

VISIT *Austin*

MARKETING PLAN 2017-2018

REVISED 9.19.17





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Revisions to the Marketing Plan are noted in red text throughout the document.

In response to the \$2 Million reduction to Visit Austin's original operating budget, we have provided an updated marketing plan outlining reductions to programs within the following departmental plans:

- Communications and Public Relations
- Strategic Alliances
- Tourism
- Film
- Music
- Visitor Services
- Marketing and Advertising

The most significant impact is to our Marketing and Advertising budget, which has implications across various programs including:

- Reductions to digital, print and experiential marketing and advertising efforts
- Scaled back promotion of Austin music resulting in fewer local artist bookings
- Limited marketing for new airline routes and airline partnerships in international markets
- Fewer opportunities to market to international audiences who stay longer and spend more when they travel to Austin
- Significant reduction in dedicated marketing dollars previously used to promote the destination directly to meeting and convention planners

It is important to know that Visit Austin's organizational goals are interconnected. As you can see, a reduction in one area impacts our ability to deliver in another.

Enclosed, you will find updates to the marketing plan originally presented to you on June 15, 2017. In spite of these across-the-board reductions, we are committed to making every effort to meet or exceed these outlined goals.



Tom Noonan
President & CEO
Visit Austin



We are excited to submit our fiscal year '17-'18 marketing plan and recap of this past year. One of our top priorities this year was to rebrand. Our ultimate goal in changing our name to "Visit Austin" was to make it easier for visitors and meetings planners alike to find relevant information and resources when researching Austin as a destination. We will continue to be Austin Convention and Visitors Bureau, but we are doing business as "Visit Austin." We are also very proud of the recent J.D. Power ranking, naming Austin as the number two destination in the U.S., as well as our additional accomplishments and record bookings.

In January of 2017, Austin was host city to the Professional Convention Management Association's (PCMA), Convening Leaders annual conference. This convention, truly the "Super Bowl" of the global meetings, conventions and business event industry, attributed a record of over 4,000 attendees who generated an immediate economic return of an estimated \$11 million. The residual economic impact will be felt for years to come as attending planners bring repeat business back to the area.

Conventions like PCMA grow our economy in a way that allows us to expand our industry, such as hotel expansion and growth. In downtown Austin, our room numbers have grown from roughly 6,500 to 13,000. This year, Austin hotel rooms will grow citywide from 37,511 to 38,090 in 2018 and 39,052 in 2019.

We consistently see a record number of visitors, both business and leisure, creating a need for this new inventory. Our Austin tourism community will continue to serve as advisors to the City Council as they determine the best pathway forward for the future of the tourism industry as they study the Visitor Information Task Force report this year.

As Visit Austin continues to promote Austin's rich heritage and diversity, we've increased efforts in this space, including the addition of a Heritage and Diversity Marketing Specialist to our staff. In 2017, we announced the launch of a diversity travel brochure series. Beginning with a resource for travelers interested in Austin's African American heritage and attractions, this series will be expanded to include additional audience segments including Hispanic, Asian and LGBTQI in the coming year. While this year sets strong benchmarks for heritage and diversity marketing, we will strive for continued growth in this area.

In addition, we recently launched our new digital meeting planning guide. The Austin Meeting Planner Guide is a digital planning tool, providing information on Austin's meeting facilities, accommodations, convention services and more. The tool is already receiving rave reviews from clients.

During 2017, U.S. Travel Association's National Travel and Tourism week's initiative was "Faces of Travel." In May, we highlighted individuals in the Austin hospitality industry. You will see many of these individuals throughout the marketing plan, putting a spotlight on the importance and impact of our industry in our community.

We are excited to establish and launch the Visit Austin Foundation in FY '17-'18. In an effort to support the local Austin hospitality community and build recognition for the travel and tourism and music industries locally, as well as support tourism workforce development, we are looking forward to assisting the growth of our industry through this foundation.



A handwritten signature in dark ink that reads "Tom Noonan".

Tom Noonan
President & CEO
Visit Austin



Ed Kargbo is a native Texan and has spent more than 10 years in the hospitality industry. Although he was born and raised in Houston, when the opportunity arose to relocate to Austin and take over the largest ground fleet, on-demand transportation company, he took it. Ed is the President of **Austin Yellow Cab** and serves as a Board Member for the Greater Austin Chamber of Commerce. He is excited about the future of transportation in Austin and is looking forward to helping resolve issues surrounding traffic and mobility. Since serving on the Austin Chamber of Commerce, he has become increasingly aware of the broader issues surrounding transportation in larger American cities.

ABOUT VISIT AUSTIN



"The most impactful memory from my job that has stayed with me was the recognition my team received from ADAPT (a disability advocacy group) for the continued work we do to improve services to those with disabilities. Austin is dynamic and innovative. I'm extremely proud that Austin is very thoughtful and considerate about how we bridge the great advancements in technology with the humanity of our citizenry. We're a shining example for the world. Solutions are coming and I'm excited to be a part of the solution."



Andrea Perry has been in Austin for 26 years and is the Business & Programming Director at the **Neill-Cochran House Museum**. She manages and promotes Neill-Cochran's series of lectures, community events and children's and family programming. Andrea is also the go-to for conference and special event rentals at the museum. Andrea returned to Austin in 2011 after living in the west for five years. "Like something out of Austin in the '90s," she moved back to play rhythm in a band that was gearing up to tour Eastern Europe.

MISSION

The Austin Convention and Visitors Bureau (Visit Austin) is the official destination marketing organization for the city of Austin. An accredited member of Destinations International, Visit Austin is contracted by the city to market Austin nationally and internationally as a premiere convention and leisure destination. In addition, Visit Austin houses the Austin Film Commission, Music Office, and Sports Commission. The organization is a private, nonprofit 501 (c)(6) corporation in its 21st year of operation as an independent agency.

Visit Austin is funded primarily through a portion of the 15 percent hotel occupancy tax. For each dollar collected of the 9 percent city portion of the tax, per city agreement, Visit Austin should receive 1.45 cents. In comparison, the Austin Convention Center receives 6.5 cents, the state of Texas receives 6 cents and Austin Arts organizations receive 1.05 cents. Visit Austin operates on a fiscal calendar that runs from October 1 through September 30. To accomplish its mission and objectives, the organization also seeks partnerships with hotels, the Austin Convention Center, local tourist attractions, private sector businesses, publishing and media companies, airlines, car rental companies and many other local partners.

OBJECTIVES

Visit Austin presents the 2017-2018 Marketing Plan to be implemented as the approved budget allows. In pursuit of its mission, Visit Austin seeks to:

- Serve as an economic engine for the City of Austin.
- Increase demand in the Austin MSA for hotel rooms, attraction visits, package tours, retail sales, restaurant receipts, local transportation and other events and activities that positively affect the economic impact of the local tourism industry.
- Serve as the primary booking entity for the Austin Convention Center for all future groups and special events that, in turn, draw attendees to stay overnight in Austin hotels.
- Support the economic viability of Austin's growing film industry through activities of the Austin Film Commission, while maintaining a strong relationship with the local film community.
- Support the efforts of the Austin-Bergstrom International Airport (ABIA) in soliciting and expanding air service to the city.
- Gain national and international media exposure for Austin's diverse attractions, natural environment, rich history, culture and unique personality to further education and understanding of the Austin product.
- Utilize the Austin Sports Commission to recruit, grow and retain sporting events in the Austin area and continue to expand visibility of Austin as a premier athletic destination, especially in the amateur sports market.
- Promote Austin's multicultural, performing and visual arts, historic, recreation, education, sports, business and entertainment communities.
- Market and promote tourism and conventions among heritage, cultural and minority markets.
- Through the Austin Music Office, stay at the forefront of the music industry and local community through active participation in the Austin Music Commission and organizations such as Austin Music People and the Health Alliance for Austin Musicians (HAAM).
- Solidify Austin's reputation as the Live Music Capital of the World® by identifying and recommending live music acts for conventions and corporate meetings, and by encouraging patronage of Austin music venues.
- Actively participate in and contribute to the overall strategic planning for the growth and sustainability of the visitor industry in Austin, through strong community outreach and with recognized expertise in the tourism industry.
- Provide a welcoming environment to all visitors.

Visit Austin continues to scrutinize all programs and pay careful attention to those that do not directly impact hotel occupancy. Visit Austin's Board of Directors carefully monitors our efficient and accountable fiscal controls to ensure resources are invested carefully and efficiently. To allow for adjustments to changing market conditions, select marketing plan objectives and/or tactics may change throughout the year.



Patsy Stephenson has been with **Visit Austin** for eight years and has worked in the hospitality industry for 20. Patsy was born and raised in Austin, spent a few years in Dallas, but “high-tailed it back” to Austin as soon as she could. She coordinates walking tours and acts as a guide for public and private tours around Austin. One of her favorite memories was when she created a special tour for new workers in the Downtown Austin Alliance’s newly formed Ambassadors program.

DEPARTMENT OVERVIEWS



"I'm proud that Austin was designed from the beginning to be the capital city of Texas, and that we have super heroes like Sam Houston and Stephen F. Austin to inspire us. I'm also grateful for the unique characters like Susanna Dickinson, Alphonse Dubois, O. Henry, and Willie Nelson, whose life stories make it easy to be a tour guide. I'm proud of Austin's citizenry, who have created a beautiful city hall and an enlightened form of government, and who keep electing excellent leaders who are valiantly working at holding onto Austin's quality of life in the midst of rapid growth. I'm proud of Austin's historic sites, and I hope we can hang on to most of them — people don't come here to see skyscrapers."



Erin Slade is the head of operations for **Allens Boots Center Inc.** and has been in Austin for 14 years. Erin is a native Texan who relocated to Austin from Houston. She has been a member of the hospitality industry for 10 years, all of which have been with Allens Boots; she even met her husband of seven and a half years at Allens. She cherishes relationships she has developed over the years and loves seeing familiar faces in the store. "They're like family!"

DEPARTMENT OVERVIEWS

Convention Sales

The Convention Sales Department promotes Austin nationally and internationally to meeting professionals. The department generates high-impact revenue for the hotels in greater Austin and secures citywide conventions that benefit multiple hotels and the Austin Convention Center.

Austin Sports Commission

Working as an extension of the Visit Austin sales team, the Austin Sports Commission (ASC) actively recruits, retains and grows sporting events in the Austin area.

Convention Services

The role of Convention Services is to provide destination support, guidance and resources to booked meetings and conventions to ensure the highest level of success.

Marketing

The multidisciplinary Marketing Department delivers targeted messaging about Austin and Visit Austin to consumers, meeting professionals, travel trade professionals and the hospitality industry. The team drives top-of-mind awareness and, ultimately, travel to the destination through integrated efforts that include digital and print advertising, publishing, content, social media, experiential and other promotions.

Communications & Public Relations

As the official voice of Visit Austin, the Communications Department delivers compelling and consistent messaging about Austin and Visit Austin to the press and the hospitality industry at large. The department creates awareness of the destination through a variety of strategic integrated efforts including: media relations, public affairs, securing partner support, press familiarization tours (FAMs), dissemination of timely and relevant content and information, proactive pitches, press releases and inquiry fulfillment.

Strategic Alliances

The Strategic Alliances Department furthers the mission of Visit Austin by building and growing strategic alliances with hospitality and corporate partners. Opportunities range from event sponsorships to fully customized brand marketing initiatives.

Tourism

The Tourism Department promotes the Austin travel product to domestic and international travel markets through strategic activities, attending trade shows, sales missions, familiarization tours (FAMs), educational seminars and cooperative marketing campaigns. In addition, the department coordinates with the Austin-Bergstrom International Airport in maintaining and increasing air service to Austin.

Austin Film Commission

The Austin Film Commission markets Austin to filmmakers, industry producers and entertainment studios at tradeshows, festivals and other industry functions. In doing so, the Austin Film Commission works to bring ready-to-film features, commercials, still shoots and television productions to Austin — advising and assisting with local crew hires and locations, vendor referrals, permitting guidance and advocating on behalf of the productions on a local level.

Austin Music Office

The Austin Music Office promotes Austin as the Live Music Capital of the World® and serves as a clearing house for music inquiries.

Visitor Services

The Visitor Services staff help market Austin by promoting activities that will generate new and repeat visitors to both leisure and business travelers.



Jason Weems is a Tour Guide for **Austin Detours** and has been in Austin for more than 18 years. He found a community in Austin and begun playing and hosting shows, like the long running Austin Songwriters Showcase that owned the Tuesday night slot at Trophys (now C-Boy's) for nearly a decade. As soon as he recognized Austin's stature as a cultural magnet, there was never a question of where he'd grow roots - he was in from day one.

TOURISM IMPACT & FORECAST



“Tour Guide is the job function and I adore telling folks about the sights, but that isn’t really what we do. We help people find that story of Austin that they’ll share with all their friends and family and neighbors for years to come. What an honor! I hear again and again that our city is so friendly. That we’re so creative. That there’s something different going on here. That’s exactly what I sounded like when I got here. So many people think that old Austin is gone, but nothing could be further from the truth. It just got bigger. I’m so proud that while learning to balance a whole new set of issues and opportunities, our community has kept its center in so many important and relevant ways. I hope we always keep it weird.”

TOURISM IMPACT & FORECAST

FY 17/18 Austin Outlook

Austin's hotel supply growth slowed slightly in 2016, with downtown inventory remaining flat and about 1,800 rooms added to the market (+6.4%). Year-end hotel occupancy was still strong at 76.5% for downtown, and 72.3% for the market.

Average daily rate (ADR) grew YoY, although at a more modest rate (+3.1%); still, the nearly \$139 ADR for the market was 28% higher than the next highest competing Texas city.

Hotel room demand posted double digit growth downtown (+13.3%) and +7.6% for the market, even with the additional supply.

IN FY 15/16, VISIT AUSTIN CONFIRMED



871

GROUP BOOKINGS



689,123

ROOM NIGHTS



115%

SALES
PRODUCTION GOAL



8%

INCREASE
OVER FY 14/15



3.6 MILLION

LEAD ROOM NIGHTS

FY 17/18 will see another period of tremendous hotel supply growth for Austin, with at least 2,600 additional rooms by the end of 2018, most of which will be located downtown.

A third major convention hotel, the 1,048-room Fairmont (opening fall of 2017), along with the 422-room combined Aloft/Element hotels (opening summer of 2017), will contribute to a significant change in the downtown hotel product.

Meanwhile, the current capacity and date availability challenges, accounting for 58% of lost business at the Austin Convention Center, will make 2017-2018 a transformative period for hotel demand and convention bookings. Visit Austin will continue to support the marketing and pre-sale of the new hotels, and take a leadership role in the convention center expansion initiative.

Without the travel and tourism industry, residents in the Travis County MSA would have to pay an additional \$1,080 per household in state and local taxes to maintain current levels of service.



\$1,080 PER HOUSEHOLD

Source: Dean Runyan and Associates, Economic Impact of Travel on Texas, July 2016

International Outlook

In 2016, Austin again saw considerable growth at 7% percent in overnight stays from international travelers. In 2017, we are forecasting a smaller increase due to unfavorable currency exchange and other political factors in key markets. Successful flight service continues to Austin from London, Frankfurt, Toronto, Mexico City and Guadalajara, and we anticipate additional international service announcements in the upcoming year.

Top inbound markets for Austin overnight stays include:



Mexico



Australia



Canada



France



China



India



United Kingdom



Taiwan



South Korea



Spain



Germany



Netherlands



Japan



Brazil

*Source: Oxford Economics, Global City Travel Report

International Opportunities

Brand USA is the destination marketing organization for the United States and continues to be our partner on promotional media opportunities and activations in the international markets. The organization's current advertising campaign, running in sixteen international markets, features Austin highlights (music, outdoors, etc.) in all mediums. Additionally, Austin will be one of the cities featured in the new IMAX film focusing on the culture and music of the United States. This past year, we participated in several programs, including the Royal Garden Show in London, which resulted in 21,377,173 total impressions and a total value of \$306,359.

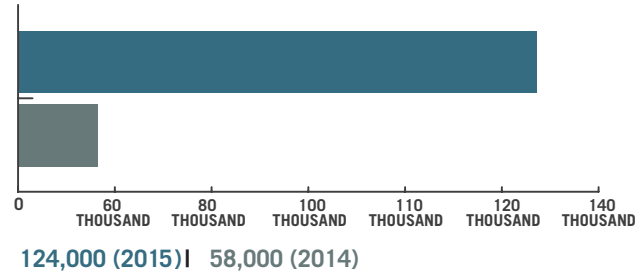
Texas Tourism also provides us with multiple cooperative opportunities to target travel trade and media in select international markets through tradeshow participation (World Travel Market, ITB Berlin, AR-LAM and ARLAG), sales and media missions (UK, Germany, Mexico, Australia and France) and by hosting delegates on familiarization tours of the destination.

Austin Economic Impact Facts

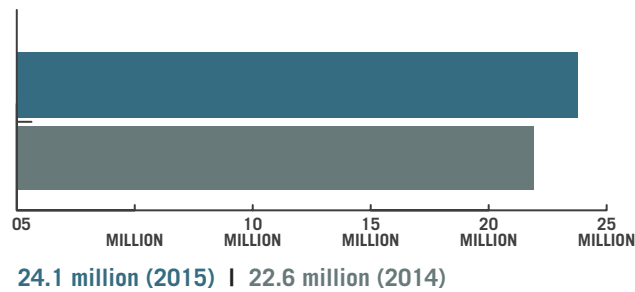
2015 Economic Impact*

(Austin MSA)

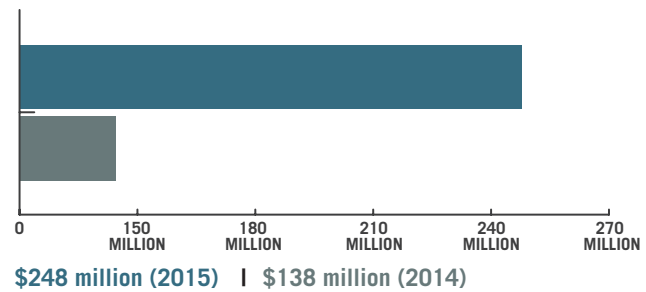
Travel Industry Employment



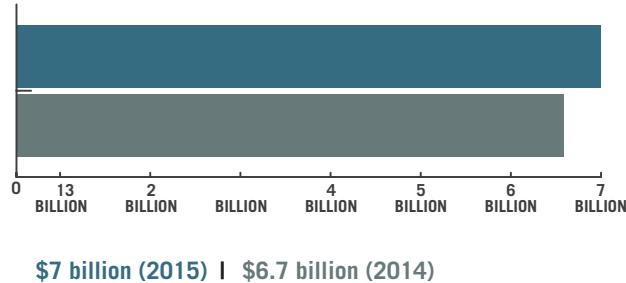
Visitor Volume



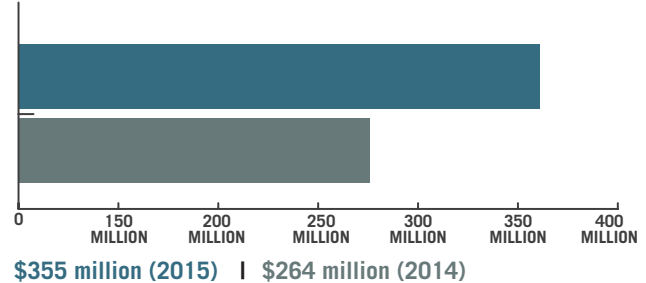
Local Tax Revenue



Total Direct Travel Spending



State Tax Revenue



*2015 projections



Regina-Leslie Estrada has been in Austin for 36 years, 22 of which have been dedicated to the hospitality industry. Regina is the General Manager of **Joe's Bakery & Coffee Shop, Inc.** where she started working at 14 years old, cleaning tables on the weekend. During business hours, you will find Regina answering the phone and taking take-out orders, however, she represents just a quarter of the powerhouse that keeps the business going. Together with her Mother, Rose, Aunt, Carolina, and Grandmother, Paula, they run and operate Joe's Bakery.



Michelle Fitzpatrick has a 20-year career in the hospitality industry under her belt and is currently the Department Chair and Professor of Hospitality for Meeting, Event Planning and Tourism at **Austin Community College**. Michelle grew up in Pittsburgh, PA and began working in hotel operations and training after college while teaching a hospitality course at a local community college. She ended up in Austin because of beer and love. She currently oversees the Hospitality programs at Austin Community College and teaches and trains the future of the industry while working hand-in-hand with professionals within the hospitality, meeting and event planning and tourism segments in Austin.

DESTINATION & INDUSTRY OBJECTIVES



“Shortly after moving to Austin and starting my role at ACC, I learned what a family-like and supportive community the hospitality industry was. Some of the high school hospitality instructors had reached out to the Austin Hotel and Lodging Association looking for support when there were threats of their funding being cut. AHLA was quick to react and put together an event at the Hilton Austin where they invited all relevant parties to be there and share their stories about our industry, the career opportunities and successes of those students who have benefited from the programs. Watching so many people take the time and efforts to educate and promote the impact of our industry on the community made a strong impression on me about what this industry means to this town.”



Marlon Davis is a sales manager at the **Four Seasons Hotel Austin** and has been in Austin for more than 20 years. Originally from Dallas, he attended the University of Texas at Austin and has been here ever since. He has been in the hospitality industry for a little more than 15 years, with positions in the hotel ranging from Front Desk Manager to Assistant Director of Housekeeping to Sales Manager.

DESTINATION & INDUSTRY OBJECTIVES

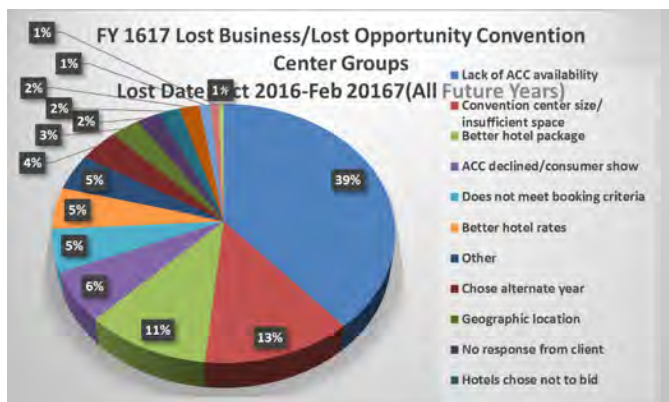
Austin is a creative, collaborative and innovative city that is constantly evolving. As we look to the future, Visit Austin will continue to adapt its approach to solidify our position as a premier leisure, convention and meeting destination.



DOING BUSINESS AS VISIT AUSTIN

Beginning May 2017, the public-facing name of Austin Convention & Visitor's Bureau (ACVB) is now "Visit Austin." Cities across the country are moving away from calling their destination marketing arms "CVBs" or "bureaus," because the target of their marketing efforts – the visitor – doesn't know what that means or what they do. Visit Austin helps us address the following:

- The "Convention and Visitors Bureau" terminology doesn't truly capture the role of our organization for the city of Austin.
- The ACVB is often confused with the Austin Convention Center.
- The goal is to make it easier for visitors and meeting planners alike to find relevant information and resources when researching Austin as a destination.



SUPPORT CONVENTION CENTER EXPANSION

With the opening of the 1,012-room JW Marriott in 2015, the even larger Fairmont opening in 2017 and several more hotels under construction, the city is on pace to increase downtown's available rooms by 64%. In 2017, Austin will have 10,359 rooms downtown and 38,188 city-wide. Austin's demand has grown an average of 5% per year during the last decade, which is extremely healthy for a tourism market and points to support for additional inventory. The new hotels in Austin are already having an impact on convention business.

However, new businesses/groups also require larger amounts of contiguous space for meetings, tradeshow and breakout rooms; and currently, the number one reason for losing city-wide groups is the size and lack of availability of our convention center. In fact, in the past year, 58% of new business for the convention center

was lost due to lack of availability or insufficient space. Compared to other cities we frequently compete with for convention business (Nashville, San Antonio, Denver, New Orleans, Phoenix), Austin's convention center is the smallest. To address future needs, Visit Austin supports the expansion of the Austin Convention Center. In addition to securing new and larger convention business, the expansion would increase economic activity and create local jobs for our community.

PROTECT AND EVOLVE THE AUSTIN BRAND, "LIVE MUSIC CAPITAL OF THE WORLD®"

Austin has been officially recognized as the Live Music Capital of the World® since the Austin City Council adopted this slogan in 1991. In recent years, research has shown the brand has gained significant traction among visitors. Consider, for example:

- A 2011 visitor profile study found that the clear majority of visitors (94.2%) agreed or strongly agreed that Austin is a destination to enjoy live music (up from 75% in 2003).
- In that same study, over half of the respondents (59.5%) indicated live music as the reason for visiting Austin.
- In 2014, the economic impact of Austin's music industry grew to \$1.8 billion (12.5% increase), supporting over 20,700 jobs.

Sources: 2011 Austin Visitor Inquiry Study, University of Houston; The Economic Impact of Music in Austin, TXP, Inc., 2016

Even though Austin's destination appeal goes well beyond live music, the brand has managed to successfully keep Austin top-of-mind among potential visitors and meeting professionals.

In 2016, Visit Austin continued to refine its marketing approach with LatinWorks, a locally based advertising agency, by developing integrated campaigns to expand the foundation of the Live Music Capital of the World® brand. In 2017, the new campaign will continue to amplify our positioning through strategic sales and marketing tactics, separating the brand from other destinations and, ultimately, driving continued consideration, affinity and visitation. These tactics include:*

- Creating marketing and advertising materials that strongly reflect the Live Music brand, yet still appeal to many of the other facets of Austin.
- Working closely with Austin music talent for in-market events, conventions and various event and media opportunities hosted out-of-market.
- Promoting music attractions including festivals, venues and entertainment districts.
- Partnering with local, national and international music brands.

*Activities will be scaled back with less budget spent on consumer advertising. We anticipate fewer executions promoting music in the destination.



LaGina Harris is a military brat from San Angelo who moved to Austin nine years ago and is currently the head bartender at **Oilcan Harry's**. While studying and playing Division 2 softball at Stillman College, LaGina worked for the Boys & Girls Club. She applied for a job with them in Austin and has been enjoying life in Texas ever since. She loves traveling, has a Master's Degree in higher education and most recently was named the event coordinator for the Texas International Food & Wine Roundup. She believes Austin is a city full of life and things to do and is humbled to be a part of "The Austin Experience."

Visit Austin continues to work cohesively with the City of Austin and serves on the stakeholder group for the “Austin Music & Creative Ecosystem Omnibus Resolution” by addressing the needs that directly impact the local music ecosystem and tourism, we will continue to keep Austin’s music product healthy.

CONTINUE TO EXPAND AIRLIFT TO AUS

The Austin-Bergstrom International Airport (ABIA) has experienced tremendous growth in passenger traffic and cargo loads, as well as in newly announced service. The airport is currently under construction for nine new gates and recently re-opened the remodeled South Terminal to house more domestic nonstop flights on Allegiant Air and Sun Country Airlines. The new gates in the main terminal are scheduled to open in early 2019 to accommodate future domestic and international service to the city. International service is increasing with an expanded schedule on Condor Airlines with flights from Frankfurt, and on AeroMéxico with flights from Mexico City.

Visit Austin will coordinate efforts with ABIA on global priorities marketing, including participation in airline meetings and World Routes. We also continue to serve on the Air Services Task Force, and to collaborate with the Greater Austin Chamber and the Austin corporate community to attract new service to the city.

*Activities will be scaled back. Budget reductions will limit our efforts in marketing new airline routes and partnering with airlines in the international markets.



CONTINUE TO EXPAND HERITAGE AND DIVERSITY MARKETING EFFORTS

As Visit Austin continues to promote Austin’s rich heritage and diversity, we’ve increased efforts in this space, including the addition of a Heritage and Diversity Marketing Specialist to our staff. This position works with our Director of Marketing to conceptualize and execute heritage and diversity-specific content promoting Austin in print and online channels.

In 2017, we will announce the launch of the cultural field guide series. Beginning with a resource for travelers interested in Austin’s African American heritage and attractions, this series will be expanded to include additional audience segments in the coming fiscal year.

Beginning with a resource for travelers interested in Austin’s African American heritage and attractions, this series will be expanded to include additional audience segments in the coming fiscal year.

While the totality of our media plan and advertising creative is inclusive of a diverse audience, we’ve allocated significant investment to dedicated diversity media placements so far, through April 2017. So far, more than \$28,000 has gone to support multicultural community events and programs that inspire travel to the destination. We have increased our focus on heritage content across Visit Austin channels such as VisitAustin.org, the Austin Insider Blog, Insider Guide, eNewsletters, VisitAustinTX social platforms and more, and we are on track to distribute the full \$500,000 allocated to Heritage Preservation Grants.

At the local level, we’ve enlisted diversity consumer segment experts LatinWorks and Sanders\Wingo to help develop advertising strategies targeting African American, Asian-American, Hispanic and LGBTQ travelers and convention groups. Additionally, a committee of Visit Austin staff and board members, diverse business owners, and community leaders are identifying new programs for building up and promoting Austin’s multicultural offerings. Visit Austin Sales, Marketing and Tourism teams have conducted workshops and one-on-one meetings with the heritage community, acting as a resource to help develop “visitor-ready” marketing plans and qualify for heritage grants.

While this year sets strong benchmarks for heritage and diversity marketing, we will strive for continued growth in this space.

VISIT AUSTIN FOUNDATION

This industry provides career opportunities at all levels, to people of all ages and ranges of educational and socioeconomic backgrounds, allowing for individuals to grow their careers over a lifetime if interested.

Plans are in place to establish the Visit Austin Foundation in an effort to support the local Austin hospitality community, build recognition for the travel and tourism and music industry locally, and support tourism workforce development.



Don “Skeeter” Miller is the Owner and President of **The County Line**, which was recently inducted into the 2014 Texas Restaurant Association (TRA) Hall of Honor. Skeeter was attending The University of Texas when the County Line first opened in 1975. He was hired as their first dishwasher 41 years ago. Ten new restaurants later, Skeeter was named President and continues to have full responsibility of the day-to-day operations at all of the restaurants, as well as supervision of all franchise locations. In 2010, Skeeter took home TRA's Restaurateur of the Year title.

KEY ACCOMPLISHMENTS



“Advocacy is a major part of our industry, and as President of our association, I take great strides to work alongside our local, state and federal authorities in order create relationships that help bring about laws that work the good of all. The most important thing is giving back to the communities that have supported me throughout the years.”

KEY ACCOMPLISHMENTS

CONVENTION SALES & SERVICES

PCMA SITE VISIT EXPERIENCE:

- 22** Hosted 22 citywide meeting planners for a pre-FAM
- 60** Awarded 60 of our top meeting planner clients with complimentary registration
- 169** Provided 169 meeting planner city tours
- 20** Conducted 20 Convention Center tours



Increased Medical Room Nights 128% over previous year



ESPA's Service Professional of the Year award given to Linda Atkins, Visit Austin VP of Services



Visit Austin hosted Tableau, with 16,000 attendees utilizing more than 40 hotels in the room block.

VISITOR SERVICES



\$1,051,236
(9% increase over previous year)
(FY 16/17)



203,000
WALK-IN VISITORS
(FY 16/17)



1,388
HISTORIC WALKING TOUR PARTICIPANTS



17
ONLINE/BOOKABLE TOURS
(first year)



\$22,000
AMENITY INDUSTRY SALES

MARKETING



HOSTED MEDIA

RESULTING IN:

\$11 MILLION

IN VALUE



224 MILLION

YTD TOTAL MEDIA VIEWS /
IMPRESSIONS

110 MILLION

MEDIA VIEWS/ IMPRESSIONS

\$67 MILLION

YTD TOTAL
MEDIA VALUE GARNERED

460,907
PAGEVIEWS

INSIDER BLOG
183% INCREASE
OVER PREVIOUS 12 MONTHS



VISITAUSTIN.ORG
(Last 12 Months)

6.6 MILLION
PAGEVIEWS

2.13 MILLION
UNIQUE VISITORS

SOCIAL MEDIA

(Last 12 Months)
46 MILLION SOCIAL MEDIA IMPRESSIONS
539,877 ENGAGEMENTS



185,541
FOLLOWERS

208,017
ALL ACCTS
COMBINED

13.6 MILLION
ORGANIC
IMPRESSIONS



312,849
FANS

32 MILLION
IMPRESSIONS



57,920
FOLLOWERS

221,740
TOTAL
ENGAGEMENTS

59,891
ALL ACCTS
COMBINED

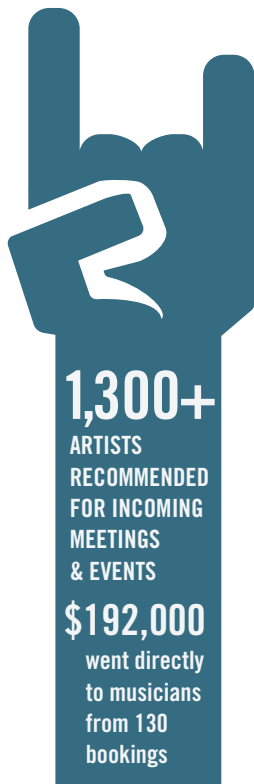


VISIT AUSTIN WON A DIGITAL MARKETING AWARD from Hotel Sales & Marketing Association International (HSMAI) for the Condor Airlines flight launch promotion:

4,502,004	Total Impressions
2,493	Total entries
25,773	Total unique visitors
41,047	Total pageviews
86,122	Total campaign engagements (ads and microsite)
50 SECONDS	Average time spent on site
97.31%	% of users who reside in Germany
83,781	Link clicks from Facebook ads

MUSIC

"Close By, Far Out" Airstream Road Trip, June 2016 (Houston and Dallas)



1,300+
ARTISTS
RECOMMENDED
FOR INCOMING
MEETINGS
& EVENTS
\$192,000
went directly
to musicians
from 130
bookings

122,500	Total Event Impressions
114,938	Road Impressions
800	Sweeps Entries
3.4 MILLION	#ATXAirstream Impressions
80%	Increase in website visits from Houston YoY
153%	Increase in website visits from Dallas YoY

WINNER OF
International Music City award
Music Canada /Canadian Music Week



7.3%
TWITTER & INSTAGRAM
HANDLE GROWTH
82.6%
ENGAGEMENT
INCREASE
1.2 MILLION
IMPRESSIONS

Spotify & Pandora "Sounds Great"

Fly Market and Drive Market Campaign

- 10.2 million total impressions across Spotify's platform
- 9,200 unique visitors with 560 hours of total streaming
- 280 total shares and 903 total clicks to Visit Austin website
- 7 million total impressions across Pandora mobile platform
- 11,312 users added The Austin Mixtape, totaling more than 2,000 total listening hours

RANKINGS

Recipient of the J.D. Power and Associates 2016 Destination Experience Satisfaction Award. Austin is ranked #1 in the Southwest U.S. and #2 in the U.S. overall (Oct. 2016)



Ranked as the world's number one Tech City on Savills' Tech Cities 2017 report (Apr. 2017)



Travelocity ranks Austin on their list of "Ten U.S. Cities Foreign Travelers Should Not Miss!" (Dec. 2016)



Ranked #8 on Travel + Leisure's World's Best Survey - "The Best Cities for Food in the United States" (Nov. 2016)



On Condé Nast Travelers' 2016 Readers' Choice Awards for "The Best Big Cities in the U.S." (Oct. 2016)



Earned a perfect score of 100 (with 12 bonus points) in Human Rights Campaign's 2016 Municipal Equality Index (Oct. 2016)



Awarded Best Destination at the News UK Travel Awards, including the Sunday Times Magazine Editor's Award (Sept. 2016)



Bicycling Magazine names Austin #7 on list of "The 50 Best Bike Cities of 2016" (Sept. 2016)



Condé Nast Traveler names Austin #5 on list of "The 2016 Friendliest Cities in the U.S." (Aug. 2016)



Travel + Leisure places Austin #9 on list of "The Best Cities in the U.S." (July 2016)



Travel + Leisure places Austin-Bergstrom International Airport #4 on list of "The Best Domestic Airports" (July 2016)



Hamilton Pool makes Country Living's list, "27 of the Most Beautiful Places in America" (June 2016)



#6 on list of "Top 10 American Cities for Dogs (and the people who love them)" (June 2016)



FILM



**#6 CITY TO LIVE
AND MAKE MOVIES**
MOVIEMAKER MAGAZINE



MAJOR TV SERIES
OR COMMERCIAL SHOTS
IN 2016-2017



FEATURE FILMS

**THE FOLLOWING HIGH PROFILE AUSTIN
FILM AND TELEVISION
SERIES WERE EITHER PRODUCED
OR RELEASED IN THE PAST YEAR:**

TELEVISION

“Austin City Limits” (Season 44, PBS TV)
“Crunch Time” (Season 1, Rooster Teeth)
“Day 5” (Season 1, Rooster Teeth)
“The Leftovers” (Season 3, HBO)
“The Son” (Season 1, AMC)
“The Long Road Home” (Nat Geo)

FILM

“Alita: Battle Angel” (Robert Rodriguez)
“Dealt” (Luke Korem)
“Discreet” (Travis Mathews)
“Follow” (Owen Egerton)
“Found Footage 3D” (Steven DeGennaro)
“Homestate” (David Hickey)
“Infinity Baby” (Bob Byington)
“La Barracuda” (Jason Cortlund & Julia Halperin)
“Mr. Roosevelt” (Noel Wells)
“Quaker Oaths” (Louisiana Kreutz)
“Slash” (Clay Liford)
“Song to Song” (Terrence Malick)
“The Big Spoon” (Carlyn Hudson)
“The Golden Rut” (Josh & Nick Holden)
“Through the Repellent Fence” (Sam Wainwright Douglas)
“Voyage of Time” (Terrence Malick)

400 LOCAL INDUSTRY PROFESSIONALS

worked on “Alita: Battle Angel,” which was filmed in Austin in 2016-17. The production, directed by Robert Rodriguez.

40 FILM FESTIVALS

now call Austin home —each bringing films and different cultures and genres to Austin audiences and attracting visitors from around the world.



THE SON AN AMC TELEVISION SERIES

Featured Pierce Brosnan and was produced in Austin during 2016; the series is based on the Central Texas historical novel written by Austinite Philip Mayer



TOURISM

The Visit Austin Tourism Department supported the arrival of several new air routes serving Austin, including a non-stop route from Guadalajara operated by Volaris and another from Mexico City operated by AeroMéxico. Tourism also partnered with the City of Austin's Economic Development Department and the Greater Hispanic Chamber of Commerce on a business mission led by Mayor Adler to Mexico City, where we facilitated networking with the travel industry and press interviews.

Despite the strong dollar affecting international travel, the Tourism Department increased Austin's domestic and international product mix by 8%. The department also facilitated a 28% increase in new agreements between local suppliers and key aggregators that can expand the sales and marketing reach of Austin hospitality businesses.

118 New packages identified
+8% Overall Product Growth
+28% Direct Contract Increase
 (from 64 to 82)

SPORTS

FORMULA ONE US GRAND PRIX

Attendance as reported by COTA: 69,889

2016 RED BULL GRAND PRIX OF THE AMERICAS

Attendance as reported by COTA: 131,881

USA TAEKWONDO NATIONAL CHAMPIONSHIP

6,447 TRN

USA WEIGHTLIFTING NATIONAL YOUTH CHAMPIONSHIPS

6,447 TRN

USA BMX LONESTAR NATIONALS

1,976 TRN

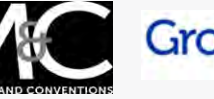
NAGAAA'S GAY SOFTBALL WORLD SERIES

Estimated 900 TRN



COMMUNICATIONS

2017-18 coverage in:





Nefertitti Jackmon is the Executive Director of **Six Square**, where she works to preserve and celebrate the historic legacy of the African American community in Central East Austin. Six Square offers tours of the district so that visitors can learn the history of the people, places and stories that have contributed to the cultural diversity of Austin. They also produce events and exhibits that celebrate the various genres of African American culture: visual arts, music, food, spoken word and much more. Nefertitti loves engaging in work that she's most passionate about. Her background in African American Studies was the tool that helped her decide what type of non-profit organization she would dedicate her efforts to.

A woman with dark skin and curly hair is smiling and posing in front of a large, colorful mosaic wall. She is wearing a white long-sleeved top with flared cuffs and light pink pants. The mosaic features a large portrait of a man and the name 'Hilton Smith' in a stylized font. The woman has her hand on her hip and is looking towards the camera.

DEPARTMENT PLANS

“I firmly believe that as people learn their roots and dig deeper into understanding where they came from, they have a greater capacity to stand tall, to have pride, to love themselves and to find purpose and meaning in their lives. That is what I’m here to do, and the story of Black Austin, is the story of Black America. To help unearth that powerful story of resilience is a powerful honor that I will never consider work. I have been energized by Austin and the great opportunities that exist to show the world how we can learn from our past mistakes and build better futures for our children.”



Robert Watson began his career in the hospitality industry when he was only 12 years old, checking hats at the Fairmont Mayo Hotel in Tulsa, OK. He was inspired by his father's 30-year career at the historic Mayo Hotel. Robert is now the General Manager of **Hilton Austin**, a AAA 4 Diamond 800-room hotel in downtown Austin.

CONVENTION SALES

DEPARTMENT GOALS, FY 2017-2018**

GOALS	ANNUAL GOALS 16-17	RESULTS TO DATE 16-17*
Class "A" Bookings (Groups utilizing the convention center)	240,000	131,914
Total Room Nights	630,000	355,740
Need Room Nights (over slow periods)	63,000	88,637
Citywide Conventions (2,000 peak or more) Booked	N/A	46,217
Room Nights Generated Through Leads	3,177,000	1,891,756
Number of Group Leads Sent	2,568	1,551

Although the Convention Sales budget remains the same, the 17-18 goals will be impacted by budget reductions to the Marketing/Advertising and Communications departments. The anticipated decrease in room nights directly impacts HOT collections for FY 17/18

*Oct. 2016-Mar. 2017 **Goals will be established by Oct 1, 2017.

MAJOR CONVENTION CENTER BOOKINGS IN FY 16/17

International Literacy Association	July 2018	19,000 Attendees
National Minority Supplier Development Council	Oct 2018	5,800 Attendees
Palo Alto Networks	June 2019 and 2020	18,000 Attendees/year
Blackboard	July 2019	7,200 Attendees
Keller Williams	Sept 2019 and 2020	7,400 Attendees
Emergency Nurses Association	Sept 2019	7,800 Attendees
Gerontological Society of America	Nov 2019	6,900 Attendees
Society for Neuro-Oncology	Nov 2020	5,300 Attendees
Texas EMS Conference	Nov 2020-2022	4,500 Attendees/year
National Association of Student Financial Aid Administrators	June 2022	7,500 Attendees
Texas Association of School Business Officials	Feb 2025	5,600 Attendees

“ Austin is a culture-rich destination with so many unique offerings to intrigue our group of educators. Large conferences like TCEA make their home in the city and the community truly understands the value of the conventioneer. The walkability and freshness of the city builds a following on its own and it's comforting to know your attendees will receive a warm welcome throughout the city. ”

- Kristy Breau, Associate Director, Texas Computer Education Association