australia are rising to the top of my list #TNI
- ZTejas** 2:38pm via TweetDeck

**@VisitAustinTX/austin-twistor-guide**  
List

- TitosVodka** 2:43pm via HootSuite  
Anyone going to the #TOTC Spirit of Texas Luncheon @DBSteakhouse tomorrow? Come say howdy to the @TitosVodka crew! <http://ow.ly/2fJJ>
- FifthGallery** 2:43pm via TweetDeck  
never been so plugged in and online as Ive been recently...and that says a lot...my eye is twitching...half robot feeling
- saxonpub** 2:41pm via Web  
FREE HAPPY HOUR w/ EightySixed (Tommy Shannon and David Holt) 6-7:30, Kenny Daniels @8, George DeVore @10, Tom Gillam @12
- UncleBillys** 2:40pm via HootSuite  
What'd ya get? Mac & Potato Salad are 2 of our faves! RT @linkdun: @alexATX LOVE the sides at Uncle Billy's! And you're right about Austin.
- HyattAustin** 2:39pm via HootSuite  
Q1/A1: Bucket list item of going anywhere in the world...How about a few nights @parkhyattdubai #TNI
- ZTejas** 2:38pm via TweetDeck  
In my biased opinion, I think ZTejas is the best choice! Here is our info <http://bit.ly/5JocGy> RT @caseydaugherty @OzarksWP ZTejas.
- ATXFashionWeek** 2:37pm via HootSuite  
The 2nd annual Austin Fashion Awards: August 21 at @longcenter with live performances by SPEAK! and Zayra <http://ow.ly/2fWw>

# Twitter Conversations

Finally here in Austin, now, what to do what to do? @VisitAustinTX

2:43 PM May 31st via web



casey\_engel  
Casey Engel

@casey\_engel Hi Casey! Welcome to Austin! Here are some ideas: <http://budurl.com/4fsr> Let me know if you need more. --Katie

10:43 AM Jun 1st via HootSuite in reply to casey\_engel



VisitAustinTX  
Austin Texas

@VisitAustinTX 's tent was uber cool at @BigAppleBBQNYC - makes me miss living in #austin! #hookem! <http://tinyurl.com/atxbigapplebbq>

8:28 PM Jun 14th via web



financefoodie1  
Finance Foodie

Planning a trip to Austin in a couple of months. Downtown hotel recommendations??

9:01 AM Jun 24th via Twitter for iPhone  
Retweeted by 1 person



LukeyPowPow  
Lucas Gardner

@LukeyPowPow In regards to looking for Austin hotel, are you trying to stay in a certain part of downtown? Let us know if we can help.

9:57 AM Jun 24th via HootSuite in reply to LukeyPowPow



VisitAustinTX  
Austin Texas

@VisitAustinTX Well, I will be flying in and don't plan on renting a car. I want to be near the nightlife. Just a nice place to crash. :)

11:28 AM Jun 24th via Twitter for iPhone in reply to VisitAustinTX



LukeyPowPow  
Lucas Gardner

@LukeyPowPow Here's some dt hotels: <http://budurl.com/bm8f>. From list, closest to nightlife are Hilton, Radisson, Driskill, Omni, Courtyard

1:27 PM Jun 24th via HootSuite in reply to LukeyPowPow



VisitAustinTX  
Austin Texas



# SOCIAL MEDIA FOR BIG APPLE BBQ

- Nearly 80,000 people reached through Twitter, Facebook & GoWalla.

The folks at #AustinRules are awesome  
- free music download card at the BBQ  
Block Party! :)

1:10 PM Jun 12th via TweetDeck  
Retweeted by 1 person



**bethebutterfly**  
Perri Gorman

Name Perri Gorman  
Location New York  
Web <http://bethebutterfly.com>  
Bio Connector.Recovering  
Expat.Born-Again  
NYCer.Twitter  
Passionista.Singer.DiveMaster  
.Environmentalist.Animal  
Lover.Blogger.Motivator.World  
Citizen.Me Being Me

4,410 following **5,261** followers 500 listed

@VisitAustinTX 's tent was uber cool at  
@BigAppleBBQNYC - makes me miss  
living in #austin! #hookem!  
<http://tinyurl.com/atxbigapplebbq>

8:28 PM Jun 14th via web



**financefoodie1**  
Finance Foodie

RT @meetaustin: Come see us at the  
Austin booth during @bigapplebbqnyc  
4 a free download card & concert poster  
<http://tweetphoto.com/27>

11:59 AM Jun 13th via API



**BigAppleBBQNYC**  
BigApple BBQ

# SOCIAL MEDIA



NYC: Check in at Meat Austin Music in Madison Square Park for a chance to win a Gibson Guitar or ACL tix!  
<http://gowal.la/s/7tYo>

**skidivedude** — June 13, 2010 — Nope, this isn't Auditorium Shores in Austin... it's the Big Apple BBQ and Music Festival in Madison Square Park, NYC, 6/12/10. A little Bob does this transplanted Austinite's heart good!

That is SO rock & roll - I caught Austin garage-soul Nick Curran's set yesterday at the Big Apple BBQ Festival. Here...  
<http://ow.ly/17Jtn6>  
10:29 AM Jun 14th via HootSuite



**sfmtester2**  
Shore Fire Media

Austin's in NY at Madison Square Park today and tons of BBQ!! Big Apple Block Party! #austinrules  
<http://twitpic.com/1w6klf>  
11:11 AM Jun 12th via Twitter from South Central, New York 9



**Texas Tourism** Howdy I LOVE NEW YORK! The The Big Apple Barbecue Block Party is this weekend, so be sure and stop by Madison Square Park from 11am-6pm to sample the country's best barbecue. Don't forget to check out the free music lineup, featuring the best of Visit Austin, Texas' music scene.  
June 11 at 4:48pm · View Post







# Visit Austin Texas

Group Pool Administration Discussion 18 Members Map Invite Friends

Slideshow Share This

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From [Mark/Julia Porter](#)



From [@andrewghaves](#)



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### Visit Austin, TX

From: visitaustintx | December 14, 2009 | 1,513 views

Welcome to The Live Music Capital of the World®. Where day or night, weekday or weekend, you can always find something playing. And live music is just the beginning. [www.austintexas.org](http://www.austintexas.org)



Date Added | Most Viewed | Top Rated



**Visit Austin, TX**  
1,513 views - 7 months ago



**Austin City Limits Music Festival**  
161 views - 8 months ago



**South Congress Avenue**  
162 views - 8 months ago



**Blanton Museum of Art**  
105 views - 8 months ago



**Austin CVB Accomplishments**  
132 views - 1 year ago



**Austin at Big Apple BBQ Block Party**





# OTHER SOCIAL TOOLS

- Geo-location Services like FourSquare and GoWalla
  - Many companies/organizations are creating accounts to connect with customers by giving deals, providing recommendations, etc.
  - Most sites will add a location component in the near future

# TOURISM

Margo Richards





# TOURISM SALES & MARKETING

The Tourism Sales & Marketing Department promotes and sells Austin as a leisure travel destination to the domestic and international travel markets by developing and implementing programs designed to:

- Generate room nights;
- Increase visitation to attractions, heritage sites and cultural institutions; and to
- Impact hotel revenue, retail establishments, restaurants and transportation companies.



# TOURISM SALES & MARKETING STRATEGIES

- Sales Missions
- Educational Seminars
- Trade Shows
- Familiarization Tours
- On-Line Package Programs



# INFORMATION WE NEED FROM YOU

- Posted hours of operation?
- Welcome visitors upon arrival?
- Collateral available in multiple languages?
- Offer guided tours?
- Admission charge?
- Group discounts available? Minimum number for a group?
- Maximum size for a group tour?
- Average time a visitor spends at your site?
- Bus parking available? Are parking areas identified?
- Do you track where visitors are coming from?

# CONVENTION SERVICES

Linda Atkins





# CONVENTION SERVICES

- Special Event Venues
  - First Step – Listing as a Venue Rental Space
    - Web Site
    - CVB Database
    - Publications – Meeting Planner & Destination Guide
  - Responding to Referrals and Leads
  - Site Visits
  - Guest/Spouse Tours (activities)

# CONVENTION SERVICES

## Historic Venue Information Form

- Capacity
- Filming
- Booking Criteria/Rental Rates
- Hours
- Food & Beverage
- Meeting/Audio Visual Capabilities
- Contact Information
- Promotional Material
- Tracking Visitors



# MUSIC

Rose Reyes

# MUSIC MARKETING

The Austin Music Office promotes Austin as a premier travel destination for live music and introduces Austin music to the world. The diversity and musical heritage of Austin music draws millions of visitors to Austin each year. The music office works with convention groups, media and the local music industry to spread the gospel of Austin's dynamic music scene.

- Provide personalized assistance with booking live Austin music for events
- Produce compilation CD's and mini guides to Austin Live Music Scene
- Promotes and supports local music attractions
- Incorporates music into bureau sales and marketing efforts
- Help visitors navigate the live music scene





# VISITOR CENTER

Patsy Stephenson



# VISITOR CENTER

- We help non-profits every day.
- We want your information on our wall.
  - \$120 per year, with one free month.
  - Suggestions for in-kind payment arrangements welcome.
- We are a supplement to your own staff, at no cost to you.
- Walking tours are a service of the Visitor Center.





# GRANT PROCESS

Julie Hart



# PURPOSE OF GRANTS

- Heritage Grants are provided to promote tourism (i.e., the convention and hotel industry) through the preservation, restoration, or rehabilitation of historic structures, objects, monuments, sites or districts.



# GRANT FUNDING SOURCE

- Hotel Occupancy Tax – Governed by:
  - State of Texas Tax Code 351.101 – Use of Hotel Occupancy Tax Revenue
  - City of Austin Tax Code 11-2-7 – Allocation and Use of Hotel Occupancy Tax

# STATE OF TEXAS TAX CODE

- Two Prong Test
  - # 1 – the funds “may be used only to promote tourism and the convention and hotel industry” (aka, the “heads in beds” criteria)
  - # 2 – if test #1 is met, then the funds may be used for historic preservation, but only if the venue is “at or in the immediate vicinity of convention center facilities or visitor information center” or “is located in a vicinity that would be frequented by tourists and convention delegates”



# CRITERIA

- Be open to the public at regular hours for tours and/or visitation, and
- Provide copies of promotional material used to advertise your property with your application, and
- Provide a listing of advertising locations, and
- Track the number of visitors to your property each year, including out of town visitors.

# PROCEDURES

- Website – [www.AustinHeritage.org](http://www.AustinHeritage.org)
- Timing – Typically Spring and Fall Grant Cycles
- Application Review Process
  - ACVB reviews for tourism requirements
  - HLC Grant Committee reviews for historic requirements
  - COA Legal Department reviews to ensure compliance with state law
  - City Managers Office provides final review
  - HLC officially approves recommended applications





# ONCE THE GRANT IS AWARDED

- Preservation Agreement will be executed
- May be contingent upon an approval of a Certificate of Appropriateness from the HLC
- Work must be completed within two years of the execution of the Preservation Agreement
- Reimbursement for expenses is made upon completion of the project, submission of invoices and cancelled checks, and approval of the work by the City of Austin Preservation Officer

# HISTORIC REQUIREMENTS

Patti Hansen and Dan Leary, HLC





QUESTIONS?

# ACVB CONTACT INFORMATION

- Linda Atkins, Director of Convention Services  
512-583-7222 [latkins@austintexas.org](mailto:latkins@austintexas.org)
- Katie Cook, Marketing Communications Manager  
512-583-7245 [kcook@austintexas.org](mailto:kcook@austintexas.org)
- Julie Hart, VP Finance & Operations  
512-583-7205 [jhart@austintexas.org](mailto:jhart@austintexas.org)
- Rose Reyes, Director of Music Marketing  
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- Margo Richards, Director of Tourism  
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- Patsy Stephenson, Visitor Center Assistant  
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- Jennifer Walker, Director of Marketing & Communications  
512-583-7209 [jwalker@austintexas.org](mailto:jwalker@austintexas.org)

**VISITOR CENTER  
209 E. 6<sup>TH</sup> STREET  
478-0098**

[www.austintexas.org](http://www.austintexas.org)







# HERITAGE GRANTS WORKSHOP

July 28, 2010