

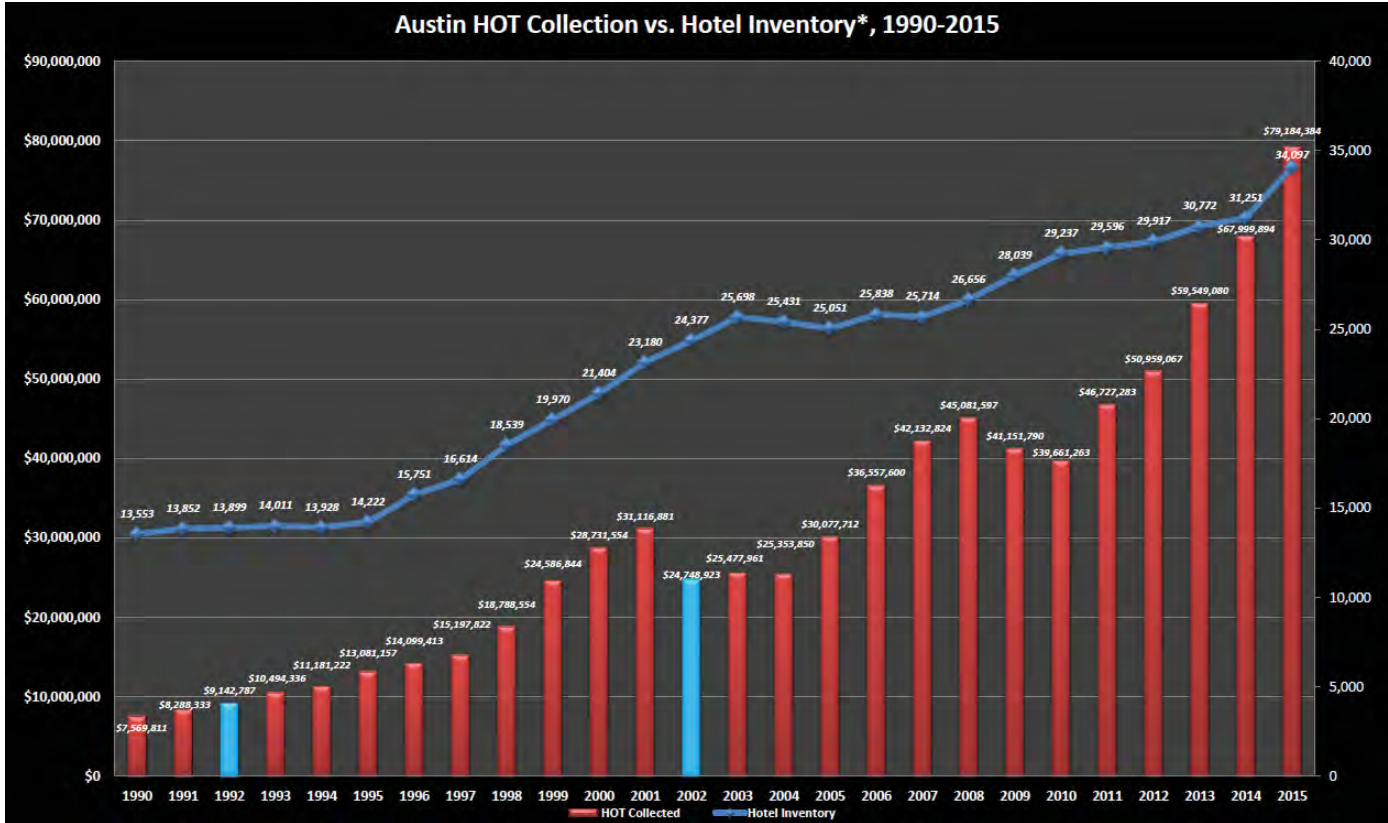
*Austin*



## **VISITOR TASK FORCE: ACVB SALES AND MARKETING**

January 31, 2017

## ACVB HOT TAX ALLOCATION VS. HOTEL INVENTORY



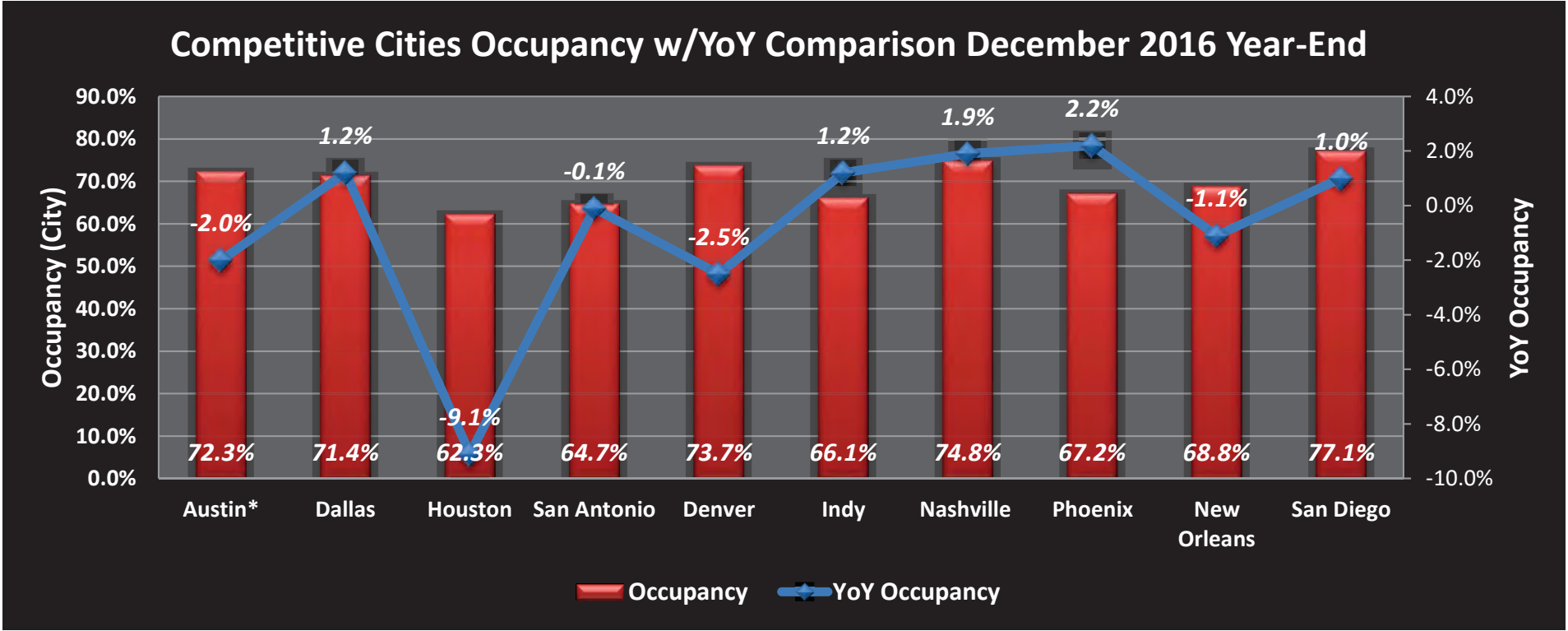
\*2,195 additional rooms coming into market, 2017-2018; over 37,000 rooms by 2018.

# **HOT TAX IS SELF- REGULATING**

**IN GOOD TIMES, IT GROWS.  
IN A DOWNTURN, IT DECREASES.**

# COMPETITIVE CITIES OCCUPANCY

Smith Travel Research



\*Note: 76.5, CBD; -1.3 YoY; +13.3% Hotel Supply Growth YoY



*Austin*

# CONVENTION SALES & SERVICES

LIVE MUSIC CAPITAL OF THE WORLD®

# Austin

## AUSTIN CONVENTION & VISITORS BUREAU SALES DEPLOYMENT

### WEST COAST

Lindsey Elliott (201+ peak)  
Kelly Thomas\*\*\* (10-200 peak)  
AK, AZ, CA, CO, HI, ID, KS, MT,  
ND, NE, NM, NV, OR, SD, UT, WA, WY

### TEXAS

Shannon Cannon (251+ peak in Austin, 501+ outside)  
Paige Singleton (10-500 peak, outside Austin)  
Chandler Jones (10-250 peak, in Austin)

### MIDWEST

Sarah McCabe (201+ peak)  
Kelly Thomas\*\*\* (10-200 peak)  
IA, IL, IN, MI, MN, MO, WI

### MID-ATLANTIC

Jim Doherty (A-M, 201+ peak)  
Kristen Parker (N-Z, 201+ peak)  
Dane Piper (10-200 peak)  
DC, MD, VA, WV

### NORTHEAST

Courtney Sculley (201+ peak)  
Dane Piper (10-200 peak)  
CT, DE, MA, ME, NH, NJ, NY, PA, RI, VT

### SOUTHEAST/SOUTH CENTRAL

Val Mashaw (201+ peak)\*\*  
Dane Piper (10-200 peak)  
AL, AR, FL, GA, KY, LA, MS, NC, OH, OK, SC, TN

### INTERNATIONAL

Courtney Sculley (10+ peak)

### MULTI-CULTURAL SALES\*

Paige Singleton (10+ peak)

### SPORTS\*

Lance Aldridge  
Matt Moti

\* Authority over entire United States

\*\*Including Kansas City, MO

\*\*\*Including AR, KS, OK and Kansas City, MO



### SALES LEADERSHIP:

Senior Vice President of Sales: Steve Ganowski  
sganowski@austintexas.org | Tel 512-583-7259  
Director of Sales: Amy Brown  
abrown@austintexas.org | Tel 512-583-7241  
Director of Market Analysis & Research: Christine Cramer  
ccramer@austintexas.org | Tel 512-583-7218

### SALES SUPPORT:

Amanda Rassack, Sales Coordinator  
Supports: A. Brown, L. Elliott, S. McCabe, K. Thomas  
Sarah Brittingham, Sales Coordinator  
Supports: L. Aldridge, S. Cannon, C. Jones, V. Mashaw, M. Moti, P. Singleton  
Ali Isaac, Sales Coordinator  
Supports: C. Cramer, J. Doherty, K. Parker, D. Piper, C. Sculley  
Liz Carlson, Sales Program Coordinator

## Market Segments:

- Medical/Educational/Hobby
- Hi-Tech
- Religious
- Sports
- Multi-Cultural and Diversity
- Finance/Insurance

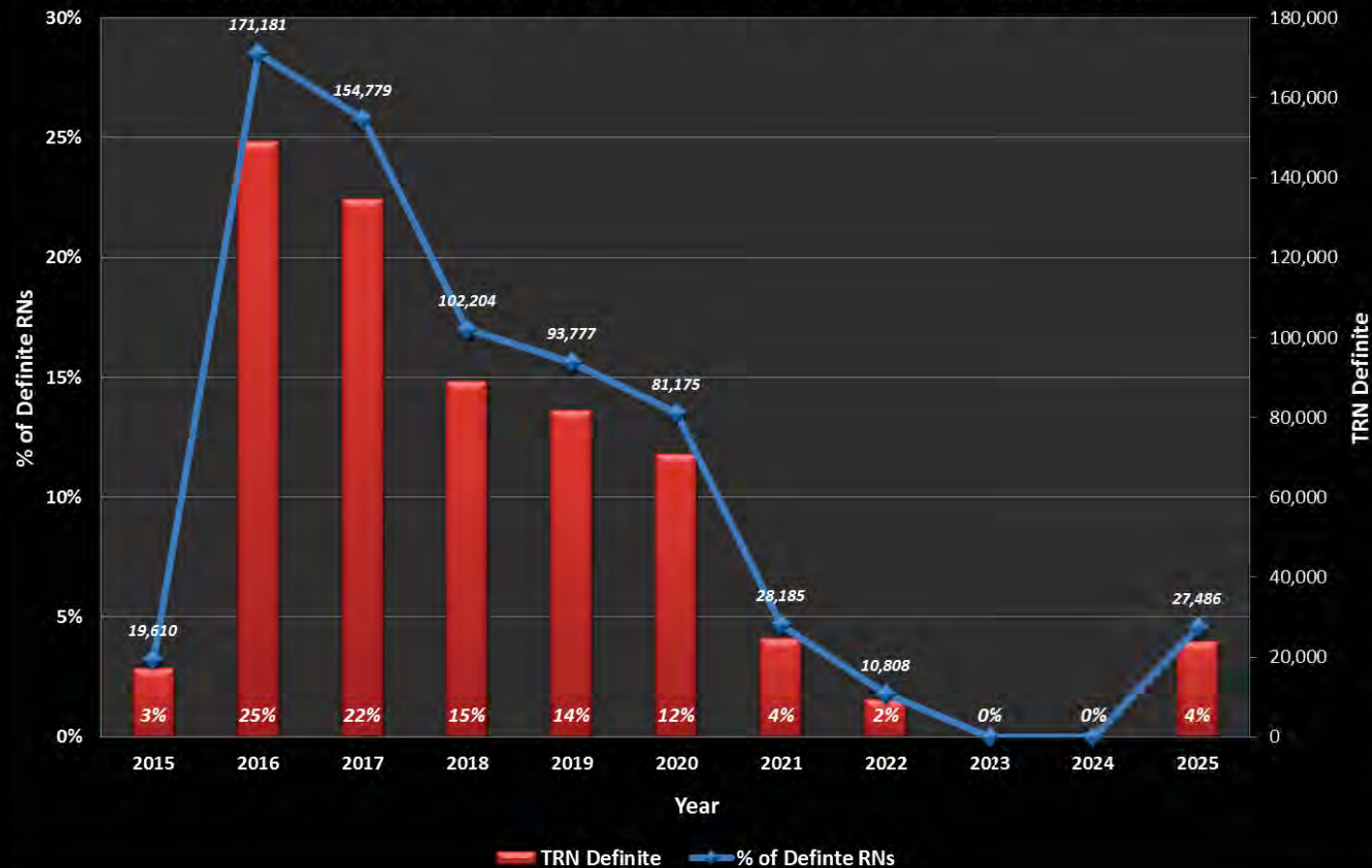
LIVE MUSIC CAPITAL OF THE WORLD™

ACVB 5-Year Booking Production FY 1112-FY1516

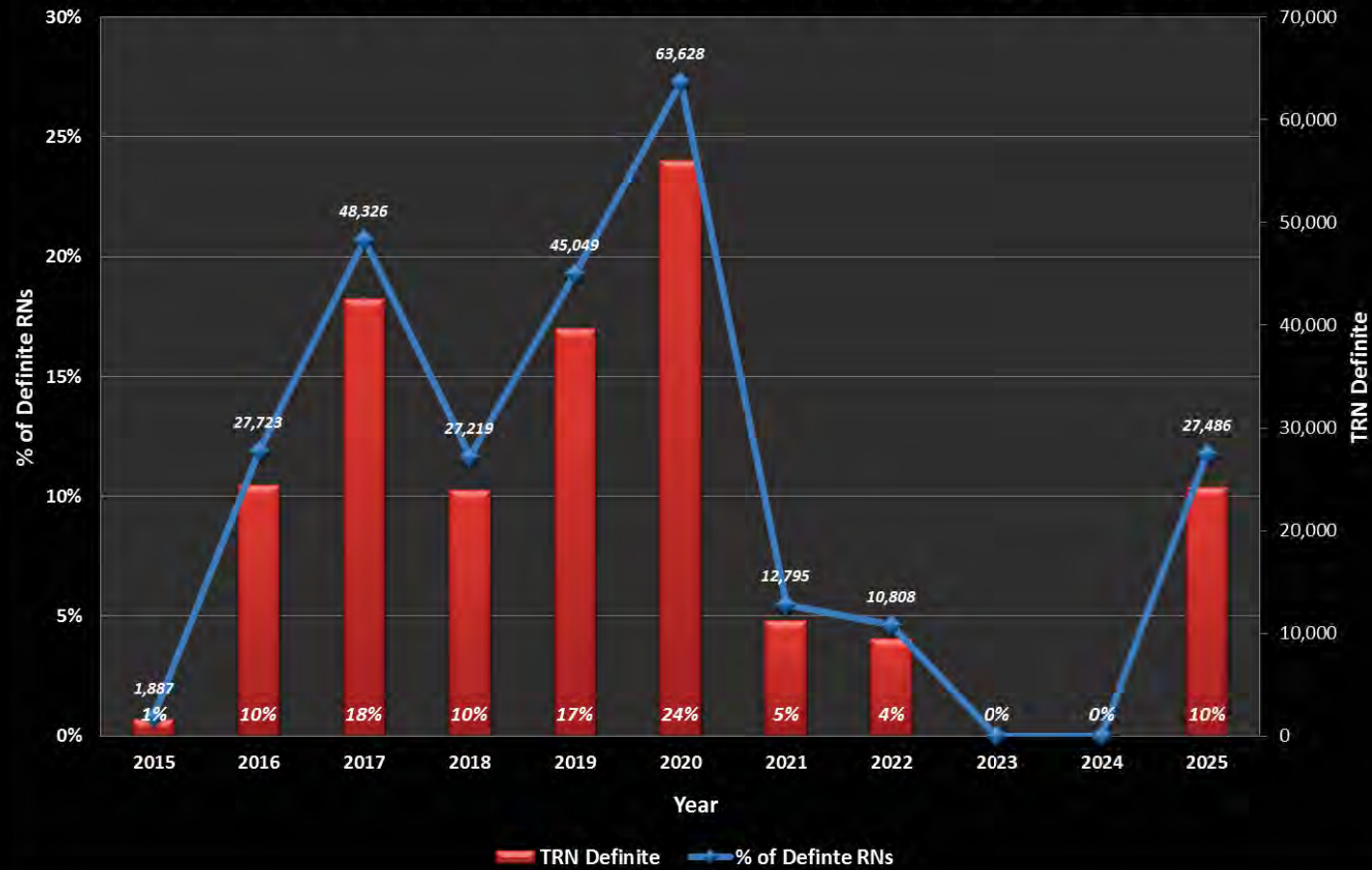


Year	YoY Increase
FY 1112	10%
FY 1213	10%
FY 1314	9%
FY 1415	15%
FY 1516	8%

## ACVB FY 1516 CONTRACTED ROOM NIGHTS BY ARRIVAL YEAR



## ACVB FY 1516 CONTRACTED ROOM NIGHTS BY ARRIVAL YEAR-ACC ONLY



## KEY DEFINITE GROUPS (AUG-DEC)

- USA BMX – April 2017 / 5,000 Attendees
- Texas Girls Coaches – July 2017 / 5,000 Attendees
- Gap Inc. – April 2018 / 1,400 Attendees
- International Literacy Association – July 2018 / 8,000 Attendees
- National Minority Supplier Development Council – October 2018 / 6,000 Attendees
- Orthopaedic Research Society – February 2019 / 1,600 Attendees
- Envestnet – April 2019 and 2020 / 3,400 Attendees per year
- Palo Alto Networks – June 2019 / 5,000 Attendees
- National Council for Behavioral Health – March 2020 / 12,300 Attendees
- Amer. Soc. of Heating, Refrigerating, Air Conditioning Engineers – June 2019 / 1,800 Attendees
- Society for Neuro-Oncology – November 2020 / 5,400 Attendees
- Society of Thoracic Surgeons – January 2021 / 8,800 Attendees





## BOOKINGS FY 2015/2016

ESTIMATED ECONOMIC IMPACT:

**\$673,233,320**

For every \$1 in taxes the Austin CVB received, it returned \$42 in economic impact just in convention and sports bookings alone.

(This does not include tourism marketing impact)

# TAP REPORT: PEER SET (COMPETITIVE CITIES)

## THE TAP REPORT

Austin

Period Ending November 30, 2016

Report Date: December 22, 2016

<i>Austin Room Nights</i>	2016	2017	2018	2019	2020	2021	2022	2023	Total
Definite Room Nights	627,645	460,690	376,549	270,839	164,970	39,440	16,416	9,419	1,965,968
Pace Targets	563,403	452,640	355,317	270,203	150,925	85,468	46,602	22,002	1,946,560
Consumption Benchmark	564,683	564,683	575,726	599,725	611,124	611,124	611,124	611,124	4,749,313
Pace Percentage	111%	102%	106%	100%	109%	46%	35%	43%	101%
Total Demand Room Nights	2,808,129	2,839,042	2,187,883	1,594,743	974,131	453,432	326,363	123,609	11,307,332
Lost Room Nights	2,180,484	2,378,352	1,811,334	1,323,904	809,161	413,992	309,947	114,190	9,341,364
Conversion Percentage	22%	16%	17%	17%	17%	9%	5%	8%	17%
Tentative Room Nights	3,621	243,139	303,936	291,050	282,636	265,820	216,517	94,869	1,701,588

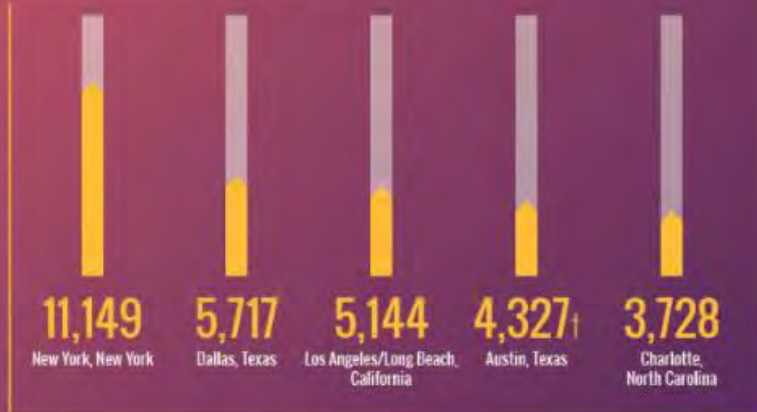
### Peer Set R/Ns: Austin, Denver, Nashville, New Orleans, San Antonio

Definite Room Nights	4,041,765	3,791,625	2,929,873	2,165,819	1,635,157	1,154,730	1,202,750	736,287	17,658,006
Pace Targets	4,200,616	3,775,858	3,075,298	2,543,029	1,979,262	1,494,786	1,144,863	859,351	19,073,063
Consumption Benchmark	4,204,357	4,225,626	4,265,030	4,317,390	4,328,789	4,328,789	4,328,789	4,328,789	34,327,559
Pace Percentage	96%	100%	95%	85%	83%	77%	105%	86%	93%
Total Demand Room Nights	20,032,603	19,090,833	15,823,390	11,624,626	8,465,633	5,454,035	4,220,421	2,658,730	87,370,271
Lost Room Nights	15,990,838	15,299,208	12,893,517	9,458,807	6,830,476	4,299,305	3,017,671	1,922,443	69,712,265
Conversion Percentage	20%	20%	19%	19%	19%	21%	28%	28%	20%
Tentative Room Nights	9,260	1,166,813	1,791,719	1,587,617	1,489,263	1,452,450	1,114,487	1,009,688	9,621,297

## TOP MARKETS FOR NEW HOTEL OPENINGS → IN 2017

The latest data from STR shows New York City and several Texas markets will lead the way among the 164 U.S. markets tracked in terms of new supply coming online this year.

### MOST ROOMS OPENING\*



### MOST PROPERTIES OPENING\*



†Austin has the most rooms and hotels opening among hotels outside the top 25 markets.  
\*Data as of December 2016

Hotel  
News  
Now

© 2017 STR, Inc. All Rights Reserved.

Source: STR, Inc.  
Illustrations: Annemarie Hudson

**84%**

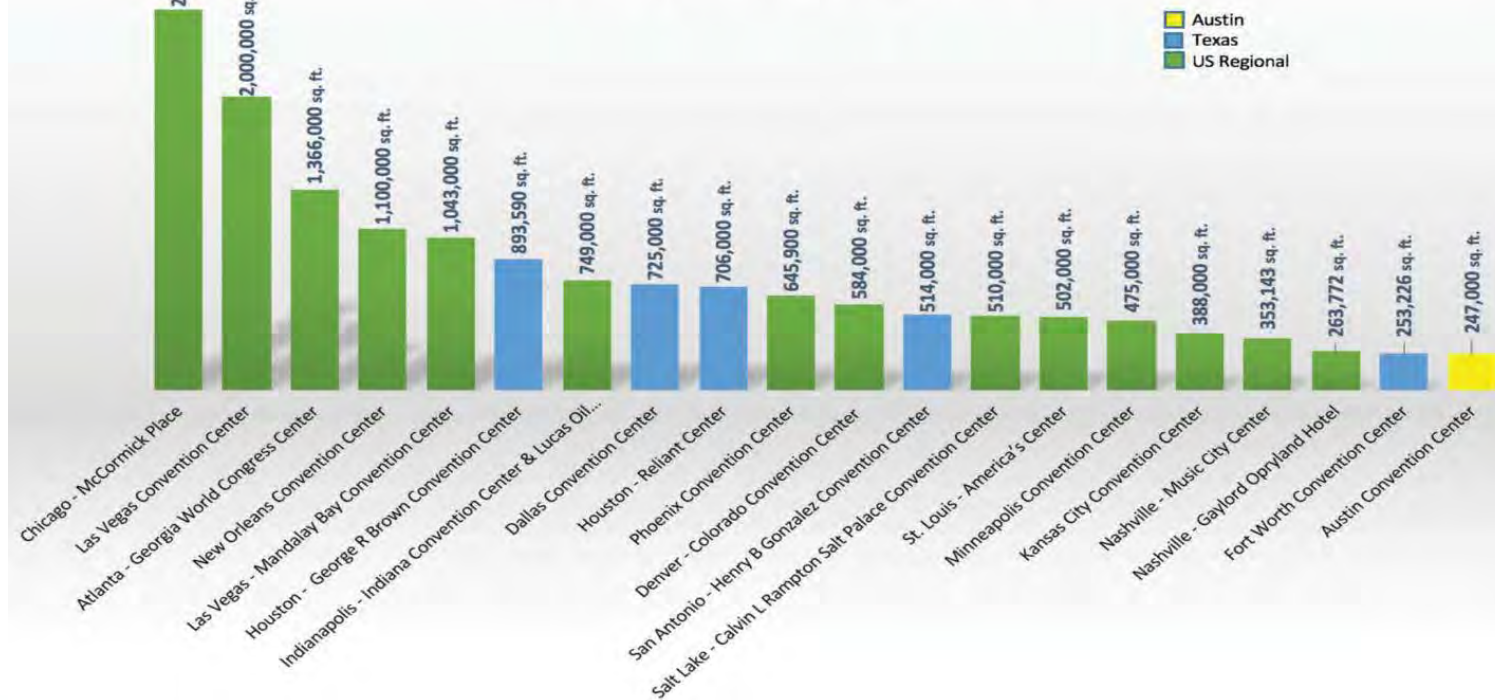
INCREASE IN DOWNTOWN  
HOTEL ROOM INVENTORY BY 2019

**26%**

INCREASE IN CITY-WIDE  
HOTEL ROOM INVENTORY BY 2019

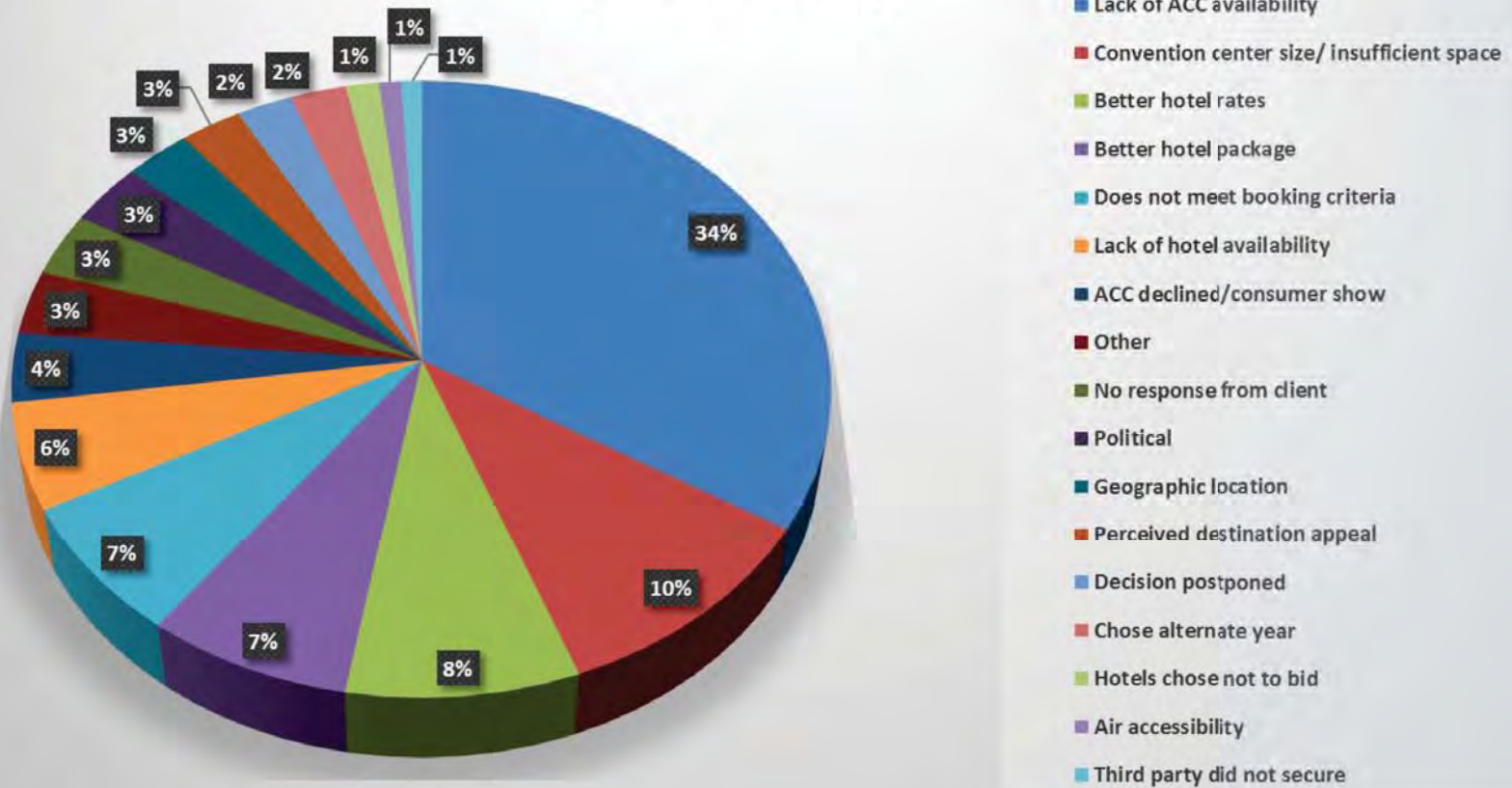
## Austin

### State and Regional Competitors Convention Space





## FY 1516 Lost Business/Lost Opportunity Convention Center Groups (All Future Years)





## BOOKING TRENDS

- ACVB funnel (tentatives)\* for future years are down for the first time in the last 5 years going into our new booking cycle.

FY 1617    -6% (YoY)

FY 1516    +20%

FY 1415    +39%

FY 1314    +17%

FY 1213    +44%

*\*Down 20% for convention center groups going into FY 1617*

- Short booking window; availability challenges
  - Average booking window of confirmed FY 1516 convention center groups was 40 months; average lead time of new convention center leads was 38 months
  - Lack of convention center availability/capacity continue to be the top reason for lost citywide groups (48% of all lost groups)

## WHY BUILD AN AUSTIN CONVENTION CENTER EXPANSION?

A few locals have asked us why expanding the convention center (which only produces 2% of the entire city's hotel room nights) is such a good idea.

## SO HERE'S WHY

- That is not accurate!
- First, most groups today only book enough rooms in a city in their block that will allow them to rent the amount of space need in that city's convention center
- They do this to avoid hotel contract attrition issues from block slippage, due to the rise of the Airbnb/shared economy.
- Convention center attendees want their points/brand loyalty or they find a better deal short term on line.
- A recent study shows that 34% of rooms book outside the block for meetings.
- 30-40 weeks per year from Sunday-Wednesday downtown hotel rooms are filled with citywide meetings.

## SO HERE'S WHY

- Another measurement that DMO's are starting to lean on is "out of town" attendees.
- For example, a convention of 10,000 attendees is in your city and 8,000 of them live more than 100 miles away from that destination. Those 8,000 attendees are staying in a room, or Airbnb in your city.
- The Smith Travel Research Data also shows the spike in occupancy and rate downtown during citywide conventions conventions.

## SO HERE'S WHY

- What happens to the city occupancy and rate if the convention center's impact were to disappear?
- Ask outlying hotels (the majority of our city's hotel rooms) how they can drive rate?
- Compression is what allows them to drive their occupancy and rate. Even our outlying hotels are asking for a convention center expansion because they understand what a booming downtown hotel economy means to them.

## SO HERE'S WHY

- In the simplest terms or majority of the cases, conventions take place during the week, tourism takes place on the weekends.



## SO HERE'S WHY

- Hotel occupancy in Austin is made of group and leisure markets and the ACVB is the city's marketing arm that pushes both segments.

## SO HERE'S WHY

- Tourism room nights are booked on a much shorter window. What rate the hotels can ask for and receive is based on the strength of their books. Supply and demand.....

## SO HERE'S WHY

- Business travelers spend more than tourists:
  - 60% of business travelers add a leisure component, so they are really a 2 for 1 opportunity.
  - If you get a business traveler, in a lot of cases you also get a tourist.
  - Tourists don't book your city and then try to find a meeting to stay longer.

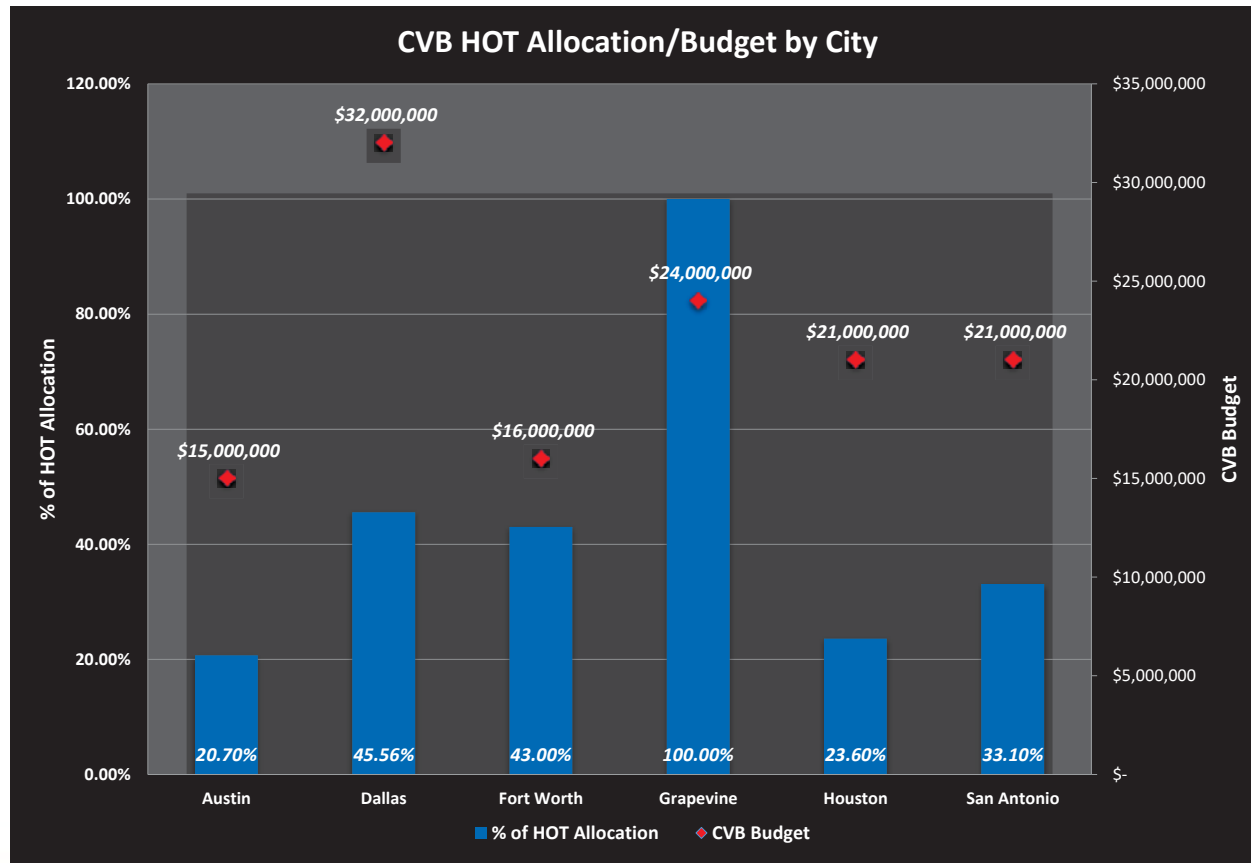
## SO HERE'S WHY

- The convention platform is more recession-proof than leisure tourism.
- Professionals still need to sell their products, attendees need their continuing education credits.
- When the economy drops, many tourists stop making travel purchases. Perhaps attendance drops, but the meetings still occur.
- Best to have a strong base of meetings to protect our 4<sup>th</sup> largest industry sector for Austin.

## THREATS TO AUSTIN'S #4 EMPLOYER: THE TOURISM/MEETINGS INDUSTRY

- Competitive city budgets/TPID's and product development
- Not expanding the convention center in the near future. The Boston Model

# HOT TAX ALLOCATION – TEXAS CVBS





## THREATS TO AUSTIN'S #4 EMPLOYER: THE TOURISM/MEETINGS INDUSTRY

- A bathroom bill (or similar legislation)
  - 19 groups on a potential cancellation list already (*52,700 attendees and 103,392 Total Hotel Room Nights.*)
  - Banned travel by some city/state government to Texas
  - The US current standing in the world community? Can/do international delegates and tourists want to visit the US? Ongoing and a concern – very hot topic.
  - How do we change the conversation about Austin and Texas with a smaller marketing budget?
  - A drop in the US economy overall.

*Austin*

# MUSIC, FILM, TOURISM, PR & MARKETING

Julie Chase, Vice President & Chief Marketing Officer

LIVE MUSIC CAPITAL OF THE WORLD®

## 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.
- Gain national and international media exposure and packaging for Austin's diverse attractions, history, culture and unique personality.

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

## BY THE NUMBERS

- Total Annual Visitors (Austin MSA): 24.1 million\*
- Annual Visitor Spending: \$7 billion.\*
- Tourism Supported Jobs: 127,000\*
- Taxes Generated by Tourism: \$602 million in state and local taxes.\*
- Without Tourism, Travis County residents would have to pay an additional \$1,080 per household in state and local taxes to maintain current levels of service.

\*Sources: Dean Runyan and Associates, *Economic Impact of Travel on Texas*, June 2016; D.K. Shifflet & Associates, *Year-End 2015 Texas Tourism Regions and MSA Profile* and U.S. Bureau of Labor Statistics

## AUSTIN'S BIG WINS (2016)

- J.D. Power - Highest Visitor Satisfaction in the Southwest (Ranked 2<sup>nd</sup> in the US)
- Sunday Times Travel Magazine – Editor's Award
- International Music City of the Year – Canadian Music Week
- World's Smartest Cities – National Geographic Traveler (only US city recognized)



## MARKETING THE DESTINATION

### Objective

- The multidisciplinary Marketing Department delivers targeted messaging about Austin and the Bureau to leisure travelers, meeting professionals and travel trade. The team uses activity based marketing to drive top-of-mind awareness, and, ultimately, travel to the destination through integrated efforts using the Live Music Capital of the World® brand.

## MARKETING THE DESTINATION

### Our Audience

- Domestic Leisure Travelers
- Meeting/Conference Planners
- International Travelers
- Press
- Travel Trade

## MARKETING THE DESTINATION

How we reach them

- Advertising
- Public Relations
- Social Media Marketing
- Route Development
- International Marketing
- Music Marketing
- Film Marketing
- Content and Publishing
- Tourism Marketing
- Experiential Marketing



## MEDIA PLAN

Holistic media approach drives site traffic and conversion

- Behavioral Targeting
- Social
- Mobile
- Print
- Digital Display
- Experiential
- Custom Content
- Audio/Video
- Retargeting
- Search
- Programmatic Advertising
- Travel Networks

*Austin*

## MEDIA PLAN

Holistic media approach drives site traffic and conversion



LIVE MUSIC CAPITAL OF THE WORLD®

*Austin*

# ADVERTISING CAMPAIGN

LIVE MUSIC CAPITAL OF THE WORLD®

# Austin

## ADVERTISING CAMPAIGN

### Sounds Great!

International adaptation - UK



Travelers outside of Austin learn why a trip here “Sounds Great!”

Using bold headlines and simple icon visuals, the campaign adapts across multiple platforms.

Flexibility to speak to Austin’s key points of differentiation: unique music offerings, green space, food, the arts, shopping, and culture.

Breaks out of travel advertising norms with a uniquely-Austin tone and visual consistency driving awareness and consideration among key leisure, international and meetings audiences.

LIVE MUSIC CAPITAL OF THE WORLD®

Austin

# ADVERTISING CAMPAIGN

Breaking out of the sea of sameness



LIVE MUSIC CAPITAL OF THE WORLD



*Austin*

# ADVERTISING CAMPAIGN

Breaking out of the sea of sameness

The collage features several promotional items for Austin, Texas, emphasizing its identity as the "Live Music Capital of the World".

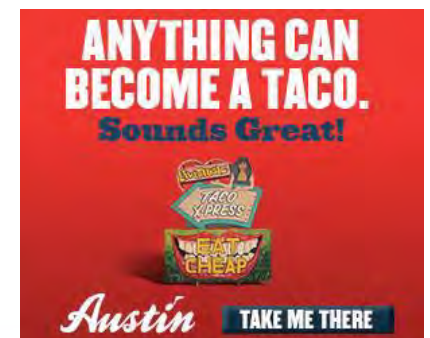
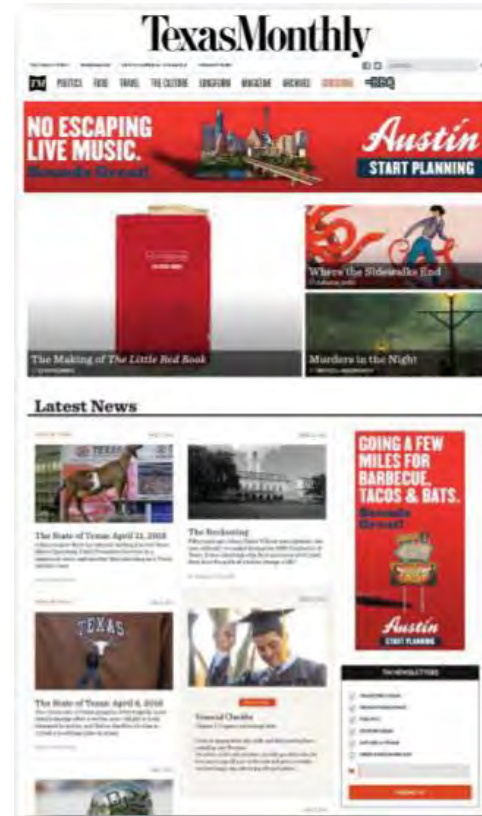
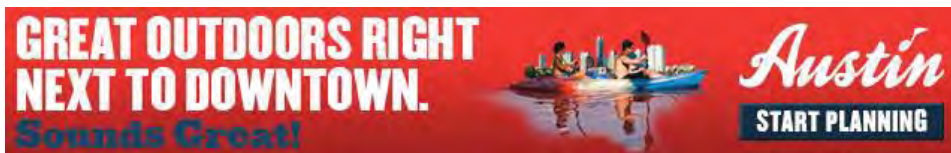
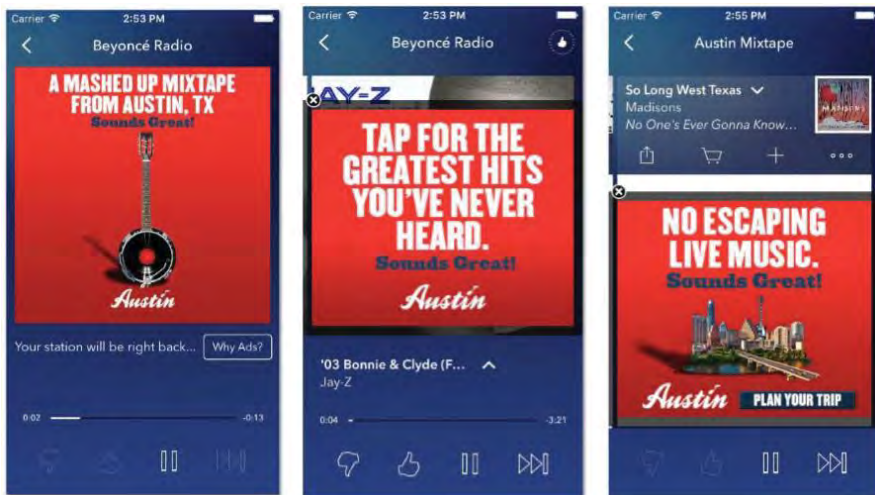
- Red Poster (Left):** Titled "INNOVATING IN TECH AND TACOS. Sounds Great!". It features a small robot character holding a taco and a block of text at the bottom: "We're always working on the next big thing in Austin, whether it's tech or tacos. It's hard to make your meetings here sometimes, so we've got you covered. That's why we're always here. By 2017, Austin will have 11,000 downtown hotel rooms and 30,000 jobs. Meeting spaces are just steps away from a night in our entertainment district or an unforgettable afternoon on the lake. And on top of that, you get all the perks: you're only 20 minutes away from coffee, college football, inspired cocktail bars, and famous local music. Find out more at [austintexas.org/visit](http://austintexas.org/visit)."
- Brochure (Center):** Titled "CHOOSE YOUR AUSTIN EXPERIENCE." with a "Plan Your Trip!" button. It includes sections for "LIVE MUSIC", "FOOD & DRINK", "AUSTIN EVENTS", "ENTERTAINMENT DISTRICTS", and "THINGS TO DO".
- Red Poster (Top Right):** Titled "CRAFT COCKTAILS BEHIND BOOKSHELVES. Sounds Great!". It features an illustration of a cocktail glass on top of books and a "START PLANNING" button.
- Red Poster (Bottom Right):** Titled "NO ESCAPING LIVE MUSIC. Sounds Great!". It features the "Austin" logo and the tagline "— LIVE MUSIC CAPITAL OF THE WORLD —".
- Website Banner (Bottom):** Features the "Austin" logo, the tagline "— LIVE MUSIC CAPITAL OF THE WORLD —", the text "Sounds great!", and a button that says "EXPAND ► FOR INTERACTIVE MAP".

LIVE MUSIC CAPITAL OF THE WORLD®

# Austin

## ADVERTISING CAMPAIGN

Fly and Drive Market



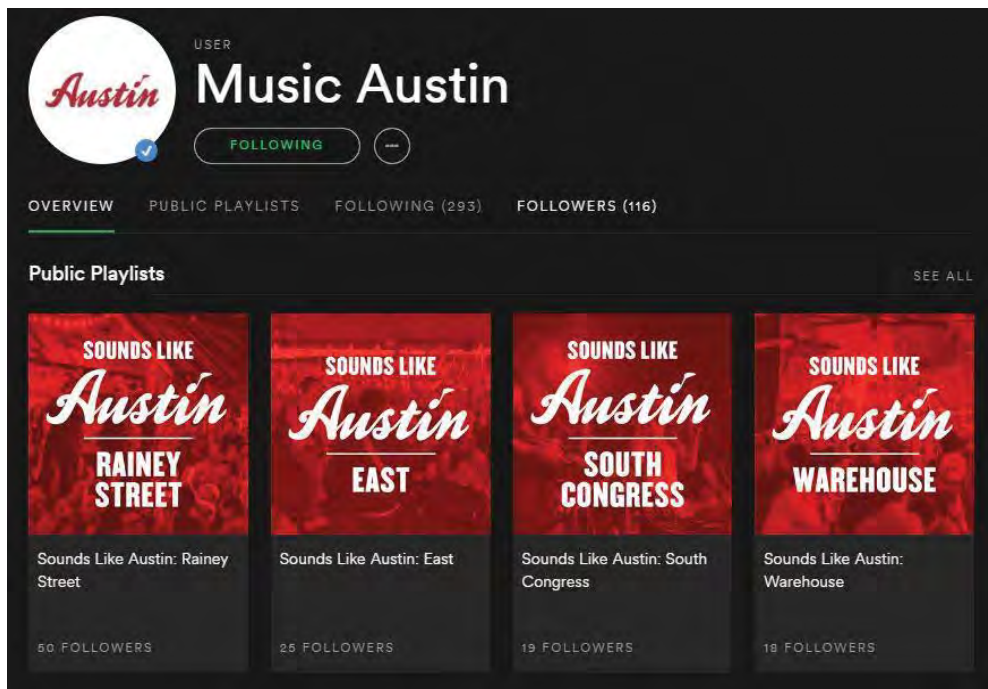
LIVE MUSIC CAPITAL OF THE WORLD®



*Austin*

# SOUNDS GREAT! CAMPAIGN

## SPOTIFY & PANDORA PLAYLIST INTEGRATION



- Targeted Fly- and Drive-market audiences
- Spotify featured desktop interactive billboard unit with video, text and custom playlists built around Austin music and entertainment districts
- Pandora integration featured mobile promoted *Sounds Great!* audio and tap ads, as well as music station dedicated to all Austin music



*Austin*

# SPOTIFY CAMPAIGN RESULTS

Fly Market (4/27-6/12)	Drive Market (7/5 to 7/31)
9.4MM+ impressions across Spotify's platform (0.16% CTR)	845k+ impressions across Spotify's platform(0.14% CTR)
1.88MM+ video unit completed views, achieving an overall video completion rate (VCR) of 79%!	196k+ video unit completed views, achieving an overall video completion rate (VCR) of 85%!
Los Angeles market garnered the highest user engagement, encompassing 29% of total playlist visits	Houston garnered highest user engagement, encompassing 47% of total playlist visits compared to the other drive markets
8k unique visitors with 250+ hours of total streaming	1,200 unique visitors with 310+ hours of total streaming
165 total shares, while engagement with the brand received 514 total clicks to the ACVB site	115 total shares and 222 new followers/fans (FB, TW, IG) and 389 total clicks to the ACVB site



LIVE MUSIC CAPITAL OF THE WORLD

## PANDORA CAMPAIGN RESULTS



### Fly Market (4/20-6/12)

**6MM+** impressions were served across Pandora's mobile platform with the Sounds Great! audio message

The Austin Mixtape was added by nearly **8,700 users**, attaining **1,600+** hours of total listening

**Los Angeles** amassed the highest overall user engagement

### Drive Market (7/5 to 7/31)

**1 MM+** impressions were served across Pandora's mobile platform with the Sounds Great! Audio message

The Austin Mixtape was added by **2,612** unique users, attaining **450+** hours of total listening!


**Dallas/Ft. Worth** amassed the highest overall user engagement

*Austin*

# ADVERTISING CAMPAIGN

## Meetings

**MEETINGS WITH  
LUNCH BREAKS,  
LAKE BREAKS,  
& BAND BREAKS.**  
**Sounds Great!**



Proud Host of PCMA 2017 Convening Leaders  
Start planning at [austintexas.org/pcma2017](http://austintexas.org/pcma2017)

*Austin*  
— LIVE MUSIC CAPITAL OF THE WORLD —


**INNOVATING  
IN TECH  
AND TACOS.**  
**Sounds Great!**

We're always working on the next big thing in Austin, whether it's tech to make your meetings flow smoother, or new ingredients that will change taco history forever. By 2017, Austin will have 11,000 downtown hotel rooms and 36,000 citywide. Meeting spaces are just steps away from a night in our entertainment district or an indulgent afternoon on the lake. And as soon as you get off the plane, you're only 20 minutes away from cutting-edge tech hubs, inspired cocktail bars, and famous food trucks. Find out more at [austintexas.org/meet](http://austintexas.org/meet).



*Austin*  
— LIVE MUSIC CAPITAL OF THE WORLD —

**WORK,  
ROCK OUT,  
REPEAT.**  
**Sounds Great!**



Proud Host of PCMA 2017 Convening Leaders  
Start planning at [austintexas.org/pcma2017](http://austintexas.org/pcma2017)

*Austin*  
— LIVE MUSIC CAPITAL OF THE WORLD —

LIVE MUSIC CAPITAL OF THE WORLD®

## PCMA TESTIMONIAL

*“With just under 4,200 attendees, 2017 marked the most well-attended event in the Professional Convention Management Association’s 61-year history. But PCMA will represent more than a short-term impact to Austin’s economy... it’s clear that Austin’s impressive performance pushed the city to the top of consideration lists for some of the biggest meetings in the U.S... On behalf of the convention industry, I want to thank our 15 downtown host hotels and the entire hospitality community for making 2017 our most successful conference ever.”*

—Deborah Sexton, President & CEO  
Professional Convention Management Association



*Austin*

# CAMPAIGN RECAP

Winter Campaign



*Austin* RESERVA AHORA

19.2MM+ impressions to Mexico City and Guadalajara

High-performing creative  
.34% CTR vs. .10% norm

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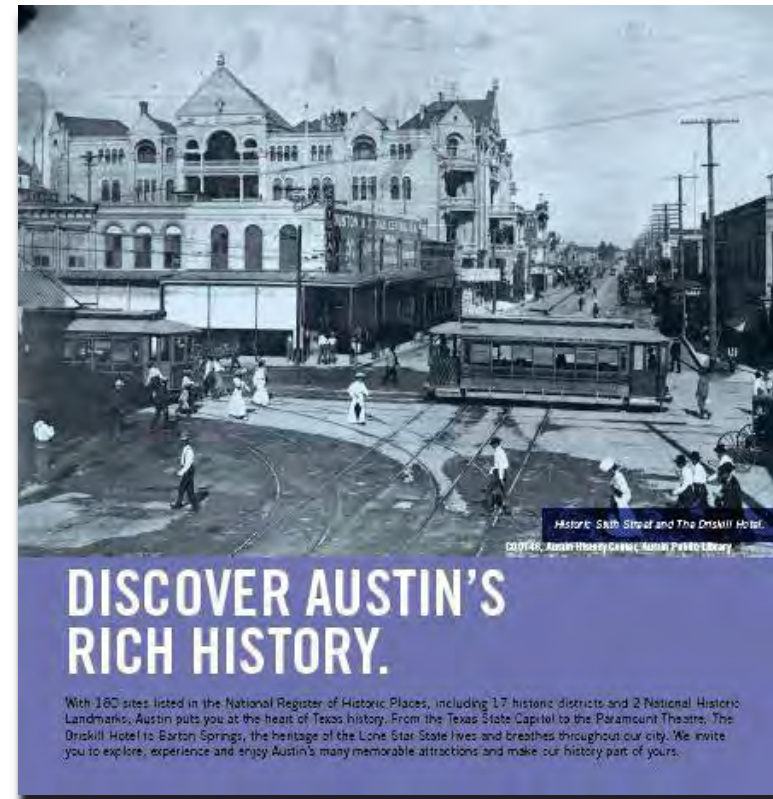
*Austin*

# SEGMENT NICHE MARKETING

LIVE MUSIC CAPITAL OF THE WORLD®

## HERITAGE & DIVERSITY MARKETING

- Digital Display
- Social
- Print Collateral
- Email
- Custom Content
- Press Coverage
- Advertising





# Austin

## PERFECT LONG WEEKEND FOR COUPLES

< BACK

### CELEBRATE PRIDE WEEK IN AUSTIN

VIEW FULL POST

### 2017 AUSTIN EVENT GUIDE

VIEW FULL POST

### ITINERARY: LGBTQ AUSTIN

VIEW FULL POST



Published: 7/25/2016

Austin is jam packed with fun LGBTQ-friendly activities that will make your friends and Instagram followers jealous. Wondering where to begin? This weekend itinerary promises a great time in Austin. Friday Start the weekend out right and hit some of Austin's most famous spots in the Warehouse District like Highland Lounge or Oilcan Harry's , where the dance floors are large enough to really let loose, and Rain on Fourth where Austin's most famous queens, Sable and Cupcake, reign. If you're looking for a more relaxed scene, try Peche for a craft cocktail or... [read more >](#)

## SIX SQUARE: AUSTIN'S AFRICAN AMERICAN CULTURAL HERITAGE DISTRICT

VIEW FULL POST

### HISTORIC AUSTIN: EAST SIXTH STREET

VIEW FULL POST

### CINCO DE MAYO

VIEW FULL POST

HOME > VISIT > DISCOVER > [ASIAN AMERICAN](#)

### ASIAN AMERICAN CULTURAL HERITAGE

Contributed by Anita C. Roberts

**EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER**

600 River St.  
Austin, TX 78701  
Tel: (512) 874-3711  
[Website](#)

DETAILS  
AMENITIES

### LATINO MUSIC MONTH SPOTLIGHT: ADRIAN QUESADA

VIEW FULL POST



Published: 5/18/2016

Courtesy of Stevan Alcalá. It's Latino Music Month in Austin, where the salsa and sounds are as hot as the looming summer season. Austin, though primarily known for blues and country at heart, has a vibrant history of a thriving Latino community and the deep music roots that come along with it. This lineage includes various acts like the iconic Tejano band Little Joe Y La Familia , Los Lonely Boys and Vallejo 's unique take on Latino rock, as well as emerging artists like Cilantro Boombox and Peligrosa DJ Collective who are mixing Latino influences with modern... [read more >](#)

## HISTORIC SCOOT INN

VIEW FULL POST

### DISCOVER THE STORY OF TEXAS AT THE BULLOCK TEXAS STATE HISTORY MUSEUM

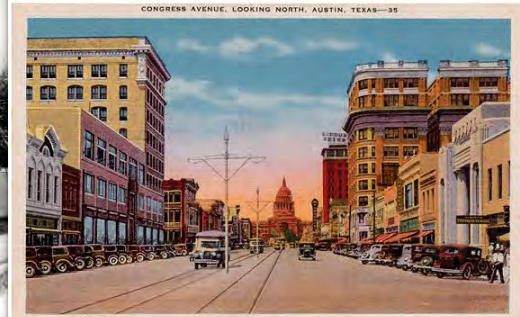
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### HISTORIC AUSTIN: THE TEXAS STATE CAPITOL COMPLEX

VIEW FULL POST

### AUSTIN'S STORY: A GUIDE TO HISTORIC DESTINATIONS IN AUSTIN

VIEW FULL POST



Published: 11/23/2016

With 180 sites listed in the National Register of Historic Places, including 17 historic districts and 2 National Historic Landmarks, Austin puts you in the heart of Texas history. From the Texas State Capitol to the Paramount Theatre , the Driskill Hotel to Barton Springs , the heritage of the Lone Star State lives and breathes throughout our city. We invite you to explore, experience and enjoy these memorable attractions and make our history part of yours. The Texas State Capitol Complex: The Texas State Capitol , standing at 302 feet (a whole 14 feet higher than the U.S. Capitol),... [read more >](#)



# Austin



Everyone has a place in Austin. With our diverse population of vibrant cultures, political leanings and varied lifestyles, the Live Music Capital of the World® is one place where the welcome mat is always out.

## HISPANIC

Experience our rich Hispanic culture, from the food and art to the history and heritage. Peruse traditional and contemporary Mexican and Latin American art at the **Museo Arte** Museum or stroll along the east side of Lady Bird Lake to discover the **Trail of Tejano Music Legends**, a series of metal sculptures honoring legendary Latino musicians.

For a real taste of Hispanic culture, you won't want to miss festivals such as the **Pachanga Latino Music Festival**

In May and the **Cine Las Américas International Film Festival** in April.

## AFRICAN-AMERICAN

Visitors can explore a wide range of culture throughout Austin's African American Cultural Heritage District. The 6-square-mile section of central East Austin celebrates diversity and honors those who shaped the current scene.

Start at the **George Washington Carver Museum and Cultural Center**, where exhibits, programs, classes and theater productions serve as an educational and inspirational source for African-American history and culture.

Chow down on authentic West African dishes such as **Yassa Chicken** at **Cazamance** food trailer, or dig in at **Nubian Queen Lola's Cajun Soul Food Café**, where Cajun family recipes are the draw. For music, watch big-name headliners at **Austin City Limits Live** at the **Moody Theater**, or catch up-and-coming artists at legendary music

venue **Victory Grill**, open since 1945 and known for hosting the likes of **Etta James**, **Billie Holiday** and **James Brown**.

The **#IAMBLACKAUSTIN** interactive campaign takes a closer look at Black life in Austin through photos of locals who've made a difference. Learn all about it at [austinncc.org/lambblackaustin](http://austinncc.org/lambblackaustin).

## ASIAN

With one of the largest Asian populations in the state of Texas, Austin is home to a dazzling array of cultural festivals, traditional celebrations and ethnic cuisine. Explore the many retail shops, restaurants and grocery stores – even the largest Asian supermarket in Central Texas – in **Austin's Chinatown Center**. Throughout the year, visitors can catch a lineup of colorful cultural events, such as Chinese lion dancing, dragon boat racing, the annual **Lunar New Year Festival** and the **Chinese Mid-Autumn Festival**.

## EAST END CULTURAL HERITAGE DISTRICT:

This area offers much to explore and honor by way of the **George Washington Carver Museum**, **Texas Music Museum** and the **African American Cultural Heritage Facility**. [eastendculturaldistrict.org](http://eastendculturaldistrict.org)



**LGBTQ:** If your visit doesn't fall in late August or early September during **Austin Pride Week**, there is plenty of fun to be had at **Ollcan Harry's** ([ollcanharrys.com/](http://ollcanharrys.com/)), **Rain** ([rainon4th.com/](http://rainon4th.com/)), **Highland Lounge** ([highlandlounge.com/](http://highlandlounge.com/)) and **V Austin** ([vaustintx.com/](http://vaustintx.com/)).

## LOCAL LIBATION

Austin-based **Frot Vodka** supports "partying for the greater good" with philanthropic efforts supporting the LGBTQ community. [frotvodka.com](http://frotvodka.com)

HOME > VISIT > DISCOVER > AFRICAN AMERICAN

## AFRICAN AMERICAN

Contributed by Anita C. Roberts

Welcome to the soul of Texas – the Live Music Capital of the World®. Named a Top Creative Center by *Travel + Leisure* and by *Forbes*...the world's most welcoming diversity it's experiencing the taking in the galleries famous live music scene hear is true.



venues is none other

by Austin City Limits of international name Mo and Diana Ross

Great music can be music venues such as Chicken Shack, and coming artists. These including Duke Ellington Tina Turner. Today, it

HOME > VISIT > DISCOVER > LGBT

## LGBT

Austin's LGBT scene has it all.

Contributed by: Christopher Carbone

You don't have to look for rainbow flags or limit yourself to one small part of Austin if you're interested in experiencing everything that the city's large and diverse LGBT community has to offer. Unlike many places, which have only one or two areas known as 'gay districts,' Austin's LGBT residents are truly everywhere. And proud of it!

We've also helped to build, renew and revitalize many of the city's most popular, vibrant neighborhoods. So, come along on a quick tour (you can drive, walk, bike or hop on the bus) for some of the best offerings.

Prior to the opening of the gay-owned **San Jose Hotel** (have a glass of bubbly and people watch by the pool), the streets around South Congress Avenue were not known for very much. Now the area is beloved by locals and visitors alike-with a wide range of restaurants, shops and people dotting South Congress Avenue. Grab a cup of **Jo's Coffee**, peruse the shelves at **South Congress Books**, check out the antiques and funky finds at **Uncommon Objects** and when you're tired from all that walking, head over to the green hills of **Butler Park** to relax and take in Austin's ever-expanding skyline.

While you're still in 78704, grab a sweet treat at **Lick Ice Creams**, a gay-owned artisanal ice cream shop that boasts flavors like roasted beets and mint. Check out the city's magnificent **Greenbelt**: over 800 acres of winding trails, hiking and wildflowers await you. Head north into Downtown Austin-grab a cocktail during

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# Austin

**Austin Texas** @VisitAustinTX · Jan 27  
How many of these historic sites & iconic locations around the Capitol have you visited? [bit.ly/2h2mqAu](http://bit.ly/2h2mqAu)

**Austin Texas** @VisitAustinTX · Jan 12  
Make sure these 6 museums are on your to do list, next time you visit #Austin: [bit.ly/2eGyeFw](http://bit.ly/2eGyeFw) #TrueAustin



**Austin Texas** @VisitAustinTX · Jan 25  
Immerse yourself in Texas culture & history at the @BullockMuseum! Details on the Austin Insider Blog: [bit.ly/2a7fvah](http://bit.ly/2a7fvah) #TrueAustin



**Visit Austin, Texas**  
Published by Christine Felton (?) · November 28, 2016 ·

With 180 sites listed in the National Register of Historic Places, including 17 Historic Districts and 2 National Historic Landmarks, Austin puts you in the heart of Texas history!

Learn more with our guide to historic Austin: <http://bit.ly/2gpeiaU>

**Austin Texas** @VisitAustinTX · Jan 20  
Explore #TrueAustin history in the East Sixth Street neighborhood. Our guide to historic destinations in the area: [bit.ly/2kaS4yq](http://bit.ly/2kaS4yq)



The Driskill, Austin Public Library, O. Henry Museum and 3 others



Austin's Story: A Guide to Historic Destinations in Austin | Austin Insider Blog

With 180 sites listed in the National Register of Historic Places, including 17 historic districts and 2 National Historic Landmarks, Austin puts you in the heart of Texas...

[AUSTINTEXAS.ORG](http://AUSTINTEXAS.ORG)

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# Austin

Happy Austin PRIDE 2016 Celebration week! Here's our guide to the hottest events around town: <http://bit.ly/2b3VlpW>

Where are you celebrating? Photo courtesy of Austin Pride.



**Austin Texas** @VisitAustinTX · Jan 13

Austin's annual MLK Community March & Festival celebrates Dr. Martin Luther King's legacy. Monday, Jan. 16 at 9am: [ht.ly/xF7o307ZdDs](http://ht.ly/xF7o307ZdDs)



**Austin Texas** @VisitAustinTX · Jan 12

March 31st- April 1st! RT @UrbanMusicFest: Tix on sale now at [urbanmusicfest.com](http://urbanmusicfest.com)



**Austin Texas** @VisitAustinTX · Jan 17

Explore #TrueAustin history with @SixSquareATX, Austin's African American Cultural District: [bit.ly/2iKwLSp](http://bit.ly/2iKwLSp)



visitaustintx  
Victory Grill

Following

others

808 likes

3d

visitaustintx Mural outside Austin's historic Victory Grill.

#trueaustin #iconic #blues

📷: @robbievorhaus

theswatigoel @izhang3030 I feel like we need to do a street art tour for Austin

dmulan Wow!

luisdp8 Legit

robbievorhaus Thank you, @visitaustintx #honored

ogrealty12 Very cool art, sweet shot

candacewinfrey @allan\_sk8s\_805 so rad

c\_gregory4 ❤️this!

entrepreneurlifestyle.pt Best of the day

grindhouse\_tx 🍌🍌🍌

troryireland Wonderful

bernicecr @analucia Is

🤍 Add a comment...

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## ART & CULTURE MARKETING

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### CELEBRATE THE ARTS AT ART CITY AUSTIN 2016

[VIEW FULL POST](#)

Published: 4/22/2016

The annual Art City Austin will take place on May 1. After the past seven years of Art City Austin, the festival has relocated to the beautiful shores of Lady Bird Lake. The booth from Art City Austin 2015. The Art City Austin festival includes an event at the Convention Center on Friday, April 29 from 6 to 8 p.m. and at the City Austin's newest programming ad

### 5 GALLERIES TO VISIT IN THE CLARKSVILLE HISTORIC DISTRICT

[VIEW FULL POST](#)

Published: 9/26/2016

Sprinkled throughout the Clarksville Historic District, among quaint cafes and small boutiques, are a host of state-of-the-art galleries that would impress that most knowledgeable of art aficionados. Here are 5 visitor-friendly galleries to visit, located just west of downtown Austin: Photo courtesy of the Russell Collection Fine Art Gallery. Russell Collection Fine Art Gallery : Boasting a gallery full of museum-quality art, the Russell Collection Fine Art Gallery has been showcasing everything from Picasso to Matisse in west Austin. The gallery's... [read more >](#)



## AUSTIN MUSEUM DAY & GALLERIES

[VIEW FULL POST](#)

### INDIE ARTS ROUND-UP

[VIEW FULL POST](#)

### CELEBRATE THE ARTS AT ART CITY AUSTIN 2016

[VIEW FULL POST](#)

### LOCAL TALENT ON DISPLAY AT JOURDAN-BACHMAN PIONEER FARMS

[VIEW FULL POST](#)


Published: 2/5/2016

What began as a small project for the photographer's photojournalism class at Austin Community College, has evolved into a larger photographic project with the intent of promoting seven traditional dying trades to the Austin-area younger generation. Photo courtesy of Estrella Chacon. HANDCRAFTED is a documentary-style photographic exhibition by photographer Jennifer Klanika featuring Austin-area traditional craftspeople. Check out some of the local artisans featured in the exhibit: Mandolin builder Tom Ellis of Austin's Ellis Mandolins Bootmaker Lee Miller of Texas Traditions... [read more >](#)

## HISTORIC AUSTIN: EAST SIXTH STREET

[VIEW FULL POST](#)

### 5 GALLERIES TO VISIT IN THE CLARKSVILLE HISTORIC DISTRICT

[VIEW FULL POST](#)

### TEXAS BOOK FESTIVAL

[VIEW FULL POST](#)

### 6 AUSTIN MUSEUMS YOU MAY NOT KNOW ABOUT

[VIEW FULL POST](#)


Published: 10/26/2016

Austin has no shortage of museums - from dinosaur lovers to vintage toy collectors, there seems to be the perfect museum for any visitor. Below, we picked a few Austin gems that may be off the beaten path but will surely provide a fun-filled day for you or the family. French Legation Museum 802 San Marcos St. Maintained and operated by the Daughters of the Republic of Texas, this former diplomatic residence is the oldest wooden structure in Austin and was completed in 1841. The residence is also among the few examples left of Republic-era architecture. They offer guided... [read more >](#)

Tags: Arts & Culture Downtown Family Historical East Austin University of Texas Multicultural  
Posted in: Family Arts & Culture

## CHILDREN'S THEATRE IN AUSTIN - FALL ROUND-UP

[VIEW FULL POST](#)

### 5 MINUTES WITH A LOCAL: LANA LESLEY OF RUDE MECHS

[VIEW FULL POST](#)

### 5 MINUTES WITH A LOCAL: LAUREN LOVELL OF ZACH THEATRE

[VIEW FULL POST](#)

### PUBLIC ART INSTALLATION ARRIVES AT WALLER CREEK

[VIEW FULL POST](#)


Published: 9/16/2016

Created using repurposed materials, Hurlyburly (2016) by internationally renowned artist Orly Genger, was unveiled to the public at the mouth of Waller Creek, adjacent to the Waller Creek Boathouse (74 Trinity) last week. Blending large-scale sculpture techniques with an expanded notion of craft and textile, Genger creates organic forms and site-specific installations from painted swaths of woven rope. The Waller Creek installation comes from this series of works created using re-purposed lobster rope; in this case, much of the material has been re-purposed once again, as it has been... [read more >](#)







# Austin

**Austin Texas** @VisitAustinTX · 2 Dec 2016  
8 Craft Fairs and Markets to Check out this Season, from @Austin\_Monthly: [ow.ly/GYJS306L4jo](https://ow.ly/GYJS306L4jo) #TrueAustin #ShopLocal

**Austin Texas** @VisitAustinTX · 16 Dec 2016  
Don't miss the Celebration of New Works @ContemporaryATX Laguna Gloria, Sat. 12-2pm! Free admission, snacks, & more! [thecontemporaryaustin.org/event/celebrat...](https://thecontemporaryaustin.org/event/celebrat...)

**Austin Texas** @VisitAustinTX · 8 Dec 2016  
We love this guide to local arts & culture events from the @blantonmuseum! [ow.ly/Hf4G306Wg44](https://ow.ly/Hf4G306Wg44) #TrueAustin



Blanton Museum, Austin ESBMACC, Elisabet Ney Museum and 7 others

**Austin Texas** @VisitAustinTX · 13 Dec 2016  
There's still time to plan a December getaway to Austin! Here are our top events this month: [bit.ly/2gR7cLy](https://bit.ly/2gR7cLy) #TrueAustin



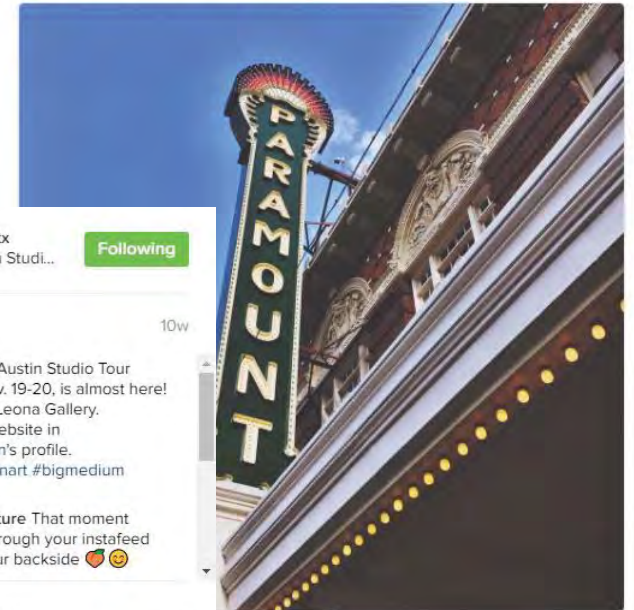
**Austin Texas** @VisitAustinTX · Jan 12  
Matthew Weiner and @LionsgateTV have generously donated the #MadMen archive to @ransomcenter [budurl.com/l5kn](https://budurl.com/l5kn)



**Austin Texas** @VisitAustinTX · 17 Nov 2016  
Missed #EastAustinStudioTour last weekend? Don't worry - it's back this Sat & Sun for more free art on the eastside! [bit.ly/2eLk2et](https://bit.ly/2eLk2et)



**Austin Texas** @VisitAustinTX · Jan 19  
Experience #Austin arts during your next visit! Don't miss these family friendly plays this winter: [ow.ly/qERB30869Qi](https://ow.ly/qERB30869Qi) via @Do512Family



**visitaustintx** East Austin Studi... **Following**

392 likes

10w

visitaustintx East Austin Studio Tour weekend two, Nov. 19-20, is almost here! 📍 East No 122 - Leona Gallery. More details on website in @bigmediumaustin's profile. #trueaustin #austinar #bigmedium #east2016

ourendlessadventure That moment you're scrolling through your instafeed and recognize your backside 🍷🍷

♡ Add a comment...

...

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## SOFT ADVENTURE MARKETING

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- Social
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# Austin

## TEN BEST PARKS TO VISIT & CAMP NEAR AUSTIN

VIEW FULL POST

## BEST BETS FOR AUSTIN OUTDOOR ACTIVITIES

VIEW FULL POST

## 20 ESSENTIALS FOR AN EPIC SUMMER IN AUSTIN

VIEW FULL POST

## OUTDOOR ADVENTURES WITH KIDS: MCKINNEY FALLS

VIEW FULL POST



Published: 2/13/2015

The weather in Austin is beautiful, so why not take your kiddos to a nearby park? One of my family's favorites is the nearby McKinney Falls State Park. McKinney Falls State Park. Courtesy of Expedia Viewfinder. Located just 13 miles southeast of downtown, McKinney Falls offers 726 acres of hiking and cycling trails, playgrounds, picnic areas, a campground, and Onion Creek for wading and rock skipping. Ask the park rangers for free Junior Ranger Explorer Packs so your kids can track and sketch animals, bugs and other wildlife. The falls at McKinney Falls are considered one of the... [read more >](#)

## TOP 4 CLIMBING SPOTS IN AUSTIN

VIEW FULL POST

## MOUNT BONNELL FOR BEGINNERS

VIEW FULL POST

## BEST PLACES TO SEE BLUEBONNETS THIS SPRING

VIEW FULL POST

## THE BEST HIKING IN AUSTIN

VIEW FULL POST



Published: 9/3/2016

Looking for a spot to sweat out your Saturday night? Or just squeeze in some quick cardio after work? Austin is sprinkled with plenty of trails where you can run, walk, hike, or bike—without even traveling outside the city limits. Take advantage and enjoy Mother Nature's good vibes! The Boardwalk at Lady Bird Lake Ann and Roy Butler Hike-and-Bike Trail Lady Bird Lake This 10 mile loop around Lady Bird Lake is an Austin staple and includes a sampling of several centrally-located parks along the way. You can hop on this trail at virtually any point and cut across the water... [read more >](#)

## KID-FRIENDLY AUSTIN

VIEW FULL POST

## BEST OF: MEMORIAL DAY WEEKEND

VIEW FULL POST

## TOP SWIMMING HOLES AND SPLASH PADS

VIEW FULL POST

## TOP 5 PLACES TO VISIT AT THE BUTLER TRAIL

VIEW FULL POST

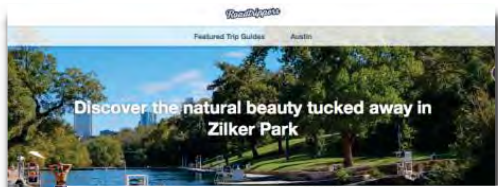


Published: 8/15/2016

The Ann and Roy Butler Hike-and-Bike Trail around Lady Bird Lake is one of the most visited and beloved spaces in the Austin area – it truly is the heart of the city! The trail is a place where we go to connect with nature, with loved ones, and with ourselves. Have you visited before? Take this survey to help improve the future of the Butler Trail! While many locals use the trail almost daily, sometimes we need a little help breaking from our routines to explore all that the trail has to offer! Here are the top 5 places to visit at the Butler Trail for locals and... [read more >](#)



# Austin



## DESTINATIONS

A FEW AMAZING ROAD TRIPS...  
POWERED BY *Austin*



Open year-round, Barton Springs is one of the world's largest spring-fed pools

VIEW TRIP



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1100 Congress Ave., 512.402.8802

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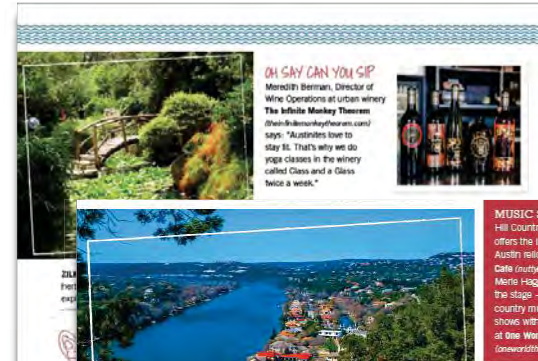
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LIVE MUSIC CAPITAL OF THE WORLD



# Austin



**visitaustintx** Mount Bonnell Following

1,870 likes 20h

visitaustintx The view from Mount Bonnell. #trueaustin 📷: @shelbysorrel

view all 36 comments

mattmercs @lizzimae are you sure you want to live here??

tyw17 @skjorlien

e\_gleason @gleason\_john @kristenrohmi this is what I was talking about!

norablakegia @chompstixx

jbgadd @airyn\_may next adventure

❤️ Add a comment...

**Austin Texas** @VisitAustinTX · Jan 26

Head to West Austin for impressive views of the Hill Country, golf courses, nature's finest spring-fed pools & more! [bit.ly/2jB9Nv8](http://bit.ly/2jB9Nv8)



Jester King Brewery, Austin Parks & Rec, Tacodeli and 7 others

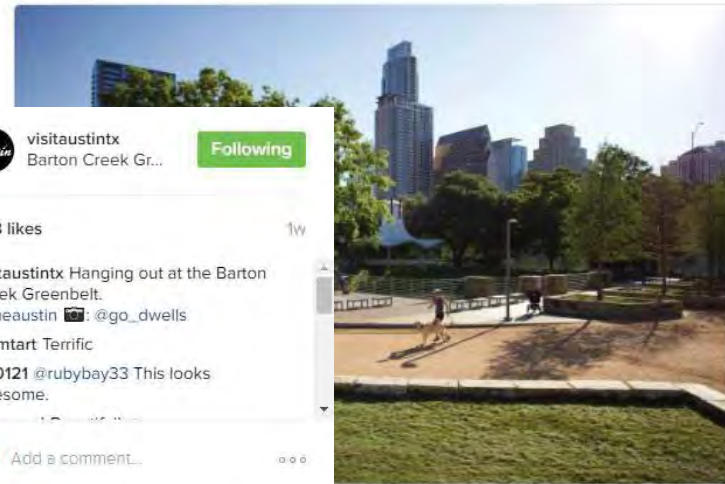
**Austin Texas** @VisitAustinTX · 13 Dec 2016

It's a beautiful day in #ATX! Get outside with our guide to the Best Hiking in Austin: [bit.ly/2aFtgXh](http://bit.ly/2aFtgXh) #TrueAustin



**Austin Texas** @VisitAustinTX · Jan 25

It's a gorgeous day in #ATX! Visit these 5 spots on the Butler Hike & Bike Trail on Lady Bird Lake: [bit.ly/2bnE7Ft](http://bit.ly/2bnE7Ft) #TrueAustin



**visitaustintx** Barton Creek Gr... Following

688 likes 1w

visitaustintx Hanging out at the Barton Creek Greenbelt. #trueaustin 📷: @go\_dwells

momtart Terrific

joli0121 @rubybay33 This looks awesome.

❤️ Add a comment...

The Trail Foundation, Austin Parks & Rec and Austin Parks Fdn

**Austin Texas** @VisitAustinTX · 23 Dec 2016

Who's ready for the annual @sosalliance #PolarBearSplash in Barton Springs? It's a New Year's Day tradition! [facebook.com/events/1804874...](https://facebook.com/events/1804874...)



LIVE MUSIC CAPITAL OF THE WORLD®

## CAMPAIGN RESULTS

April-October 2016

### SOUNDS LIKE AUSTIN: DOWNTOWN/SIXTH STREET PLAYLIST



As hoppin' during the week as it is during the weekends, this bustling area of cranking tunes, cuisine and cocktails is a melting pot of musical entertainment. Get your blues fix at Antone's Nightclub, check out The Parish for rock, funk or visit ACL Live at the Moody Theater for intimate performances from big name acts in one of Austin's most beautiful concert halls.

#### Sixth Street Playlist by AustinTexas.org



Inside Out by Spoon

Sundress by Ben Kweller

A Place to Start by White Denim

Your Hand In Mine by Explosions...

Good Complexion by Tobacco

#### Upcoming Concerts

The Love Leighs  
The White Horse Honky Tonk

BUY TICKETS

Derek O'Brien  
Antone's

BUY TICKETS

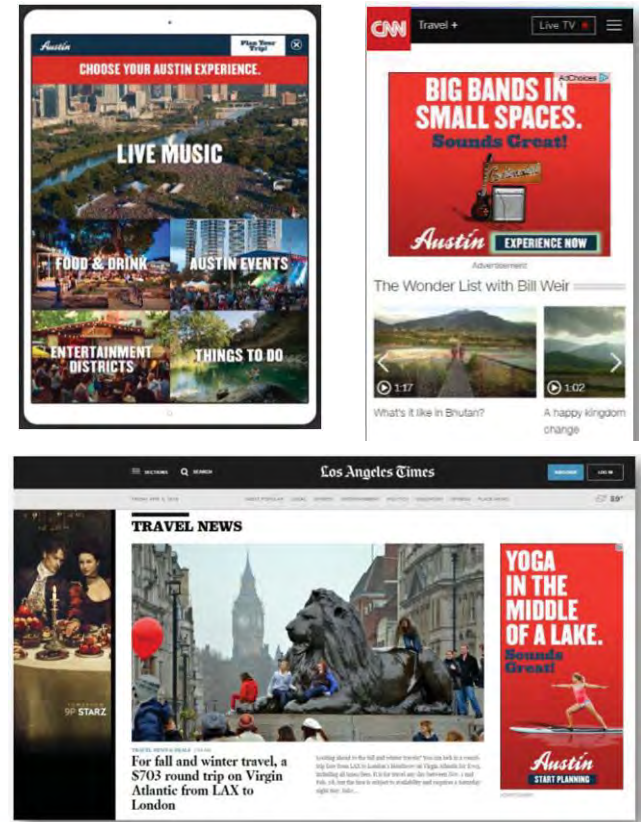
### Digital & Music Platforms

- More than 118MM media impressions
- Click-thru rate (CTR) 190% above industry benchmark
- Spotify: 3,000 unique visitors who spent avg 19mins/day with the Austin playlist
- Pandora: 6.10% CTR (2.03% benchmark); Austin Mixtape added by 5,400 users resulting in 879 hours listened



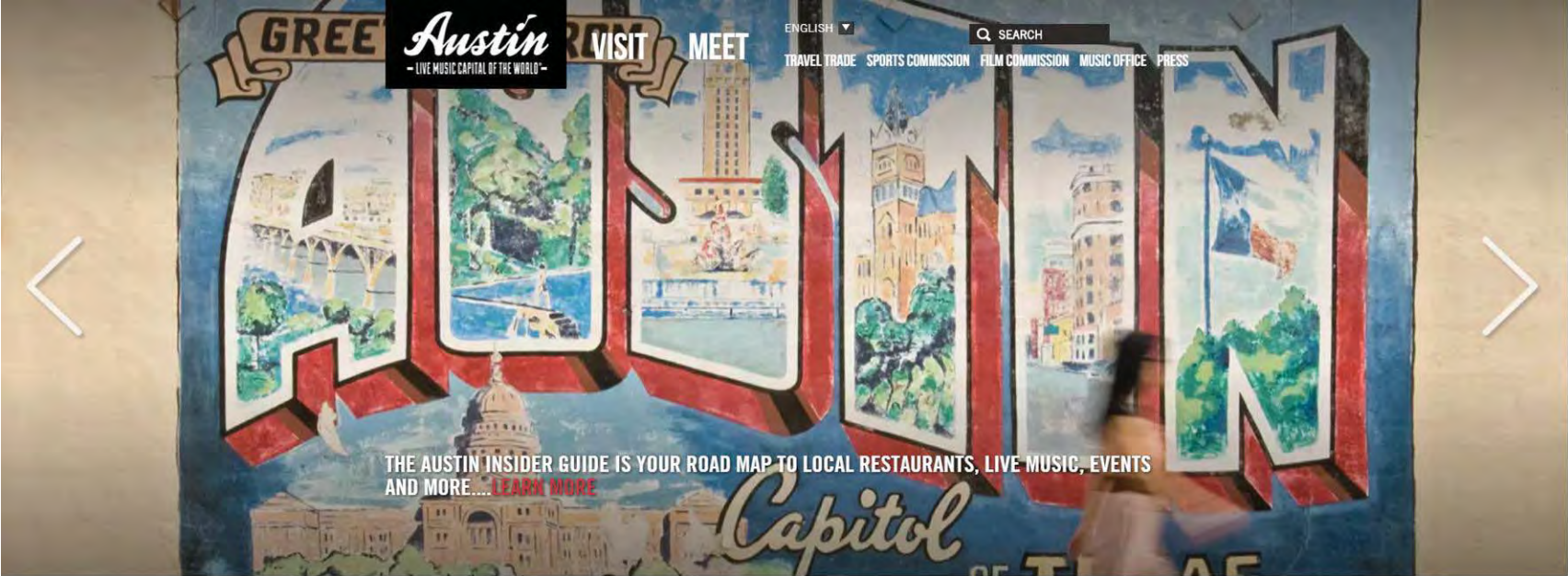
## CAMPAIGN RESULTS (CONTINUED)

- Online videos garnered strong 57% completion rate
- Highly engaged Texas Monthly audience spent avg 5+ on Austin page (3 minute benchmark)



Austin

# WEBSITE- AUSTINTEXAS.ORG



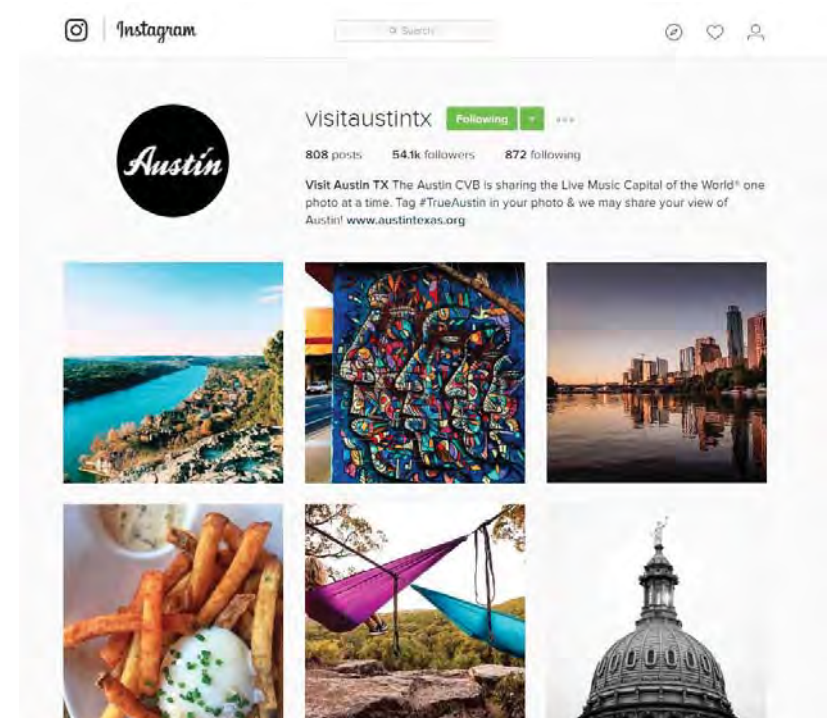
What you hear is true. With vibrant entertainment and culture, inspiring cuisine and stunning outdoor settings, Austin lets you create a soundtrack all your own. We're home to more than 250 music venues and a vibrant arts scene. So take a look around, and put Live Music Capital of the World® on your playlist.



LIVE MUSIC CAPITAL OF THE WORLD®

## DIGITAL MARKETING

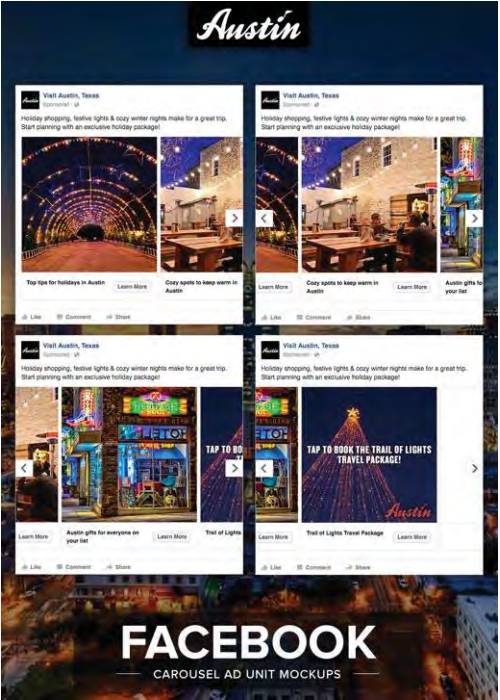
- AustinTexas.org:  
2.1 million unique  
visitors annually
- Austin Insider Blog:  
30,000 avg  
pageviews/month
- Leisure Enews:  
143,000 opt-ins
- Facebook: 310,600  
fans
- Twitter: 179,000  
followers
- Instagram: 54,100  
followers





# Austin

## SOCIAL MEDIA ADVERTISING

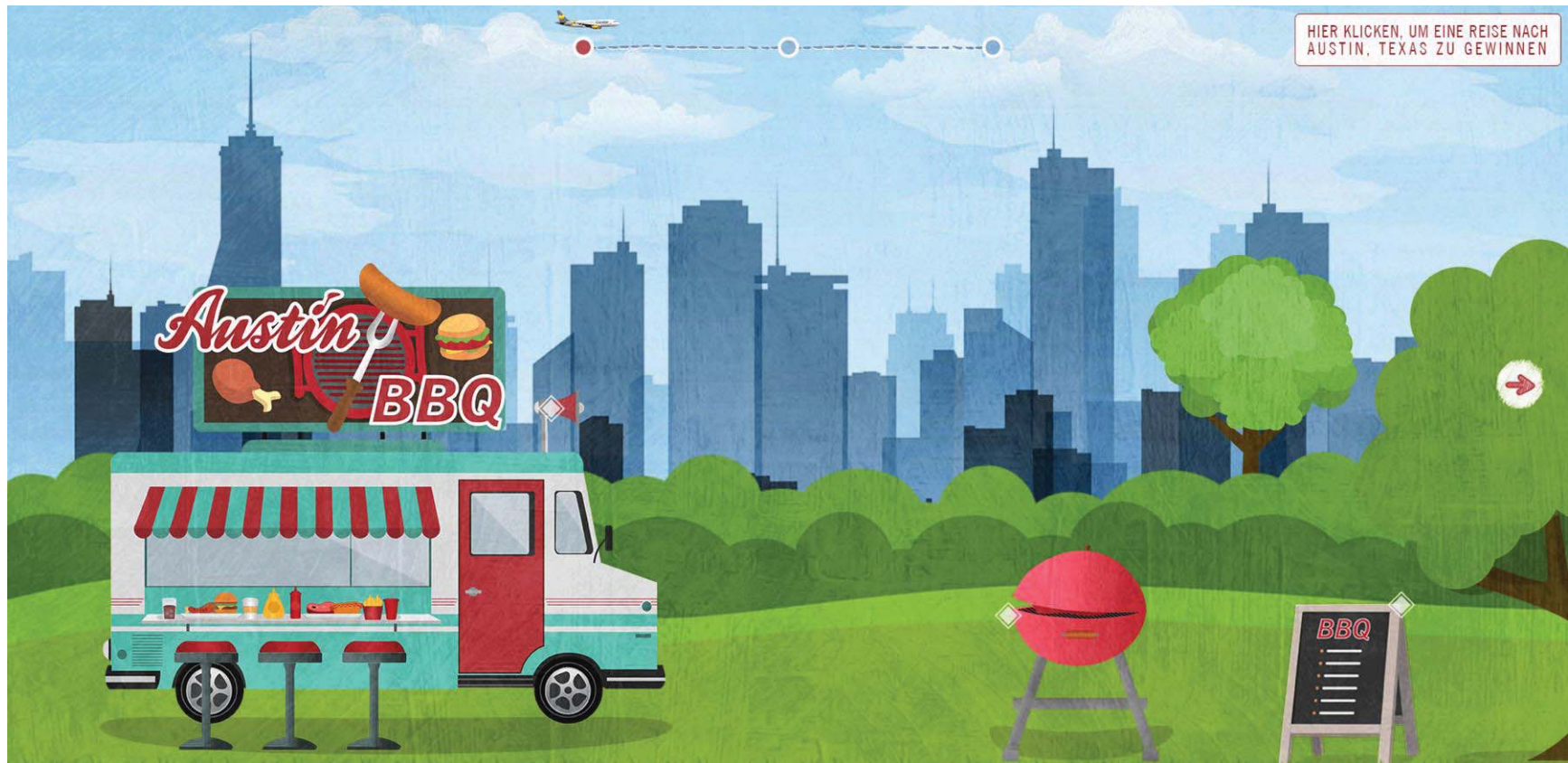


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*Austin*

## SOCIAL MEDIA PROMO: GERMANY



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# AUSTIN 2016 AIRSTREAM TOUR

## DFW & HOUSTON



- Dates: July 7<sup>th</sup> – July 17<sup>th</sup>, 2016
- Austin Airstream hit the road with live music to drive markets to promote the city and last minute summer trips
- Results:
  - Event Impressions – 7,600
  - Road Impressions – 114,938
  - Email Sign-Ups – 599
  - Sweeps Entries: 800
  - Social Posts: 220
  - #ATXAirstream Impressions 3.4 MM
  - Website saw a 80% increase in visits from Houston & 153% increase in visits from Dallas YOY
- Partners: Texas Monthly, Alamo Drafthouse, Cuvee Coffee, Waterloo Records, Lonestar Court

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# Austin



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## LONDON WEEK: TARGET AUDIENCES



### Press

- - Interviews with Garden Designer Sadie May Stowell and Austin
- - Musician Carson McHone
- - Editorial & Paid
- - UK Radio Tour
- - BBC
- - NME
- - Travel Weekly
- - Escapism
- - Sunday Times
- - Telegraph



### Travel Trade

- Private Viewing
- Event/Reception
- Packaging
- Sweepstakes
- Travel Trade press
- NME Sounds of Summer Contest with BA and STA



### Consumer

- RHS Sweepstakes (1398 entries and counting)
- A&K/BUSA Promotion landing page
- Email Blast
- Private Viewing Event at RHS
- Out of Home Tube station Ads
- Pd. Media
- website
- NME Sounds of Summer contest
- Social campaign



## RHS HAMPTON COURT PALACE FLOWER SHOW



- Date: July 5<sup>th</sup>- 10<sup>th</sup> 2016
- Partnered with Lady Bird Wildflower Center to build a Austin native plant and flower garden for the RHS Hampton Court Palace Flower show. Estimated 150K attendees.
- Austin garden received Silver Gilt medal
- Austin Americana singer-songwriter Carson McHone performed in the garden during Media preview as well as three other times during the week
- Tour packages developed to promote garden-outdoor tours of Austin

## NME SOUNDS OF THE SUMMER

- Date: July 9<sup>th</sup> 2016
- Location: Hoxton Square Bar & Kitchen (London, UK)
- Austin CVB official sponsor of NME summer music series
- Austin artist Carson McHone got the opportunity to open the show
- Headlined by rising English rising indie rock band Blossoms





# Austin



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# Austin

escapism FEATURES GUIDES SNAPS HOTELS FESTIVALS MAGAZINE WIN

## Inside Austin: Ten minutes with alt-country musician Carson McHone

The Austin-born musical talent talks us through her home city  
PUBLISHED: FRIDAY 22ND JULY 2016



Musician Carson McHone

Gig schedules can take artists all over the world – do you get a chance to explore the places you visit?



Related articles:

Mark Beaumont: The man who cycles the world

Ten minutes with Netsky

Walking a 3,000 ft

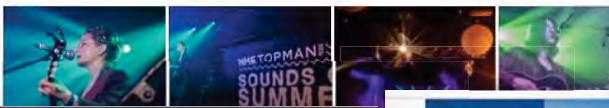


Home About Photos Reviews More

### Manchester band Blossoms headline Sounds of Summer gig

Updated last Thursday

NME, Topman and Austin, Texas hosted the concert, which also starred Austin's acclaimed singer-songwriter Carson McHone



**Blossoms - Blossoms Review**

A heroic blend of radio-friendly guitar pop and bristling disco from the Stockport five-piece named after a pub

Share Tweet Email Print

**MANCHESTER, 18TH JULY 2016**

When it's not enjoying an impish phase, guitar music does well to ease up to pop. So in 2016, Carlini do pop with a Liam Gallagher crust. The **WOL** do pop with **Tony Iaquinta's** breath. **Blossoms**, meanwhile, just do straight-up pop. Enter Stockport five-piece Blossoms – this year's biggest guitar-pop shooting stars, named after a pub and looking like skate-hopped garage rockers from the wrong side of Canyon Capital – occasionally sounding like **Sleazy**. Credited for greatness by the **SOC** Sound Of 2016 poll, they're currently making a death assault on chart territory.

**RELEASE DATE**  
18 Jul 2016  
**GENRE LABEL**  
Vegan 04

**More Stories**

**Chloe Kohanski** - First Review

**Chloe Kohanski** - First Review



### Brand USA American Airlines and British Airways summer networking event

Brand USA, American Airlines and British Airways hosted the fourth annual summer industry networking golf and spa day in association with Travel Weekly on 8th July. The day saw 60

**NME** News Reviews New Music Film Blogs Video Photos Tickets Festivals

Finally wrought acoustic country ferments announced, with the odd surprise thrown in – "I need your drugs!" she cried at one point, like a **CGW** **Pink Doherty**.

Photos: Andy Hargrave  
Added 18 Jul 2016

Change Mondays with **Discover Weekly**

Get Yours

**USA**  
DiscoverUSA.com

**Brand USA**

Brand USA Industry Newsletter, July 2016

Friend on Facebook  
Follow on Twitter

**Royal Horticultural Society**  
Sharing the best in Gardening

**Great Gardens of the USA wowed at RHS Hampton Court Palace Flower Show**

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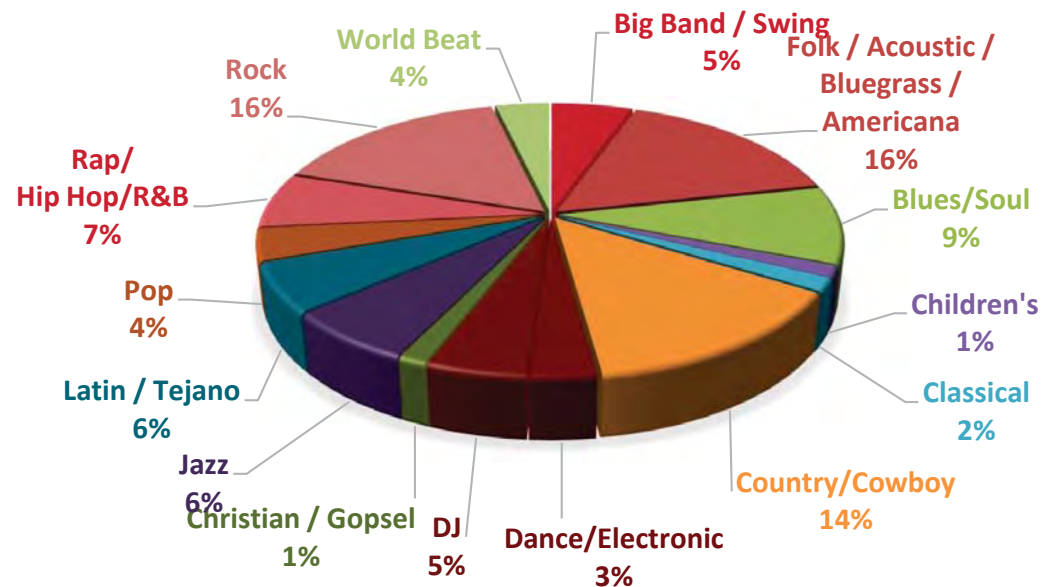
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**AUSTIN – LIVE MUSIC CAPITAL OF  
THE WORLD®**

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## HIRE AN AUSTIN MUSICIAN DATABASE

- Hire an ATX Musician feature available on the website
- Refers local acts to conventions, meetings & other event requests
- More than 1,300 artist referrals & 130 hired through Hire an ATX Musician program in FY 15/16
- Since Oct 2015, ACVB has hired 112 musicians for various promotions
- More than 700 artists in database
- 26 diverse genres represented





*Austin*

# ALL ATX LOW DOWN VIOLET CROWN COMPILATION

- ALL ATX / Keller Williams are ACVB's Official Music Sponsor
- We work together annually to produce a themed compilation CD
- This years features: 17 local musicians and a 20 page guide to Austin entertainment districts and live music venues
- Distributed to meeting planners, travel trade, media/press and visitors



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## INDUSTRY & SPECIAL EDITION COMPILATIONS



- More than 300 local Austin artists have been featured on ACVB & partnered physical CD compilations

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## CONVENTIONS SUPPORT LOCAL MUSIC

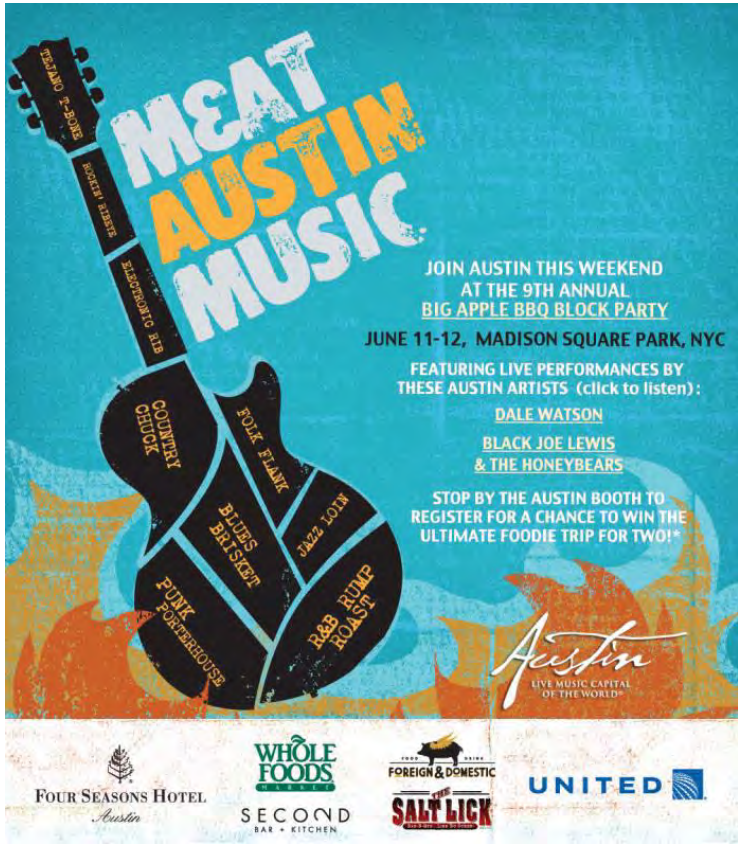
- In 2017, PCMA Convening Leaders & ACVB hired 49 artists for various events around the conference, amounting to more than \$200,000 that went directly to local Austin musicians
- In 2016, Hospitality Financial & Technology Professionals (HFTP) hired 20 local bands for their annual HITEC convention in Austin, spending over \$14,000 directly in musician fees.
- Also in 2016, National Funeral Directors Association (NFDA) hired 19 local musicians for one convention, representing \$11,600 in musician fees.





Austin

# TAKING MUSIC ON THE ROAD: NEW YORK



Austin

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

ATX Airstream   ABOUT   SCHEDULE   SPONSORS   Archive

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



**ADMIT ONE**

THE GREAT AUSTIN ROAD TRIP  
ROLLS INTO MEMPHIS.

LIVE MUSIC BY THE MARSHALL FORD DUO | 10-20 | HARD ROCK CAFE @ BEALE ST

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# TAKING MUSIC ON THE ROAD: INDIANAPOLIS, CHICAGO, MINNEAPOLIS



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# TAKING MUSIC ON THE ROAD: CHICAGO




**LET'S ROCK THE HOUSE ONE MORE TIME.**

THE NIGHTOWLS

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*  AUSTIN

SEE THE NIGHTOWLS IN ACTION >

Austin Supporting Partners

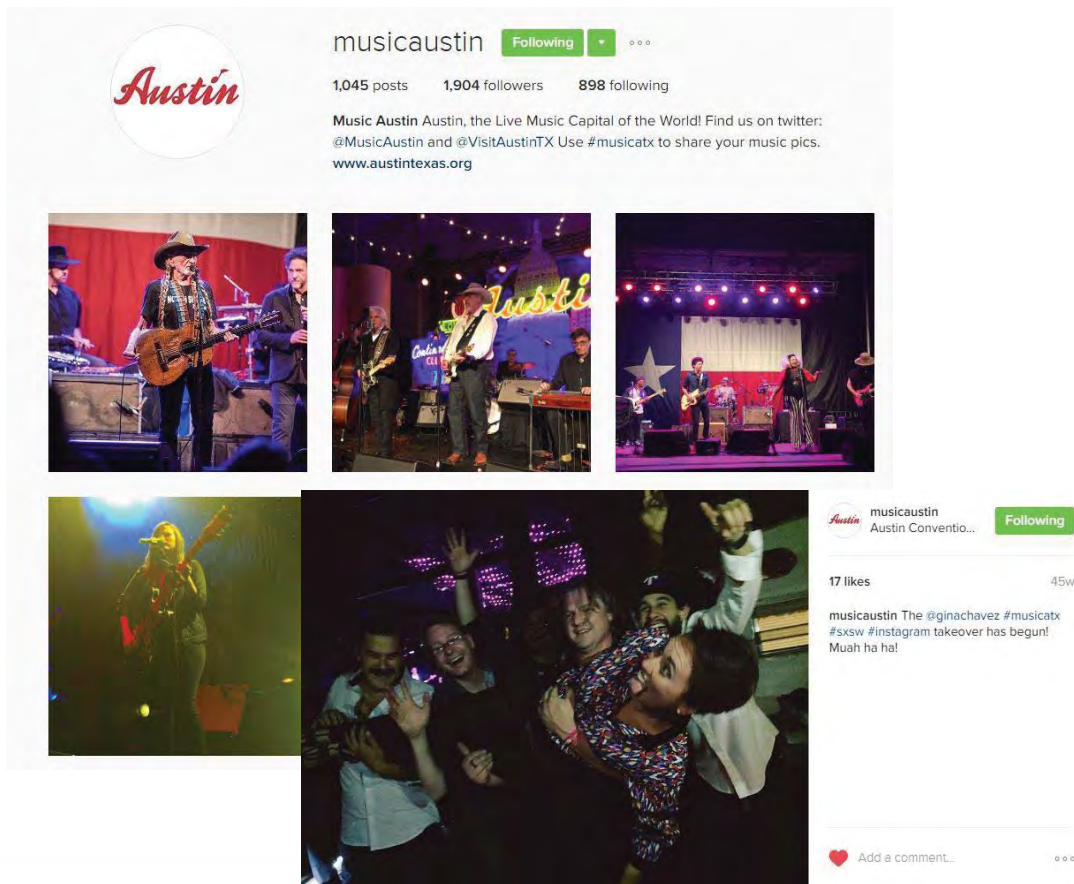
  

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# Austin

## MUSIC SOCIAL MEDIA



- @MusicAustin promotes events, local Austin musicians & venues to visitors.
- 17.7k Twitter followers
- 1,900 Instagram followers
- During big music moments in Austin, musicians do “takeovers” of social handles and post behind-the-scenes and backstage action
- @MusicAustin also work with festivals of all sizes with special promotions, giveaways and general event updates

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Austin

# CUSTOMER SERVICE: TRUE AUSTIN MUSIC EXPERT

HOME > VISIT > [TRUE AUSTIN](#)

Want to get the best Austin tips? Our local experts can help! Watch the video to learn more:



The best way to visit Austin like a true Austinite is to take a few tips from the people who know the city best! Have a question? Ask a Local!

Use the hashtag #TrueAustin with your question on Twitter.

Submit a comment on our Facebook page, [Visit Austin, Texas](#).

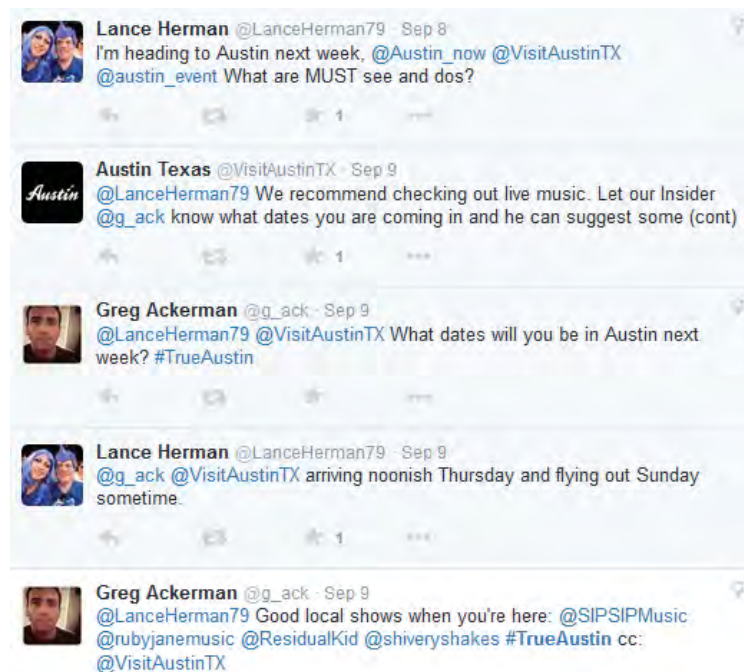
Or use the form below to ask a True Austin expert.

## Meet the Locals



### The Live Music Fan:

Greg Ackerman was born and raised in Orange County, California, and attended the University of Colorado at Boulder. He has written for several publications including Microsoft, Virgin-Atlantic Airways, New Music Express, Austin CVB, and [Examiner.com](#). Greg has lived in Austin more than 15 years. Visit Greg's [blog](#) and follow him on [Twitter](#), [Instagram](#) and [Facebook](#).



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## PEAK VISITOR SEASON-DAYTIME PROGRAMMING



- Working with the City of Austin Music Office to develop programming recommendations to Downtown music venues.
- Goal is to build a foundation for daytime music programming and promote downtown walkability for venues and Austin Visitor Center during peak visitor months



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# AUSTIN FILM COMMISSION

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# AUSTIN FILM COMMISSION



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## FILM EVENTS WE TAKE PART IN/SPONSOR

- Sonoma Film Festival Austin Panel
- Austin Film Festival Opening Reception
- ATX Television Festival Reception
- SXSW Film Texas Reception
- AFCI Locations Trade Show
- Los Angeles Film Texas Brunch
- Texas Film Awards

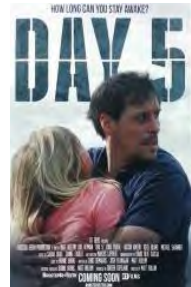
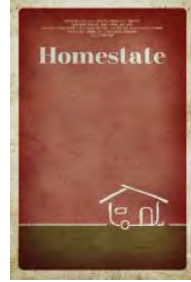
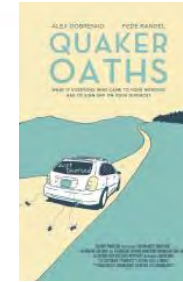




# Austin

## CONCERNS FOR FUTURE FILM PRODUCTION IN AUSTIN

- We have had a great year with the new AMC series *The Son* starring Pierce Brosnan and the \$175 million dollar sci-fi film *Alita: Battle Angel*.
- Productions also love Austin's diverse locations, professional crew and warm hospitality.
- But the big decision maker for studios to choose where they film is state incentives.



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# TX MPA

TEXAS MOTION PICTURE ALLIANCE

WHEN YOU SUPPORT TEXAS MOTION PICTURES,  
YOU SUPPORT SMALL BUSINESS & COMMUNITY.



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# INTERNATIONAL MARKETING

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## WHY ATTRACT INTERNATIONAL VISITORS?

- Longer trips
- Outspend domestic-3:1
- Favorable global trends: travelers looking for new destinations, authentic experiences
- Demand for Austin is strong and growing!
- Supports Austin's increased air service



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# TOP 10 COUNTRY OF ORIGIN FOR INTERNATIONAL VISITORS TO AUSTIN

Mexico

Germany

Canada

India

China

Australia

United Kingdom

France

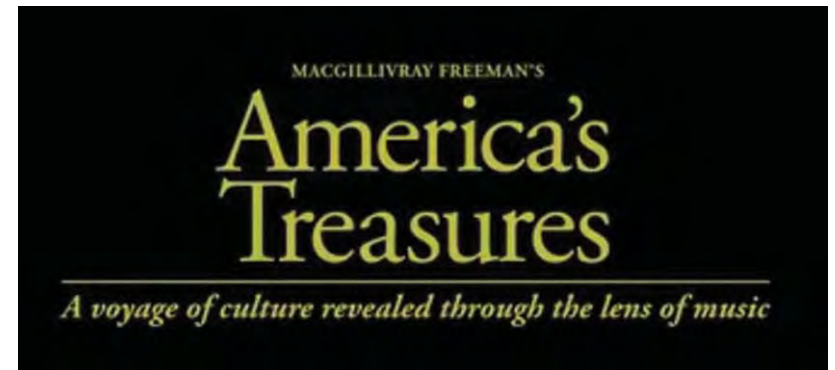
South Korea

Taiwan

\* Source – Oxford Economics – Global City Traveler

## BRAND USA 2017 - 2018

- Austin will be featured in all media personas
- Phase 1: February campaign launch in Australia, Brazil, Canada, France, Germany, India and the United Kingdom. Phase 2: Mexico, China and Japan. A total of 16 countries will be targeted with advertisements.
- New IMAX film release in February 2018





## INCREASED INTERNATIONAL AIR SERVICE



- **MEX > AUS via Aeromexico-** Currently operating 6 weekly frequencies. Will run daily starting spring 2017.
- **GDL > AUS via Volaris Airlines-** Currently operating 3 weekly frequencies.
- **FRA > AUS via Condor Airlines –** Seasonal summer flights Mondays and Thursdays, May– October

*Austin*

# TOURISM 2016 RECAP



## February 2016

- Mexico Sales and Media Blitz
- NME Awards- London

## March 2016

- ITB (Berlin)
- UK Sales & Media Mission

## April 2016

- German and Dutch Sales and Media Mission

## May 2016

- TX Tourism Mexico Sales Mission (Mexico City) & ARLAG (Guadalajara)

## June 2016

- IPW (New Orleans)

## July 2016

- Reverse Receptive Sales Mission

## August 2016

- Volaris Inaugural Flight Activities

## September 2016

- British Airways Le Mans FAM

## November 2016

- Aeromexico Flight launch and Media FAM
- Mexico City Sales & Media Mission
- WTM- London

## December 2016

- Australia/ New Zealand Mission
- American Golf Cup

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## 2016 HOSTED VISITS

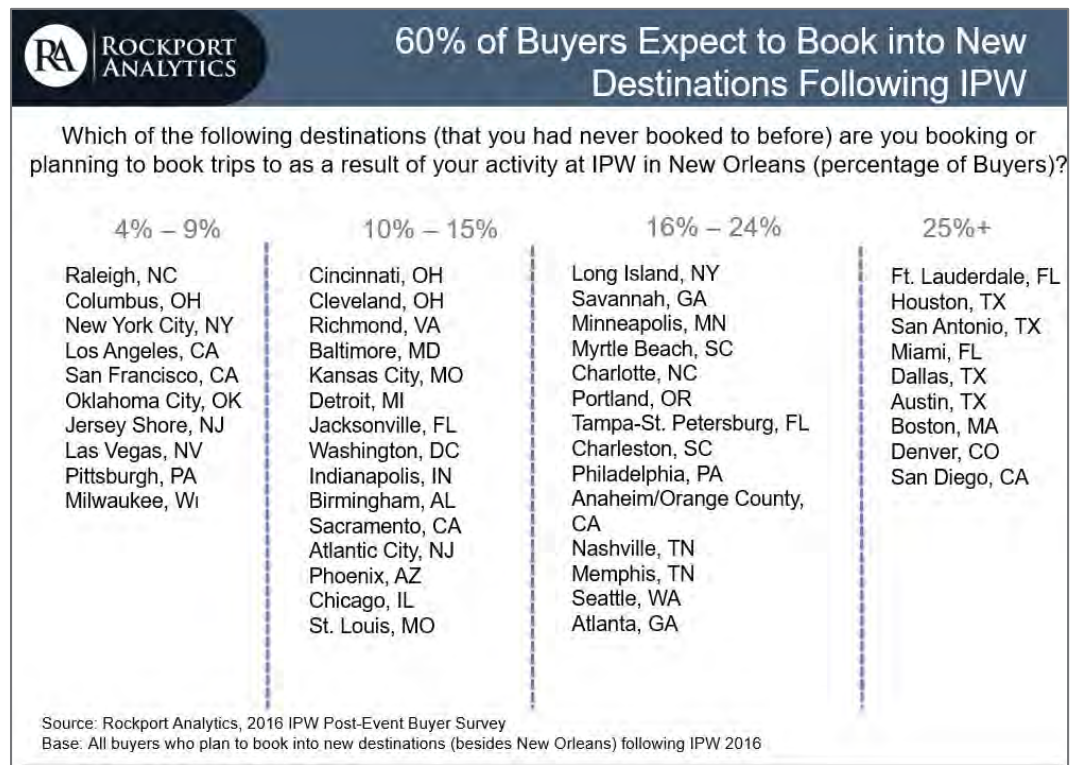


- **Australia/ NZ**  
Air New Zealand Australia/ NZ Agent Fam  
World Travellers NZ- Nov 2016
- **Brazil**  
Elle Magazine- May 2016
- **Canada**  
Vancouver Escapes- Nov 2016
- **Domestic**  
RTO Reverse Mission/ FAM- July 2016  
Tourico- Multiple Visits  
Hotelbeds- Jan 2016  
ATI – Feb 2016
- **Germany**  
British Airways & FTI- Nov 2016  
USA Rejser- Aug 2016  
Dertour- June 2016
- **Japan**  
JAL Airlines- April 2016
- **Mexico**  
Volaris Airline Flight Launch Media – Aug 2016  
Aeromexico Airline Flight Launch Media- Nov 2016
- **UK**  
British Airways- Sept 2016  
Travel Weekly Nov 2016  
Audley Travel- Feb 2016  
Imagine Travel- May 2016  
Hands Up Holidays- Aug 2016



## INTERNATIONAL TOURISM

- 118 New International Packages Featuring Austin – General Touring and Niche
- 8% Increase Austin product Across Key International Markets
- 6% Increase in Room Nights Booked Through Key RTOs



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# PR & COMMUNICATIONS

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## AUSTIN IN THE NEWS

### 16-17 YTD: Numbers

- Number of hosted press FAMs: 34
- Dollar value of press: >\$850 million
  - 9 from the UK, 11 from the Americas and 4 from Germany
  - Additional media FAMs from New Zealand, Scotland, Switzerland, Australia, Austria and France

### 15-16: Numbers

- Number of hosted press FAMs: 21
- Dollar value of press: \$23 million





# Austin

## PRESS FAMs

- **Yahoo.com** - No Spas Here: 10 Best Active Girlfriend Getaways
  - Media Value: \$777.5 Million
  - Exposure: 13 Million
- **USA Today** - Austin, Texas' chefs dish up masterpieces for charity
  - Media value: \$13 Million
  - Exposure: 6 Million
- **Skyward (Japan)** — Inflight Magazine
  - Media value: \$178,431
  - Exposure: 3.26 Million



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# Austin



*“Twelve lucky travel agents headed to the Lone Star State for makeovers and photoshoots on the seventh annual Cover Stars trip.” – Travel Weekly*



# Austin



## AUSTIN GUIDE

Words by MEG ABBOTT  
Photos by REY CROSSER

Whether you're looking for a quiet retreat or a party, Austin has it all. From the historic red brick of the University of Texas to the modern glass and steel of the downtown skyline, Austin is a city of contrasts. And it's a city that's always been a place where you can find everything you need to make your stay in Austin a truly memorable one.

From the historic red brick of the University of Texas to the modern glass and steel of the downtown skyline, Austin is a city of contrasts. And it's a city that's always been a place where you can find everything you need to make your stay in Austin a truly memorable one.

10 SUITCASE MAGAZINE

### TO STAY

**HOTEL VAN ZANDT**  
800 LAMAR ST. TX 78701  
hvanzandt.com  
Rooms from \$100

Named after the late Texas singer/producer, Hotel Van Zandt, this elegant yet hip downtown hotel celebrates Austin's music and art scene. Hotel Van Zandt provides over 100 rooms, a small but well-appointed bar, a rooftop terrace with a view of the city, and a full-service spa. The hotel is a great place to stay if you're looking for a quiet retreat or a party. The hotel is a great place to stay if you're looking for a quiet retreat or a party.



**SOUTH CONGRESS HOTEL**  
1800 CONGRESS AVE. TX 78701  
southcongresshotel.com  
Rooms from \$100

This is a wonderfully beautiful boutique hotel. It's a great place to stay if you're looking for a quiet retreat or a party. The hotel is a great place to stay if you're looking for a quiet retreat or a party.



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### TO EAT

#### FOOD TRUCKS

**VERACUZE ALL NATURAL FOOD**  
7001 S. SHAW AVE. TX 78745  
veracuze.com

The question of where to find Austin food trucks has been a hot topic for a while. But now, with the help of Veracuze, it's easier than ever to find the best food trucks in Austin. Veracuze is a great place to go if you're looking for a quiet retreat or a party.

**ME PIS ELECTRIC COOK**  
1001 S. SHAW AVE. TX 78745  
mepiselectric.com

When it comes to food trucks, there's no one else out there like Me Pis Electric Cook. They're a great place to go if you're looking for a quiet retreat or a party.

**AVOCADO**  
1001 S. SHAW AVE. TX 78745  
avocado.com

The menu at this food truck is all about healthy and local produce. It's a great place to go if you're looking for a quiet retreat or a party.



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AUSTIN TEXAS

### TO DO

#### ROUTE 66 SOUTHWEST FESTIVAL

Just because the route for hundreds of historic cars is over, that doesn't mean the festival is over. The festival is a great place to go if you're looking for a quiet retreat or a party.

When the temperature was finally back up to a comfortable level, it was time to head over to Hamilton Pool. Hamilton Pool is a great place to go if you're looking for a quiet retreat or a party.

**RAMBLER POOL**  
1001 S. SHAW AVE. TX 78745  
ramblerpool.com

Just because the route for hundreds of historic cars is over, that doesn't mean the festival is over. The festival is a great place to go if you're looking for a quiet retreat or a party.

At the center of it all stands the historic **Austin Motel**, which has been a part of the city's history since 1934. The motel is a great place to go if you're looking for a quiet retreat or a party.

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AUSTIN TEXAS

### BRICKS + MORTAR

**GOOD DUCK**  
1001 S. SHAW AVE. TX 78745  
goodduck.com

Good Duck is a great place to go if you're looking for a quiet retreat or a party. The hotel is a great place to stay if you're looking for a quiet retreat or a party.

**CHOCOLATE**  
1001 S. SHAW AVE. TX 78745  
chocolate.com

The options at this food truck are all about healthy and local produce. It's a great place to go if you're looking for a quiet retreat or a party.



15

**SPINNY & EYE**  
1001 S. SHAW AVE. TX 78745  
spinnye.com

Spinny & Eye is a great place to go if you're looking for a quiet retreat or a party. The hotel is a great place to stay if you're looking for a quiet retreat or a party.

**FRANKLIN BARBERS**  
1001 S. SHAW AVE. TX 78745  
franklinbarbers.com

Franklin Barbers is a great place to go if you're looking for a quiet retreat or a party. The hotel is a great place to stay if you're looking for a quiet retreat or a party.



16

## Suitcase Magazine - UK

LIVE MUSIC CAPITAL OF THE WORLD™



# Austin

## enRoute

AIR CANADA

YOURS TO KEEP  
CE MAGAZINE EST À VOUS

THE FOOD  
ISSUE  
SPÉCIAL  
GOURMAND

CANADA'S BEST NEW  
RESTAURANTS  
LES MEILLEURS NOUVEAUX  
RESTOS CANADIENS

ALSO SERVING:  
Happy hour in Austin,  
Ibiza's food circus and more

AUSSEI AU MENU:  
un apéro à Austin, un cirque  
culinaire à Ibiza et plus

NOVEMBER  
NOVEMBRE

2015

ENROUTE.AIRCANADA.COM

### enRoute Air Canada



PLAN YOUR  
FLIGHT  
PLANÉFIEZ  
VOTRE VOL  
167

#### AUSTIN TRAVEL ESSENTIALS CARNET DE VOYAGE

01 Rocket Electric's pedal-assist electric bikes will help you with Austin's rolling hills, a floater's welcome. You'll be happy to hop on a bike to have. Tours and rentals available. (rocketelectric.com) 02 Funky and Functional Hotel San Jose is a low-slung boutique hotel with spare but lovely rooms set among garden paths. It's handy to the coffee shops, clothing stores and restaurants of South Congress Avenue. (sanjosehotel.com)

03 Fill those long stretches between happy hours at the Umlauf Sculpture Garden, an oasis showcasing the works of Charles Umlauf, a noted sculptor and professor. (umlaufsculpture.org) 04 A chain-linked 187 Check. Located in out-of-the-way East Austin? Check. Add the outstanding Mexican fare of Vera Cruz All-Natural Food Truck and you'll know you've found a real place in Austin. (veracruzall.com) 05 Even if you're not interested in the life of Lyndon B. Johnson, an immensely complicated man who served as the 36th president, the LBJ Presidential Library is worth a visit for the gleaming

minimalist place in which the museum sits — it feels as if it's been built in style again. (lbjlibrary.org) 06 Pour vous rendre d'un 5 à 7 à l'autre, laissez-vous emmener d'Austin, route en Rocket Electric à pédale électrique. Excursions et locations possibles. (rocketelectric.com) 07 Funky, fonctionnel et entouré de jardins, le parc d'art Umlauf Sculpture Garden, un oasis où sont

exposées les œuvres de Charles Umlauf, un éminent sculpteur et professeur. (umlaufsculpture.org) 08 Prenez un vélo gracieux dans le quartier huppé East Austin et ajoutez-y l'accroché mode cuisine mexicaine du Vera Cruz All-Natural Food Truck et vous saurez que vous vous trouvez bien à Austin. (veracruzall.com) 09 Même si la vie de Lyndon B. Johnson, le 36<sup>e</sup> président à l'apogée de sa vie, n'est pas votre tasse de thé, la bibliothèque présidentielle LBJ vaut le détour pour l'édifice à l'architecture minimaliste qui abrite le musée en style. Elle est à deux pas de la ville de

PHOTOS: GETTY IMAGES/ALAMY

## Austin CITY LIQUIDS AUSTIN à la bonne HEURE

SAKE SOCIALS. MOSCOW MULES ON TAP. REFINED TIKI COCKTAILS.  
HAPPY HOUR IN THE TEXAS CAPITAL IS A SERIOUS BUSINESS.

APRÈS AU SAKÉ, MOSCOW MULES EN FÔR ET COCKTAILS TIKI RAFFINÉS  
DANS LA CAPITALE TEXANE, LES 5 À 7 SONT DU SÉRIEUX.

BY PAI WAYNE QUETS PHOTOS BY DAVID HUSTON

**H**ERE'S HOW I KNOW I'M IN AUSTIN: I'M SITTING AT A BAR, YET I'M NOT SURE IF I'M ACTUALLY INSIDE OR OUT. TECHNICALLY, I'M INSIDE A BUILDING OF THE SORT THAT COULD HOUSE A WHOLESALE OF INDUSTRIAL ENTERPRISES, SEATED NEAR WIDE-OPEN GLASS DOORS. MY COCKTAIL IS PERFORMING THE SMALL MIRACLE OF AGGRAVATING THE HEAT, AND I'M SIPPING ON DELICIOUS ON-TOOTH SLIDERS TOPPED WITH PICKLED GREEN TOMATO, WHICH REMINDS ME I'M IN TEXAS. THERE'S A LARGE GRAVEL LOT WITH PICNIC TABLES AND PARTY LIGHTS STRUNG OVERHEAD AWAITING THE SETTING OF THE SUN, THAT MOMENT WHEN THE EVENING PASSES FROM FORMAL TO SERIOUS.

Contigo — the name of this lively bar and restaurant about three miles northeast of downtown — is adjacent to the former Robert Mueller Municipal Airport, which is being reborn as a new community, with a sort of edge-of-town frontier sensibility. Which is to say, not quite chic and not quite drab.

It's not the first time I've been confused since I've been here. One recent morning, I was walking along a lovely stretch of green front pathway, admiring the swelling skyline across the way, when I looked up to see an elderly man on a bicycle pass me completely covered in gold paint and glitter and tulle, like a barely legal mini-drag.

He smiled. I smiled.

**O**Ù COMMENT JE SAIS QUE JE SUIS À AUSTIN: ASSIS DANS UN BAR, J'IGNORE SI JE ME TROUVE À L'INTÉRIEUR OU À L'EXTÉRIEUR. INSTALLÉ PRÈS DE PORTES DE GARAGE OUVERTES, JE SUIS DANS UNE ESPÈCE DE BÂTIMENT QUI POURRAIT ABriter UN GROUPE EN BOUTONS INDUSTRIELS. MIRACULEUSEMENT, MON COCKTAIL ME RAFFRAÎCHIT, ET JE ME RÉGALE DE SUCULENTS MINIBURGERS À LA LANGUE DE BOEUF BRASÉE GARNIE DE TOMATES VERTES AU vinaigre (pas de doute, je suis bel et bien au Texas). Sur un grand terrain de gravier sont disposées des tables à pique-nique au-dessus desquelles des guirlandes de lumières attendent le crépuscule, ce moment de la journée où l'on passe enfin aux choses sérieuses.

Le Contigo, un resto-bar animé, est adjacent à l'ancien aéroport municipal Robert Mueller, à un peu moins de 5 km au nord-est du centre-ville. Le secteur est en voie de devenir un nouveau quartier où règne une atmosphère typique des zones liminales: ni trop chic ni trop moche.

Ce n'est pas la première fois que je suis perplexe depuis mon arrivée. Autre matin, en suivant un joli sentier près de la rivière, je contemplais la ligne d'horizon lorsque j'ai croisé un homme âgé à vélo, entièrement couvert de peinture dorée et de paillettes, qui ne portait rien d'autre qu'un minuscule à la limite de la légalité.

Il m'a souri. Je lui ai souri.

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# Austin



## TEXAS, PIONNIER DE L'AMÉRIQUE

Le Texas n'a pas oublié ses racines mexicaines. Cet Etat frontalière, l'un des plus vastes et des plus peuplés des Etats-Unis, illustre ce qu'il est convenu d'appeler « la revanche des latinos » tant ceux-ci y sont nombreux et ont pris une part active dans son développement. L'espagnol y fait désormais jeu égal avec l'anglais, et les enfants d'immigrés sont prêts à défendre la bannière étoilée avec fierté et identité.

Reportage Alain Amann et Barbara Glézet.

À première vue rien ne distingue le Texas d'un autre Etat Yankee, le Nouveau Mexique ou l'Arizona par exemple. Mêmes autoroutes bordées de panneaux publicitaires et de motels, mêmes cités à angles droits hérissées de buildings de verre et de métal, même rapport au dieu dollar. Et pourtant cet autre pays du Sud qui obtint son indépendance durant neuf ans entre 1836 et 1845, et attiré au 18<sup>e</sup> siècle des protestants allemands et assista sa prospérité sur le pétrole, se distingue par sa singularité et son dynamisme. Il possède le parc d'éoliennes le plus important et croît paradoxalement en l'avenir des énergies renouvelables et intelligentes, sans s'accrocher outre mesure à ses raffineries et son opulence de façade. En quelque sorte il a résumé le dos aux Bush père et fils, même si leurs effigies stylisées se retrouvent parfois au coin d'une intersection ou à l'ombre d'un parc. C'est aussi ici, au Texas et plus précisément à Dallas, que JFK fut assassiné au lendemain d'une nuit qu'il passa avec Jackie à l'hôtel Rice de Houston, dont tout le monde se souvient encore avec émotion et effroi, près d'un demi-siècle plus tard. C'est aussi le seul Etat de l'Union dont

l'étoile peut faire jeu égal avec le drapeau américain. Voilà pour l'histoire et le laboratoire dans lequel se concocte avec anxiété le futur des USA, car de par sa géographie et sa puissance, le Texas détient l'une des clés de la nouvelle Amérique. En élaborant ce reportage nous avions l'ambition de découvrir le visage de cet Etat à partir de la rencontre de ceux qui, au même rythme que les créateurs de start-up californiennes, fabriquent l'Amérique de demain.

Nous débarquons à Houston sous une pluie diluvienne. Quatrième des Etats-Unis après New-York, Los Angeles et Chicago, la ville nous séduit par sa diversité architecturale et ses accents culturels. Il y a d'abord cette immense cascade qui anime l'une des plus belles places de la cité. Mais aussi les splendides peintures murales qui colorisent les arêtes de la ville et, dans les nombreux parcs et jardins qui jonchent la rivière Buffalo, les œuvres d'artistes qui ont installé leurs sculptures (et notamment les très géantes en polystyrène des différents présidents américains) sous l'œil goguenard de Charlot. Si le



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Page de gauche : la sculpture face au lac de la ville d'Austin.

Ce centre : les postiches en plâtre des présidents américains sous l'œil goguenard de Charlot (Houston). En dessous : un mur peint dans la banlieue de Houston et l'une des vitrines du musée de l'espace de Houston qui glorifie la conquête de l'espace.

downtown de Houston n'a rien d'original avec ses centaines de gratte-ciels et ses échangeurs qui défient l'espace, on touche les quartiers environnants sont peuplés de charmantes demeures, souvent de style victorien, pansées à l'intérieur d'immenses toiles de verdure. Particulièrement du côté de Sul Ross street où se trouve le magnifique bâtiment de Renzo Piano qui abrite la singulière et lumineuse Menil collection. Des dizaines d'œuvres de Max Ernst, Magritte, Picasso, Pollock mais aussi Mark Rothko et Jasper Johns, amassées durant des décennies par la franco-américaine Dominique de Menil et son époux Jean. Nous avons parcouru les salles de ce musée pendant des heures, éblouis par la section africaine avec ses masques dogon, la section antique avec des sculptures égyptiennes datant de la XII<sup>e</sup> dynastie, ou encore l'incroyable salle mystique où des centaines d'objets sont exposés dans leurs parfaits mystères. J'ai personnellement adoré un autoportrait peu connu de Diego Rivera et une sculpture de René Magritte qui moque à la fois le mythe de la Victoire de Samothrace et le symbole de la Joconde.

Quelques Andy Warhol jouent des peintres moins connus mais tout aussi inspirés dans la section post-moderne. Un régal. Rejoins de ce jallissement culturel et de l'éclectisme de cette collection, nous avons gagné l'inconcevable centre spatial, décidé à l'époque par Lyndon Johnson pour sa ville frénétique. Un parcours initiatique intéressant, même si l'impression de naviguer dans une sorte de Disneyland ne nous quitte pas... L'épopée des pionniers de la conquête de la lune et de l'espace est racontée sous toutes ses coutures à travers des extraits de journaux d'époque, des photos, des vidéos, des mannequins et des objets réels (combinaisons spatiales, vaisseaux, rampes de lancement) et d'impressionnantes pierres de lune que l'on peut toucher pour croire que cette planète est à portée de mains. C'était il y a cinquante ans et les Texans ont fait de cette conquête une fierté locale et un centre lucratif. Le soir aux innombrables Tex-Mex, notamment l'original *Night on Navigation*, nous avons préféré la table convoitée du chef Chris Shepherd au *Underbelly* sur Westheimer. Rien de révolutionnaire mais une cuisine gâtée arrosée d'une bière locale délicieuse.

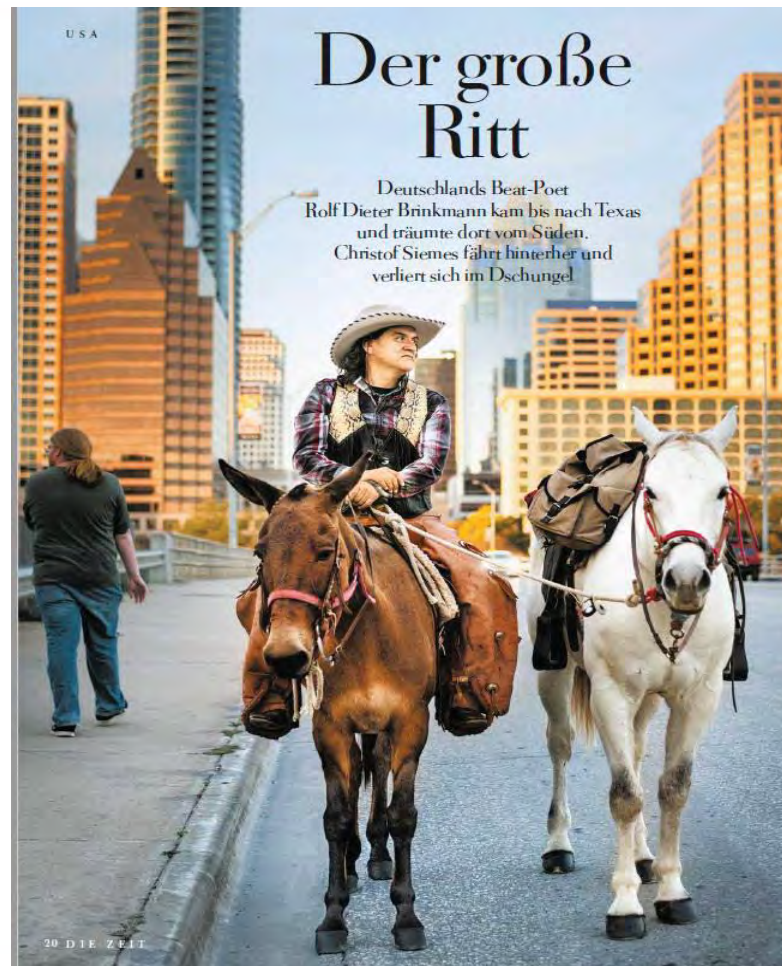


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