



INDUSTRY REPORT - August 2015

Aviation Passengers*

	July 2015	July 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Total Passengers	1,165,811	1,006,417	16%	6,759,214	6,125,977	10%
Total Enplanements	585,478	504,640	16%	3,398,177	3,083,235	10%

**Source: Austin-Bergstrom International Airport*

Visitor Services

	August 2015	August 2014	% Ch	2015 YTD*	2014 YTD	YTD % Ch
Visitor Packets Sent	4,226	4,050	4%	40,535	49,111	-17%
Virtual Visitor Guide Visits	2,198	2,047	7%	23,361	28,822	-19%
Downtown Visitors	17,710	19,675	-10%	158,878	150,938	5%
Phone Calls/Email Requests	1,602	2,090	-23%	16,688	16,363	2%
Retail Revenue-Gross	\$126,153	\$106,774	18%	\$1,139,723	\$905,967	26%
Walking Tour Participants	196	273	-28%	3,523	3,641	-3%

Website Traffic

	August 2015	August 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Unique Web Visits	141,449	152,444	-7%	1,530,590	1,543,530	-1%
Unique Mobile Site Visits	65,407	41,134	59%	549,228	405,492	35%
Online Booking Engine Reservations*	26	58	-55%	318	509	-38%

**Includes hotel, attraction and package reservations*

Leisure Travel

	August 2015	August 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Tourism Partner Leads	42	32	31%	121	224	-46%
Destination Trainings	7	12	-42%	367	329	12%
Product Placement	3	1	200%	53	48	10%
Online Package Development	0	0	#DIV/0!	7	5	40%

A Meetings—CVB Booked

	August 2015	August 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Meetings*	8	10	-20%	64	60	7%
Room Nights	24,871	42,415	-41%	229,677	198,884	15%
Attendance	40,300	45,500	-11%	218,667	191,980	14%

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

ALL CVB Definite Room Night Bookings

	August 2015	August 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Definite Bookings	85	67	27%	694	575	21%
Total Room Night Production	47,610	56,344	-16%	539,084	493,281	9%
Total Attendance	42,082	55,520	-24%	653,539	673,698	-3%

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

A Meetings Lead Production

	August 2015	August 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	24	40	-40%	290	270	7%
Total Room Night Production	130,468	181,407	-28%	1,665,563	1,398,965	19%

ALL Meetings Lead Production

	August 2015	August 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Number of Leads	217	215	1%	2,268	1926	18%
Total Room Night Production	240,575	312,134	-23%	2,987,250	2,523,081	18%


Tradeshows & Events

Event Name	Location	Department Attending
MPI World Education Congress	San Francisco, CA	Convention Sales
Experient e4 / Maritz Conference	Austin	Convention Sales
ASAE Annual Meeting and Tradeshow	Detroit, MN	Convention Sales
Northeast Sales Mission & Client Event	New York/Boston	Convention Sales
Connect Marketplace - Sports	Pittsburgh, PA	Sports Commission
Receptive Operator Workshop	Austin	Tourism

Site Visits

Group Name	Total Room Nights
NASPA Student Affairs Administrators in Higher Education	13,356
Higher Education User Group	12,875
SiriusDecisions Inc.	10,000
The National Collegiate Athletic Association	8,370
International Avaya Users Group (IAUG)	6,508
National Association of Colleges and Employers	4,590
American Society of Animal Science	3,305
Sunrise Senior Living, LLC	2,859
National Asian Pacific American Bar Association	2,386
Evergreen Marketing Group	1,040
Society of Skeletal Radiology	980
Porsche Club of America	830

TransUnion Corporation	464
Envelope Manufacturers Association	395
Arch Insurance Group Inc.	268
Veeco Instruments	265
Solar Energy Trade Shows	200
International Pemphigus & Pemphigoid Foundation	95
Convention Services (Site Visits/Planning Meetings)	
Take Shape for Life 7/2016	5,260
National Association of Fleet Administrators 4/2016	1,075
Society for Research in Child Development 4/2017	9,500
Student National Medical Association 3/2016	1,783
Tableau Software 11/2016	28,540
National Petroleum Energy Credit Association 4/2016	512
Porche Club of America 3/2017	830
Tourism Department (Site Visits/FAMs)	
Tourico Holidays	9,200



CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Austin Boat Show	1/7/2016	1/10/2016	15,000	30
Texas RV Association	2/18/2016	2/22/2016	10,000	60
Mommy Con	6/23/2016	6/26/2016	300	75
Naitonal Kidney Foundation	4/8/2018	4/14/2018	2,500	6,384
Dell Inc.	10/10/2018	10/19/2018	8,000	10,450
Mortgage Bankers Associaiton	10/24/2019	10/31/2019	4,500	6,950

*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	49,910	29,020	13	172,800	173,604	20
2018	235,650	212,927	23	47,900	132,028	22
2017	226,350	191,937	27	46,500	86,420	19
2016	304,450	272,060	44	58,630	33,610	14
2015	368,997	300,937	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

	August 2015	August 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Meetings Serviced bureau booked 153 non-bureau booked 9	162	97	67%	1582	1363	16%
Reservations Assigned	2,227	434	413%	7,238	11,068	-35%
Registration Hours Provided	566	152	272%	5,553	5,928	-6%
Supplier Referrals	13	24	-46%	271	240	13%
Supplier Leads	5	20	-75%	103	122	-16%
Site Visits/Planning Meetings	9	10	-10%	109	89	22%
Pre/Post Convention Meetings	2	2	0%	33	25	32%
Community Outreach/Supplier Mtgs	8	5	60%	131	72	82%
Music Inquiries	30	80	-63%	979	872	12%



FILM PRODUCTION

	August 2015	August 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Production/ Referral Inquiries	2,371	865	174%	23,950	13,762	74%
Production Packages Fulfilled	8	3	167%	50	42	19%
Production Starts	4	3	33%	26	22	18%
Production Days	93	50	86%	899	698	29%

Film, TV, Commercial, Print and Miscellaneous Production

The Leftovers - HBO tv

Slash - indie film

American Crime - ABC tv

Urban Cowboy - FOX tv

Smugler Productions - commercial

Supply & Demand productions - commercial



PUBLIC RELATIONS PRODUCTION

	August 2015	August 2014	% Ch	2015 YTD	2014 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	104	88	18%	3,838	3,408	13%
Number of Outlets Reached	43	60	-28%	2,168	1,916	13%
Press Trips/Media Hosted	3	2	50%	87	63	38%
Dollar value of media (source: Cision)	\$3,594,153	\$4,551,763	-21%	\$106,975,620	\$85,981,289	24%
Significant Placements*	10	10	0%	150	149	1%

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

Media Placements

Print Magazines	Newspapers
Convene	Austin American-Statesman
Travel Age West	Escapsim
	USAE
	Wall Street Journal
Online/Internet Outlets:	Broadcast
Expedia	
AirCanada.com	
Timeout	
Tom on Tour	

Media Hosted

Kristie Kellahan, Australia
Tim Phin, New Zealand
Holly Fink, US