



INDUSTRY REPORT - July 2015

Aviation Passengers*

	June 2015	June 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Total Passengers	1,088,399	968,545	12%	5,593,403	5,119,560	9%
Total Enplanements	556,848	497,423	12%	2,812,699	2,578,595	9%

*Source: Austin-Bergstrom International Airport

Visitor Services

	July 2015	July 2014	% Ch	2015 YTD*	2014 YTD	YTD % Ch
Visitor Packets Sent	3,455	4,587	-25%	36,309	41,011	-11%
Virtual Visitor Guide Visits	1,993	2,412	-17%	21,163	24,728	-14%
Downtown Visitors	21,961	21,202	4%	141,168	131,263	8%
Phone Calls/Email Requests	1,528	1,589	-4%	15,086	29,273	-48%
Retail Revenue-Gross	\$153,942	\$116,082	33%	\$1,013,570	\$799,193	27%
Walking Tour Participants	230	301	-24%	3,327	3,368	-1%

Website Traffic

	July 2015	July 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Unique Web Visits	170,838	180,770	-5%	1,398,073	1,394,122	0%
Unique Mobile Site Visits	84,048	52,418	60%	489,282	367,168	33%
Online Booking Engine Reservations*	28	54	-48%	292	393	-26%

*Includes hotel, attraction and package reservations

Leisure Travel

	July 2015	July 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Tourism Partner Leads	8	27	-70%	79	192	-59%
Destination Trainings	32	10	220%	360	317	14%
Product Placement	3	1	200%	50	47	6%
Online Package Development	0	0	N/A	7	5	40%

A Meetings—CVB Booked

	July 2015	July 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Meetings*	3	3	0%	56	50	12%
Room Nights	14,440	11,943	21%	204,806	156,009	31%
Attendance	7,524	13,700	-45%	178,367	146,480	22%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	July 2015	July 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Definite Bookings	52	56	-7%	609	508	20%
Total Room Night Production	46,052	62,207	-26%	491,474	436,097	13%
Total Attendance	48,603	38,124	27%	611,457	618,278	-1%

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

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A Meetings Lead Production

	July 2015	July 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	39	19	105%	266	230	16%
Total Room Night Production	218,446	84,355	159%	1,535,095	1,217,558	26%

ALL Meetings Lead Production

	July 2015	July 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	230	156	47%	2,051	1,711	20%
Total Room Night Production	349,539	211,129	66%	2,746,675	2,210,947	24%

Tradeshows & Events

Event Name	Location	Department Attending
RADSE Luncheon	Austin	Sales
SmithBucklin Familiarization Trip	Austin	Sales
DC Sales Calls	Washington DC	Sales
Destinaton Marketing Association International Annual Convention	Austin, TX	All

Site Visits

Group Name	Total Room Nights
Minor League Baseball	11,685
New York Life Insurance	11,149
American Pharmacists Association	10,624
Corporate Games	10,000
Sonic America's Drive-In®	7,255
International Risk Management Institute	4,775
American Society for Clinical Pharmacology and Therapeutics	3,320
National Association of Surety Bond Producers	1,770
Light Reading	1,340
MCI Group	1,300
Federation of Defense and Corporate Counsel	1,014
American Academy of Insurance Medicine	580
Association of State & Provincial Psychology Boards	454

Health Management Associates	345
Software & Information Industry Association	190
DreamHack AB	120
US Department of Education	24
Convention Services (Site Visits/Planning Meetings)	
Software & Information Industry Assn. May 2015	290
American Association for Public Opinion Research May 2016	2,200
Tableau Software Nov. 2016	28,540
American Health Information Management Assn. 2020	TBD
Modern Language Assn. Jan. 2016	14,500
Tourism Department (Site Visits/FAMs)	
Volaris Airline site visit July 24-25 2015	1

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CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
MP Associates	9/22/2015	9/23/2015	24	45
Austin Junior Volleyball	1/1/2016	1/3/2016	2,500	692
OpenStack	4/21/2016	5/1/2016	5,000	13,703

*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	196,600	209,748	24
2018	225,150	196,292	21	91,400	147,893	24
2017	226,350	191,937	28	68,600	91,291	19
2016	279,450	271,855	43	92,030	43,116	20
2015	368,997	293,907	63	3,000	1,490	1
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

	July 2015	July 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Meetings Serviced bureau booked 73 non-bureau booked 20	93	96	-3%	1420	1266	12%
Reservations Assigned	1,230	505	144%	7,238	10,634	-32%
Registration Hours Provided	591	1424	-58%	4,987	5,777	-14%
Supplier Referrals	19	21	-10%	258	216	19%
Supplier Leads	9	9	0%	98	112	-13%
Site Visits/Planning Meetings	5	7	-29%	100	79	27%
Pre/Post Convention Meetings	5	3	67%	31	23	35%
Community Outreach/Supplier Mtgs	8	14	-43%	123	67	84%
Music Inquiries	110	80	38%	949	791	20%

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FILM PRODUCTION

	July 2015	July 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Production/ Referral Inquiries	2,298	1948	18%	21,579	5,658	281%
Production Packages Fulfilled	7	6	17%	44	41	7%
Production Starts	4	2	100%	22	21	5%
Production Days	92	75	23%	806	646	25%

Film, TV, Commercial, Print and Miscellaneous Production

- The Leftovers - TV series - production
- From Dustk Till Dawn - TV series - production
- Slash - Film - production
- American Crime - TV series - preproduction
- 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
- Urban Cowboy - TV series - preproduction

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PUBLIC RELATIONS PRODUCTION

	July 2015	July 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	235	145	62%	3,734	3,320	12%
Number of Outlets Reached	162	95	71%	2,125	1,856	14%
Press Trips/Media Hosted	37	1	3600%	85	61	39%
Dollar value of media (source: Cision)	\$2,766,359	\$11,832,033	-77%	\$103,381,467	\$81,429,526	27%
Significant Placements*	17	9	89%	140	139	1%

*Media outreach: Condor Flight, Brian's Promotion, DMAI, NME

Media Placements

Print Magazines

San Antonio Magazine
 Travel & Leisure
 NME

Newspapers

USA Today Austin Chronicle
 The Sun (UK)
 Perth Now
 Statesman(3)
 Dallas Morning News
 Houston Chronicle

Online/Internet Outlets:

Time out
 Yahoo Travel

Broadcast

Fox
 KVUE
 YNN

Media Hosted

Samantha Davis-Friedman, US Travel Age West
 Curtis Gillespie, US, Readers Digest
 Mind, Food Style, New Zealand, Mind Food Style