

INDUSTRY REPORT - September 2017

Aviation Passengers*

	August 2017	August 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	1,205,341	1,054,496	14%	9,100,367	8,212,639	11%
Total Enplanements	585,768	512,141	14%	4,566,504	4,106,374	11%

*Source: Austin-Bergstrom International Airport

Visitor Services

	September 2017	September 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Visitor Packets Sent	940	2,384	-61%	86,696	68,560	26%
Virtual Visitor Guide Visits	3,132	1,439	118%	40,434	32,908	23%
Downtown Visitors	17,133	19,641	-13%	201,482	206,113	-2%
Phone Calls/Email Requests	1,609	1,624	-1%	19,065	18,349	4%
Retail Revenue-Gross	\$94,320	\$99,086	-5%	\$1,146,518	\$1,162,099	-1%
Walking Tour Participants	101	121	-17%	1,345	1,439	-7%

Website Traffic

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Unique Web Visits**	205,092	161,160	27%	2,122,341	2,022,265	5%
Online Booking Engine Reservations*	46	12	283%	557	174	220%

*Includes hotel, attraction and package reservations. New tour reservation system launched in Jan 2017

**Later start to ad campaign compared to 2016.

Leisure Travel

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Tourism Partner Leads	75	6	1150%	323	296	9%
Destination Trainings	71	250	-72%	4,443	3,893	14%
Product Placement	27	84	-68%	355	169	110%
Online Package Development	0	0	0%	34	19	79%

A Meetings—CVB Booked

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Meetings*	7	10	-30%	55	67	-18%
Room Nights	10,218	39,187	-74%	224,688	264,921	-15%
Attendance	5,500	17,200	-68%	178,025	212,920	-16%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	September 2017	September 2016	% Ch	2017 YTD*	2016 YTD	YTD % Ch
Number of Definite Bookings	132	70	89%	1,019	900	13%
Total Room Night Production	69,183	63,555	9%	726,899	689,123	5%
Total Attendance	42,864	38,011	13%	621,606	679,596	-9%

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

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A Meetings Lead Production

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	40	28	43%	354	386	-8%
Total Room Night Production	260,736	130,231	100%	1,887,219	1,962,978	-4%

ALL Meetings Lead Production

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Number of Leads	279	214	30%	3164	2822	12%
Total Room Night Production	466,330	240,374	94%	3,906,565	3,624,177	8%

Tradeshows & Events

Event Name	Location	Department Attending
TS&E New Ideas Conference	Houston	Convention Sales
DFW Sales Mission & Client Events	Dallas	Convention Sales
Congressional Black Caucus	Washington, D.C.	Convention Sales

Site Visits

Group Name	Total Room Nights
Biopelle	120
calea	128
Prestige Global Meeting Source	275
Austin Creative Alliance	280
Emerson Electric	300
ComicsPRO	450
National Association of Federally-Insured Credit Unions	545
Retail Industry Leaders Association	628
OnSolve	675
France Media	725
American Bar Association - DC	908
Professional Eye Care Associates of America	1,175
Corporate Housing Providers Association	1,217
NAI Global	1,295

United States Department of Energy	1,797
Convention Services (Site Visits/Planning Meetings)	
Mozilla 12/2017	8,150
Globeforce 4/2018	3,720
KeHE Natural Show 10/2017	2,946
National Head Start Assn. 12/2017	3,295
Retail Industry Leaders Assn. 10/2018	628
National Assn. for the Advancement of Science 3/2018	6,300
Links, Inc. 9/2018	540
Pre-Promotes	
N/A	
Tourism Department (Site Visits/FAMs)	
N/A	

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
City of Austin Neighborhood Housing & Community Development	4/2/2018	4/5/2018	1,500	150
Spiceworks	9/22/2019	9/25/2019	4,000	3,044

*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
2021	19,300	36,946	6	378,500	213,397	23
2020	223,550	212,957	21	77,700	147,679	22
2019	245,700	233,014	33	38,150	83,238	16
2018	281,425	276,646	36	79,180	49,375	24
2017	360,950	266,906	58	2,500	980	1
2016	355,540	298,394	57			
2015	373,997	300,932	67			
2014	324,100	261,178	58			
2013	287,921	242,304	64			
2012	288,165	265,500	58			

Convention Services

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Meetings Serviced bureau booked 222 non-bureau booked 15	237	157	51%	2450	1693	45%
Reservations Assigned	4,329	2,752	57%	17,611	16,471	7%
Registration Hours Provided	765	1,232	-38%	10,213	10,909	-6%
Supplier Referrals	38	20	90%	460	288	60%
Supplier Leads	6	6	0%	91	81	12%
Site Visits/Planning Meetings	7	8	-13%	124	115	8%
Pre/Post Convention Meetings	1	4	-75%	25	35	-29%
Community Outreach/Supplier Mtgs	18	4	350%	242	167	45%
Music Inquiries	79	89	-11%	944	902	5%

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FILM PRODUCTION

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Production/ Referral Inquiries	3,229	2,417	34%	39,437	26,367	50%
Production Packages Fulfilled	8	7	14%	163	58	181%
Production Starts	4	3	33%	63	29	117%
Production Days	42	124	-66%	1045	1013	3%

Film, TV, Commercial, Print and Miscellaneous Production

Alita: Battle Angel (POST)
 Rebel Without a Crew
 A Violent Heart
 Pilot VR Shoot
 The Son series
 FTWD series
 Bodies of Water
 Uglydolls
 Pieces

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PUBLIC RELATIONS PRODUCTION

	September 2017	September 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,556	5,355	-15%	53,890	9,712	455%
Number of Outlets Reached	2,278	2,678	-15%	26,668	4,978	436%
Press Trips/Media Hosted	13	3	333%	79	56	41%
Dollar value of media (source: TrendKite)*	\$618,133	\$15,006,783	-96%	\$103,555,952	\$84,609,925	22%
Significant Placements	54	19	184%	329	185	78%

new reporting system

Media Placements

Broadcast	Online/Internet Outlets:
KXAN	Travel.usnews.com
KTBC	Exhibitoronline.com
	Suitcasemag.com
	Radseason.com
	Austinonyourfeet.com
Print:	Interviews/Quotes
Austin Chronicle	KXAN
Austin Monitor	USAE
Suitcase	Spectrum
Selta Sky	
Community Impact	
Austin American Statesman	
Austin Business Journal	

Media Hosted

Manuel Cohen	Sam Head
Farid Ameur	James Bailey
James Martin	Pete Cassidy
Andy Clarke	Jonathan Crosbie
Hannah Wilson	Matt Powell
Chris Topliss	Ben Cole
Chris Start	