

INDUSTRY REPORT - October 2015

Aviation Passengers*

	September 2015	September 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Total Passengers	964,975	858,258	12%	8,787,186	7,943,875	11%
Total Enplanements	481,042	428,345	12%	4,395,988	3,980,639	10%

*Source: Austin-Bergstrom International Airport

Visitor Services

	October 2015	October 2014	% Ch	2015 YTD*	2014 YTD	YTD % Ch
Visitor Packets Sent	3,893	3,545	10%	3,893	3,545	10%
Virtual Visitor Guide Visits	4,038	3,428	18%	4,038	3,428	18%
Downtown Visitors	17,816	13,602	31%	17,816	13,602	31%
Phone Calls/Email Requests	1,876	1,876	0%	1,876	1,876	0%
Retail Revenue-Gross	\$92,257	\$98,119	-6%	\$92,257	\$98,119	-6%
Walking Tour Participants	183	381	-52%	183	381	-52%

Website Traffic

	October 2015	October 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Unique Web Visits	130,829	128,066	2%	130,829	128,066	2%
Unique Mobile Site Visits	49,771	38,872	28%	49,771	38,872	28%
Online Booking Engine Reservations*	17	59	-71%	17	59	-71%

*Includes hotel, attraction and package reservations

Leisure Travel

	October 2015	October 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Tourism Partner Leads	7	18	-61%	139	47	196%
Destination Trainings	254	3	8367%	604	11	5391%
Product Placement	4	0	#DIV/0!	62	0	#DIV/0!
Online Package Development	0	0	#DIV/0!	0	0	#DIV/0!

A Meetings—CVB Booked

	October 2015	October 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Meetings*	2	3	-33%	2	3	-33%
Room Nights	4,885	8,523	-43%	4,885	8,523	-43%
Attendance	15,000	4,000	275%	15,000	4,000	275%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	October 2015	October 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Definite Bookings	42	53	-21%	42	53	-21%
Total Room Night Production	22,217	42,560	-48%	22,217	42,560	-48%
Total Attendance	22,735	135,865	-83%	22,735	135,865	-83%

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

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A Meetings Lead Production

	October 2015	October 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	41	36	14%	41	36	14%
Total Room Night Production	199,134	181,731	10%	199,134	181,731	10%

ALL Meetings Lead Production

	October 2015	October 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	182	200	-9%	182	200	-9%
Total Room Night Production	322,353	292,282	10%	322,353	292,282	10%

Tradeshows & Events

Event Name	Location	Department Attending
Sundance Film Festival	Park City, Utah	Brian
IMEX America	Las Vegas	Convention Sales
West Coast Sales Mission & Client Event	San Jose, Orange County	Convention Sales
Northeast Sales Calls	Philadelphia	Convention Sales

Site Visits

Group Name	Total Room Nights
Medtronic, Inc.	60
Step-Up Stepper Social Club	120
J. Brooks Ltd.	230
Program of Academic Exchange (PAX)	230
Fraternity Communications Association	239
CWC Group Limited	250
National Center for Hearing Assessment & Management	265
Ben Franklin Institute	300
Moran Family of Brands	300
New Hope Natural Media	335
DaVita	395
ISPIM - International Society for Professional Innovation Management	475
Georgetown University	557
Texas Association of Behavior Analysis	585

USA Rugby	600
American Academy of Dermatology	730
American Institute of Architecture Students Inc.	930
Southern Political Science Association	1,800
Red Lobster	2,924
The Psychonomic Society	3,005
Thermo Fischer Scientific Inc.	4,480
Convention Services (Site Visits/Planning Meetings)	
Medtronic 1/2016	60
American Jail Association 5/2016	5,004
Modern Language Assn. 1/2016	14,500
The General Convention of the Episcopal Church 7/2018	23,950
Tourism Department (Site Visits/FAMs)	
USP Content Radio Station	NA

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Rooster Teeth Productions	6/29/2016	7/4/2016	15,000	4,248

*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	63,810	93,829	17	174,950	148,892	15
2018	243,650	228,453	25	43,600	81,310	17
2017	235,530	201,728	29	51,790	92,073	24
2016	319,450	277,729	45	42,630	38,310	12
2015	373,997	300,937	64	0	0	0
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

	October 2015	October 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Meetings Serviced bureau booked 103 non-bureau booked 14	117	185	-37%	117	185	-37%
Reservations Assigned	1,526	1,348	13%	1,526	1,348	13%
Registration Hours Provided	1,108	503.5	120%	1,108	504	120%
Supplier Referrals	20	26	-23%	20	26	-23%
Supplier Leads	7	13	-46%	7	13	-46%
Site Visits/Planning Meetings	4	19	-79%	4	19	-79%
Pre/Post Convention Meetings	5	4	25%	5	4	25%
Community Outreach/Supplier Mtgs	8	16	-50%	8	16	-50%
Music Inquiries	45	97	-54%	45	97	-54%

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FILM PRODUCTION

	October 2015	October 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Production/ Referral Inquiries	1,986	2,413	-18%	28,353	18,499	53%
Production Packages Fulfilled	6	5	20%	64	52	23%
Production Starts	2	2	0%	31	27	15%
Production Days	60	125	-52%	1073	899	19%

Film, TV, Commercial, Print and Miscellaneous Production

The Leftovers - HBO tv
 American Crime - ABC tv
 Urban Cowboy - FOX tv
 The Son - AMC tv (pilot)
 Bad Couple - Comedy Central (pilot)
 Remy Martin Commercial
 The Rosie Project - Linklater film
 Johnny Quest - Rodriguez film
 Alita: Battle Angel - Rodriguez film
 Bloomingdales - catalogue shoot
 Spinning Man - indie feature
 Slash - indie film

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PUBLIC RELATIONS PRODUCTION

	October 2015	October 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	765	568	35%	765	568	35%
Number of Outlets Reached	402	384	5%	402	384	5%
Press Trips/Media Hosted	16	9	78%	16	9	78%
Dollar value of media (source: Cision)	\$10,787,651	\$9,824,188	10%	\$10,787,651	\$9,824,188	10%
Significant Placements*	17	19	-11%	17	19	-11%

Media Placements

Print Magazines	Newspapers
<i>Austin Way Magazine</i>	<i>Austin American-Statesman (2)</i>
<i>Chicago Parent</i>	<i>Austin Chronicle (2)</i>
<i>Mind Food Style</i>	<i>Daily Mail UK</i>
<i>Nat Geo Traveller</i>	<i>Evening Standard UK</i>
<i>En Route Magazine</i>	<i>Telegraph UK</i>
Online/Internet Outlets:	Broadcast
<i>Huffington Post (2)</i>	
<i>Skift(2)</i>	
<i>Intelligent Travel</i>	

Media Hosted

Chris Osburn, CityAm, Huff Post - UK	David Prosser, Evening Standard, UK
Ed Grenby, Sunday Times, UK	Rob Lewis, The Sun, UK
BA UK FAM - 8 journalists	Leena Tailor, NZ Herald, NZ
BA UK FAM - 2 journalists	Tim Lamb, Luxury Magazine, NZ