

DRAFT

5.18.2021

VISIT

# AUSTIN

MARKETING PLAN  
FY 21/22

VISIT  
*Austin*  
LIVE MUSIC CAPITAL OF THE WORLD®

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## Message From the President

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We are pleased to present the fiscal year 2021-2022 Visit Austin Marketing plan and excited that recovery looks to be on the horizon as we experience an increase in hotel occupancy and revenue generated by visitors.

The current state of the industry demands strategic solutions and at the heart of our plan is a sense of urgency to rebuild Austin's visitor industry. This plan outlines our objectives that focus on welcoming back visitors, protecting and evolving the Austin brand, promoting and supporting our local businesses and events and ensuring our city's diversity is represented in all of our activities and programs. In addition, we are working with hospitality partners to address the loss of industry jobs and now the lack of available workers as our hotels, restaurants and other visitor related businesses ramp up for recovery.

We've refined the tactics presented in the fiscal year 2020-2021 plan for our sales and marketing activities: Rebuild & Restore, Stabilize and Normalize. At this time, we are moving into the Stabilize phase based on increased levels of hotel occupancy. We also recognize based on research and other data sources, that a full hospitality industry recovery is not anticipated for a few years.

We are now facing the most competitive landscape in attracting meetings, conventions and leisure travelers back to our destination. Although our sales and marketing activities will continue to keep Austin top-of-mind and promote new destination assets; driving conversion will take more than our estimated budget to compete with our peers. With the Tourism Public Improvement District (TPID) not anticipated to be in place for the start of the upcoming fiscal year, we look forward to working with city officials to identify funding to expand our marketing programs and ensure all hotel occupancy tax fund recipient programs continue to thrive.

Visit Austin continues to help lead recovery efforts for the travel, tourism and hospitality industry. We recognize that our work will help get hospitality employees back to work, fully open our hotels, restaurants and attractions, support local businesses through visitor spending, and get Austin musicians back on stage in the Live Music Capital of the World®.

Sincerely,



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 25th year of operation as an independent agency.

Visit Austin is funded primarily through a portion of the 17 percent hotel occupancy tax. The 11 percent city portion of the occupancy tax is distributed to Visit Austin, the Austin Convention Center and for the arts, music 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 and other local partners.

## OBJECTIVES

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Visit Austin presents the Fiscal Year 2021-2022 Marketing Plan to be implemented as the approved budget allows. 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 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.

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 (AUS) 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.
- Provide a welcoming environment to all visitors.
- 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.
- Expand activities of the Visit Austin Foundation to develop and promote education, job training and career opportunities within the hospitality, music and tourism community in the greater Austin area.
- 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.



# VISIT AUSTIN DEPARTMENTS

## 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.

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## 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.

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## 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.

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## MARKETING COMMUNICATIONS

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.

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.

**The Austin 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 also serves as a community liaison to effectively promote the importance of Austin's music industry to community stakeholders.

**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. 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.

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## 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.

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## VISITOR SERVICES

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

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## STRATEGIC ALLIANCES

The Strategic Alliances department serves as the primary clearing house for all industry partnerships and agreements. They engage hospitality and corporate partners to build strategic brand alliances that further the mission of Visit Austin.



# TOURISM IMPACT & FORECAST



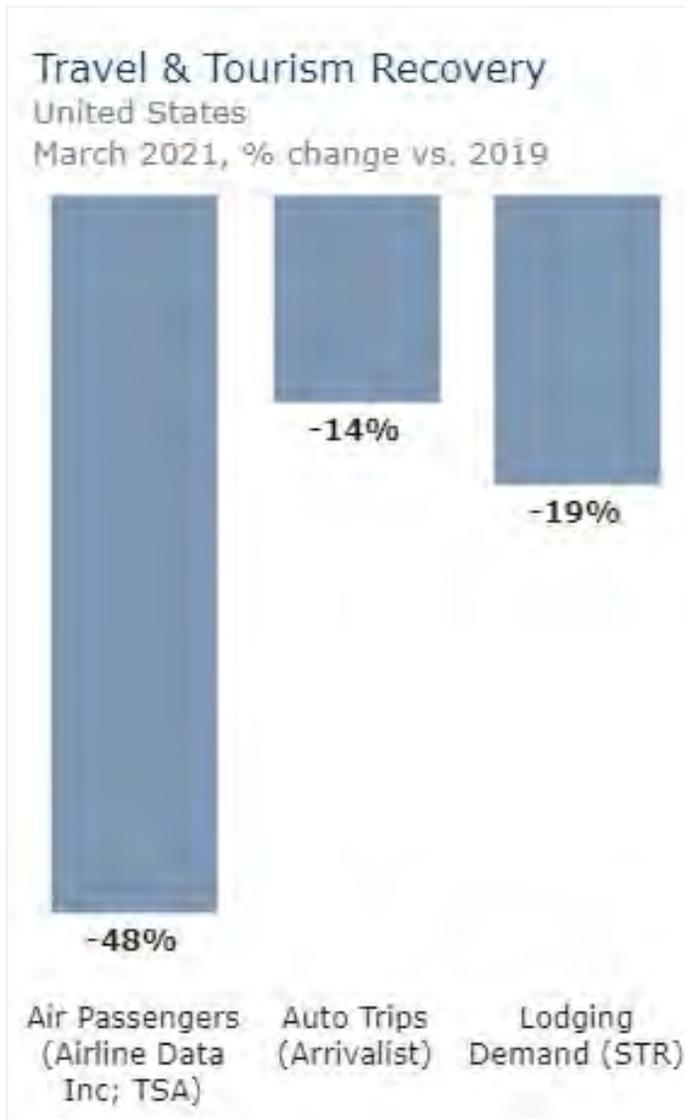
# TOURISM IMPACT & FORECAST

## State of the Travel Industry

Visit Austin closely monitors third-party data from trusted industry sources. Data such as traveler sentiment, travel demand forecasts and advertising receptivity help inform marketing programs.

### TRAVEL IMPACT

While all key travel indicators are down, air travel remains the most impacted compared to 2019.



Source: US Travel Association (Airline Data Inc, TSA, Arrivialist, Smith Travel Research), March 2021

While travel planning has returned to 2020 pre-shutdown levels, a steep decline remains compared to 2019.



Source: US Travel Association (The Conference Board), March 2021

### Hotel Booking Window

Transient occupancy, relative to 2019

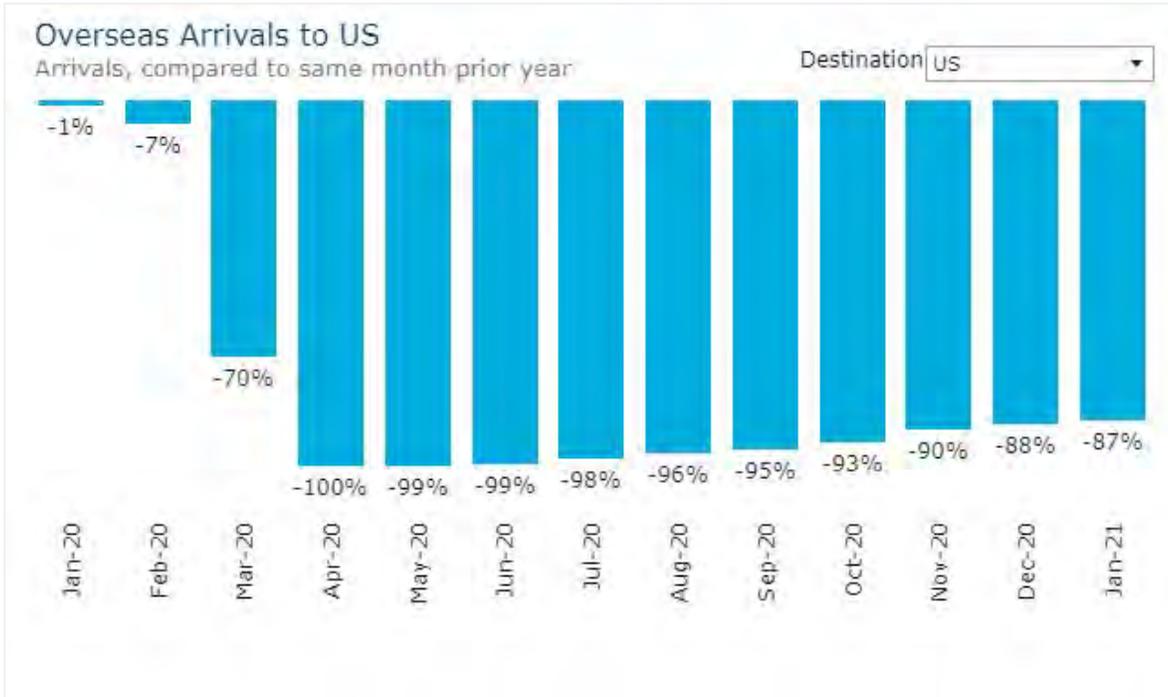
Booking Window	Bookings vs. 2019 (Index, 2019=100)
0-7 days	114
8-14 days	79
15-30 days	72
31-90 days	83

Source: TravelClick (as of April 11, 2021)

Shorter booking windows require a competitive marketing budget to support high-frequency media strategies to reach and convert potential visitors during their travel planning.

Source: US Travel Association (TravelClick), April 2021

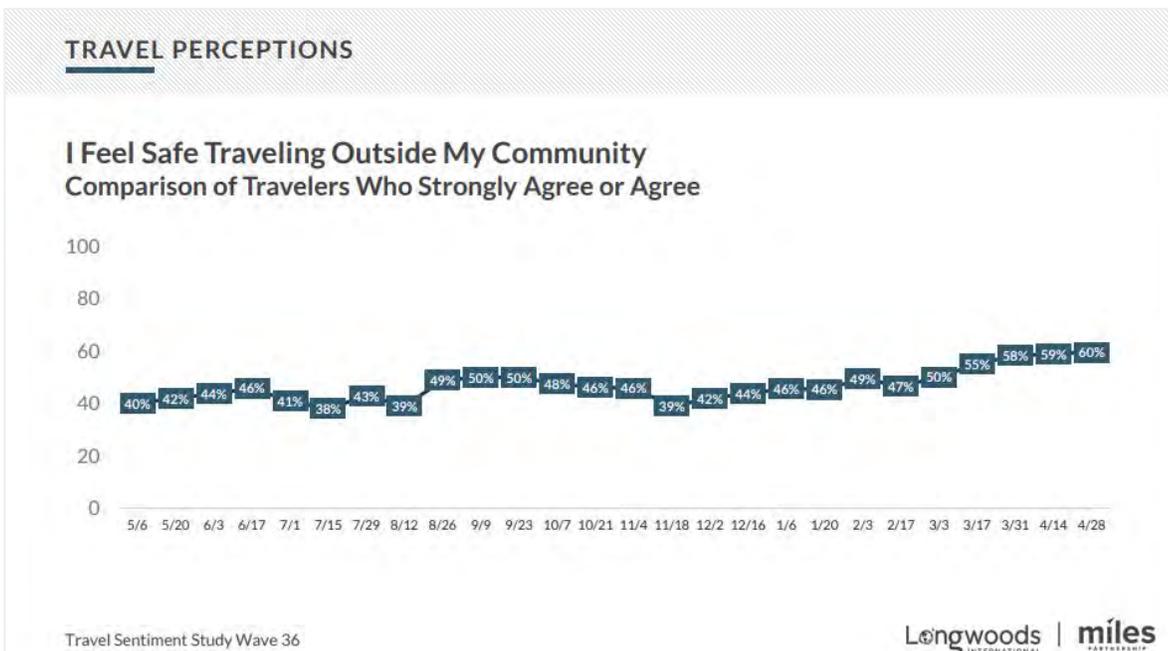
The return of overseas travel is critical for US industry recovery.



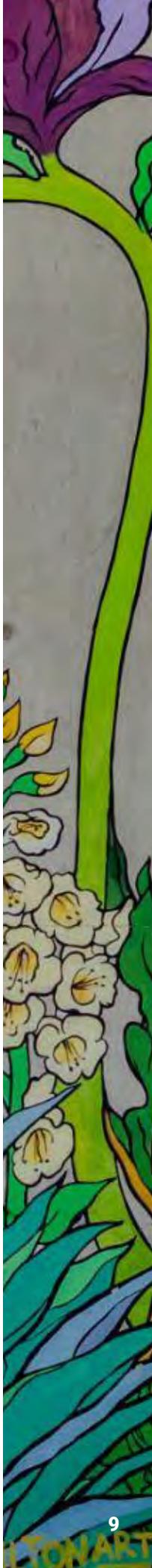
Source: US Travel Association, February 2021

## TRAVELER SENTIMENT

Perceptions of travel safety show steady improvement.



Source: Longwoods International, Travel Sentiment Study, Wave 36, April 28, 2021



# Tourism Impact & Forecast (CONT.)

## TRAVELER SENTIMENT (CONT.)

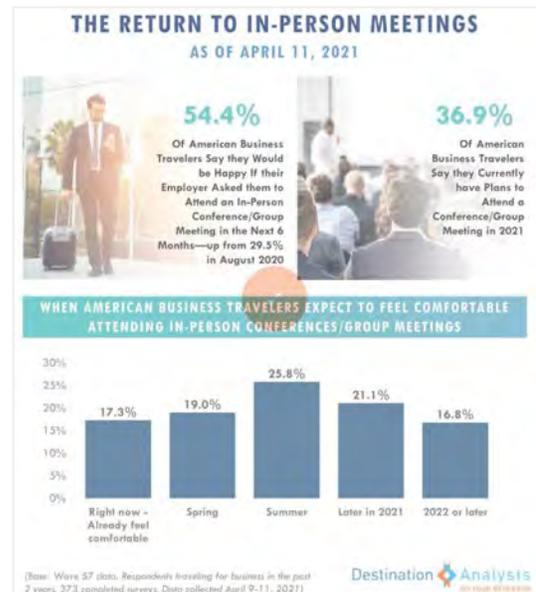
Capturing Austin's share of drive market travel remains important.



Source: Longwoods International, Travel Sentiment Study, Wave 36, April 28, 2021

## CONVENTION & MEETING FORECAST

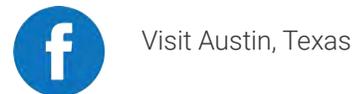
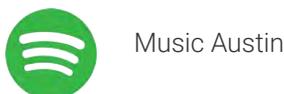
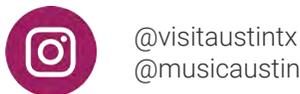
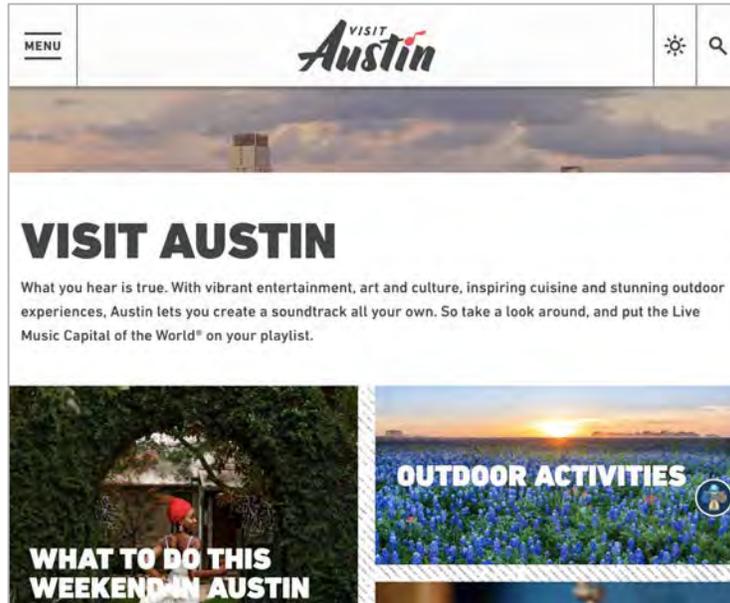
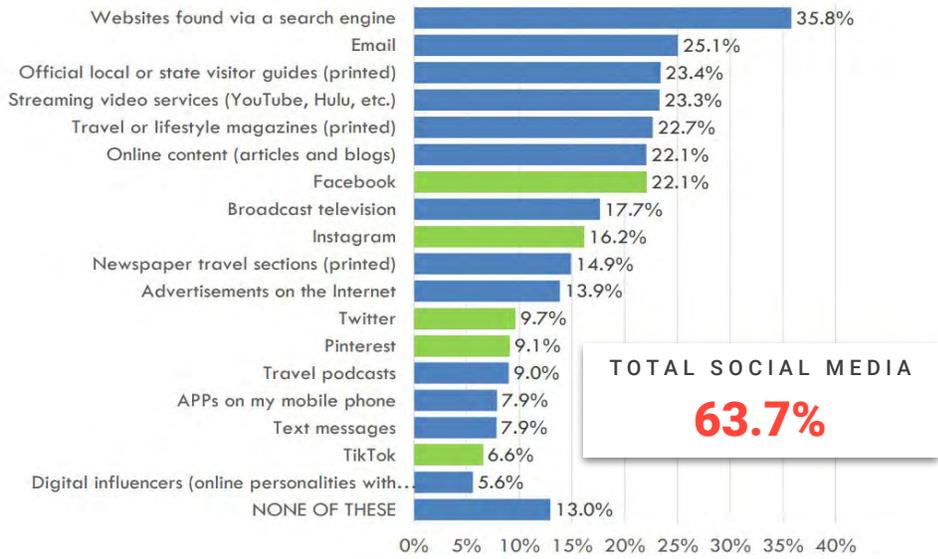
US convention and meeting demand expected to begin its return to 2019 benchmarks in Q3 of 2021.



Visit Austin's marketing channels and tactics mirror those that potential visitors are most receptive to for travel inspiration.

**QUESTION:**

Where would you be most receptive to learning about new destinations to visit?





# AUSTIN OUTLOOK & RECOVERY BRIGHT SPOTS

FY20/21 represented the most challenging year in travel and tourism across the globe. The Austin market saw a 44% decline in hotel occupancy, equating to \$788M in lost room revenue. During this time, Visit Austin deployed innovative ways to stay engaged with customers protecting future business and remained top-of-mind with leisure travelers.

Austin's destination product is coming back stronger than ever with new hotel and venue developments along with optimistic signs of AUS airlift recovery.



# Notable FY20/21 Accomplishments

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## PROGRESSED TO STABILIZE PHASE

**2+ CONSISTENT MONTHS OF 46%-64% CITYWIDE HOTEL OCCUPANCY**

While an important marker of recovery progress, full recovery relies on the return of weekday group and business travel and sustainable levels of leisure marketing support.

## WEB AND SOCIAL MEDIA IMPACT (MAR 20 - MAR 21)

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**36,174,481**

SOCIAL MEDIA  
IMPRESSIONS  
(MAR 20 - MAR 21)

**6,897,984**

WEBSITE  
PAGEVIEWS

**642,030**

DIRECT REFERRALS TO  
LOCAL AUSTIN BUSINESSES

## CONVENTION SALES IMPACT

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**171** REBOOKED CUSTOMERS

**181,333** ROOM NIGHTS SALVAGED

**\$47M** ESTIMATED HOTEL REVENUE RETAINED

**\$166M** TOTAL ESTIMATED ECONOMIC IMPACT

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AVERAGE LEAD  
VOLUME  
IN 2021 IS UP

**73%**

COMPARED TO  
THE PANDEMIC  
TIMEFRAME OF 2020

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# CLIENT ENGAGEMENT & TESTIMONIALS

## RETAINED CLIENT FEEDBACK

“ Information detailing the center’s efforts to welcome groups back safely was produced in a timely and professional manner, and was perfect for sharing with our volunteer leaders and members. And the team at Visit Austin has been extremely helpful from the first site visit through the pandemic, and as we enter the final months of preparation for our meeting. ”

- Erin Wellin, Director of Meetings & Exhibits,  
Academy of General Dentistry (June 2021 / 3,800 TRNs)

“ This has been a hard time for associations and destinations alike. Being able to recommit to Austin for a future year was important to our organization to support the hospitality community in the future. The team at Visit Austin was instrumental in making our rebook happen. From serving as a liaison to the Convention Center and hotel partners, providing insight into the climate in Austin and being a sounding board, [Visit Austin] made the process smooth. ”

- Rachel Puffer, Executive Director, Society for Personality  
and Social Psychology (rebooked for February 2026 / 5,000 TRNs)

# VIRTUAL CUSTOMER EVENT FEATURING ANTONELLI'S CHEESE

“ I can honestly say that it was the most well organized, impressive, fun virtual activity I've ever participated in!!! ”

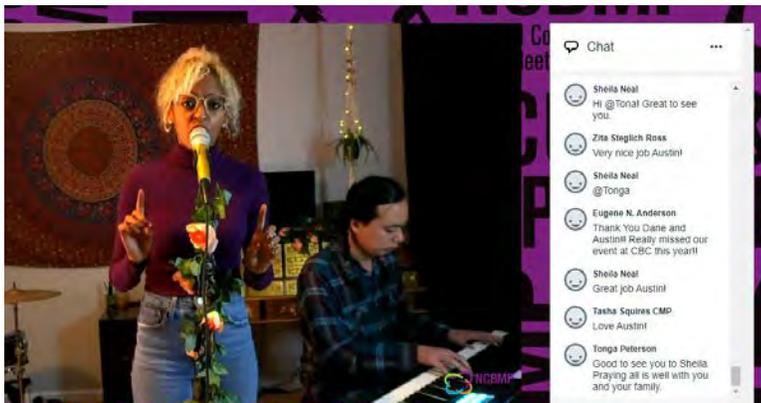
- Kelly McWhinney, Director of Event Services, Federal Conference

“ This week's creative virtual cheese pairing reception was simultaneously delicious and fun. For all the thought and energy that went into planning this wonderful event, I am grateful. While I've heard 'Keep Austin Weird,' I'd say you also do well at keeping us connected with Austin. ”

- Cheryl Kreider Carey, MBA, CAE, Executive Director, Society for Imaging Informatics in Medicine (SIIM)



# CONVENTION SALES CUSTOMER ENGAGEMENT



**YOU'RE INVITED**

JOIN US FOR A VERY SPECIAL ACL WATCH PARTY TO RELIVE THE GRAMMY-NOMINATED, BLACK PUMAS APPEARANCE ON AUSTIN CITY LIMITS. THE BAND WILL JOIN TERRY LICKONA FOR AN INTERVIEW AND WILL HANG OUT WITH US IN THE LIVE CHAT DURING THE SCREENING TO ANSWER YOUR QUESTIONS.

**AUSTIN CITY LIMITS**

**TUESDAY, DECEMBER 15TH**  
4:30 PM - 5:30 PM CST

**CLICK TO RSVP**

HOSTED BY VISIT AUSTIN AND THE AUSTIN CONVENTION CENTER

# Destination Developments

## EXISTING FLIGHTS RESTORED & NEW FLIGHTS ANNOUNCED



## NEW VENUES

In 2021, Austin welcomed the beautiful Waterloo Park Moody Amphitheater and the 20,500-seat Q2 Stadium, home to Austin FC. In 2022, the Moody Center UT Basketball Arena will add an unmatched sports and music experience and event space to our mix.



## NEW HOTEL DEVELOPMENT & OPENINGS

Austin continues to affirm its reputation as a leading meeting and convention destination with exciting hotel developments to welcome groups of all sizes. More than 2,600 new rooms are scheduled to open in 2021 and 2022, taking market inventory to more than 46,000 rooms by the end of 2022. Major additions include the 613-room Austin Marriott Downtown and a mix of new boutique hotels throughout the city. As new supply continues to enter the market, Visit Austin will closely monitor the effects on hotel performance.





# DESTINATION & INDUSTRY OBJECTIVES

The current state of the industry demands strategic solutions to new challenges. At the heart of the FY21/22 Marketing Plan is a sense of urgency to rebuild Austin's travel and hospitality industry, while also maintaining a long-range strategy preparing us to deploy targeted activities to meet evolving market needs.



# 1 AID MARKET RECOVERY AND WELCOME VISITORS BACK TO AUSTIN

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Visit Austin is positioned to increase leisure and meetings travel, thereby aiding economic recovery through increased hotel occupancy tax collections, city wide visitor spending and a return to work for those hospitality and tourism employees affected by the COVID-19 pandemic. A tactical plan, originally set in motion in March of 2020, has been refined for FY21/22 to help direct these crucial recovery efforts [\(page 22\)](#).

As travelers research and plan new trips, Visit Austin marketing programs are designed to convert bookings and inspire visitors to safely explore Austin's local businesses, restaurants, music venues, outdoor spaces and attractions.

## 2 PROTECT & EVOLVE THE AUSTIN BRAND

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### MAINTAIN TOP-OF-MIND AWARENESS OF KEY DESTINATION PILLARS

Leveraging innovative advertising campaigns and contextually relevant media placements, our goal is to keep Austin top-of-mind among key leisure and meetings audiences even when they are not actively trip planning. Destination experiences such as live music, outdoor activities, art and culture, dining and local businesses appeal to key leisure and meetings target audiences and inspire bookings.

As Austin's new venues and hotels are developed, Visit Austin will promote these destination assets to relevant audiences.



### 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.

To help address the urgent and ongoing needs of Austin's music community brought on by the COVID-19 pandemic, Visit Austin partnered with the City of Austin Music and Entertainment Division to develop an integrated digital marketing program. As promotional lead, Visit Austin will contribute to the larger recovery ecosystem - City of Austin, state, and federal programs and resources - by garnering awareness, engagement and, ultimately, visitation among the visitor audience.



### 3 PROMOTE & SUPPORT LOCAL BUSINESSES AND EVENTS

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The local business community is a large part of what makes Austin's culture special. Promotion of local businesses, through our multiple platforms was amplified during the COVID-19 pandemic. These platforms and channels include but are not limited to VisitAustin.org, the Austin Visitor Guide and other printed collateral, social media accounts, paid media, PR efforts, site visits, group referrals, Visitor Center merchandise and services.

Visit Austin communicates regularly with members of the local business community to understand their specific needs and objectives and to collaborate on efforts related to marketing local businesses to visitors. Our messaging will also continue to include visitor-relevant events and festivals.



### 4 CHAMPION EQUITY AND DIVERSITY

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Representation matters. Visit Austin works to ensure that all owned channels and advertising programs not only represent Austin's diversity, but also reflect the diverse travelers we seek to welcome to the destination. Our marketing channels feature people of color, those who identify as LGBTQ+, those who affiliate with various religions, and those who are disabled. We ensure that content is relevant and authentic by partnering with local creatives, writers and influencers to help tell the Austin story through their unique perspectives.

The Visit Austin Convention Sales team also initiates partnerships with organizations representing diverse meeting professionals.



# ORGANIZATION GOALS

This chart represents Visit Austin’s annual goals as contracted with the City of Austin. Due to market conditions brought on by the COVID-19 pandemic and with budget and staff reductions, Visit Austin will continually evaluate organizational goals and adjust if necessary.

GOALS	ANNUAL GOALS 19-20	ANNUAL RESULTS 19-20	ANNUAL GOALS 20-21	20-21 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 21-22*
Total Sales Room Night Production*	702,000	585,497	300,000**	103,428	480,000
Convention Center/Class A Room Nights*	243,000	204,702	135,000**	33,462	150,000
Lead Room Night Production*	4,224,000	3,629,020	2,238,000	1,163,906	2,238,000
Sales Group Leads Sent	3,420	3,420	1,176	595	1,176
Total Sports Room Night Production	108,000	46,632	42,000**	4,942	60,000
Sports Group Leads Sent	108	98	72	95	72
Tourism Product Placement	80	251	40**	21	60
Tourism Destination Training	500	1,055	100	451	300
Tourism Partner Leads	150	683	25	319	350



GOALS	ANNUAL GOALS 19-20	ANNUAL RESULTS 19-20	ANNUAL GOALS 20-21	20-21 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 21-22
Meetings Serviced	2,000	2,020	1,450**	566	1,800
Supplier Referrals and Leads	x	x	400**	136	480
Meetings with Local Business Suppliers	x	x	108**	48	125
Post-Convention Survey Results***	x	x	95%	N/A*****	95%
General Music Inquiries	850	731	425	223	450
Confirmed Artist Bookings	n/a	102	60**	51	75
Media Outreach and Press Releases/Pitches	16,000	47,602	1,000**	864	1,000
Media Circulation/Viewership /Impressions	x	x	500,000	5,036,253	3MM
Web Page Views	x	x	2.5MM	4,012,139	4MM
Unique Website Visitors	1.44MM	1,591,942	1.2MM	1,591,184	2MM
Visitor Guide Fulfillment	56,000	47,753	28,000	23,753	28,000
General Events	x	n/a	3**	2	3
Film Production Leads/Referral Inquiries	35,000	62,774	15,000	22,792	15,000
Film Production Packages Fulfilled	100	212	50	91	50
Film Production Starts	30	51	15	35	15
Film Production Days	650	758	250	435	250
Visitors to Austin Visitor Center	197,000	92,052	70,000**	3,041	119,000
Phone Calls/Email Inquiries	20,200	16,531	19,800	5,504	19,800
Historic Talks and Tour Participants	1,200	889	1,200	1,233	1,533
Donated Services****	\$300,000	\$365,739	\$25,000	\$53,197	\$75,000

\*Final goals pending budget confirmation and may be adjusted accordingly.

\*\*Select goals were revised May 2021 based on current data and/or budget reductions.

\*\*\*Percentage of good / excellent rating

\*\*\*\*Goals account for COVID-19 impact on projected number of events to occur, and the financial impact on our vendors and suppliers, which will limit the amount of donated goods/services they will be able to provide.

\*\*\*\*\*With the limited number of in-person meetings, there are no survey responses to-date.



Visit Austin deployed a tactical plan that adapts to the ever-evolving landscape brought on by the COVID-19 pandemic. This plan, set in motion in March of 2020, outlined short- and long-term strategies to restore the local industry and welcome visitors back to Austin.

For the FY21/22 Marketing Plan, we've refined these tactics in order to address current needs and those anticipated in the coming years. With the full impact of the global crisis still yet to be seen, we recognize that full recovery is still not likely achievable within one fiscal year.

The effectiveness of this tactical plan will be primarily measured in increased hotel occupancy. Visit Austin will also closely monitor other destination indicators that suggest positive recovery trends:

- ***Increased hotel occupancy tax collection***
- ***Increased visitor arrivals and spending***
- ***Increased sales booking pace and lead volume***
- ***Local hospitality businesses and AUS operating at sustainable levels***



## WHERE WE WERE

# PHASE 1: REBUILD & RESTORE

## WILL BE MARKED BY:

< 45%

CITYWIDE HOTEL  
OCCUPANCY

This phase, originally presented in the FY20-21 plan, has been achieved by applying the targeted strategies and tactics originally outlined. After seeing citywide hotel occupancy average **50.3% January-March of 2021**, we have now entered the Stabilize Phase. It is important to note that Downtown hotel occupancy remains a challenge (**39.6% for same time period**) further reinforcing the importance of business and convention hotel demand

### TACTICS:

- Launch advertising campaign with initial focus on drive market visitors; adjust messaging and targeting as needed according to market conditions (Marketing)
- Create a citywide task force to maintain definite convention bookings and assist groups with marketing and messaging to keep remaining 2020 and 2021 groups in Austin (Sales, Marketing)
- Target and incentivize local corporate and association groups to meet in Austin, using dedicated marketing efforts and sales activities (Sales, Marketing)
- Implement virtual site visits and sales calls to promote Austin outside of the local market (Sales, Marketing)
- Partner with Austin Convention Center to identify new protocols for in-person meetings and equip clients with timely information and tools to gather and work safely in Austin (Sales, Services, Marketing, Sports, Music, Film)
- Promote local businesses, attractions, venues and events to increase hotel stays from locals and drive-market visitors and help re-establish tourism and hospitality jobs (Marketing)
- Partner with a diverse group of local community members, chambers of commerce and other stakeholders to ensure that Austin is a welcoming city for all visitors (Executive, Marketing, Sales)
- Amplify online sales efforts to generate Visitor Center revenue (Visitor Services)
- Target new sports events and increase awareness of Austin's new venues and facilities (Sports)
- Generate publicity opportunities for community partners, local businesses and public relations team to secure media coverage (Marketing, Communications)

## WHERE WE ARE

# PHASE 2: STABILIZE

### WILL BE MARKED BY:

46-64%

CITYWIDE HOTEL  
OCCUPANCY

In this phase, we will leverage tried-and-true sales and marketing tactics to inspire Austin brand engagement and drive leisure visits and meeting and convention bookings.

### TACTICS:

- Expand leisure and meetings advertising campaign targeting key markets (Marketing)
- Address the immediate need of filling availability for 2022 and 2023 at the Convention Center with booking incentives that will bolster downtown demand and therefore positively impact the entire market (Sales, Marketing)
- Build maximum attendance for the definite groups in later 2021 and 2022 by providing proactive marketing and messaging tools for the destination and safety protocols (Services, Marketing)
- Increase hotel-only, short-term bookings, state associations, sporting events and government opportunities for hotels outside of the Central Business District (Sales, Marketing)
- Resume in-person sales efforts, site visits, industry trade shows and events (Sales, Services, Tourism)
- Partner with AUS and Chamber of Commerce to help restore and increase flight service to Austin (Tourism, Marketing)
- Continue to generate and shape positive and valuable media coverage of Austin in domestic and international media outlets (Communications, Marketing)
- Appeal to local corporate and association groups to meet in their home town and therefore help in our hospitality community's effort to recover (Sales, Marketing)
- Market new, first-time sports events with the exciting opening of Q2 Stadium and Moody Arena (Sports)
- Generate publicity opportunities for community partners, local businesses and public relations team to secure media coverage (Marketing, Communications)

## WHERE WE ARE HEADING

# PHASE 3: NORMALIZE

WILL BE MARKED BY:

65% +

CITYWIDE HOTEL  
OCCUPANCY

This phase will be marked by sustainable outcomes which signal the return of a healthy tourism and hospitality industry. Given its long-range view, these strategies will remain fluid, prompting ongoing conversation and collaboration with relevant stakeholders.

### TACTICS:

- Leisure campaign at full reach in domestic and key international markets (Marketing)
- Resume proven Sales and Marketing programs (Sales, Marketing, Tourism)
- Provide additional visitor services and support to local tour companies (Visitor Services)
- Plan and execute events at the Visitor Center to partner with and showcase local businesses and makers (Visitor Services)



# MARKETING CAMPAIGNS



**Our marketing and advertising plan for FY 21/22 will continue to focus on promoting and enticing travel to the destination through an integrated program across our multiple owned platforms and with select media partners. Following the research and results from our summer 2021 campaign, we envision a plan for 2022 targeting a broader domestic audience and re-engaging with our key international markets.**

*With the dramatic rise in traveler sentiment and trip planning in the coming year, we will operate in a more competitive market environment than ever before, with destinations all going after their share of visitors. This is especially the case with competing drive-market destinations as roadtrips continue to top all traveler intent measures. A competitive and sustainable marketing budget is critical to gaining Austin's share of visits and visitor spending which, in turn, contributes to the overall economic vitality of the city.*



# Way Better Live Campaign

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As our local tourism industry continues to recover, we invite visitors to come and experience the destination in person - It's Way Better Live. Just like our music, Austin's food, outdoor spaces, arts, culture and local businesses are also best experienced live. This campaign, launched on May 2, will target our drive- and limited fly-market audiences. The campaign will continue to run throughout FY21/22 with slight modifications to the creative and messaging.



# F O M A

(FEAR OF MISSING AUSTIN)

20 Iconic Austin Restaurants You Have To Taste To Believe

[READ MORE](#)

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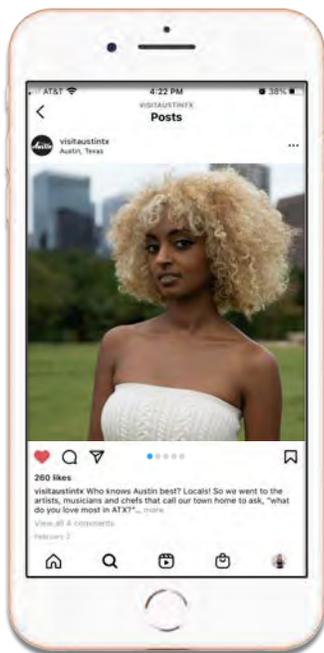
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# NICHE MARKETING CAMPAIGNS

We also anticipate expanding successful niche marketing programs that delivered strong FY20/21 results and will continue to help aid tourism recovery:





## VIBRANT CITY

Austin's street art scene is one of our most loved visitor attractions, inspiring visitors to snap pictures and share their Austin experience with others. Tapping into this insight, Visit Austin partnered with local production company, Arts + Labor, to create a mini-documentary called "Vibrant City" which celebrates Austin's vibrant mural scene and the artist's behind the work: Federico Archuleta (Let's Band Together), Zuzu (Never Forget), Rex Hamilton (Mural at Seaholm Power Plant) and Sadé Lawson (It's Okay to Not Be Okay).

To complement the documentary and enhance the Instagram experience, Visit Austin launched our first augmented reality (AR) Instagram filters. Visitors and Austinites can use the AR filters to bring the murals to life and share their immersive experience with others on Instagram, allowing them to interact with Austin murals in a whole new way.



VISIT AUSTIN CELEBRATES



SMALL  
BUSINESS  
SEASON



Austin

GIFT LOCAL  
GOODS &  
EXPERIENCES  
THIS SEASON

## SMALL BUSINESS SEASON

To close out 2020, Visit Austin created Small Business Season – a movement aimed at empowering residents and visitors to help support and preserve the “special sauce” of Austin. During the month of December, the campaign asked our audience to make small businesses their first stop for in-store and online purchases.

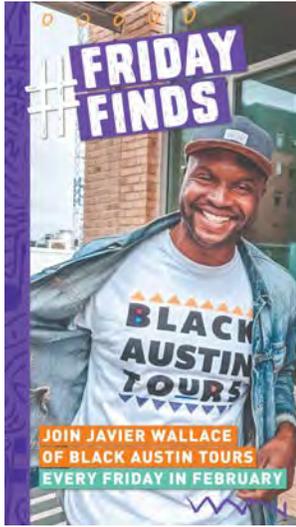
The Small Business Season online guide ([visitaustin.org/shopping](http://visitaustin.org/shopping)) featured more than 300 businesses throughout the city, allowing visitors to gain holiday inspiration from a diverse mix of Austin finds: bike shops and outdoor retailers, bookstores, apparel and gift boutiques, culinary shops, farmers markets, record stores and more. The Austin Visitor Center also curated a mix of regional finds on their online store.

This effort garnered more than **40,000 direct referrals** to local Austin businesses over the 25-day campaign.



SUPPORT  
LOCAL

# Austin Influencer Campaigns



## BLACK AUSTIN TOURS

Visit Austin teamed up with Javier Wallace, a native Austinite, local historian and the Founder & Guide of Black Austin Tours. Through Black Austin Tours, Javier guides visitors through the rich and vibrant history of Austin's Black community by visiting historical landmarks and Black-owned businesses.

This partnership enabled Visit Austin to share his knowledge with our social media followers through our #FridayFinds series, a weekly Instagram Stories series highlighting local businesses and attractions. Javier spotlighted different aspects of Austin's Black community, including Austin's Black music, art and food scenes, as well as the Six Square district, a historically significant portion of East Austin.

## #TRUEAUSTIN TAKEOVER

A survey conducted by Destination Analysts in August 2020 found American travelers favored cities taking the necessary steps to keep guests safe. With this in mind, and when the timing was right, we worked with our strong community of local influencers to invite visitors back to safely visit Austin.

The #TrueAustin Takeover is a series featuring Austin influencers sharing their favorite restaurants, outdoor activities, and retail businesses and the safety measures in place at each location. Each influencer took over the Visit Austin Instagram account for 24 hours, sharing inspiring and informational content. The week-long 2020 campaign resulted in 54 local businesses featured, who benefited from nearly 630,000 organic impressions.

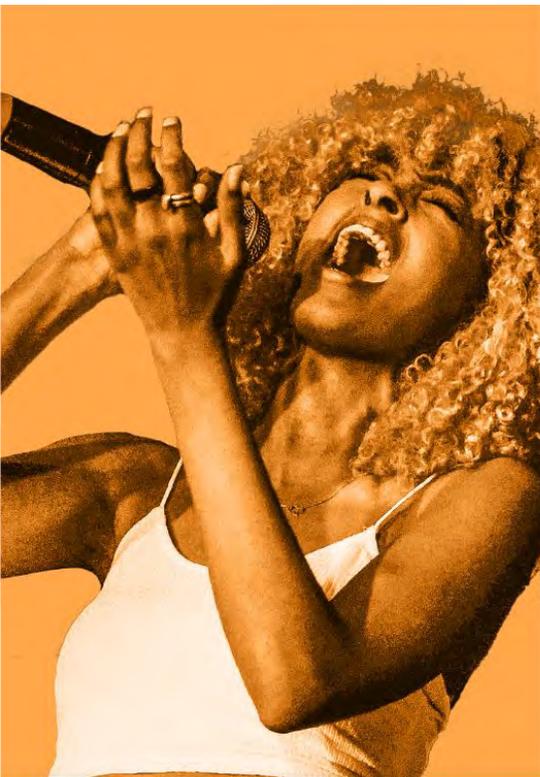


# Austin Music Integrated Digital Marketing Program

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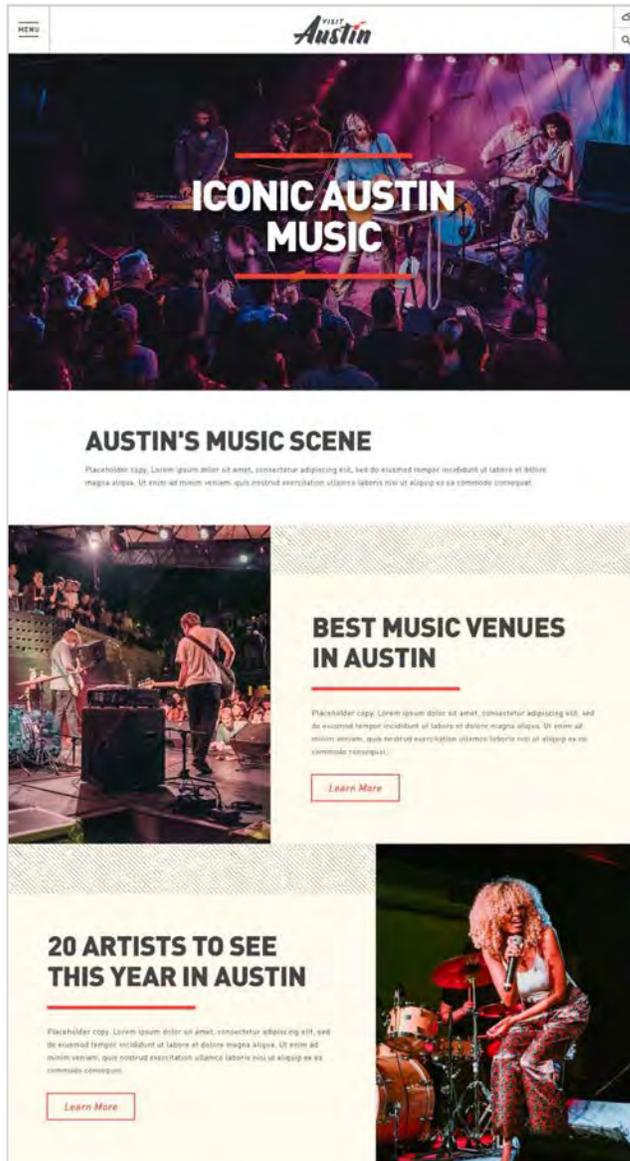
The Music marketing campaign includes a targeted media campaign reaching potential visitors in key drive- and fly-markets. From there, visitors will experience an interactive music hub on VisitAustin.org, complete with an iconic Austin web experience which highlights Austin music by genre and an interactive music venue map. The ultimate goal is to engage visitors with these tools and refer them directly to local artist and venue websites and social media channels.

While developing this plan, Visit Austin anticipated ongoing evolution as the music industry returns from virtual programming back to live events. To deliver this HOT-funded plan, Visit Austin will lend its expertise, strategically targeting potential visitors with a music emphasis on the Way Better Live campaign. Our team is committed to celebrating the diversity of Austin's music community by highlighting what's interesting, inspiring, unique and different about its audience, including featuring people of color, those who identify as LGBTQ+, those who affiliate with various religions and those who are disabled.



**VISIT AUSTIN X MUSIC & ENTERTAINMENT DIVISION**





TRAFFIC DRIVERS → HUB → REFERRAL

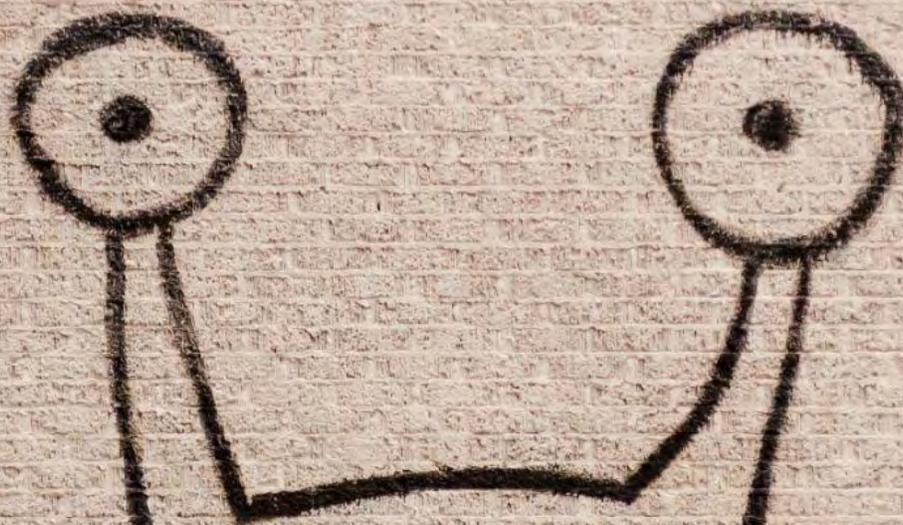


SOCIAL MEDIA  
AD CAMPAIGN  
EMAIL MARKETING

INTERACTIVE VENUE MAP  
+ DIRECTORY  
  
+ MORE

ARTIST WEBSITES  
ARTIST SOCIAL CHANNELS  
VENUE WEBSITES

HI, HOW ARE YOU



# VISIT AUSTIN ACTIVITIES & CONTACT INFORMATION



# FY21/22 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	SECOND QUARTER	THIRD QUARTER	FOURTH QUARTER
<p><b>OCTOBER 2021</b></p> <p>Austin City Limits Music Festival</p> <p>Austin Film Festival</p> <p>Formula One United States Grand Prix</p> <p>Brand USA Global Marketplace</p>	<p><b>JANUARY 2022</b></p> <p>Professional Convention Management Association (PCMA) Convening Leaders</p> <p><b>FEBRUARY 2022</b></p> <p>Collinson Diversity Marketplace</p> <p><b>MARCH 2022</b></p> <p>International Tourism Bourse (ITB) Berlin</p> <p>Meet NY &amp; Sales Calls</p> <p>Meeting Professionals International (MPI) Northern California Annual Conference &amp; Expo</p> <p>National Collegiate Athletic Association Division 1 (NCAA D1) Men's and Women's Swimming &amp; Diving Championships</p> <p>SXSW</p> <p>World Golf Championships - Dell Match Play</p>	<p><b>APRIL 2022</b></p> <p>Local Client Appreciation Event</p> <p>National Association of Sports Commissions Sports Event Symposium</p> <p>Red Bull MotoGP Grand Prix of The Americas (TBD)</p> <p><b>MAY 2022</b></p> <p>Toronto Sales Mission &amp; Client Event</p> <p>U.S. Travel Association (USTA) IPW</p> <p><b>JUNE 2022</b></p> <p>MPI World Education Congress</p> <p>NCAA D1 Men's and Women's Outdoor Track &amp; Field Championships</p> <p>PCMA Partnership Summit</p> <p>Visit Austin Experiential Summer Tour</p> <p>U.S. Travel Association IPW</p>	<p><b>JULY 2022</b></p> <p>Chicago Sales Mission &amp; Client Event</p> <p>CVENT Connect Conference</p> <p>Destinations International Annual Conference</p> <p>Triple Crown Southwest Summer Nationals</p> <p><b>AUGUST 2022</b></p> <p>ASAE Annual Meeting</p> <p>Educational Seminar for Tourism Organizations (ESTO)</p> <p>Experient e4</p> <p>Texas Sales Mission &amp; Client Event</p> <p><b>SEPTEMBER 2022</b></p> <p>Northeast Sales Calls</p> <p>TSAE New Ideas Annual Conference</p> <p>Texas Travel Industry Association (TTIA) Texas Travel Summit</p> <p>Texas Travel Association Travel Summit</p> <p>World Routes</p>
<p><b>NOVEMBER 2021</b></p> <p>Visit Austin Annual Meeting</p> <p>D.C. Sales Mission</p> <p>Financial &amp; Insurance Conference Professionals (FICP) Annual Conference</p> <p>National Coalition of Black Meeting Planners Annual Conference</p>			
<p><b>DECEMBER 2021</b></p> <p>Association Forum Holiday Showcase</p> <p>Chicago Holiday Client Event</p> <p>International Association of Exhibitions and Events (IAEE) Expo! Expo!</p> <p>Texas Society of Association Executives (TSAE) Holiday Luncheon</p>			

# 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](http://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
512.583.7217	Livingston	Jenna	Special Projects Manager
512.583.7254	Millham	Holland	Executive Assistant to the President
512.583.7201	Noonan	Tom	President and CEO
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	Falco	Holland	Marketing Manager, Digital & Social
512.583.7229	Felton	Christine	Marketing Manager, Digital & Content
512.583.7230	Gannon	Brian	Director of the Austin Film Commission
512.583.7209	Kerr	Tiffany	Vice President of Marketing
512.583.7278	Krawczyk	Silvia	Marketing Manager
512.583.7233	Lozano	Omar	Director of Music Marketing
512.583.7206	Richardson	Susan	Director of Content and Digital Marketing
512.583.7260	Lamell	Alison	Marketing and Tourism Specialist

### STRATEGIC ALLIANCES

512.583.7215	Hackley	Mary Kay	Vice President, Strategic Alliances
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## CONVENTION SALES AND AUSTIN SPORTS COMMISSION

512.583.7257	Black	Jasmine	Sales Coordinator
512.583.7241	Brown	Amy	Vice President of Sales
512.583.7214	Cannon	Shannon	Senior Director of Texas Accounts
512.583.7216	Cantalope	Val	Director of Midwest Sales
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
512.583.7212	Hays	Drew	Director of Sports Commission Sales
773.774.1342	McCabe	Sarah	Director of Northeast Regional Sales
843.767.1788	Parker	Kristen	Director of Eastern Regional Sales
512.583.7220	Piper	Dane	Director of Southeast/South Central and Diversity Sales
512.583.7266	Thomas	Kelly	Sr. Sales Manager and International Sales

## CONVENTION SERVICES

512.583.7222	Atkins	Linda	Vice President of Services
512.583.7250	Cava	Christina	Convention Services Manager
512.583.7271	Doggett	Jeff	Senior Convention Services Manager
512.583.7225	Portier	Bridget	Director of Convention Services

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

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

512.478.0098	Blackburn	Mary	Visitor Services Coordinator (part-time)
512.583.7270	Duffy	Sean	Operations Manager
512.583.7237	Eppright	Harrison	Manager of Visitor Services/Tour Ambassador
512.583.7242	Pollan	Natalie	Director of Retail and Visitor Services
512.583.7235	Trenckmann	Cynthia	Visitor Center Assistant Manager

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