

The Austin CVB sources research from multiple organizations and companies.

For annual **Economic Impact** (travel spending, taxes, etc...) we source the Economic Development and Tourism Division of the Office of the Governor. The report is generated on their behalf by Dean Runyan Associates.

https://travel.texas.gov/tti/media/PDFs/TXImp15pRev2_1.pdf

Austin-Round Rock, TX MSA pg. 41.

Dean Runyan Associates:

www.deanrunyan.com

Dean Runyan Associates has worked for 25 years to assist with market research, planning and economic analysis for travel, tourism, recreation, and education projects. Our emphasis is on facilities and destination locations that seek economic or market information for planning, marketing, policy, evaluation and/or design. Projects range from the individual facility or event level to states and the nation.

We feel that our work is an important sector of our economy and society. Our nation faces serious challenges balancing the needs of our natural areas with the imperatives of economic growth and job creation. Moreover, changing economic conditions and the dynamics of energy costs are particularly important to the travel and recreation industry. This turmoil notwithstanding, the recreation and tourism industry remains one of the most significant industries worldwide, and a leading growth sector in North America. Their focus is on helping travel industry businesses, attractions and destination communities that face these opportunities and challenges.

Clients include- Arizona Office of Tourism, California Travel and Tourism Commission, Colorado Tourism Commission, Texas Tourism, Seattle, Sonoma, Spokane, US National Park Service.

For jobs data we source the US Bureau of Labor Statistics.

<https://www.bls.gov/>

Domestic visitation data (including profile, volume, etc..) is again sourced from the Economic Development and Tourism Division of the Office of the Governor. The research is generated on their behalf by D.K. Shifflet & Associates, Ltd.

https://travel.texas.gov/tti/media/PDFs/2015-Hill-Country-Region_2.pdf -

Austin- Round Rock TX MSA data begins on pg. 15 and Methodology pg. 29

DK Shifflet:

www.dkshifflet.com

DK Shifflet boasts the industry's most complete database on U.S. resident travel both in the U.S. and worldwide. We collect data monthly from a U.S. representative sample

adding over 60,000 traveling households annually. We're dedicated to providing the highest-quality travel and traveler research. And have been since 1982.

Clients include- Visit California, Delaware, Visit Florida, Georgia, Hawai'i Tourism Authority, Texas Tourism, Atlanta, Choose Chicago, Cleveland, Durham, NC, Los Angeles, Best Western, San Antonio, New Orleans.

International visitation is sourced from several organizations and companies. Oxford Economics *Global City Travel Report*, the Economic Development and Tourism Division of the Office of the Governor, SMARI, and U.S. Department of Commerce, Stats Canada.

[https://travel.texas.gov/tti/media/PDFs/Texas-2015-Overseas-Visitors-to-Texas-Report-\(11-2-2016\)_1.pdf](https://travel.texas.gov/tti/media/PDFs/Texas-2015-Overseas-Visitors-to-Texas-Report-(11-2-2016)_1.pdf)

Data for both reports is compiled partially from the U.S. Department of Commerce Office of Travel and Tourism reports
http://tinet.ita.doc.gov/outreachpages/inbound.general_information.inbound_overview.html

Travel Market Insights:

travelmi.com

Travel Market Insights services, partners with, and represents U.S. destinations and business, specifically providing market intelligence on travel to, within, and throughout the United States. That's our niche—International Travel to the USA.

Clients include- Boston CVB, Capital Region USA, Texas Tourism, Visit Orlando, Destination DC, Tiffany and Company, Maine Office of Tourism, South Carolina Department of Parks, Recreation and Tourism, Philadelphia CVB, Las Vegas CVB

SMARI:

www.smari.com

Since 1983, SMARI has been helping clients get the research they need and apply that research to make the best business decisions. A full-service market research company that has expanded from its local roots, gaining national and international projects.

Clients include- Carrier, United Way, Jackson Hewitt, Indianapolis Museum of Art, Goodwill Industries.

Oxford Economics: (*Reports are generated based on a query in the database and forecasts international travel to Austin through 2025*)

www.oxfordeconomics.com

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK

companies and financial institutions expanding abroad. Since then, they have become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Their best-of-class global economic and industry models and analytical tools give an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has more than 20 offices across the globe. They employ over 300 full-time staff, including 200 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists. Their global team is highly skilled in a full range of research techniques and thought leadership capabilities, from econometric modelling, scenario framing, and economic impact analysis to market surveys, case studies, expert panels, and web analytics. Underpinning in-house expertise is a contributor network of over 500 economists, analysts, and journalists around the world.

Clients include- IBM, Accenture, Google, Deloitte, World Travel & Tourism Council, US Travel Association, Visit Britain, Emirates, and Dubai Airports.

Hotel Bookings Reports and Special Events Economic Impact

Smith Travel Research (STR) is the world's leading resource for hotel performance data. STR tracks supply and demand metrics for the global hotel industry. STR provides data for all major hotel chains and destinations of all sizes worldwide. Due to the republication restrictions outlined in the ACVB subscription contract with STR, ACVB is prohibited from sharing these reports; data inquiries are directed to STR.

Strategic Data Resources (SDR) provides DMOs empirical data to inform strategic sales and marketing decisions. SDR's signature product is the TAP Report, which shows forward-looking market data, which is collected from monthly downloads from 70 DMOs that includes room night patterns on past and future demand. The information included in the TAP Report package allows DMOs and convention center to strategically position future convention bids. The TAP Report is also available in competitive sets of the client's choosing. TAP Report data is available upon request.

ACVB also uses internal booking data from our CRM to generate sales reports and analyze booking trends.

Destination Marketing Association International (DMAI)/Tourism Economics City-specific Localized Economic Impact Calculator; see methodology below. (Individual event reports are proprietary to the group since it includes their internal spending data.)

- **Oxford Economics'** 2010 survey of meeting planners responsible for 290 exhibitions representing 1 million attendees and 350,000 exhibitors

- **Longwood's International** ongoing survey of U.S. household travel behavior in 100 cities with an exclusive focus on meeting, convention, and trade show spending
- Convention Industry Council's study on the Economic Significance of the Meetings Industry providing national statistics
- City-specific data on costs by sector, including the restaurant, retail, recreation, transportation, and lodging industries from the **U.S. Bureau of Labor Statistics**
- City-specific sales, wage, and employment impact models
- City-specific tax rate
- DMAI's empowerMINT historical database provides metrics on the number of delegates and room nights
- Convention center data provided by SMG
- Compilation of event characteristics from over 150 local sporting event studies
- CRM data from 80 DMOs
- Visitor surveys (with a significant sample of 3500 overnight and 1200 day attendees)

Advertising and Marketing Data Sources:

Google Analytics

Sprout Social

ADARA – Magellan Impact Tool

Sizmek – Advertising tracking

Sojern Attribution Data

Trip Advisor - Arrivalist Data

Expedia booking data

aRes and Once There - booking engines

BRAND USA