

## INDUSTRY REPORT - January 2018

### Aviation Passengers\*

	December 2017	December 2016	% Ch	2017 YTD	2016 YTD	YTD % Ch
Total Passengers	1,190,513	1,034,067	15%	13,889,305	12,436,849	12%
Total Enplanements	611,873	526,211	16%	6,973,115	6,226,002	12%

\*Source: Austin-Bergstrom International Airport

### Visitor Services

	January 2018	January 2017	% Ch	2018 YTD*	2017 YTD	YTD % Ch
Visitor Packets Sent	1,576	3,673	-57%	54,438	62,845	-13%
Virtual Visitor Guide Visits	3,688	2,714	36%	12,586	7,970	58%
Downtown Visitors	11,003	19,722	-44%	67,452	92,325	-27%
Phone Calls/Email Requests	1,489	1,812	-18%	6,792	5,066	34%
Retail Revenue-Gross	\$50,015	\$56,296	-11%	\$308,730	\$349,480	-12%
Walking Tour Participants	74	68	9%	417	251	66%

### Website Traffic

	January 2018	January 2017	% Ch	2018 YTD	2017 YTD	YTD % Ch
Unique Web Visits	301,776	187,461	61%	761,611	627,655	21%
Online Booking Engine Reservations*	35	36	-3%	146	78	87%

\*Includes hotel, attraction and package reservations. New tour reservation system launched in Jan 2017

### Leisure Travel

	January 2018	January 2017	% Ch	2018 YTD	2017 YTD	YTD % Ch
Tourism Partner Leads	44	5	780%	90	42	114%
Destination Trainings	29	32	-9%	190	974	-80%
Product Placement	0	2	-100%	7	13	-46%
Online Package Development	0	0	N/A	10	17	-41%

### A Meetings—CVB Booked

	January 2018	January 2017	% Ch	2018 YTD	2017 YTD	YTD % Ch
Number of Meetings	4	9	-56%	15	18	-17%
Room Nights*	19,588	31,197	-37%	75,252	92,365	-19%
Attendance	10,600	66,150	-84%	105,050	99,750	5%

\*Includes Additional Rooms for Previously Booked "A" Defines

### ALL CVB Definite Room Night Bookings

	January 2018	January 2017	% Ch	2018* YTD	2017 YTD	YTD % Ch
Number of Definite Bookings	47	68	-31%	288	279	3%
Total Room Night Production	47,123	58,513	-19%	201,018	239,105	-16%
Total Attendance	20,880	81,953	-75%	182,295	153,350	19%

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



### A Meetings Lead Production

	January 2018	January 2017	% Ch	2018 YTD	2017 YTD	YTD % Ch
Number of Leads	33	36	-8%	108	107	1%
Total Room Night Production	154,714	200,041	-23%	629,092	680,072	-7%

### ALL Meetings Lead Production

	January 2018	January 2017	% Ch	2018 YTD	2017 YTD	YTD % Ch
Number of Leads	311	265	17%	1109	967	15%
Total Room Night Production	324,868	334,781	-3%	1,253,195	1,237,642	1%

### Tradeshows & Events

Event Name	Location	Department Attending
PCMA Convening Leaders	Nashville	Convention Sales
Southwest Showcase	Austin	Convention Sales
West Coast Media Mission	Los Angeles	Communications
International Media Market	New York	Communications

### Site Visits

Group Name	Total Room Nights
McDonald's Corporation	70
The Winebow Group	80
Experient	101
JPMorgan Chase & Co.	131
Great American Insurance Group	150
Credential Financial Inc.	170
International Right of Way Association- Region 2	202
Graebel Companies Inc.	361
American Beverage Association	375
Tech Impact	375
Independent Petroleum Association of America	422
E-Reuse Services Inc.	500
FormulaFolio Investments	529
National Cyber Security Alliance	600
Texas State Chapter of P.E.O.	615
Waters Corporation	640
Young Survival Coalition	669

Capital One	800
Chobani	825
National Guild for Community Arts Education	1,150
Credit Suisse	1,510
National Association of Mutual Insurance Companies	6,209
<b>Convention Services (Site Visits/Planning Meetings)</b>	
FormulaFolio Investments 5/2018	529
Waters Corporation 5/2019	640
Public Relations Society of America 10/2018	1,025
F5 Networks 11/2018	7,239
National Association of College and University Business Officers 7/2019	7,406
Procore 11/2018	5,255
Precision Pipeline 2/2018	800
Commonwealth Financial Group 11/2018	3,424
TechData 6/2018	1,580
Channel Advisors 4/2019	1,905
<b>Pre-Promotes</b>	
N/A	
<b>Tourism Department (Site Visits/FAMs)</b>	
N/A	

# Austin

— CONVENTION & VISITORS BUREAU —



## CONVENTION CENTER AND/OR CITYWIDE EVENT BOOKINGS\*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
TRX Training	5/2/18	5/6/18	1,000	671
McKesson	7/8/20	7/16/20	5,000	10,100
Texas Association of Secondary School Principals	6/13/21	6/19/21	2,600	4,376
Texas Association of Secondary School Principals	6/12/22	6/18/22	2,000	4,376

\*NEW Definite Bookings only; does not include Additional Rooms for Previously Booked Definites

Year	Definite Attendance	Definite Room Nights	# of Definite Groups	Tentative Attendance	Tentative Room Nights	# of Tentative Groups
2022	22,500	47,479	6	356,400	222,385	22
2021	35,900	58,892	9	434,250	208,639	25
2020	232,250	220,562	22	101,400	109,005	18
2019	253,900	261,489	36	48,950	85,236	15
2018	346,325	294,312	45	12,280	37,489	13
2017	360,950	266,906	58			
2016	355,540	298,394	57			
2015	373,997	300,932	67			
2014	324,100	261,178	58			
2013	287,921	242,304	64			

## Convention Services

	January 2018	January 2017	% Ch	2018 YTD	2017 YTD	YTD % Ch
Meetings Serviced bureau booked 232 non-bureau booked 19	251	158	59%	657	634	4%
Reservations Assigned	56	1,375	-96%	1,955	5,655	-65%
Registration Hours Provided	657	2,048	-68%	2,921	3,454	-15%
Supplier Referrals	72	26	177%	193	124	56%
Supplier Leads	7	5	40%	34	36	-6%
Site Visits/Planning Meetings	10	11	-9%	32	38	-16%
Pre/Post Convention Meetings	3	3	0%	6	11	-45%
Community Outreach/Supplier Mtgs	10	13	-23%	64	81	-21%
Music Inquiries	76	125	-39%	235	395	-41%

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## FILM PRODUCTION

	January 2018	January 2017	% Ch	2018 YTD	2017 YTD	YTD % Ch
Production/ Referral Inquiries	5,359	2,411	122%	15,423	8,954	72%
Production Packages Fulfilled	16	13	23%	65	61	7%
Production Starts	7	6	17%	26	24	8%
Production Days	148	102	45%	588	337	74%

### Film, TV, Commercial, Print and Miscellaneous Production

- Bats
- The Son
- Southern Tide shoot
- USAA shoot
- Untitled Rooster Teeth shoot
- Budweiser Super Bowl spot
- Toyota Super Bowl spot
- Rooms to Go spot

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## PUBLIC RELATIONS PRODUCTION

	January 2018	January 2017	% Ch	2018 YTD	2017 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	4,300	4,543	-5%	17,108	17,516	-2%
Number of Outlets Reached	2,150	2,271	-5%	8,554	8,758	-2%
Press Trips/Media Hosted	7	2	250%	9	17	-47%
Dollar value of media (source: TrendKite)*	\$643,707	\$109,460	488%	\$34,445,974	\$65,596,898	-47%
Significant Placements	19	24	-21%	60	74	-19%

\*new reporting system\*

## Media Placements

### Broadcast

KXAN

### Online/Internet Outlets:

TripAdvisor  
 revista  
 Prevue Meetings  
 Austin Monitor  
 TTG Media  
 Conde Nast Traveller  
 KXAN

### Print:

Historia  
 Norwegian Airlines  
 United Rhapsody Magazine

### Interviews/Quotes

Thrillist  
 Outlook Magazine

## Media Hosted

Naomi Wheeler  
 Amanda Woods  
 Kristin Lau  
 Christine McCabe  
 Kieran Campbell  
 Lorraine Elliot