

# Austin

— CONVENTION & VISITORS BUREAU —



## INDUSTRY REPORT - June 2015

### Aviation Passengers\*

	May 2015	May 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Total Passengers	1,022,353	922,981	11%	4,505,004	4,151,015	9%
Total Enplanements	516,707	467,831	10%	2,255,851	2,081,172	8%

\*Source: Austin-Bergstrom International Airport

### Visitor Services

	June 2015	June 2014	% Ch	2015 YTD*	2014 YTD	YTD % Ch
Visitor Packets Sent	3,987	5,040	-21%	32,854	36,424	-10%
Virtual Visitor Guide Visits	1,704	2,239	-24%	19,170	22,316	-14%
Downtown Visitors	14,521	13,828	5%	119,207	110,061	8%
Phone Calls/Email Requests	1,490	1,497	0%	13,558	12,684	7%
Retail Revenue-Gross	\$122,280	\$90,563	35%	\$859,628	\$683,111	26%
Walking Tour Participants	224	236	-5%	3,097	3,067	1%

### Website Traffic

	June 2015	June 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Unique Web Visits	155,347	174,386	-11%	1,237,336	1,220,258	1%
Unique Mobile Site Visits	63,563	49,749	28%	411,807	318,128	29%
Online Booking Engine Reservations*	25	35	-29%	264	435	-39%

\*Includes hotel, attraction and package reservations

### Leisure Travel

	June 2015	June 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Tourism Partner Leads	19	23	-17%	71	165	-57%
Destination Trainings	53	33	61%	328	302	9%
Product Placement	3	2	50%	47	46	2%
Online Package Development	0	0	N/A	7	5	40%

### A Meetings—CVB Booked

	June 2015	June 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Meetings*	7	3	133%	53	47	13%
Room Nights	14,886	3,499	325%	189,466	144,066	32%
Attendance	15,400	2,400	542%	170,843	132,780	29%

\*Includes Additional Rooms for Previously Booked "A" Definites

### ALL CVB Definite Room Night Bookings

	June 2015	June 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Definite Bookings	80	64	25%	557	454	23%
Total Room Night Production	45,842	43,559	5%	444,892	374,170	19%
Total Attendance	96,825	33,903	186%	562,854	580,154	-3%

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

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## A Meetings Lead Production

	June 2015	June 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	32	32	0%	227	211	8%
Total Room Night Production	169,679	139,110	22%	1,316,649	1,133,203	16%

## ALL Meetings Lead Production

	June 2015	June 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	235	190	24%	1821	1555	17%
Total Room Night Production	298,559	242,418	23%	2,397,136	1,999,818	20%

## Tradeshows & Events

Event Name	Location	Department Attending
Collaborate Marketplace	Orlando	Convention Sales
PCMA Education Conference	Fort Lauderdale	Convention Sales
Oil & Gas Administrators Intl Conference & Vendor Exhibition	The Woodlands	Convention Sales
Chicago U2 Client Event and Sales Calls	Chicago	Convention Sales
IPW	Orlando, FL	Marketing/Tourism

## Site Visits

Group Name	Total Room Nights
AFYA, Inc.	105
Patz Corporation	120
Vendome Group	130
Federation of Tax Administrators	171
Pine Chemicals Association	208
Accessories Resource Team	210
Professional Electrical Apparatus Recyclers League	217
American Council of the Blind of Texas	230
Lawyer Pilots Bar Association	255
Arch Re Facultative	285
Mesothelioma Applied Research Foundation	330
Charles Schwab & Co., Inc.	365

Metallic Building Company	375
Women in Insurance and Financial Services	623
Republican Lieutenant Governors Association	639
National Association of Home Builders	795
Cushman & Wakefield	949
OneStream Software	1,161
Planet Fitness	1,360
The Data Warehousing Institute	1,379
American College of Prosthodontists	2,190
Sheet Metal and Air Conditioning Contractors' National Association	2,371
Restaurant Facility Management Association	3,785
American Roentgen Ray Society	3,981
International Risk Management Institute	4,775
SPIE	4,835
<b>Convention Services (Site Visits/Planning Meetings)</b>	
American Animal Hospital Assn. 3/2016	4,080
American Jail Association 5/2016	5,004
Tabledau Software 11/2016	6,400
International Wood Products Assn. 4/2016	467
Sheet Metal & Air Conditioning Contractors' National Assn. 10/2019	2,371
Southern States Communication Assn. 4/2016	674
National Association of Retail Collection Attorneys 5/2018	2050
Reusable Industrial Packaging Assn. 10/2016	484
Destination Marketing Association International 7/2015	3,158
<b>Tourism Department (Site Visits/FAMs)</b>	
Condor Airlines; new seasonal N/S service to Frankfurt	Flight service starts June 2016



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## CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS\*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Emerald Exhibitions	4/9/2016	4/12/2016	500	1,070
Texas Commission on Environmental Quality	5/12/2019	5/17/2019	4,600	3,000
National Institute of Governmental Purchasing	8/23/2019	8/28/2019	1,500	4,400
Texas Commission on Environmental Quality	5/9/2020	5/15/2020	4,600	3,000

\*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
2019	45,410	62,070	12	193,100	193,436	22
2018	225,150	196,292	21	76,400	131,524	22
2017	226,350	191,937	28	52,200	119,476	20
2016	271,650	255,395	41	63,330	62,110	17
2015	368,973	293,614	66	3,024	1,538	2
2014	324,100	261,178	58			
2013	287,921	242,304	64			
2012	288,165	265,500	58			
2011	312,450	249,826	60			
2010	270,383	233,201	50			

## Convention Services

	June 2015	June 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Meetings Serviced bureau booked 112 non-bureau booked 40	152	155	-2%	1327	1170	13%
Reservations Assigned	1,078	587	84%	6,008	10,131	-41%
Registration Hours Provided	785	157	400%	4,396	4,353	1%
Supplier Referrals	33	16	106%	239	195	23%
Supplier Leads	11	19	-42%	89	103	-14%
Site Visits/Planning Meetings	9	9	0%	95	72	32%
Pre/Post Convention Meetings	2	1	100%	26	20	30%
Community Outreach/Supplier Mtgs	16	12	33%	115	53	117%
Music Inquiries	87	74	18%	839	711	18%

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## FILM PRODUCTION

	June 2015	June 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Production/ Referral Inquiries	2,602	2552	2%	19,280	10,949	76%
Production Packages Fulfilled	9	5	80%	37	37	0%
Production Starts	3	2	50%	19	19	0%
Production Days	93	37	151%	714	581	23%

### Film, TV, Commercial, Print and Miscellaneous Production

- American Crime - TV series - preproduction
- The Leftovers - TV series - production
- From Dustk Till Dawn - TV series - production
- Slash - Film - production
- Johnny Quest - Film - preproduction
- Everybody Wants Some - Film - postproduction
- Voyage In Time - Film - postproduction
- Weightless - Film - postproduction
- Our Brand Is Crisis - Film - postproduction
- Midnight Special - Film - postproduction

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## PUBLIC RELATIONS PRODUCTION

	June 2015	June 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	857	940	-9%	3,499	3,175	10%
Number of Outlets Reached	412	495	-17%	1,963	1,761	11%
Press Trips/Media Hosted	2	0	N/A	48	60	-20%
Dollar value of media (source: Cision)	\$3,565,489	\$5,682,422	-37%	\$100,615,108	\$69,597,493	45%
Significant Placements*	13	28	-54%	123	130	-5%

\*Media outreach: IPW follow up, X Games, Roadtrip

## Media Placements

### Print Magazines

Travel and Leisure  
Lonely Planet  
Modern Luxury

### Newspapers

Austin American- Statesman(2)  
Time Out San Francisco  
San Francisco Pipeline  
Examiner San

### Online/Internet Outlets:

Huffington Post

### Broadcast

Fox Austin, NBC, ABC (X Games)  
Today show

## Media Hosted

Oneika Raymond, Blogger  
Vivian Vassos, Canada, Zoomer Magazine