VISIT Austin

DRAFT MARKETING PLAN FY19/20 (AS OF 6/18/19)

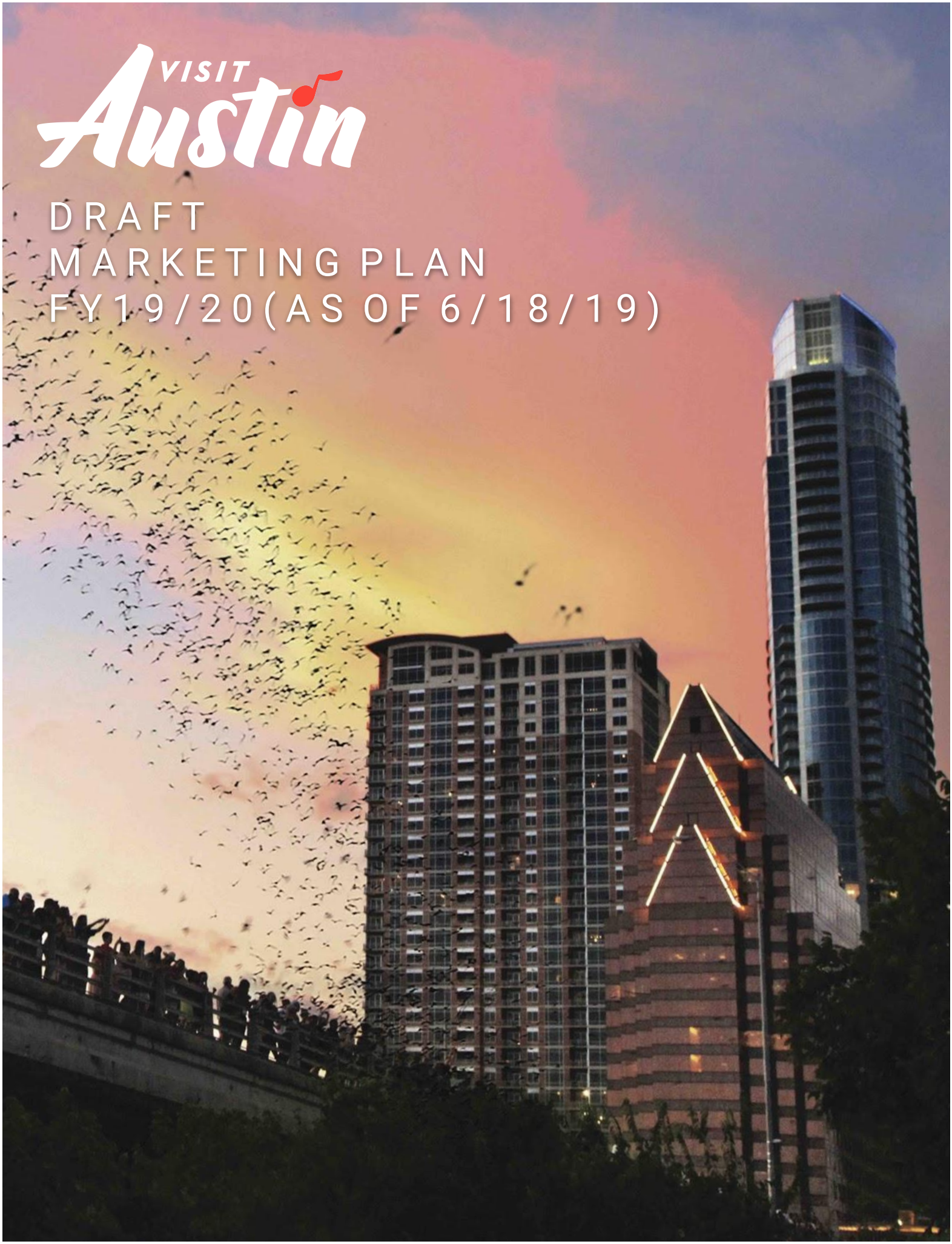
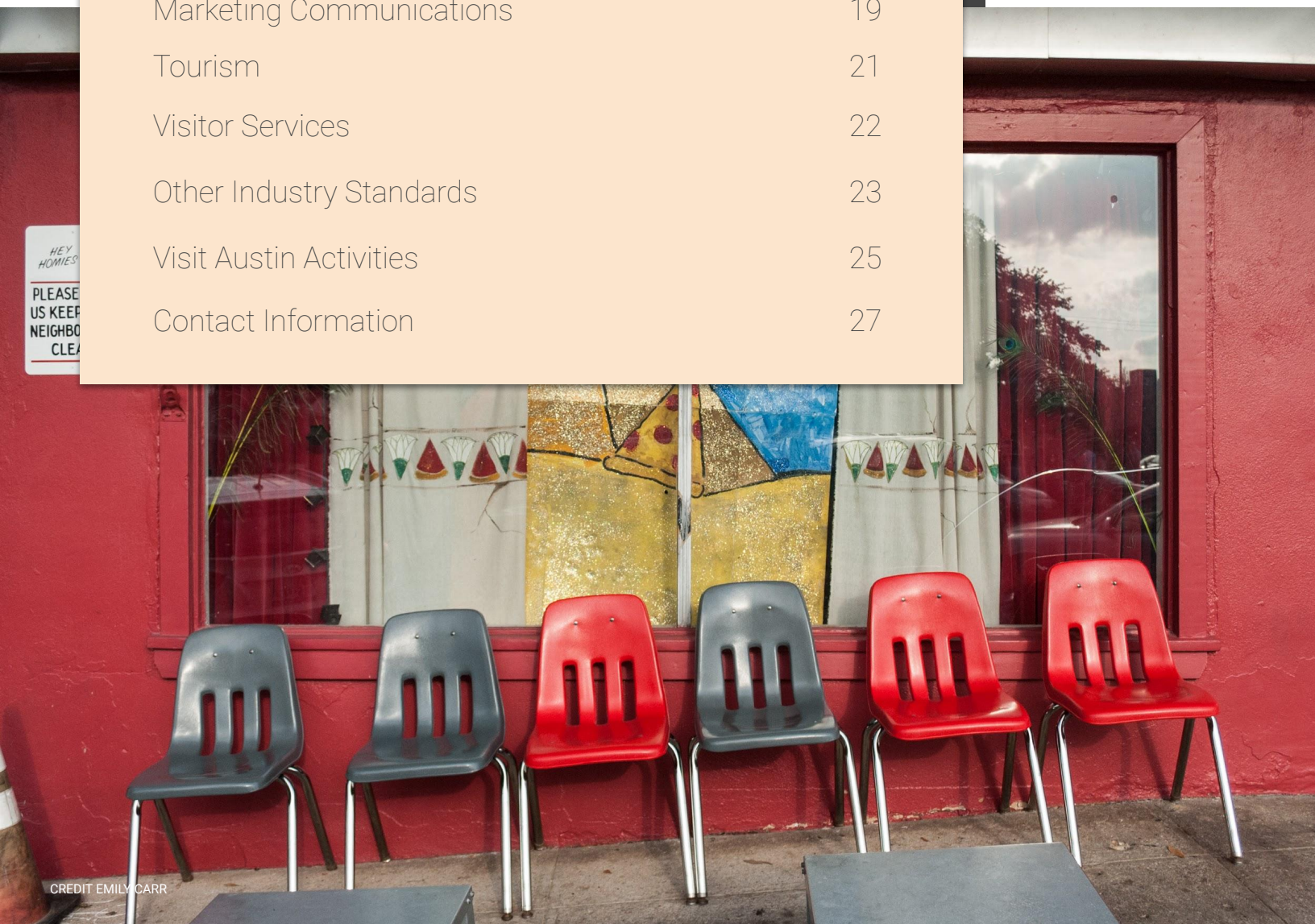


TABLE OF CONTENTS

Message From the President	03
About Visit Austin	04
Tourism Impact & Forecast	06
Destination & Industry Objectives	08
Key Accomplishments	11
Austin in the News	14
Department Plans	15
Conventions Sales	16
Austin Sports Commission	17
Convention Services	18
Marketing Communications	19
Tourism	21
Visitor Services	22
Other Industry Standards	23
Visit Austin Activities	25
Contact Information	27



CREDIT EMILY CARR

MESSAGE FROM THE PRESIDENT

This past year, Austin again experienced tremendous growth in the travel, tourism and hospitality industry. In our fiscal year 2019-2020 Marketing Plan, we present Visit Austin's accomplishments. In addition to stating our goals and objectives for the coming year and aligning, where applicable, with the city's 2023 strategic direction.

We are extremely pleased with the vote to move forward with the Palm District, convention center expansion and the Tourism Public Improvement District (TPID). We look forward to working with council members, city staff and many others in the community on this creative placemaking process. We also applaud the leadership of the Mayor and City Council to further address other issues including the growing homeless population through an innovative partnership with the hospitality industry. The more opportunities in which Visit Austin is able to grow the hotel occupancy tax revenue will also benefit the the cultural arts and heritage communities.

The implementation of the convention center expansion and TPID could not have come at a more crucial time for our destination. By 2020, hotel inventory will exceed 43,000 rooms, with more than 12,000 in downtown; we will now have the tools to meet increased inventory and growing demand. This positions Austin to compete against many of our peer cities. These opportunities will also employ more and more Austinites in our growing industry, while providing immense economic benefit to our local community.

It is with great pleasure that we share the following accomplishments and plans for continued success in the 2019-2020 fiscal year.

Tom Noonan
President & CEO
Visit Austin

ABOUT VISIT AUSTIN

MISSION AND BACKGROUND

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, thus enriching our community's overall quality of life. In addition, Visit Austin houses the Austin Film Commission, Austin Music Office, Austin Sports Commission, and Visit Austin Foundation. The organization is a private, nonprofit 501 (c)(6) corporation in its 23rd year of operation as an independent agency.

Visit Austin is funded primarily through a portion of the 15 percent hotel occupancy tax. The 9 percent city portion of the occupancy tax is distributed to Visit Austin, the Austin Convention Center and for the arts and heritage preservation grant programs. 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.

CREDIT EMILY CARR

CREDIT WYATT MCSPADDEN

CREDIT EMILY CARR

CREDIT EMILY CARR

CREDIT EMILY CARR

OBJECTIVES

Visit Austin presents the 2019-2020 Marketing Plan to be implemented as the approved budget allows. In pursuit of its mission, Visit Austin seeks to achieve these organizational objectives through the work of its departments and board of directors:

- 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 maintaining 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.
- 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.

TOURISM IMPACT & FORECAST

CREDIT CASEY DUNN

TOURISM IMPACT & FORECAST

FY 19/20 AUSTIN OUTLOOK

Hotel development pace has not slowed down in the Austin market; more than 3,000 new rooms are scheduled to open in 2019 and 2020. By the end of 2020, market hotel inventory will exceed 43,000 rooms, with more than 12,000 rooms downtown. Major additions include a 613-room Marriott downtown and the 990-room Kalahari Resort in Round Rock; additionally, a multi-million dollar renovation of the Omni Barton Creek Resort which added a new guest room tower, increasing total rooms by more than 50 percent, to 493. The added supply has resulted in a slight decline in hotel demand. 2018 year-end hotel occupancy was down 2.3 percent for downtown Austin, at 74.9 percent, and 70.3 percent for the total market, -2.0 percent. As new supply continues to enter the market, Visit Austin will be closely monitoring the effects on hotel performance.

IN FY17/18, VISIT AUSTIN CONFIRMED

1,095 GROUP BOOKINGS*

111% SALES PRODUCTION GOAL

4.3 MILLION LEAD ROOM NIGHTS

729,435 ROOM NIGHTS

FLAT ROOM NIGHT PRODUCTION COMPARED TO FY 16/17

The trend of capacity and date availability continue to be the biggest challenges, with 46 percent of lost business at the Austin Convention Center in FY 17/18 falling into these categories*. Visit Austin will continue to support the marketing and pre-sale of the new hotels. We will also continue the strategy of encouraging groups to book further out for better availability and rebooking the groups that have programs which can still fit in the building.

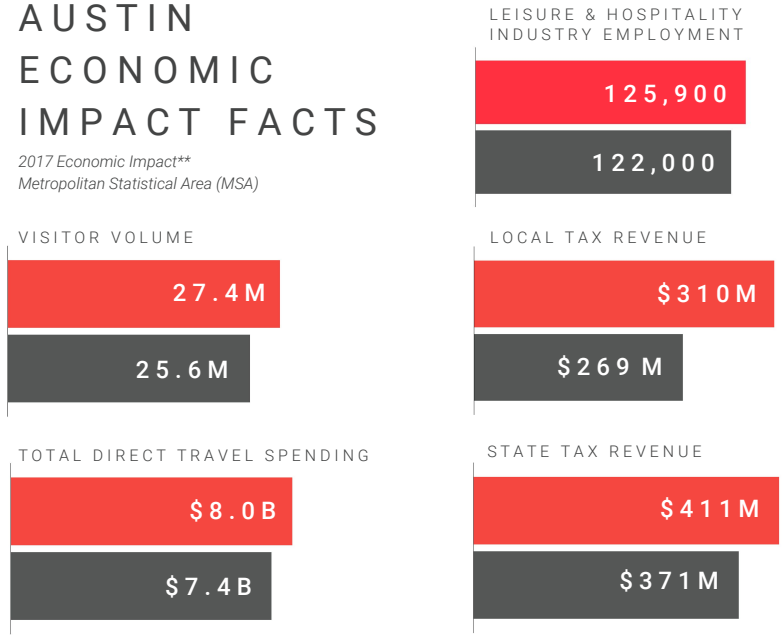
WITHOUT THE TRAVEL AND TOURISM INDUSTRY, RESIDENTS IN TRAVIS COUNTY WOULD HAVE TO PAY AN **ADDITIONAL $1,250 PER HOUSEHOLD** IN STATE AND LOCAL TAXES TO MAINTAIN CURRENT LEVELS OF SERVICE.

SOURCE: Dean Runyan and Associates, Economic Impact of Travel on Texas, July 2018

$1,250 PER HOUSEHOLD

AUSTIN ECONOMIC IMPACT FACTS

*2017 Economic Impact**
Metropolitan Statistical Area (MSA)



*SOURCE: Metrics taken from reports generated from internal Customer Relationship Management System
**2017 Economic Impact. 2018 reporting anticipated August 2019
SOURCES: Dean Runyan and Associates, Economic Impact of Travel on Texas, July 2018; DK Shifflet; Texas Workforce Commission/US Bureau of Labor Statistics (USBLS)

INTERNATIONAL MARKETING

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. Austin is one of the cities featured in the "America's Musical Journey" and "Hear the Music" campaign, focusing on the culture and music of the United States. The campaign launched in February 2018 and will run on multiple platforms internationally through 2020.

Travel Texas also provides us with many cooperative opportunities to target travel trade and media in key international markets through trade show participation, sales and media missions and by hosting trade and media on familiarization tours of the destination.

TOP INBOUND MARKETS FOR AUSTIN OVERNIGHT STAYS:

Mexico	Germany
Canada	Australia
China	Taiwan
United Kingdom	Japan
South Korea	France
India	Brazil

SOURCE: Oxford Economics, Global City Travel Report

DESTINATION & INDUSTRY

OBJECTIVES

CREDIT PIERCE INGRAM

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. These objectives recognize the state of Austin's tourism industry and provide a high-level view of how Visit Austin will respond accordingly.

ADAPT TO GROWING MARKET NEEDS

Since 2017, Austin has seen a 15 percent increase in hotel inventory downtown and 6 percent increase citywide. New hotel openings also contribute to more tourism and hospitality jobs, making the tourism industry the third largest employer in the city and putting 125,900 Austinites to work.

Hotel demand has increased, but not quite at the pace of the supply growth; new businesses and groups also require larger amounts of contiguous space for meetings, trade shows and breakout rooms. For the eighth year in a row, the number one reason for losing citywide groups remains the size and lack of availability of the Austin Convention Center. In FY 17/18, 46% of new business for the convention center was lost due to lack of availability or insufficient space. The market continues to lose hundreds of millions of dollars of potential economic impact.

City Council's approval to pursue a convention center expansion and Tourism Public Improvement District (TPID), positions Austin to meet these demands, contribute tremendous economic benefit to the city, support local jobs and improve the quality of life for Austin residents. Upon the City Manager's response to the details of the convention center expansion and TPID, Visit Austin will partner with council members, city staff and local community members to help ensure best possible outcomes for the tourism industry and local community. Additionally, a robust sales pipeline and well-supported marketing strategies will be more important than ever.

CREDIT ANNIE RAY

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.

Although Austin's destination appeal goes well beyond live music, the Live Music Capital of the World® brand has managed to successfully keep Austin top-of-mind among potential visitors and meeting professionals. Visit Austin reinforces this brand positioning through a variety of strategic sales and marketing tactics.

Visit Austin continues to work closely with the City of Austin and various stakeholders, event organizers and music community leaders to address the needs that directly impact the local music ecosystem and keep visitor experience top of mind.

CONTINUE TO EXPAND AIRLIFT TO AUS

The Austin-Bergstrom International Airport (ABIA) has experienced tremendous growth in passenger traffic and cargo, as well as in newly announced service. The nine new gates in the main terminal opened in early 2019 to accommodate future service to the city. International service increased in 2019 with the launch of Lufthansa Airlines from Frankfurt, Germany and WestJet Airlines connecting Calgary and Western Canada with Austin.

Visit Austin will coordinate efforts with ABIA on global marketing priorities, 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.

DESTINATION & INDUSTRY OBJECTIVES

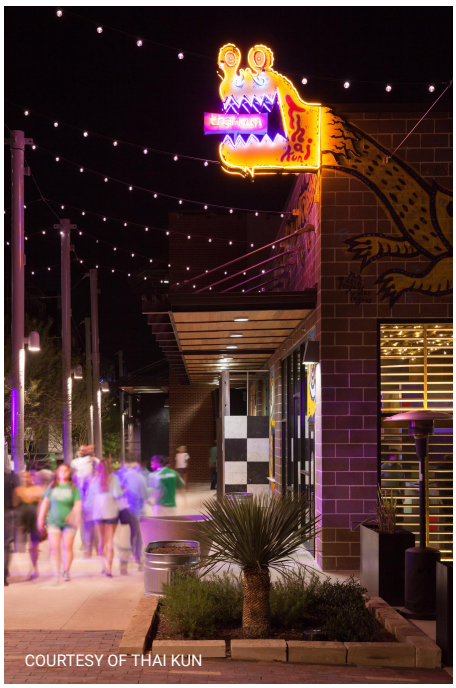
CONTINUE TO PROVIDE VISITORS WITH RESOURCES TO LEARN ABOUT AND EXPERIENCE AUSTIN'S DIVERSITY AND MULTICULTURAL OFFERINGS

Visit Austin works to ensure that all advertising campaigns and media are inclusive of a multicultural and diverse audience. With the support of local community stakeholders, Visit Austin completed the fourth installment in the Field Guide to Austin diversity travel brochure series in 2018. This collection of guides serves as rich print and online resources for visitors and potential visitors who are interested in the African American, Hispanic and Latin American, LGBTQ and Asian Pacific Islander American influence on the Austin experience. In FY 2019/2020, we will develop additional distribution strategies and continue to enhance the online experience.

VisitAustin.org serves as a content hub for multicultural and LGBTQ activities, attractions, itineraries and local businesses

CONTINUE PROMOTION AND SUPPORT OF LOCAL AUSTIN BUSINESSES

The local business community is a large part of what makes Austin's culture special. Visit Austin's integrated efforts include the promotion of local businesses. This includes but is not limited to VisitAustin.org, the visitor guide and other printed collateral, social media accounts, paid media, PR efforts, site visits, group referrals, visitor center merchandise and services. Visit Austin meets regularly with members of the local business community to understand their specific needs and objectives and collaborate on efforts related to marketing local business to visitors.


COURTESY OF THAI KUN

COURTESY OF DEEP EDDY VODKA

CREDIT GEOFF DUNCAN

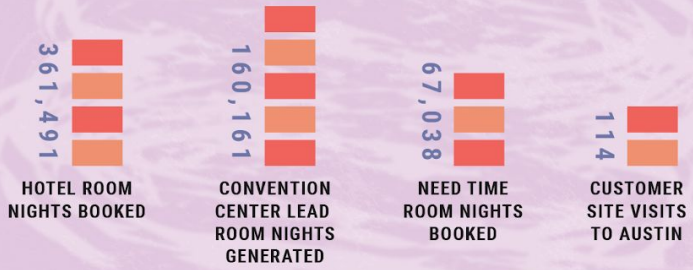
COURTESY OF CONTIKI

KEY ACCOMPLISHMENTS

CREDIT EMILY CARR

KEY ACCOMPLISHMENTS

SALES



DATA FROM OCT 18 - MAR 19
SOURCE: VISIT AUSTIN INTERNAL CRM

SERVICES

485 LEADS AND REFERRALS TO LOCAL BUSINESSES

91 COMMUNITY OUTREACH SUPPLIER MEETINGS

68 SITE VISITS/PLANNING MEETINGS

SOURCES: VISIT AUSTIN INTERNAL CRM, MONTHLY STAFF CALENDARS AND REPORTS

DATA FROM OCT 18 - MAR 19

MARKETING

SOCIAL MEDIA
AS OF MARCH 2019

53.2M SOCIAL MEDIA IMPRESSIONS

458K SOCIAL MEDIA ENGAGEMENTS

FOLLOWERS
AS OF MARCH 2019

342,553

227,977 (ALL ACCOUNTS)

84,700 (ALL ACCOUNTS)

SOCIAL MEDIA STATS: SPROUT SOCIAL

VISITAUSTIN.ORG
DATA FROM OCT 18 - MAR 19

UNIQUE VISITORS
1,517,950
LY 1.18M

PAGEVIEWS - 122% INCREASE
4.2M
LY 3.39M

SOURCE: GOOGLE ANALYTICS

AUSTIN INSIDER BLOG
DATA FROM OCT 18 - MAR 19

995,190
LY 501,846

LY= LAST FISCAL YEAR

COURTESY OF VISIT AUSTIN

KEY ACCOMPLISHMENTS

ALL DATA FROM OCT 2018 - MAR 2019

TOURISM

INTERNATIONAL TRADE SHOW APPEARANCES

- World Travel Market
- U.S. Travel Association's IPW
- International Tourism Bourse

New! **NON-STOP FLIGHTS**

FRANKFURT — AUSTIN
LUFTHANSA AIRLINES

CALGARY — AUSTIN
WESTJET AIRLINES

444 TRAVEL PACKAGES AND ITINERARIES HIGHLIGHTING AUSTIN PRODUCTS FROM 13 MARKETS

gobespoke, KUONI global travel services, KENWOOD TRAVEL, tripcentral.ca, contiki, BLACK TOMATO, AEROMEXICO, AGAXTUR VIAGENS, EXPLORER FERNREISEN, TUI, AIR CANADA, DER Touristik

COMMUNICATIONS

COVERAGE IN THE FOLLOWING PUBLICATIONS

Forbes, TRAVEL+LEISURE, elite daily, FOX NEWS, Austin American-Statesman, kxan, tripadvisor, NATIONAL GEOGRAPHIC, USA TODAY, GAYSTARNEWS, BAZAAR, BUSINESS INSIDER, YAHOO!, TATLER, Frommer's, GOLF CHANNEL, AAA Travel, TIME

HOSTED MEDIA FROM

- UNITED STATES
- UNITED KINGDOM
- AUSTRALIA
- GERMANY
- MEXICO
- NEW ZEALAND

$14M+ IN MEDIA VALUE

498M MEDIA VIEWS

TOP 3

INTERNATIONAL MARKETING
US TRAVEL ASSOCIATION
DESTINY AWARDS

BRONZE

LOCATION BASED SERVCES
MOBILE MARKETING
ASSOCIATION

IN-KIND DONATIONS FROM PARTNERS FOR MEDIA FAMS EXCEEDED **$31K**

VISITOR SERVICES

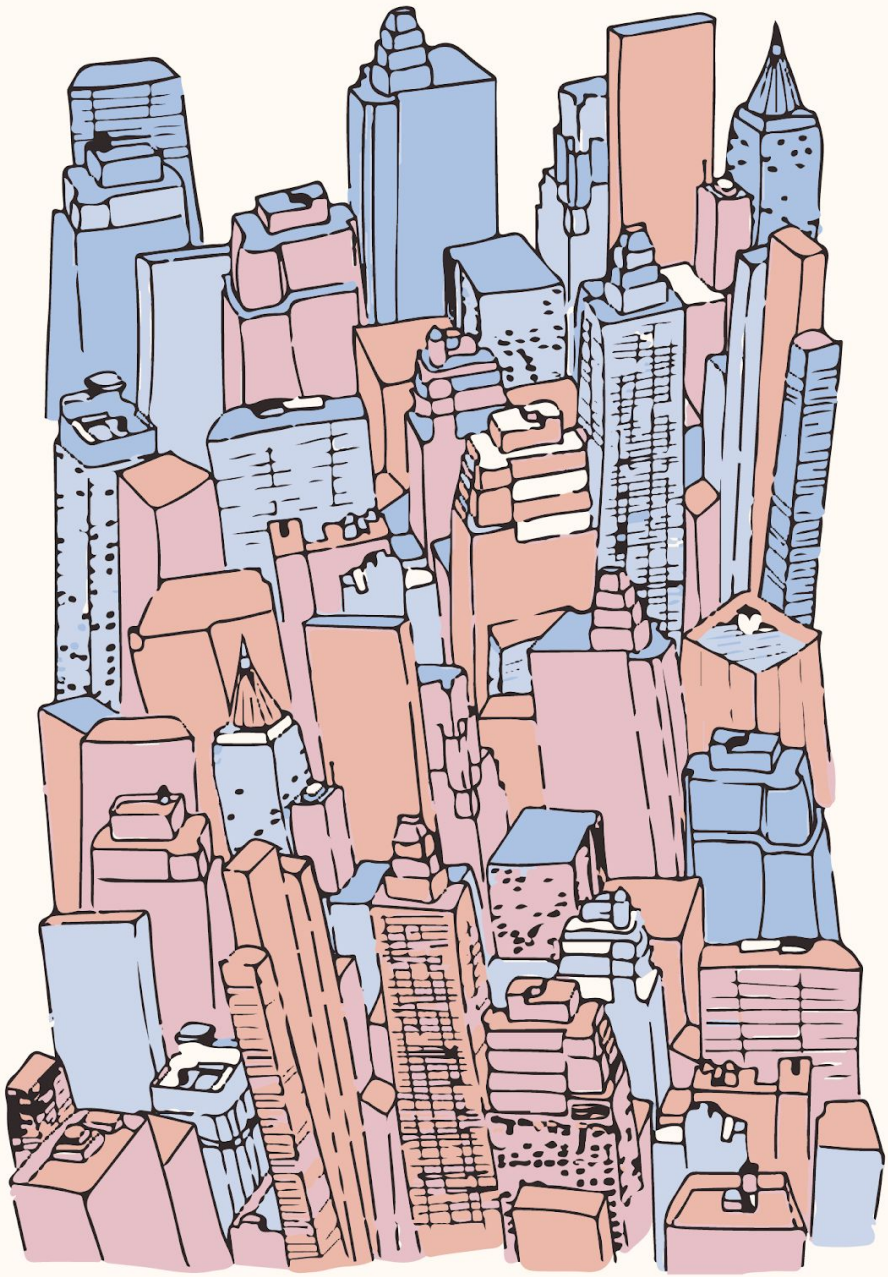
60 BOOKABLE TOURS & ACTIVITIES ON ONCETHERE BOOKING PLATFORM

$10,015 IN INDUSTRY SALES

$500,767 IN REVENUE

AUSTIN IN THE NEWS

COMMUNICATIONS



AUSTIN CITY LIMITS

TOP 10 MUSIC FESTIVALS
- *USA TODAY*

ONE OF EXPEDIA'S
MOST TOURIST-FRIENDLY CITIES IN THE U.S.

#4 BEST CITIES FOR CONFERENCES IN 2018
- *SMART ASSET*

EXPEDIA'S
MOST DOG-FRIENDLY VACATION DESTINATIONS IN THE US

BEST FRIEND TO FILM PRODUCERS
- *AUSTIN CHRONICLE, BEST OF 2018*

CUBESMART'S
BEST CITIES FOR MILLENNIALS

#6 BEST WINTER VACATION FOR WARM-WEATHER LOVERS
- *WALLET HUB*

BEST LONG-HAUL DESTINATION FOR 2019 - *SKYSCANNER*

TOP 14 "CITIES THAT GIVE YOU THE WORST CASE OF FOMO"
- *EXPEDIA*

BEST CITY TO LIVE
- *DAILY MAIL*

TOP 10 BEST BEER DESTINATIONS IN THE WORLD FOR 2019
- *VINEPAIR*

TOP 16 MOST RELAXING CITIES FOR A VACATION
- *REMEDY REVIEW*

TOP 10 FOODIE CITY
- *WALLETHUB*

DEPARTMENT

PLANS

CREDIT EMILY CARR

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 which benefit multiple hotels and the Austin Convention Center.

DEPARTMENT GOALS

GOALS	ANNUAL GOALS 17-18	ANNUAL RESULTS 17-18	ANNUAL GOALS 18-19	18-19 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 19-20*
Total Room Night Production	660,000	729,435	690,000	361,491	690,000
A Room Nights**	231,000	253,747	231,000	160,161	231,000
B Room Nights**	354,000	373,483	369,000	157,830	369,000
C Room Nights**	75,000	102,205	90,000	43,500	90,000
Group Leads Sent	2,700	3,488	2,952	1,946	2,952
Lead Room Night Production	3,408,000	4,272,995	3,810,000	2,084,114	3,810,000

*Under current market conditions and pending budget approval, goals will remain flat at this time. Goals will be revisited and adjusted, if necessary, upon FY 19-20 budget approval and actual production

**A, B, C room night production numbers include Austin Sports Commission bookings Sales metrics do not include SXSW room nights, which are not facilitated by Visit Austin

SOURCE: All metrics taken from reports generated from internal Customer Relationship Management System

PLAN OBJECTIVES, FY 2019-2020

1 MAXIMIZE BUSINESS FOR THE AUSTIN CONVENTION CENTER

Continue to solicit our citywide convention prospects through sales calls, tradeshows and customer events. Maximize opportunities for groups that provide the most hotel guest room demand across the city. Encourage citywide clients to book more than three years out due to building availability. Identify high food, beverage and exhibit sales for prime future dates. Target groups with a Sunday arrival to maximize hotel and convention center availability. Due to the current lack of convention center availability, provide overflow hotel options for groups who will consider supplemental meeting space needs.

2 INCREASE IN-HOUSE BOOKINGS FOR ALL HOTELS

Given the new hotel inventory into the Austin market, there is more availability within hotels to increase group business. Visit Austin will focus on targeting groups that fill need times like summer, holidays and December/January. Expand growing market segments that book short term such as medical, tech, financial, insurance, etc. to drive new business.

3 SHOWCASE AUSTIN TO CLIENTS BY HOSTING INDUSTRY EVENTS IN MARKET AND IN MAJOR MARKETS OUTSIDE OF AUSTIN

Continue bringing clients to Austin to experience all that the destination has to offer conventions and meetings. In 2019, Austin will host Financial & Insurance Conference Planners (FICP) and our local client events. Visit Austin will also host client events in Washington D.C., Chicago, Northeast, Southeast and West Coast key markets to showcase local music, promote local business and introduce Austin's thought leaders, innovators and entrepreneurs to top convention professionals.

KEY BOOKINGS, FY 2018-2019

October 1, 2018-March 31, 2019

GROUP	MEETING DATES	ATTENDEES
National Forum for Black Public Administrators	April 2020	700
Society for Imaging Informatics in Medicine	June 2020	1,400
SAP America, Inc.	November 2020	6,000
Mercedes-Benz USA, LLC	February 2021	1,400
Indeed	May 2021 and 2022	2,845 / 3,260
Rooster Teeth Productions	July 2021	21,000
Keller Williams Realty International	August 2021 and 2022	8,000/year
Cisco Systems	November 2021 and 2022	3,000/year
American College of Foot and Ankle Surgeons	February 2022	2,800
American Urogynecologic Society	June 2022	1,400
American Veterinary Medical Association	June 2024	9,000

SOURCE: All metrics taken from reports generated from internal Customer Relationship Management System

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.

DEPARTMENT GOALS

GOALS	ANNUAL GOALS 17-18	ANNUAL RESULTS 17-18	ANNUAL GOALS 18-19	18-19 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 19-20*
Sports Commission Room Nights	109,500	68,247	108.000	30,469	108,000
Event Leads Sent	72	58	72	58	72
Site Visits	12	6	10	8	10
Media Coverage Press**	$1,500,000	$3,253,519	$1,500,000	$4,286,054	$1,500,000

*Under current market conditions and pending budget approval, goals will remain flat at this time. Goals will be revisited and adjusted, if necessary, upon FY 19-20 budget approval
***SOURCE: Meltwater*
SOURCE: All metrics taken from reports generated from internal Customer Relationship Management System

PLAN OBJECTIVES, FY 2019-2020

1 TARGET NEW EVENTS THAT FIT WITHIN AUSTIN'S CORE SPORTS FACILITIES

Solicit events that take place during slower times (Summer, December/January, holidays). Focus on bringing events to Austin that will fit into the new sports facilities entering the market, such as the UT Arena and McKalla Place Stadium. Additionally, focus on the national sports meeting market to target meetings that will fit into the Austin Convention Center, as well as multiple hotels.

2 INCREASE NATIONAL AWARENESS AND STRENGTHEN THE AUSTIN SPORTS COMMISSION BRAND WITHIN THE LOCAL COMMUNITY

Identify new local and regional industry partners to elevate the perception of the Austin Sports Commission and Austin as a sports tourism destination. Attend new tradeshows and make additional sales calls in the sports marketplace. Continue to engage with the University of Texas, local sports clubs and organizations by attending local meetings and supporting local boards.

3 OFFER STRATEGIC, NEW INCENTIVES TO GROUPS

Strengthen local business relationships to leverage official sponsors (i.e. "Official Medical Provider of the Austin Sports Commission") for events and event bids. Create marketing incentives to help drive increased attendance and registration for sporting events. Develop a volunteer program to provide a local volunteer base for clients.

4 DEVELOP AND IMPLEMENT AN INTENTIONAL MARKETING STRATEGY TO BRING HEIGHTENED AWARENESS TO THE AUSTIN MARKET AND THE AUSTIN SPORTS COMMISSION'S OFFERINGS

Enhance the online presence for the Austin Sports Commission and sports offerings to reach industry meeting planners and event organizers. Increase social media engagement and followers by leveraging industry partners and their resources.

CONVENTION SERVICES

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

DEPARTMENT GOALS

GOALS	ANNUAL GOALS 17-18	ANNUAL RESULTS 17-18	ANNUAL GOALS 18-19	18-19 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 19-20*
Meetings Serviced**	1,800	2,364	2,000	1,364	2,000
Housing Assigned***	12,504	6,717	8,000	4,282	8,000
Registration Hours Provided****	6,000	6,912	4,500	3,979	4,500

*Goals will be revisited and adjusted, if necessary, upon FY 19-20 budget approval
***SOURCE: Metrics taken from reports generated from internal Customer Relationship Management System*
***SOURCE: Passkey Reports
****SOURCE: A+ Staffing

PLAN OBJECTIVES, FY 2019-2020

1 ENSURE A HIGH QUALITY AND AUTHENTIC OVERALL EXPERIENCE FOR CUSTOMERS AND THEIR ATTENDEES

Maintain our national and international reputation as a welcoming destination for all visitors. Work in close partnership and communication with the convention center, city departments, hotels, restaurants and local vendors to deliver the highest levels of service. Encourage customers to invite local thought leaders, businesses and community service projects to be a part of the overall conference programming. Review customer surveys and feedback in order to continuously refine our product and process. Maintain highest level of service and secure repeat bookings for future years.

2 GROW THE NUMBER OF MEETINGS SERVICED BY VISIT AUSTIN

Work closely with the sales department during the sales process to win business through site visits, sales calls and sales events. Continuously engage as a liaison with the client during all aspects of their planning, from promoting Austin to prospective attendees to making introductions to local businesses and resources.

3 PROVIDE A RESOURCE FOR ONLINE HOUSING SERVICES AND ON-SITE STAFFING SUPPORT

Promote preferred housing provider to all multi-hotel conventions during the booking/selection process. Educate customers and hotel partners on the benefits of utilizing housing to maximize room pick-up performance and to provide an easy, hassle-free booking process for visitors. Promote our preferred staffing provider as an optional vendor that can provide high value and knowledgeable service.

MARKETING COMMUNICATIONS

DEPARTMENT GOALS

GOALS	ANNUAL GOALS 17-18	ANNUAL RESULTS 17-18	ANNUAL GOALS 18-19	18-19 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 19-20*
Media Outreach (Releases/Pitches)	20,000	130,551	16,000	25,992	16,000
Media Outlets Contacted	12,000	65,276	8,000	13,024	8,000
Dollar Impact of Media**	$26M	$42,138,378	$18M	$14,361,670	$18M
Unique Website Visitors	1.8M	2,696,719	1.44M	1,517,950	1.44M
Visitor Guide Fulfillment	70,000	133,147	56,000	27,171	56,000

*Goals will be revisited and adjusted, if necessary, upon FY 19-20 budget approval
** SOURCE: Meltwater, HypeStat & other reports
SOURCE: All metrics taken from various 3rd party reports

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 advertising, publishing, content, social media, experiential and other promotions.

PLAN OBJECTIVES, FY 2019-2020

1 DRIVE AWARENESS, CONSIDERATION AND VISITATION AMONG TARGET AUDIENCES

Maintain Visit Austin's position as a leader in destination marketing through innovative advertising campaigns and contextually relevant media placements. Continue efforts with proven media partners and test new placements that align with destination offerings such as live music, outdoor activities, art and culture, dining, and local businesses that appeal to key leisure and meetings target audiences. Measure and optimize campaigns for optimum performance.

2 PROTECT AND EXPAND AUSTIN'S "LIVE MUSIC CAPITAL OF THE WORLD®" BRAND

Leverage the rich live music heritage that has successfully kept Austin top-of-mind among potential visitors and meeting professionals. Reinforce this positioning through a variety of strategic sales and marketing tactics that include: marketing materials that reflect the live music brand, hiring Austin music talent for in- and out-of-market events and conventions, and promoting music venues, festivals and entertainment districts.

3 CONTINUE TO BUILD ON DIGITAL, CONTENT AND SOCIAL MEDIA MARKETING STRATEGIES TO KEEP AUSTIN TOP-OF-MIND AND PROVIDE RESOURCES FOR THE LEISURE TRAVELER AND MEETING PLANNER AUDIENCES

Utilize VisitAustin.org, Austin Insider Blog, Austin Visitor Guide and digital Meeting Planner Guide as portals for compelling content and as vehicles through which to deepen engagement with key audiences. Continue to provide customer service through social media by answering visitors' questions and providing Austin recommendations. Utilize insights from meeting planner research and customer feedback to evolve relevant tools and programs.

4 IMPROVE THE USABILITY, DESIGN, CONTENT AND CONVERSION OF VISIT AUSTIN PROGRAMS THROUGH CONTENT DEVELOPMENT, EXECUTION AND MANAGEMENT EFFORTS

Develop and maintain strategic content plan and editorial calendars for content channels across organization. Develop new video content to be featured on VisitAustin.org and Visit Austin social channels. Continue development and implementation of strategies for maximizing email subscriber engagement.

5 MAINTAIN AND ADAPT MARKETING PROGRAMS TARGETING DIVERSE LEISURE TRAVELERS AND CONVENTION GROUPS

Ensure inclusivity within Visit Austin advertising campaigns, owned channels and branded collateral. Continue to engage with local and national organizations through outreach and co-op marketing. Promote local businesses relevant to multicultural and diverse travelers. Maintain diversity brochure series and identify new distribution channels.

MARKETING COMMUNICATIONS

MARKETING (CONTINUED)

6 **CREATE IMMERSIVE AUSTIN EXPERIENCES IN SELECT TARGET MARKETS THROUGH EXPERIENTIAL MARKETING PROGRAMS**

Promote Austin on the road in like-minded, nonstop flight markets by highlighting destination pillars such as Austin's live music, food scene and creative maker culture. Provide valuable exposure for Austin musicians through live performances and in-studio media opportunities. Develop an amplification strategy to increase the reach and engagement of experiential campaigns among key target audiences.

COMMUNICATIONS

As the official voice of Visit Austin, the Communications Department delivers compelling and consistent messaging about Austin and Visit Austin to press and the hospitality industry at large. The department creates awareness of the destination through a variety of integrated strategic 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, newsletters and inquiry fulfillment.

PLAN OBJECTIVES, FY 2019-2020

1 **CONTINUE TO GENERATE AND SHAPE POSITIVE AND VALUABLE MEDIA COVERAGE OF AUSTIN IN DOMESTIC AND INTERNATIONAL PRINT, BROADCAST AND ONLINE MEDIA OUTLETS**

Secure feature stories in print, broadcast, online, social media and industry publications that provide prominent Austin coverage. Host qualified journalists on press FAM trips. Drive support and awareness for Visit Austin's overall mission, goals and purpose by advocating tourism globally through partnerships with U.S. Travel Association, Brand USA and local organizations.

2 **TARGET BUSINESS AND MEETINGS-RELATED PUBLICATIONS TO GENERATE EDITORIAL COVERAGE OF THE DESTINATION**

Continue growing partner relations with local businesses and organization to secure coverage in publications that reach target audiences to promote tourism-generated economic impact. Host writers and media on assignment from business-specific print, broadcast and online outlets. Continually evaluate new opportunities to improve diverse offerings to visitors and meeting professionals. Work closely with local organizations and public relations partners to identify areas of potential synergy between publications and local businesses and events.

3 **EXPAND UPON PUBLICITY OPPORTUNITIES FOR COMMUNITY PARTNERS, LOCAL BUSINESSES AND PUBLIC RELATIONS TEAMS TO FEATURE THEIR CLIENTS IN PRESS COVERAGE**

Continue to work closely with public relations teams to increase positive media exposure through sharing media leads, hosting press and collaboration with other community outreach programs. Coordinate site visits for visiting media to both established and new businesses.

4 **CONTINUE TO DEVELOP AWARENESS AND EXPOSURE FOR AUSTIN'S MULTICULTURAL AND LGBTQ PRODUCTS**

Host media on assignment from niche outlets and publications to promote Austin's diverse attractions, rich history, and unique culture and personality. Maintain Visit Austin's outreach to, collaboration with and support of numerous local and national multicultural and LGBTQ groups and events.

5 **CONTINUE TO WORK WITH AIRLINES TO PROMOTE TRAVEL INTO THE MARKET**

Collaborate with airlines by hosting media to produce positive editorial coverage of the destination in print, broadcast and online outlets that will reach target audiences.

TOURISM

The Tourism Department promotes the Austin travel product to domestic and international 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.

DEPARTMENT GOALS

GOALS	ANNUAL GOALS 17-18	ANNUAL RESULTS 17-18	ANNUAL GOALS 18-19	18-19 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 19-20*
Product Placement	96	321	80	17	80
Destination Training	888	1,855	500	781	500
Tourism Partner Leads	240	287	150	261	150
Online Package Development	12	32	12	8	12

*Goals will be revisited and adjusted, if necessary, upon FY 19-20 budget approval
SOURCE: All metrics taken from reports generated from internal Customer Relationship Management System

PLAN OBJECTIVES, FY 2019-2020

1 INCREASE DESTINATION AWARENESS IN PRIMARY AND EMERGING INBOUND MARKETS

Maintain Visit Austin's position as a leader in destination marketing by breaking out of category norms with the Visit Austin advertising campaign and innovative media placements. Expand on equity as Live Music Capital of the World® and increase awareness of other destination offerings such as green space, art, culture, local businesses, culinary and Austin icons, that appeal to key leisure and meetings target audiences.

2 INCREASE AUSTIN PRODUCT IN INTERNATIONAL TRAVEL TRADE PROGRAMS

Develop education initiatives, aimed at preparing the local supplier community, in order to capture international bookings. Support Austin businesses in expanding their sales and marketing reach in international and domestic leisure markets by facilitating new agreements between local suppliers and key aggregators. Create opportunities to market Austin to the travel trade through sales and media missions in key markets, hosting FAM trips to Austin and attending relevant trade shows. Assist top-tier aggregators and travel operators in the development of Austin product.

3 STIMULATE DEMAND IN KEY AND EMERGING MARKETS THROUGH PUBLIC-FACING CONTENT AND CONSUMER PROMOTIONS

Increase Austin's media coverage in premier online, broadcast and print (consumer and trade) channels. Create and sustain partnerships with Brand USA, Travel Texas, airlines and travel companies, thus leveraging their reach to enact multi-channel consumer promotions. Continue to produce and procure translated content for the international pages of the Visit Austin website.

4 INCREASE AIRLIFT TO AUS

Coordinate efforts with Austin–Bergstrom International Airport (ABIA), Greater Austin Chamber and the Air Services Task Force to attract and maintain new air service to Austin.

VISITOR SERVICES

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

DEPARTMENT GOALS

GOALS	ANNUAL GOALS 17-18	ANNUAL RESULTS 17-18	ANNUAL GOALS 18-19	18-19 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 19-20*
Visitor Guide Fulfillment	70,000	133,147	56,000	27,171	56,000
Downtown Visitors	192,000	197,075	197,000	107,516	197,000
Phone Calls/Email Inquiries	20,196	17,998	20,200	10,098	20,200
Historic Walking Tour Participants	2,700	1,176	2,700	564	1,200
Retail Revenue ($)	1,110,000	1,203,308	1,140,000	500,767	1,140,000

*Goals will be revisited and adjusted, if necessary, upon FY 19-20 budget approval
SOURCE: All metrics taken from Visit Austin internal tracking

PLAN OBJECTIVES, FY 2019-2020

1 PROVIDE ADDITIONAL VISITOR SERVICES TO INCREASE VISITOR VOLUME, LENGTH OF STAY AND VISITOR SPENDING

Continue to add tours and attractions to online reservation platform to equip staff to accommodate various visitor needs. Partner closely with local businesses to maintain current, visitor-relevant resources that will drive tourism business to local restaurants, shopping, music venues, outdoor activities and historic and cultural attractions.

2 INCREASE THE SUPPLY OF AUSTIN HOSPITALITY PRODUCT AVAILABLE FOR DISTRIBUTION BY THE INTERNATIONAL TRAVEL TRADE

Continuously refresh online store with high-demand merchandise to increase sales. Market retail offerings through social media to increase online store visibility and in-store sales. Continue to improve and market amenity package program. Leverage mobile point of sale system to activate pop-up shops providing valuable exposure to local businesses and artisans outside of Austin and locally for visiting groups.

3 PLAN AND EXECUTE EVENTS AT THE VISITOR CENTER THAT REPRESENT THE AUSTIN BRAND

Exhibit and sell local artist works throughout the year. Provide industry presentations for convention groups and local businesses to improve destination knowledge. Continue to offer custom historic walking tours.

OTHER INDUSTRY STANDARDS

Noteworthy achievements outside of the Visit Austin contract.

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.

The Music Office markets Austin's music attractions to incoming visitors, meeting planners, conventions and media. The department identifies opportunities for Visit Austin to highlight the local musician community and works with the Convention Sales and Services teams to build music programming as an added value and incentive tool for incoming meeting and conference event planners, utilizing the Hire an Austin Musician program to assist with recommendations and booking assistances for local talent.

The team serves as a community liaison to effectively promote the importance of Austin's music industry to community stakeholders. Additionally, they offer support to the local industry to promote development, education and growth of venues, recording studios, record labels, music businesses and more.

DEPARTMENT GOALS

GOALS	ANNUAL GOALS 17-18	ANNUAL RESULTS 17-18	ANNUAL GOALS 18-19	18-19 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS FY 19-20*
Booking Inquiries	900	1,069	850	542	850
Industry Contacts	820	887	800	457	800
Media Contacts	40	94	40	27	40
Media Events	8	32	10	11	10

*Goals will be revisited and adjusted, if necessary, upon FY 19-20 budget approval
SOURCE: All metrics taken from Visit Austin internal tracking

ACCOMPLISHMENTS

279
ARTIST HIRING INQUIRIES

$354,270
DIRECTLY TO AUSTIN MUSICIANS FROM OUR HIRE AN AUSTIN MUSICIAN PROGRAM

146
LIVE MUSIC SLOTS BOOKED

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.

The department serves as the primary clearing house for all industry partnerships and agreements. They engage traditional and non-traditional hospitality partners to build strategic brand alliances that further the mission of Visit Austin, provide oversight and ensure fulfillment of partnership agreements with industry associations and work with internal departments to ensure all activation opportunities are maximized.

The Strategic Alliances department works with various other Visit Austin departments and event production partners to develop and execute Visit Austin-hosted industry events and Visit Austin marquee events, such as our Annual Luncheon and Give Back Gig.

DEPARTMENT GOALS

GOALS	ANNUAL GOALS 17-18	ANNUAL RESULTS 17-18	ANNUAL GOALS 18-19	18-19 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 19-20*
Donated Services	$300,000	362,068	$300,000	$332,493	$300,000

*Goals will be revisited and adjusted, if necessary, upon FY 19-20 budget confirmation
SOURCE: All metrics taken from reports generated from internal Customer Relationship Management System

ACCOMPLISHMENTS

Launched the new Visit Austin Foundation, a 501 (c) (3) public charity. Hosted successful Career Fair in October 2018 promoting over 900 available positions with over 50 companies.

OTHER INDUSTRY STANDARDS

Noteworthy achievements outside of the Visit Austin contract.

AUSTIN FILM COMMISSION

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

The Austin Film Commission works to increase film, television and commercial production in the Austin area by promoting Austin as a leading hub for productions among the industry.

They act as an advocate for the film and television industry locally, while raising awareness at the local and state level of the positive impact that the production industry has for the community.

DEPARTMENT GOALS

GOALS	ANNUAL GOALS 17-18	ANNUAL RESULTS 17-18	ANNUAL GOALS 18-19	18-19 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 19-20*
Production Leads/Referral Inquiries	40,000	49,498	35,000	20,974	35,000
Production Packages Fulfilled	120	172	100	103	100
Production Starts	35	61	30	26	30
Production Days	800	805	650	385	650

*Goals will be revisited and adjusted, if necessary, upon FY 19-20 budget approval
SOURCE: All metrics taken from reports generated from internal Customer Relationship Management System

VISIT AUSTIN

ACTIVITIES

CREDIT EMILY CARR

FY19-20 VISIT AUSTIN ACTIVITIES

Visit Austin participates in various events throughout the year. Participation and event objectives include sales calls, lead development, trade show exhibition, event partnership, hosting, education, and familiarization tours.

FIRST QUARTER

OCTOBER 2019

- Austin City Limits Music Festival
- Austin Film Festival
- Formula One United States Grand Prix
- Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX) America

NOVEMBER 2019

- Austin Sports Commission Golf Tournament
- D.C. Sales Mission
- Financial & Insurance Conference Professionals (FICP) Annual Conference
- National Coalition of Black Meeting Planners Annual Conference
- Southeast Sales Mission
- World Travel Market (WTM)

DECEMBER 2019

- Association Forum Holiday Showcase
- Chicago Holiday Client Event
- International Association of Exhibitions and Events (IAEE) Expo! Expo!
- Texas Convention & Visitors Bureau (CVB) Holiday Event
- Texas Society of Association Executives (TSAE) Holiday Luncheon

SECOND QUARTER

JANUARY 2020

- Professional Convention Management Association (PCMA) Convening Leaders
- Southwest Showcase

FEBRUARY 2020

- Association Management Companies (AMC) Institute Annual Meeting
- Collinson Diversity Marketplace
- Destinations International - Destination Showcase

MARCH 2020

- Conference Direct Annual Partner Meeting
- International Tourism Bourse (ITB) Berlin
- Meet NY & Sales Calls
- Meeting Professionals International (MPI) Northern California Annual Conference & Expo
- National Collegiate Athletic Association Division 1 (NCAA D1) Men and Women's Swimming & Diving Championships
- SXSW
- World Golf Championships - Dell Match Play

THIRD QUARTER

APRIL 2020

- American Society of Association Executives (ASAE) Xperience Design Project
- HelmsBriscoe Annual Business Conference
- Local Client Appreciation Event
- National Association of Sports Commission Sports Event Symposium
- Red Bull MotoGP Grand Prix of The Americas

MAY 2020

- Simpleview Summit
- Toronto Sales Mission & Client Event

JUNE 2020

- U.S. Travel Association (USTA) IPW
- MPI World Education Congress
- NCAA D1 Men's and Women's Outdoor Track & Field Championships
- PCMA Partnership Summit
- Visit Austin Experiential Summer Tour
- West Coast Sales Mission & Client Event

FOURTH QUARTER

JULY 2020

- Chicago Sales Mission & Client Event
- CVENT Connect Conference
- Destinations International Annual Conference
- Triple Crown Southwest Summer Nationals

AUGUST 2020

- ASAE Annual Meeting
- Educational Seminar for Tourism Organizations (ESTO)
- Experient e4
- Texas Sales Mission & Client Event

SEPTEMBER 2020

- Congressional Black Caucus
- Content Marketing World
- International Automobile Federation (FIA) World Rallycross Championships
- Northeast Sales Calls
- TSAE New Ideas Annual Conference
- Texas Travel Industry Association (TTIA) Texas Travel Summit
- World Routes

CONTACT

INFORMATION

CREDIT EMILY CARR

CONTACT INFORMATION

VISIT AUSTIN

111 Congress Avenue, Ste. 700, Austin, TX 78701
Main: 512.474.5171 | Toll Free: 1.800.926.2282 | Fax: 1.855.927.4141 | Housing Fax: 1.866.645.0605
www.VisitAustin.org

ADMINISTRATION

512.583.7249	Gonzalez	Gloria	Finance Manager
512.583.7205	Hart	Julie	Vice President of Finance
512.583.7207	Lang	Heather	Director of Human Resources
512.583.7254	Millham	Holland	Executive Assistant to the President
512.583.7201	Noonan	Tom	President and CEO
512.583.7203	Ormerod	Deb	Office Manager/Receptionist
512.583.7204	Palmertree	Gina	Director of Finance
512.583.7251	Palmertree	Rickey	Operations Coordinator
512.583.7208	Watts	Brad	Director of Information Technology

MARKETING, COMMUNICATIONS, MUSIC, FILM, TOURISM

512.583.7211	Carr	Emily	Marketing and Design Coordinator
512.583.7228	Chase	Julie	Vice President and Chief Marketing Officer
512.583.7245	Cook	Katie	Director of Digital Marketing
512.583.7246	De Leon	Clarissa	Tourism Marketing Specialist
512.583.7229	Felton	Christine	Marketing Manager
512.583.7230	Gannon	Brian	Director of the Austin Film Commission
512.583.7209	Kerr	Tiffany	Director of Marketing
512.583.7233	Lozano	Omar	Director of Music Marketing
512.583.7219	Marron	Amanda	Marketing Coordinator
512.583.7206	Richardson	Susan	Director of Content and Publishing
512.583.7210	Wise	Katherine	Communications Manager

STRATEGIC ALLIANCES

512.583.7215	Hackley	Mary Kay	Vice President, Strategic Alliances
512.583.7240	Washington	Stephanie	Partner Relations Specialist

CONTACT INFORMATION

CONVENTION SALES AND AUSTIN SPORTS COMMISSION

512.583.7257	Black	Jasmine	Sales Coordinator
512.583.7243	Brittenham	Sarah	Sports Sales Manager
512.583.7241	Brown, CMP	Amy	Director of Sales
512.583.7214	Cannon	Shannon	Senior Director of Texas Accounts
512.583.7216	Cantalope	Val	Director of Southeast Sales
512.583.7258	Carlson	Liz	Sales Program Coordinator
512.583.7218	Cramer	Christine	Director of Market Analysis and Research
571.858.3721	Doherty	Jim	Director of Eastern Regional Sales
512.583.7261	Elliott	Lindsey	Director of West Coast Sales
512.583.7259	Genovesi	Stephen	Executive Vice President
512.583.7221	Grajeda	Marla	Sales Coordinator
512.583.7212	Hays	Drew	Director of Sports Commission Sales
773.774.1342	McCabe	Sarah	Director of Central Regional Sales
512.583.7247	McCann	Jenna	Sales Manager
512.583.7262	Milum	Travis	Sales Manager
843.767.1788	Parker	Kristen	Director of Eastern Regional Sales
512.583.7220	Piper	Dane	Senior Sales Manager
512.583.7200	Sculley	Courtney	Director of Northeast and International Sales
512.583.7266	Thomas	Kelly	Senior Sales Manager

CONVENTION SERVICES

512.583.7222	Atkins	Linda	Vice President of Services
512.583.7219	Been	Samantha	Convention Services Manager
512.583.7250	Cava	Christina	Convention Services Coordinator
512.583.7271	Doggett	Jeff	Senior Convention Services Manager
512.583.7225	Portier	Bridget	Director of Convention Services
512.583.7223	Trammell	Narisa	Senior Convention Services Manager

CONTACT INFORMATION

VISITOR CENTER | 602 E. FOURTH ST. AUSTIN, TX 78701

DIRECT: 512.478.0098 | TOLL FREE: 1.866.GO.AUSTIN (462.8784)

512.583.7236	Castillo	Ismael	Visitor Services Coordinator (part-time)
512.583.7270	Duffy	Sean	Operations Manager
512.583.7237	Eppright	Harrison	Manager of Visitor Services/Tour Ambassador
512.583.7234	Kirven	Dominique	Visitor Services Retail Manager
512.478.0098	Pinsky	Kathy	Visitor Services Coordinator (part-time)
512.583.7242	Pollan	Natalie	Director of Retail and Visitor Services
512.478.0098	Santiago	Oscar	Visitor Services Coordinator (part-time)
512.583.7235	Trenckmann	Cynthia	Visitor Center Assistant Manager

CREDIT GEOFF DUNCAN

VISIT AUSTIN BOARD OF DIRECTORS

2019 EXECUTIVE COMMITTEE

GREG CHANON | Board Secretary
McGinnis, Lochridge & Kilgore LLP

ALBERT BLACK | At Large
Child, Inc.

SCOTT BLALOCK | At Large
J.W. Marriott Austin

JILL GRIFFIN | At Large
Jill Griffin Executive Learning

ROB HAGELBERG | At Large
Four Seasons Hotel

GENE MCMENAMIN | Immediate Past Chair
Omni Austin Downtown Hotel

TOM NOONAN | President & CEO
Visit Austin

TOM STACY | Board Chairman
CapRidge Partners, LLC

MARK TESTER | At Large
Austin Convention Center

GLENN WEST | At Large
Civic Leader

2019 BOARD OF DIRECTORS

STEVE ADLER
City of Austin

ALBERT BLACK
Child, Inc.

SCOTT BLALOCK
J.W. Marriott Austin

JOE BOLASH
Hilton Austin

BILLY CARTER
Super Shuttle ExecuCar of Austin

GREG CHANON
McGinnis, Lochridge & Kilgore LLP

RANDY CLARKE
Capital Metropolitan Transportation Authority

SPENCER CRONK
City of Austin

JENNIFER CURRIER
Hyatt Place Austin-North Central

JOHN DAIGRE
University of Texas at Austin Dell Medical School

MICHAEL GIRARD
Girard Diversified Interests

JILL GRIFFIN
Jill Griffin Executive Learning

ROB GILLETTE
Renaissance Austin Hotel

ROB HAGELBERG
Four Seasons Hotel Austin

KERRY HALL
Texas Capital Bank

TAM HAWKINS
Greater Austin Black Chamber of Commerce

JESSE HERMAN
Sway, La Condesa

CINDY LO
Red Velvet Events

GARY MANLEY
Iron Cactus Restaurants

JOANNA MCCREARY
W Austin

GENE MCMENAMIN
Omni Austin Downtown Hotel

SKEETER MILLER
The County Line, Inc.

JACK MURRAY
High Five Events

TOM NOONAN
Visit Austin

DEWITT "DE" PEART
Downtown Austin Alliance

FORREST PREECE
Patron of the Arts

MIKE ROLLINS
Greater Austin Chamber of Commerce

RODNEY SIEBELS
National Instruments

FRANK SPILLMAN
United Airlines

TOM STACY
CapRidge Partners, LLC

STEVEN STOUT
Texas Society of Association Executives (TSAE)

MARK TESTER
Austin Convention Center

KATHIE TOVO
City of Austin

GLENN WEST
Civic Leader

VISITAUSTIN.ORG

866-GO-AUSTIN OR 512-474-5171

AUSTIN VISITOR CENTER: 602 E. FOURTH ST., AUSTIN, TX 78701

VISIT AUSTIN ADMIN: 111 CONGRESS AVE., STE. 700, AUSTIN, TX 78701