



AUSTIN CONVENTION AND VISITORS BUREAU (ACVB)

Julie Chase,
Vice President & Chief Marketing Officer

WHAT WE DO

- Increase the demand in the Austin Metropolitan Statistical Area (MSA) for hotel rooms, attraction visits, package tours, retail sales, restaurant receipts and local transportation.
- Boost the demand for and usage of the Austin Convention Center.
- Support the economic viability of Austin's growing film, music and sports industries.
- Gain national and international media exposure for Austin's diverse attractions, history, culture and unique personality.

In short, we are an economic engine for the City of Austin.

ACVB FOCUS

- Convention Business
- Consumer Marketing
- Tourism Sales & Marketing
- Marketing & Communications
- Film & Music Marketing
- Sports Events Marketing
- Visitor Services
- Convention Services

AUSTIN'S ATTRIBUTES

- Live Music
- Downtown Package (Convention Center, hotels, walkable, venues...)
- Cultural Arts
- Outdoors
- History/Heritage
- Sports
- Attractions
- Festivals
- Safety

BY THE NUMBERS

- Total Annual Visitors (Austin MSA): 22.6 million.*
- Annual Visitor Spending: \$6.7 billion.*
- Tourism Supported Jobs: 58,000.*
- Taxes Generated by Tourism: \$553 million in state and local taxes.*
- Bed tax produces \$8.9 million to support local arts (including music).
- For the state of Texas, Travel spending in 2013 generated \$8.5 billion in local, state and federal tax receipts. This is equivalent to \$900 in tax revenue for each Texas household. (Property taxes are not included.)

**Sources: Dean Runyan and Associates, Economic Impact of Travel on Texas, June 2015; D.K. Shifflet & Associates, Year-End 2014 Texas Tourism Regions and MSA Profile*

Austin

MARKETING & PROMOTION ACTIVITIES

Austin

AD CAMPAIGN

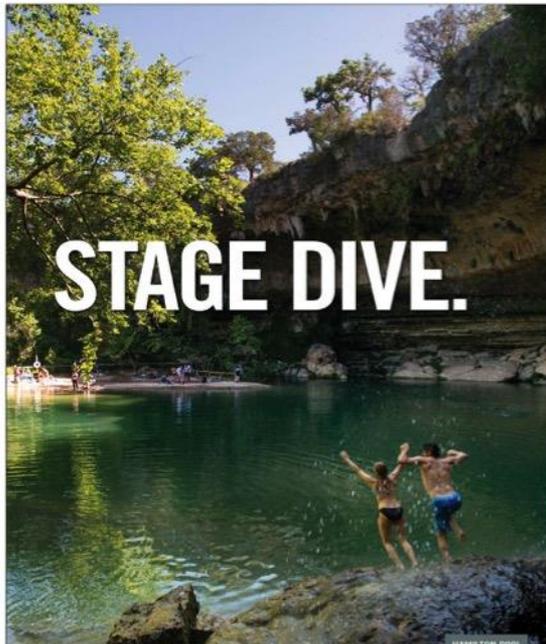


TAKE-OUT THAT ROCKS OUT.

FOOD TRUCKS & THE PICNIC

Austin From kimchi french fries to peach BBQ brisket tacos, food trucks in the Live Music Capital of the World® always take a different spin than the expected.

Live Music. AustinTexas.org



STAGE DIVE.

HAMILTON POOL

Austin Home to spring-fed pools and lush green spaces, the Live Music Capital of the World® can give your next performance a truly spectacular setting.

Live Music. AustinTexas.org



EVERY CITY HAS A PATRON SAINT.

WILLIE NELSON STATUE @ ACL LIVE

Austin Like no other place in the world, Austin is a city that celebrates music and the people who make it.

Live Music. AustinTexas.org

Austin

NEW MEETINGS PLATFORM



OUR STAGE IS
BIGGER THAN EVER.

Austin

ACL MUSIC FESTIVAL

10,000+ HOTEL ROOMS
DOWNTOWN IN 2017

40+ NONSTOP FLIGHTS
DAILY

#1 CITY TO WATCH
FORBES MAGAZINE

Austin

With new and renovated hotel rooms, including two new 1,000-room properties, more nonstop flight options and some of the most dynamic meeting spaces in the country, the Live Music Capital of the World® can amplify your event like never before.

FIND OUT HOW YOU COULD WIN LIVE MUSIC FOR YOUR NEXT CONFERENCE.
Live Music: AustinTexas.org/Win-Music

250 MUSIC VENUES
ACROSS THE CITY

PROUD HOST
2017 PCMA
CONVENING LEADERS

DELL MEDICAL SCHOOL
OPEN 2016

LIVE MUSIC CAPITAL OF THE WORLD®

...AND A NEW MUSIC INCENTIVE



OUR STAGE IS BIGGER THAN EVER.

Austin

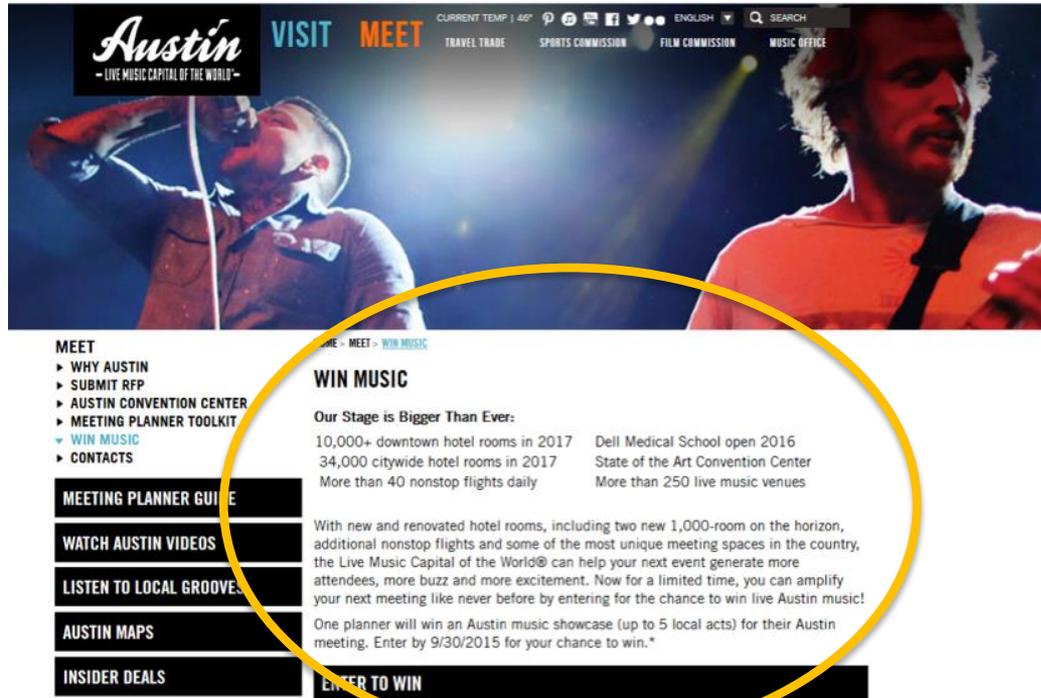
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10,000+ HOTEL ROOMS
DOWNTOWN IN 2017

PROUD HOST
OF ICFMA CONVENING LEADERS

40+ NONSTOP FLIGHTS
DAILY



Austin VISIT MEET CURRENT TEMP: 46° TRAVEL TRADE SPORTS COMMISSION FILM COMMISSION MUSIC OFFICE

MEET

- ▶ WHY AUSTIN
- ▶ SUBMIT RFP
- ▶ AUSTIN CONVENTION CENTER
- ▶ MEETING PLANNER TOOLKIT
- ▶ WIN MUSIC
- ▶ CONTACTS

MEETING PLANNER GUIDE

WATCH AUSTIN VIDEOS

LISTEN TO LOCAL GROOVES

AUSTIN MAPS

INSIDER DEALS

WIN MUSIC

Our Stage is Bigger Than Ever:

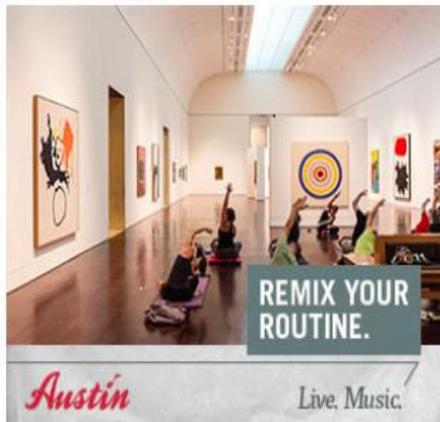
10,000+ downtown hotel rooms in 2017	Dell Medical School open 2016
34,000 citywide hotel rooms in 2017	State of the Art Convention Center
More than 40 nonstop flights daily	More than 250 live music venues

With new and renovated hotel rooms, including two new 1,000-room on the horizon, additional nonstop flights and some of the most unique meeting spaces in the country, the Live Music Capital of the World® can help your next event generate more attendees, more buzz and more excitement. Now for a limited time, you can amplify your next meeting like never before by entering for the chance to win live Austin music!

One planner will win an Austin music showcase (up to 5 local acts) for their Austin meeting. Enter by 9/30/2015 for your chance to win.*

ENTER TO WIN

DIGITAL EXECUTIONS



WEBSITE



Where should I stay when I come to Austin?

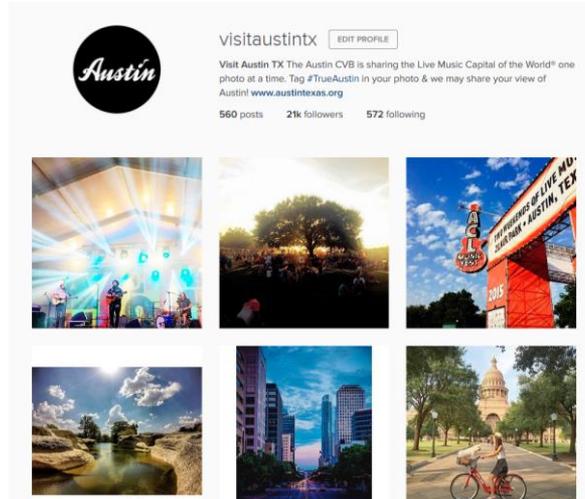


DISCOVER

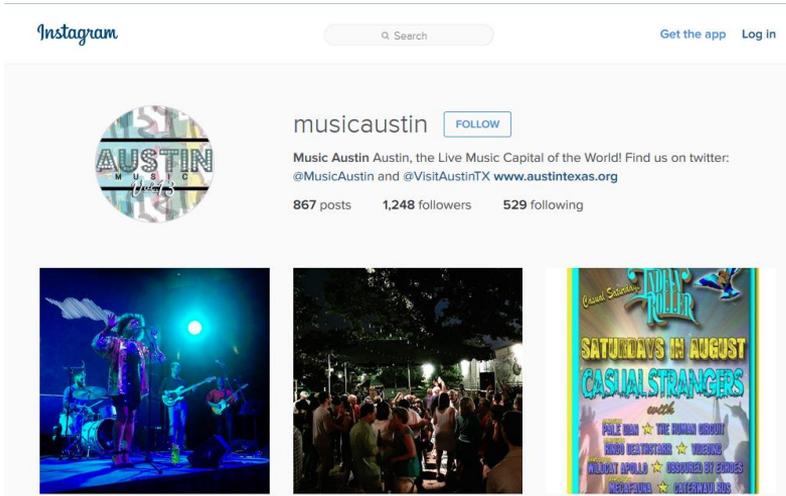
SOCIAL MEDIA

Key Accounts:

- Facebook: 288,000 fans
- Twitter: 155,074 followers
- Instagram: 21,900 followers
- Austin Insider Blog: 20,000 pageviews/month



DEDICATED INSTAGRAM AND TWITTER MUSIC ACCOUNTS



@Music Austin: 16,000 followers;
MusicAustin Instagram: 1,200 followers.

CUSTOMER SERVICE: TRUE AUSTIN MUSIC EXPERT

TRUE AUSTIN

Want to know the best Austin tips? Our Local Experts can help! Watch the video or click on an expert to learn more.



GREG ACKERMAN

MUSIC

Greg has been covering live music in Austin for Examiner.com nearly four years. He works as a digital strategy consultant for local and national organizations. When he is not writing or working for clients, Greg enjoys playing tennis, swimming at Barton Springs Pool, volunteering for Austin non-profits and riding his bicycle.

ASK YOUR QUESTION



Lance Herman @LanceHerman79 · Sep 8
I'm heading to Austin next week, @Austin_now @VisitAustinTX @austin_event What are MUST see and dos?

Austin Texas @VisitAustinTX · Sep 9
@LanceHerman79 We recommend checking out live music. Let our Insider @g_ack know what dates you are coming in and he can suggest some!

Greg Ackerman @g_ack · Sep 9
@LanceHerman79 @VisitAustinTX What dates will you be in Austin next week? #TrueAustin

Lance Herman @LanceHerman79 · Sep 9
@g_ack @VisitAustinTX arriving noonish Thursday and flying out Sunday sometime.

Greg Ackerman @g_ack · Sep 9
@LanceHerman79 Good local shows when you're here: @SIPSIPMusic @rubyjanemusic @ResidualKid @shiveryshakes #TrueAustin cc: @VisitAustinTX

Andrew Palm
@apalm_13

Follow

@g_ack coming to Austin this weekend... Any suggestions on music this weekend? Just saw Shakey Graves at #turftO this past wkd.

11:29 AM - 21 Sep 2015

Toronto, Ontario

Greg Ackerman @g_ack · Sep 21
@apalm_13 Lots of good shows this weekend: @HardProof @chipperjonesTX @myjerusalem @whitedenimmusic do512.com/gregackerman #TrueAustin

[View summary](#)

AUSTIN MUSIC OFFICE

Promotes Austin as the Live Music Capital of the World®

Markets directly to conventions, press and local music industry

Goal: enhancing the visitor experience

- Refers local acts for meetings and conventions
 - “Hire an Austin Musician” Program
 - Database features over 260 musicians/bands and 19 music genres
 - 104 music referrals hired in FY 14/15
- Media coverage of the Austin live music scene

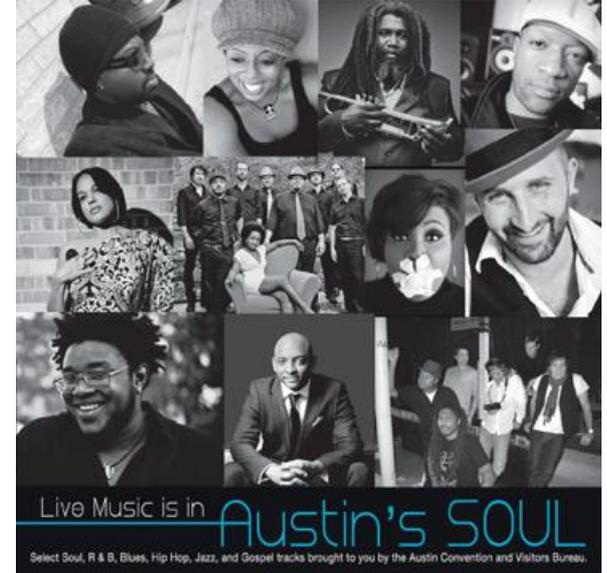
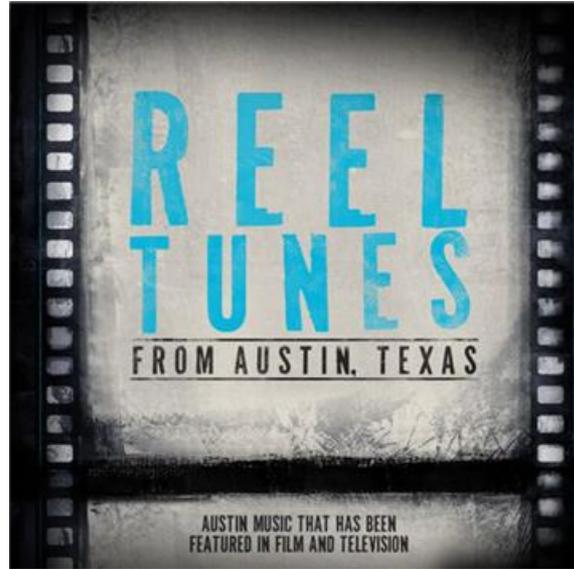
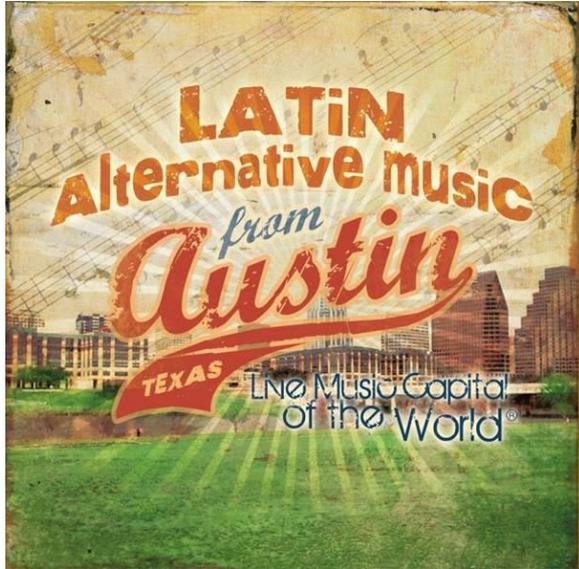
AUSTIN MUSIC OFFICE

Austin Music Volume 14: ALL ATX British Invasion



- AMV14: Latest ACVB music compilation available in approximately 6 weeks.
- Features 18 local musicians and a 24 page guide to Austin music.
- Distributed to meeting planners, travel trade, media/press and visitors.

INDUSTRY & SPECIAL EDITION COMPILATIONS



LOCAL AND LIVE SERIES



- New program launched at the Austin Visitor Center.
- Free summer music series showcases live music every other Friday.

SOUTHERN LIVING: BISCUITS & JAM PARTNERSHIP

- Custom content video series featuring Austin-based artists:
 - Dan Dyer
 - Shakey Graves
 - LaTasha Lee & the BlackTies
 - Mateux Broussard
 - Hayes Carl
- Supported by full-page print, digital and mobile ad units in SL & F&W.

The screenshot displays the Southern Living website interface. At the top, there is a navigation bar with links for 'SOUTHERN LIVING', 'MYRECIPES', 'FOOD & WINE', 'REAL SIMPLE', 'COOKING LIGHT', 'COASTAL LIVING', and 'THIS OLD HOUSE'. Below this is the 'Southern Living' logo in red, followed by a breadcrumb trail: 'SL Seasonal Recipes > Biscuits & Jam > Decorating Ideas > Video'. A search bar is located to the right of the logo.

The main content area features a horizontal menu with categories: 'FOOD', 'HOME', 'GARDEN', 'TRAVEL', 'DAILY SOUTH', 'SHOP', and 'MAGAZINE'. Under the 'Travel' category, there is a featured article titled 'Biscuits and Jam' with a subtitle 'austin edition'. The article includes a large image of a guitar and the text 'Southern Living AND Jam austin edition'. Below the image, it says 'LaTasha Lee & The BlackTies: "Watch Me Now"' and provides a link to watch the performance.

To the left of the main article, there are two smaller sections: 'Biscuit Recipes' with an image of biscuits and 'Jam Recipes' with an image of a jar of jam. Below the 'Jam Recipes' section, there are three video thumbnails with play buttons, each titled 'A Chat with' followed by the name of an artist: 'LaTasha Lee & The BlackTies', 'Mateux and Broussard', and 'Hayes Carl'.

On the right side of the main article, there is a section titled 'How To Make Biscuits' with a small image of a hand rolling out dough and a link to 'more'.

NEW MUSICAL EXPRESS (NME) AWARDS WITH AUSTIN, TEXAS



- Austin is partnering with NME as headline sponsor for the NME Awards for the third consecutive year.
- New to the 2016 campaign are more Austin-branded live events, an expanded awards calendar and activations.
- As part of the six-month partnership, Austin, Texas will sponsor the Best International Band category at the awards.

Austin

THE AUSTIN AIRSTREAM



SUMMER OF LOVE TOUR 2015

- Airstream activations took Austin to:
 - San Francisco PRIDE
 - San Diego County Fair
- Road trip partners were:
 - Virgin America
 - Westin Downtown Austin
- #ATXLove Competition
 - People could enter to win a trip to Austin that included two plane tickets (Virgin) and a three night hotel stay (Westin)
- Music by Austin musicians Gina Chavez and Saul Paul
- 2015 by the numbers:
 - Event Impressions – 400,000
 - Road Impressions – 394,910
 - Sweeps entries – 1,226
 - #ATXLove impressions- 572,703
 - Media Impressions: 1,234,439



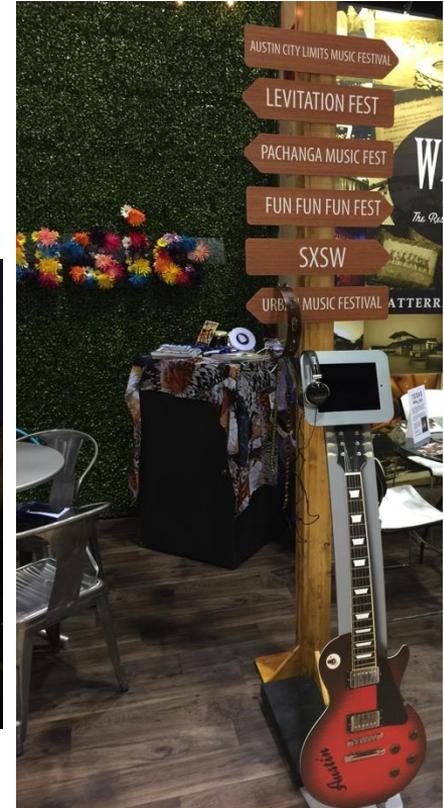
CONVENTIONS SUPPORT LOCAL MUSIC

- Earlier this year, Hospitality Financial & Technology Professionals (HFTP) hired 20 local bands for their annual HITEC convention in Austin, spending over \$14,000 directly in musician fees.
- National Funeral Directors Association (NFDA) hired 19 local musicians for one convention, representing \$11,600 in musician fees.



Austin

TRADE SHOWS – MUSIC FESTIVAL BOOTH THEME & SIGNAGE



TRADE SHOWS – MUSIC FESTIVAL THEMED PRINT ADS

**PEACE
LOVE
MUSIC**

VISIT BOOTH #401
TO GET THE TRUE AUSTIN FESTIVAL EXPERIENCE!

Austin Join us at IPW and discover all the things that make Austin the Live Music Capital of the World!

Live Music: AustinTexas.org/IPW

USA Discover America.com

**LET'S
SHARE
THE
LOVE**

VISIT BOOTH #401
TO GET THE TRUE AUSTIN FESTIVAL EXPERIENCE!

Austin Join us at IPW and find out why your clients will love the Live Music Capital of the World!

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USA Discover America.com

**MUSIC
MAKES
OUR
WORLD
SPIN
ROUND**

VISIT BOOTH #401
TO GET THE TRUE AUSTIN FESTIVAL EXPERIENCE!

Austin Home to world-famous events and renowned venues, Austin is the Live Music Capital of the World!

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Austin

DIVERSITY OF AUSTIN MUSIC



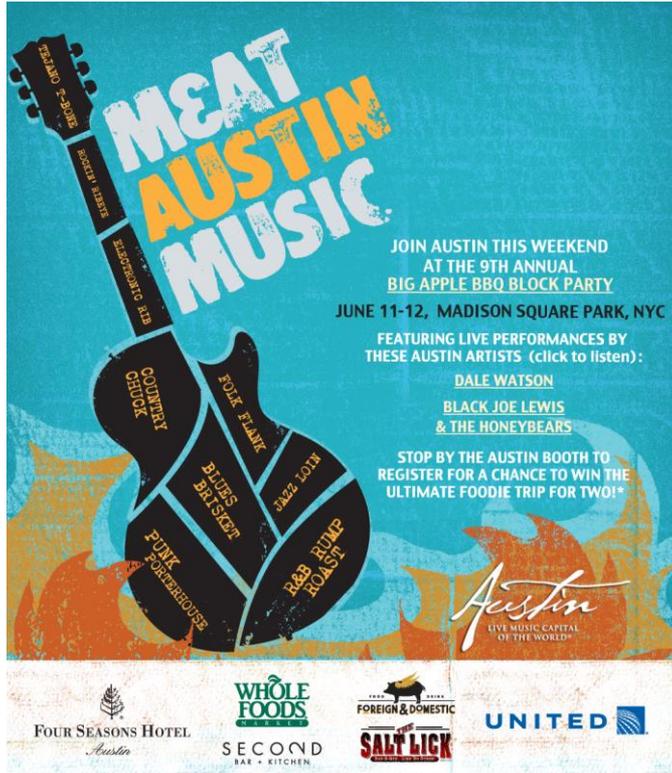
LIVE MUSIC CAPITAL OF THE WORLD®

DIVERSITY OF AUSTIN MUSIC

Database features over 260 musicians/bands and 19 music genres:

3 Chord Rodeo	Country	Bob Schneider	Blues; Rock	Duck Soup	Blues; Rock; Big Band
A is Red	Jazz; Big Band	Bobby Jealousy	Southern Pop	Dupree	Blues; Jazz
A. Sinclair	Rock	Boxcar Preachers	Country; Bluegrass	Eagle Claw	Rock; Pop
A.J. Vincent	Electronic; Pop	Brass Blonde	Jazz; Blues/Soul;	East Cameron Folkcore	Americana; Folk
Abraham Weaver	Country	Brennen Leigh	Country	El Tule	Latin; Big Band
Acoustic Jungle	Latin; Jazz	Bright Light Social Hour	Americana; Blues; Folk	Elana James	Folk; Americana;
Adam Ahrens	Country; Cowboy	Bruce Carbonara	Classical; Sinatra	Elias Haslanger	Blues; Jazz
Adam Carney	Americana; Harp	Calming Neptune	Rock; Alternative	Elizabeth McQueen	Jazz; Americana
Akina Adderley	Soul; Pop; R&B	Candace Bellamy	Blues/Soul	Elsa Cross	Rock; Alternative
Ali Holder	Blues; Jazz; Folk	Carson Mchone	Americana; Country	Emily Bell	Rock; Soul
Alpha Rev	Alternative; Rock	Charles Thibodeaux & the Austin Cajuns Aces	Cajun; Big Band	Emily Wolfe	Rock; Pop
Annabeth Novitzki	Opera; Classical	Charlie Mars	Folk; Americana; Indie	Este Vato	Latin-fusion; Big Band
Annie & Kate	Americana; Rock	Chico Chico	Jazz; Big Band	Fingerpistol	Country; Cowboy
Ariel Abshire	Country/Cowboy; Folk; Americana	Chip Dolan	Folk; Rock	Frank Gomez	Blues; Rock
A-Town Getdown	Blues; Soul	Christopher Denny	Country	Frederico7	Brazilian Dance
Austin Gilliam	Americana; Rock	Ciantra Boombox	Latin-Folk; Reggae; Other	Friendly Savages	Blues; Rock
Austin Party Band	Cover; Big Band	Colin Gilmore	Americana; Folk	Fusca XR3	Brazilian Dance
Austin Samba	Brazilian Dance	Copa Kings	Jazz; Blues; Big Band; Swing	Gary P. Nunn	Country
Autumn	R&B; Pop	Corey Baum	Folk; Americana; Country	Gina Chavez	Latin-folk; Pop
Back 9	Cover; Big Band	Crooks	Country; Cowboy	Glen Collins & the Alibis	Country; Americana
Bad Boy Croy	Country	Daisy	Americana; Folk	Grace Pettis	Americana; Country
Band of Heathens	Country; Folk	Dale Watson	Country/Cowboy;	Graham Wilkinson	Country; Folk
Becky Shaver	Christian; Gospel	Dan Dyer	Americana; Country	Greg Izor	Blues
Bells of Joy	Christian; Gospel	Danielle Reich	Jazz; Blues	Guy Forsyth	Americana; Blues; Folk
Ben Cina	Soul; Pop	Dave Madden	Blues; Rock; Classical	Hard Proof	Jazz; Blues
Ben Root	Indie Rock	Dave Scher	Blues; Rock	Heybale!	Country
Beth Lee & the Breakups	Blues; Country	David Ramirez	Folk; Americana	Holy Child Music	Pop
Betty Soo	Americana	David Warren	Classical	Hooka Hey	Blues/Soul; Rock
Big Don	Children's	David White	Classical; Piano	Hot Nut Riveters	Americana; Blues; Folk
Big Frank Gomez	Blues/Soul; Rock; Funk; Rock	Dawn and Hawkes	Americana; Country	Hot Texas Swing Band	Swing; Country
Bill Oliver	Children's	Dawni McCray	Soul; Pop	How Ironic	Christian; Gospel
Blue Blood Band	Blues; Jazz	Dead Tree Duo	Rock; Indie; Folk	J. Greene & Steady	R&B; Blues/Soul; Rock
Blue Channel Jazz	Jazz	Deann Rene Band	Country; Rock	Jacqueline Perrin	Classical; Jazz
Bo Porter	Country; Cowboy; Americana	Denim	Country; Folk	Jazz Mills	Pop
Bob Ojeda	Cover	Deuce Coupe	Rock; Swing	Jeff Lofton	Jazz
		Distant Lights	Rock	Jeremy McBee	Jazz; Blues/Soul
		Doug Anthony	Jazz; Big Band	Jitterbug Vipers	Jazz; Swing

TAKING MUSIC ON THE ROAD: NEW YORK



**MEAT
AUSTIN
MUSIC**

JOIN AUSTIN THIS WEEKEND
AT THE 9TH ANNUAL
BIG APPLE BBQ BLOCK PARTY
JUNE 11-12, MADISON SQUARE PARK, NYC

FEATURING LIVE PERFORMANCES BY
THESE AUSTIN ARTISTS (click to listen):

- [DALE WATSON](#)
- [BLACK JOE LEWIS
& THE HONEYBEARS](#)

STOP BY THE AUSTIN BOOTH TO
REGISTER FOR A CHANCE TO WIN THE
ULTIMATE FOODIE TRIP FOR TWO!*

Austin
LIVE MUSIC CAPITAL
OF THE WORLD

FOUR SEASONS HOTEL
Austin

WHOLE FOODS
MARKET

FOREIGN & DOMESTIC

SALT LICK

UNITED

COUNTRY CHECK
FOLK FLANK
BLUES BIZ SKEET
JAZZ JAZZ
FUNK FUNKERHOUSE
R&B RUMP ROAST



AUSTIN
THE LIVE MUSIC CAPITAL OF THE WORLD

PRESENTS

**BLACK JOE LEWIS
& THE HONEYBEARS**

DALE WATSON

9th Annual
**BIG APPLE BBQ
BLOCK PARTY**
JUNE 11-12

MADISON SQUARE PARK
NYC



TAKING MUSIC ON THE ROAD: DENVER & ORLANDO



WE'RE BRINGING A
LITTLE AUSTIN
SOUL TO DENVER



Don't miss out on
a chance to win a
ROCK STAR
weekend in
Austin!

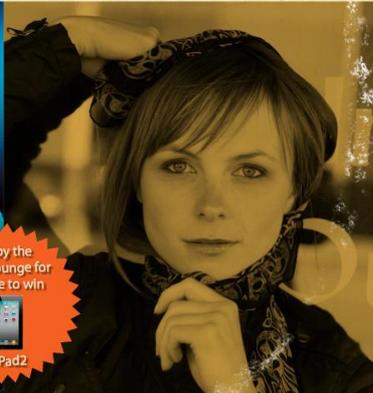
JOIN AUSTIN FOR A NETWORKING RECEPTION FEATURING
NBC'S "THE VOICE" STAR AND AUSTIN'S OWN TJE AUSTIN

Dazzle Jazz - 930 Lincoln Street, Denver, CO 80203
Wednesday, October 26th - 5:00 to 7:00PM



STOP BY THE
AUSTIN LOUNGE
DURING MPI-WEC

We've brought Austin's soulful side to MPI-WEC 2011 Orlando, with Austin artists Kat Edmonson & Tje Austin. Stop by the Austin lounge in the Market Square between s210 & s220 Sunday thru Tuesday to enjoy live music and register for a chance to win an iPad2!



Stop by the
Austin Lounge for
a chance to win

an iPad2

 **WEC** 2011
World Education Congress
July 25-29 • Orlando, Florida
MPI

 **Austin**
CU VENTURE & VISITORS
BUREAU

 **UNITED** 

TAKING MUSIC ON THE ROAD: DC, NEW ORLEANS, MEMPHIS

ATX Airstream

ABOUT

SCHEDULE

SPONSORS

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We're ready to rock DC! Come on out! #atxairstream @titosvodka @mfordswingband @visitaustintx



TAKING MUSIC ON THE ROAD: INDIANAPOLIS, CHICAGO, MINNEAPOLIS



TAKING MUSIC ON THE ROAD: TORONTO & NIAGARA FALLS



We're in Yonge-Dundas Square spreading ATX love! Come by and win a trip to @acfestival #ATXselfie (at Yonge-Dundas Square)



TAKING MUSIC ON THE ROAD: CHICAGO



AUSTIN RETURNS AS THE PROUD MUSIC PARTNER OF PCMA EDUCATION FOUNDATION'S PARTY WITH A PURPOSE.

The event you've been waiting for is just around the corner. So join us for Party with a Purpose featuring music by The Nightowls, direct from Austin, Texas! Be sure to purchase your tickets!

MONDAY, JANUARY 12 | 9:00 PM | HOUSE OF BLUES CHICAGO

Austin
— OFFICIAL CITY PARTNER —



AUSTIN
CONVENTIONAL CENTER



SEE THE NIGHTOWLS IN ACTION >

Austin Supporting Partners

Radisson
HOTELS & RESORTS

PCMA
EDUCATION FOUNDATION
AND CONFERENCE CENTER

KENNEDY
THEATRE

Hilton
HOTELS

Omni
HOTELS & RESORTS

JW
MARRIOTT
HOTELS

Marriott
HOTELS

OFFICIAL BEVERAGE
SPONSOR

THE
DRISKILL
HOTEL

THE WESTIN
HOTELS & RESORTS

DESTINATION VIDEO

IT IS CURRENTLY 52° IN AUSTIN, TEXAS



English

Search the Site...

TRAVEL TRADE

SPORTS COMMISSION

FILM COMMISSION

MUSIC OFFICE

AUSTIN
LIVE MUSIC CAPITAL OF THE WORLD®

VISIT

MEET



TICK *tock.*

Filmed in Austin and recorded by Austin's best musical talent, check out the latest video from the Live Music Capital of the World®. [View here](#)

Austin

— LIVE MUSIC CAPITAL OF THE WORLD® —