

VISIT AU ST IN



AS OF
7.19.2022

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MESSAGE FROM THE PRESIDENT

We are pleased to present the fiscal year 2022-2023 Visit Austin Marketing Plan. As visitors, meetings and events continue to return, we are hopeful that this next year will have Austin one step closer to where we were pre-pandemic. With record high occupancy tax collections and attendance at some events, as well as the return of major festivals such as F1, ACL and SXSW, we are truly hopeful this will be the case.

The current state of the industry demands strategic and creative solutions to continue 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 continuing to work with hospitality partners to address the loss of industry jobs and the lack of available workers.

Although we experienced a loss of more than 600 groups totaling more than 750,000 hotel room nights during the pandemic, the sales team has since been able to save and rebook 200 groups with over 200,000 room nights for future dates. As we move forward, the landscape in attracting meetings, conventions and leisure travelers back to our destination will continue to be more competitive than it has ever been. Given that market trends show us heading towards a potential recession, it's imperative we be proactive in bringing more meetings business back into Austin. History has shown us that during prior economic slowdowns, such as 9/11 and in 2008, leisure travel saw a significant decline, while meetings business continued.

While our main goals will continue to be filling hotel rooms and bringing meetings and events to the convention center, we also want to look at ways we can maximize hotel tax collections and funds to support arts and heritage projects, which Austinites are so passionate for and proud of.

I'm confident our sales and marketing activities will continue to keep Austin top-of-mind; however, with the Tourism Public Improvement District (TPID) not anticipated to be in place for the start of the upcoming fiscal year, we are hopeful we can continue to work with city officials and the hotel community on rolling it out soon.

Visit Austin will continue to help lead recovery efforts for our local travel, tourism and hospitality industry. We recognize that our work will help get hospitality employees back to work, keep business in 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®.

A handwritten signature in black ink that reads "Tom Noonan". The signature is written in a cursive style with a long horizontal stroke at the end.

Tom Noonan
President & CEO
Visit Austin



WE ARE VISIT AUSTIN



The Austin Convention and Visitors Bureau (dba as Visit Austin) is the official destination marketing organization for the city of Austin, contracted to market the city both nationally and internationally as a premier convention and leisure destination.

By promoting Austin's world-class reputation and boosting tourism, we help generate billions of dollars annually for the local economy.

This revenue helps enrich our community, support our local businesses and creatives, and improve Austinites' quality of life.

- Visit Austin is a private, nonprofit 501 (c)(6) corporation
- 43 employees
- Founded in 1996, now in its 26th year of operation
- Accredited member of Destinations International
- Visit Austin Foundation is a nonprofit 501 (c)(3)
- Operate the Austin Visitor Center



2021 Winner

2021 VISIT AUSTIN SUCCESSES

AWARDS

TRAVEL TEXAS AWARDS

DESTINATION MARKETING CAMPAIGN

Small Business Season

FOOD FESTIVAL OR SERIES

Best Seat in the House

MUSIC SERIES

Best Seat in the House, Live Music Edition

INSTAGRAMMABLE SPOT

Austin Street Art

EVENT - *ChefsFeed*

DESTINATION SOCIAL MEDIA ACCOUNT

VISITOR CENTER

MEDIA

988

MEDIA OUTREACH & PRESS RELEASES/PITCHES

15,131,189

MEDIA CIRCULATION /VIEWERSHIP /IMPRESSIONS

VISITAUSTIN.ORG



2.5M+

UNIQUE VISITORS
+61% ↑*



6.6M+

PAGEVIEWS
+66% ↑*

* FROM FY 20-21

VISITOR SERVICES



77,376

VISITORS TO THE VC



10,100

VISITOR INQUIRIES

MUSIC



277

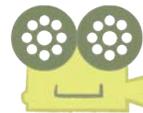
MUSIC INQUIRIES

63

ARTIST BOOKINGS



FILM



20

MAJOR FILMS, TV SERIES AND COMMERCIALS FILMED IN AUSTIN

SALES & SERVICES



258,703

ROOM NIGHTS BOOKED



1,069

CONVENTIONS SERVICED



1,614,073

LEAD ROOM NIGHTS

DESTINATION ASSETS

EVENTS

Live music made a triumphant return in 2021. The city welcomed back ACL Festival, followed shortly after by a very successful SXSW 2022.

Live, in-person events also returned to Circuit of The Americas in 2021, headlined by MotoGP and Formula 1 - which played host to the largest F1 crowd ever with over 400,000 fans.



NEW HOTELS

More than 15 new hotels are projected to open in Austin - further establishing the city as a premier meeting and convention destination, and pushing market inventory to over 48,000 rooms citywide.

Noteworthy additions include the Thompson Austin/tommie Austin dual-branded property, new lifestyle brand Origin by Wyndham, Hyatt Centric on Congress Avenue, and several other established brands and boutique hotels nestled throughout the city.



NEW VENUES

2022 has already seen the opening of the marquee arena that the Live Music Capital of the World® deserves. The 15,000-seat Moody Center, future home of UT basketball and host to the world's biggest music acts, is already becoming an immediate sensation.

Not to be outdone, Circuit of The Americas will debut COTALAND later in 2022, a kid-friendly amusement park that will also feature hair-raising adult rides including a massive roller coaster and a giant swinging pendulum.

NEW AIR SERVICE

Austin-Bergstrom International Airport (AUS) was named one of the Top 10 Best Airports in the United States by the readers of *Condé Nast Traveler* for the third year in a row in 2022.

Several airlines have announced new international routes to AUS for 2022, including Virgin Atlantic from London, KLM Royal Dutch Airlines from Amsterdam, Air Canada from Vancouver, Spirit Airlines from Monterrey and American Airlines from multiple destinations in the Caribbean.

virgin atlantic


KLM
Royal Dutch Airlines

 AIR CANADA

spirit

American Airlines 

NATIONAL & INTERNATIONAL TOURISM OUTLOOK

JUNE 2022 U.S. TRAVEL
MONTHLY TRAVEL DATA

BUSINESS TRAVEL, MEETINGS AND EVENTS

- Four in five (82%) business travel organizations feel their employees are willing to travel in the current environment, up from 54% in January.
- More than three-quarters (77%) of business travelers and 64% of employed Americans agree it is more important than ever to bring back business travel.
- Nearly nine in 10 business travelers (86%) say face-to-face interactions are important for maximizing company success.
- Three-quarters of business travelers agree that in-person meetings build organizational strength and fosters collaboration in a way virtual interactions cannot.

Source: American Hotel and Lodging Association, U.S. Travel Association

CONSUMER AND TRAVELER INSIGHTS - DOMESTIC LEISURE

- COVID-19 is no longer the top concern for Americans when making travel plans. Transportation costs (34%) and personal financial situations (31%) are a higher concern than the virus (19%).
- More than six in 10 American travelers (63%) say that the current rise in gas prices will impact their decision to travel in the next six months.
- Despite rising costs, more than nine in 10 (92%) American travelers have travel plans within the next six months.
- Although just 7% plan on cancelling trips, 44% will reduce the number of trips or choose destinations closer to home.
- Over 63% of American travelers say they have a strong degree of openness to learning about new travel experiences and destinations to visit.

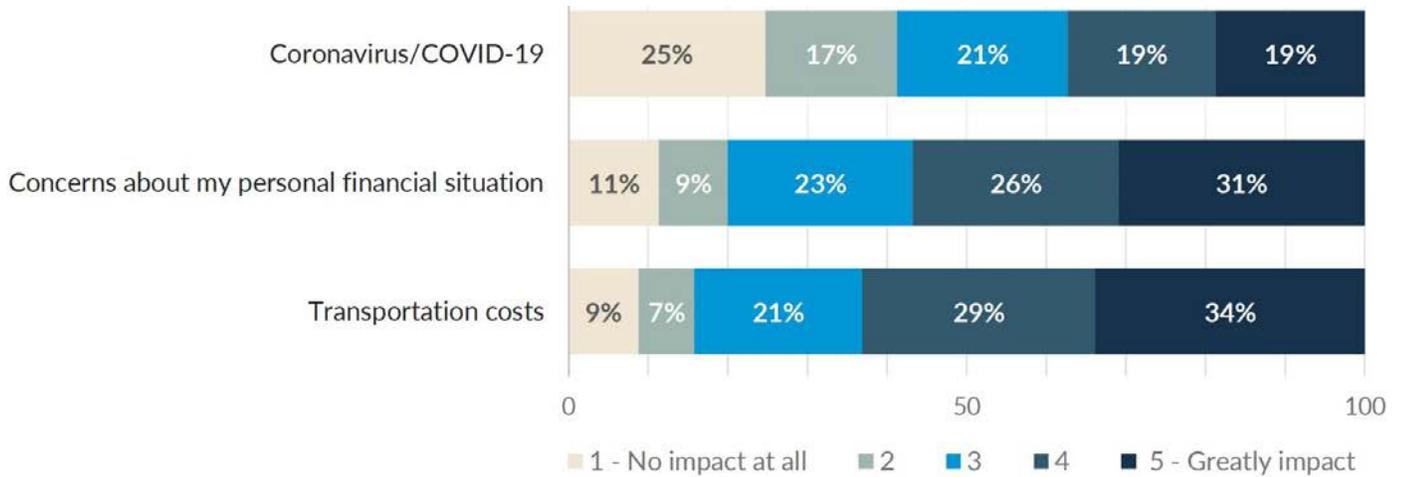
Source: Harris Poll, Longwoods International, Destination Analysts

INTERNATIONAL

- Three-quarters of global travelers agree they are willing to book a trip in 2022, even if they may have to cancel or modify it later—up from 56% in 2021.
- Eight in 10 global travelers desire to visit destinations where they can immerse themselves in local culture and want the money they spend to go back into local communities.
- While travel from China and Japan remained stalled, visitations from most other markets—for example, the U.K. (-51%), Spain (-29%), Israel (-36%) and India (-29%)—were again on a path of recovery.

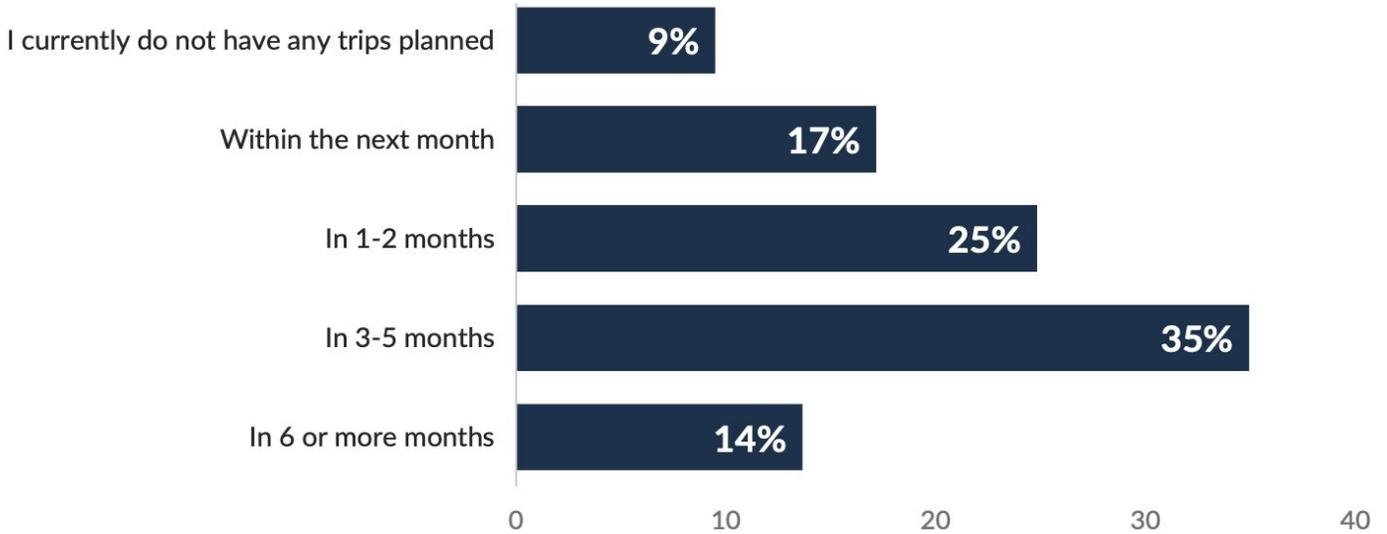
Source: National Travel and Tourism Office, American Express Travel

FACTORS IMPACTING DECISIONS TO TRAVEL IN THE NEXT SIX MONTHS



Source: Longwoods International

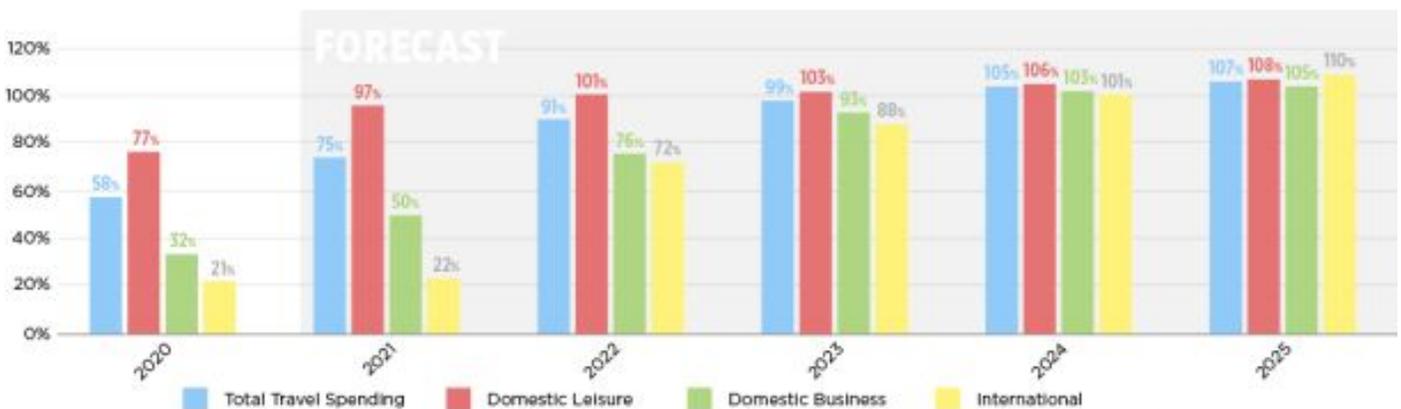
WHEN IS YOUR NEXT TRIP?



Source: Longwoods International

RECOVERY FORECAST FOR DOMESTIC & INTERNATIONAL TRAVEL SPENDING

% RECOVERED COMPARED TO 2019

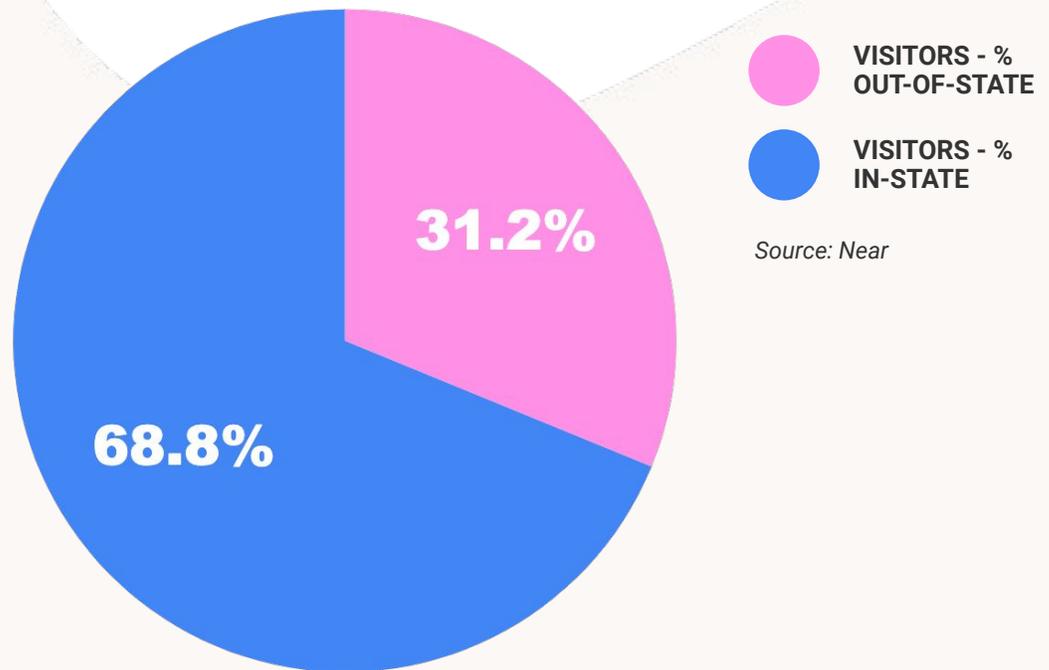


Source: Tourism Economics

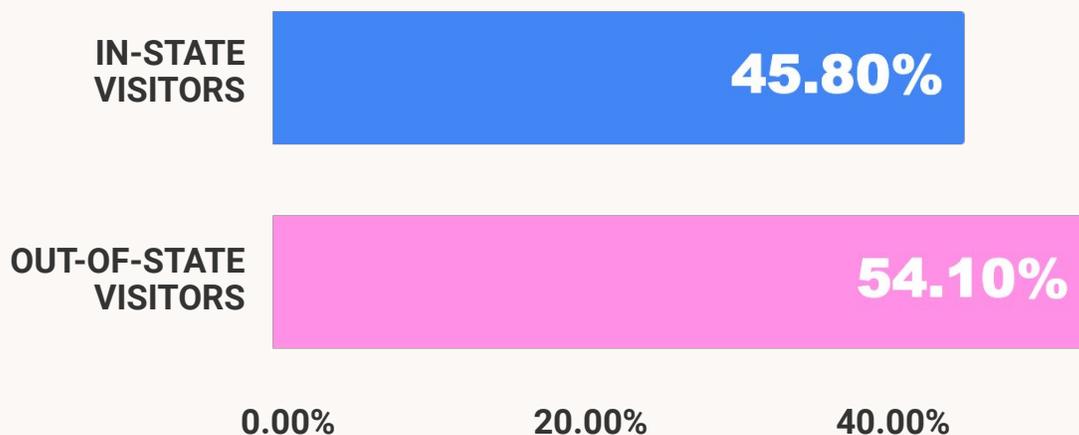
KEY AUSTIN MARKET INSIGHTS

Overall, visitors from out of state are more likely to stay overnight. And while 31% of visitors to Austin are from out of state, those visitors represent 54% of total visitor spending, reinforcing the importance of marketing nationally as these are the most valuable visitors to the destination.

IN-STATE VS. OUT-OF-STATE VISITATION TO AUSTIN

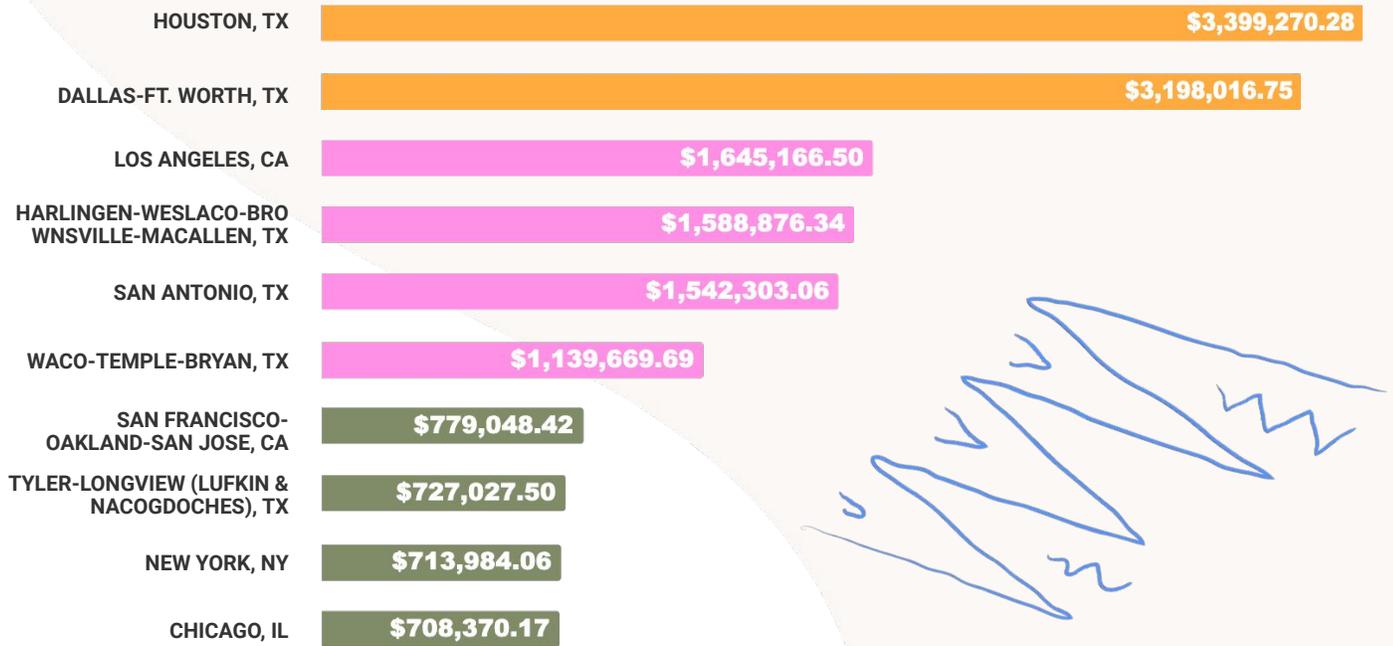


IN-STATE VS. OUT-OF-STATE VISITOR SPENDING IN AUSTIN



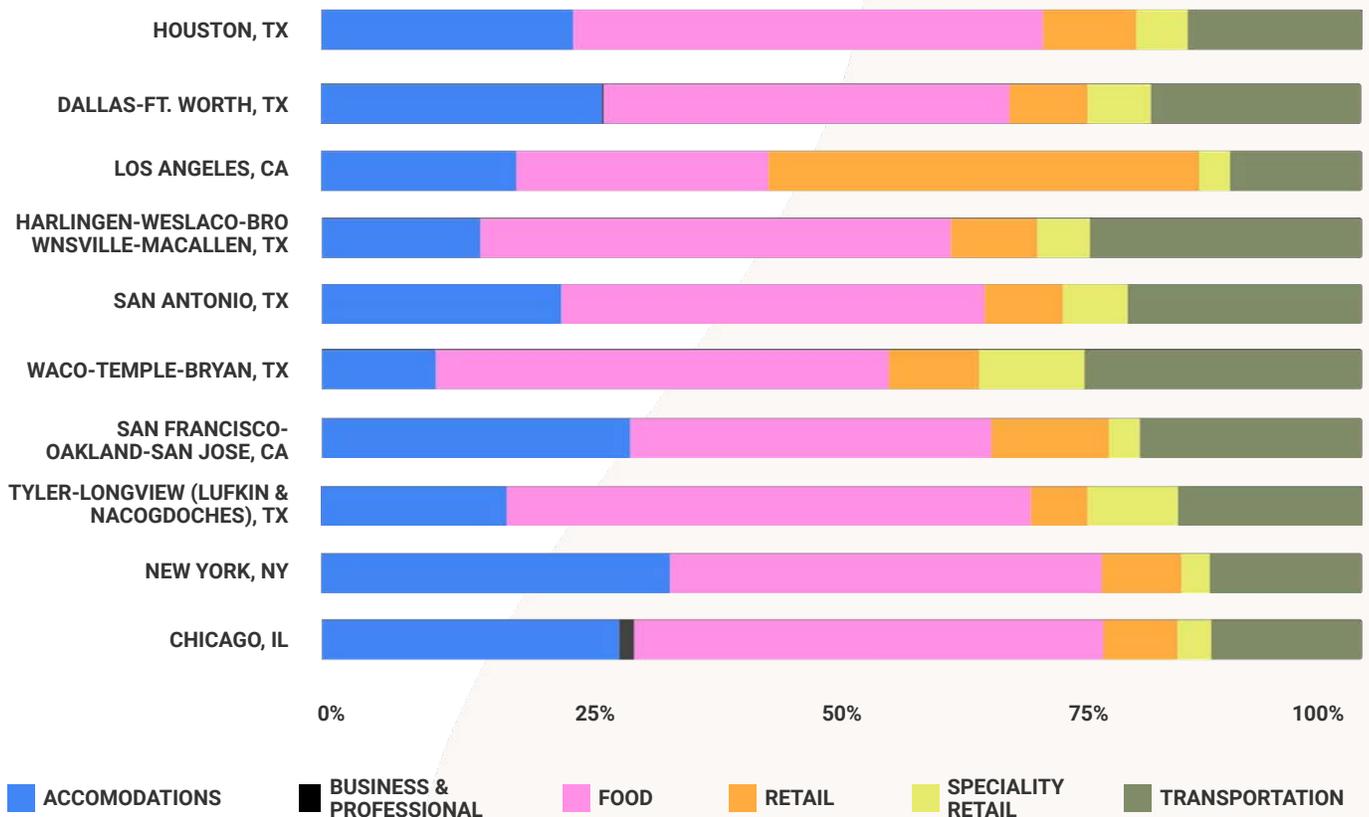
AUSTIN'S TOP 10 VISITOR SPENDING MARKETS

Source: Affinity



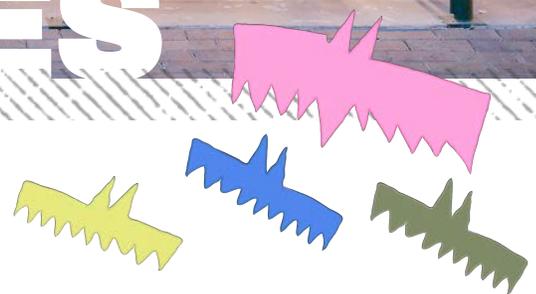
VISITOR SPENDING CATEGORIES BY MARKET

Source: Affinity





2022-2023 OBJECTIVES



INCREASE VISITATION AND SPENDING

One of Visit Austin's core goals is to increase demand in Austin for hotel rooms, attraction visits, package tours, retail shopping, the frequenting of bars and restaurants, use of transportation, and activities that positively impact the local economy.

SOLIDIFY AUSTIN'S REPUTATION

Visit Austin reinforces the Live Music Capital of the World® brand through a variety of strategic sales and marketing programs. Although Austin's destination appeal goes beyond live music the brand successfully keeps Austin top-of-mind among potential visitors.

PROMOTE LOCAL BUSINESSES

Visit Austin supports and spotlights local businesses via a robust multi-channel approach, including VisitAustin.org and the Austin Insider Blog, the Austin Visitor Guide, the Austin Visitor Center, Visit Austin's official social media accounts, paid media programs, PR outreach, site visits, group referrals and more.

BOOST MEETINGS TRAVEL

Visit Austin serves as the primary booking entity for the Austin Convention Center. In turn, these bookings increase demand for hotels, restaurants, and more.

RECRUIT SPORTS EVENTS

Visit Austin plays a key role in booking sporting events to Austin through the activities of the Sports Commission. New sports venues and bookings bring new opportunities to Austin.

CHAMPION EQUITY + DIVERSITY

Visit Austin uses its platforms and programs to represent Austin's diversity and also reflect the diverse travelers we seek to welcome to the destination. The sales team also initiates partnerships with organizations representing diverse meeting professionals.

ATTRACT FILMMAKERS

Visit Austin champions the economic viability of Austin's growing film industry through the activities of the Austin Film Commission, while maintaining a strong relationship with the local film community.

DRIVE MEDIA EXPOSURE

Our aim is to secure national and international media exposure, resulting in millions of valuable impressions for Austin's diverse attractions, natural environment, rich history, and unique culture.



PLAN OF ACTION

Given the dramatic rise in traveler sentiment over recent months, the drop in COVID-19 cases and the return to in-person meetings and events, Visit Austin is operating in a market environment that is more competitive than ever before. With the anticipated implementation of the TPID, Visit Austin would have a competitive and sustainable budget, which will be critical to the organization's efforts as other national and international destinations continue to vie for their share of leisure and meetings travel. The Plan of Action outlines the tactics Visit Austin plans to execute, in order to help restore Austin's travel and hospitality industry and to meet our contracted goals and objectives.

MARKETING COMMUNICATIONS



VISIT AUSTIN ROLE

The multidisciplinary Marketing Communications department delivers targeted messaging and creates awareness about Austin to consumers, media, meeting professionals, travel trade professionals and the hospitality industry through a variety of integrated strategic efforts.

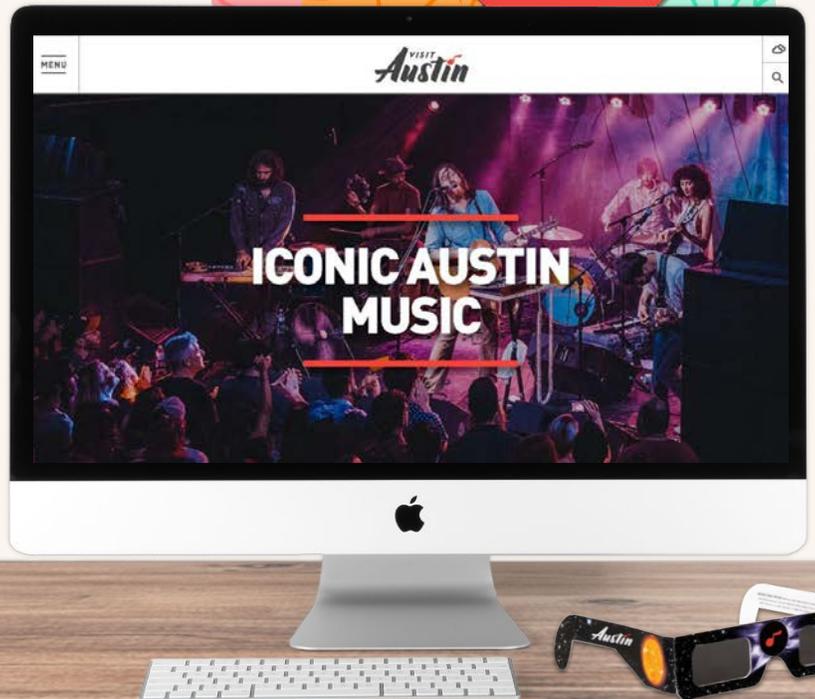
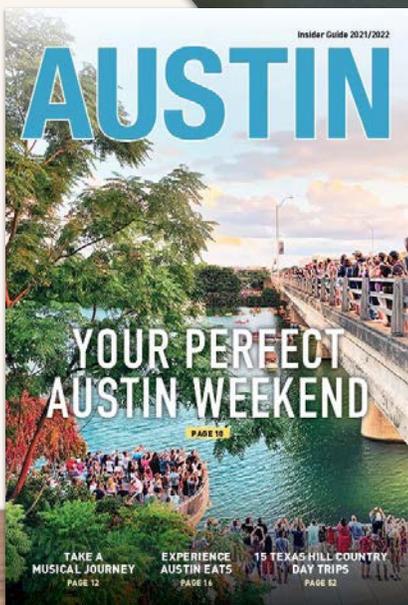
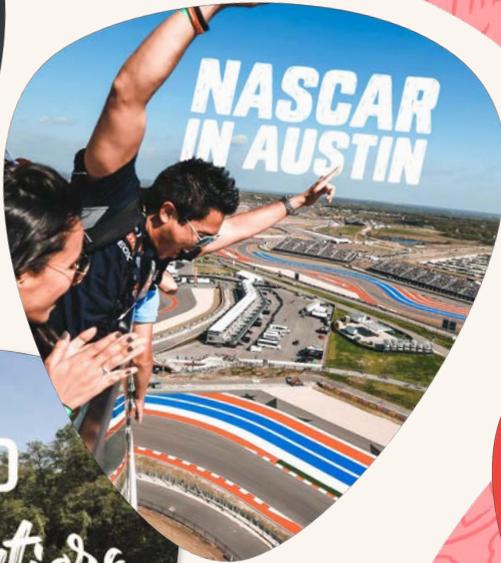
STRATEGIC INITIATIVES

Visit Austin marketing, communications and advertising plan for FY 2022-2023 will continue to focus on promoting and enticing travel to the destination through an integrated program across Visit Austin owned platforms and with select media partners. Following the research and results from our summer 2022 campaign, we envision a plan targeting a broader domestic audience and a robust return to our key international markets. The communications team will continue to generate positive and valuable editorial coverage in the domestic and key international markets.

PLANNED ACTIVITIES IN 2022-2023 INCLUDE:

- Refresh our Way Better Live brand advertising campaign with new photography and video to inspire audiences to learn more about Austin's key destination pillars.
- Develop targeted niche marketing campaigns to complement larger brand advertising efforts.
- Generate content, interest and bookings around major events and for down periods.
- Develop integrated partnerships with media platforms.
- Inclusion in Travel Texas & Partners Frontiers campaign to launch in the UK and proceed to run in various international markets throughout 2022-2023.
- Continue to build on a robust influencer marketing program, partnering with a qualified and diverse group of creators in the travel and lifestyle space.
- Expand social media strategy to increase our presence on TikTok and Pinterest.
- Continue to evolve VisitAustin.org and our organic content programs (Austin Insider Blog, eNewsletter programs, Austin Visitor Guide, etc.) to showcase inspiring content, drive more visitors to local businesses and enhance the trip-planning experience. Evaluate other programs including a chat bot.
- Work with local freelancers and photographers to create curated content for Black, Latino/a, Asian American and Pacific Islander and LGBTQ+ visitors to reflect the diverse experiences in Austin.
- Leverage data partners and industry research around evolving travel interests to look for new content opportunities and reach new audiences.
- Organize and conduct familiarization tours with pre-qualified media and influencers to develop media awareness and editorial coverage of Austin's cultural, historical and diverse products and attractions.

MARKETING CAMPAIGNS & ACTIVITIES



TOURISM MARKETING

VISIT AUSTIN ROLE

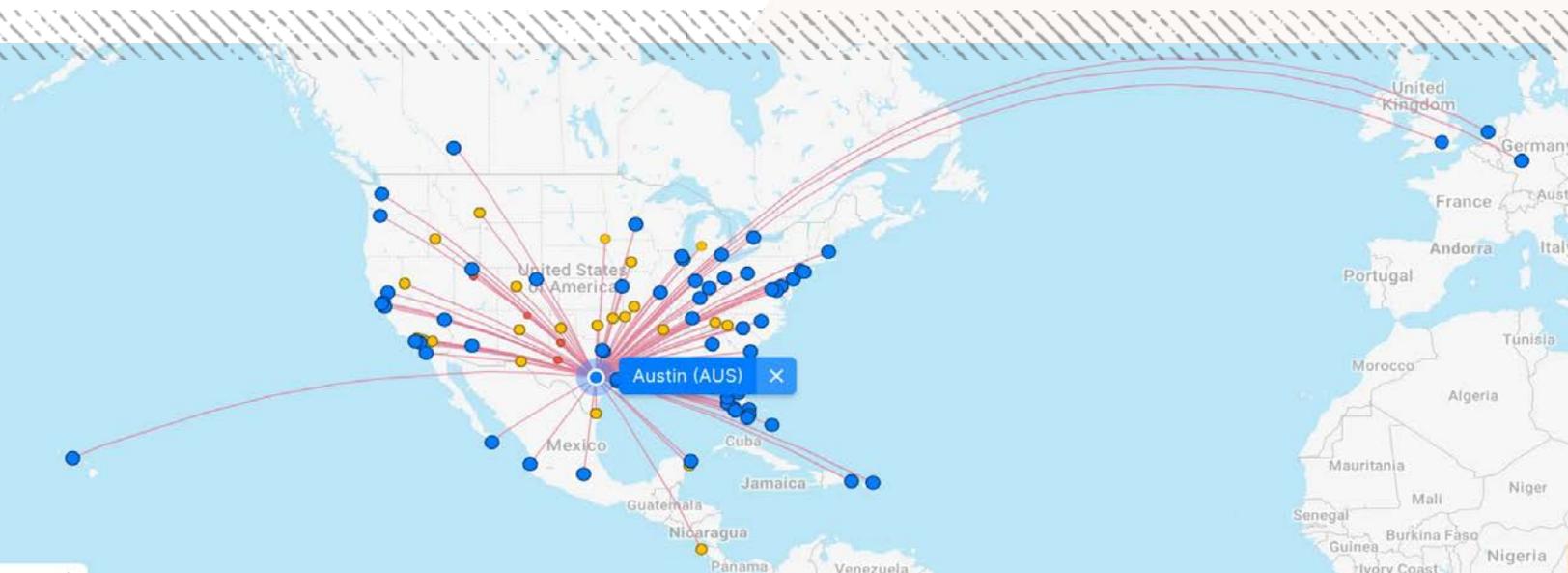
The Tourism department promotes the Austin travel product to domestic and international markets through strategic activities. The department also works with Austin-Bergstrom International Airport in maintaining and increasing air service to the city.

STRATEGIC INITIATIVES

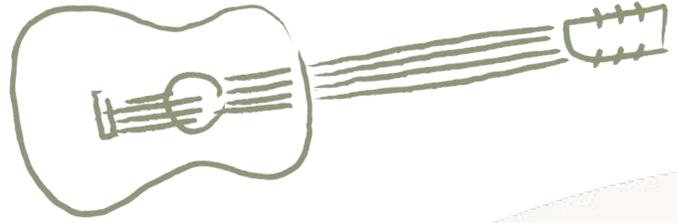
Leisure travel has been driving recovery for our hospitality partners and we anticipate it will continue to represent the largest volume of travelers throughout FY 2022-2023. The Tourism department plans to increase in-person activities, as well as marketing and promotion to domestic and international travel trade in order to increase product packaging. As trade shows, missions and other activities become available to meet with clients from around the world, we will evaluate those in partnership with Texas Travel, Brand USA, US Travel and others to keep Austin top-of-mind. We also plan to contract with international-based representation to assist with ongoing marketing activities in the UK and Europe.

PLANNED ACTIVITIES IN 2022-2023 INCLUDE:

- Exhibit at U.S. Travel Association's IPW, the largest international inbound travel show, in San Antonio in May 2023. This appointment formatted show will provide us with a unique opportunity to introduce our destination to thousands of buyers and media. We will also host pre- and post- familiarization tours and participate as a sponsor for Texas-hosted events.
- Launch a marketing campaign in preparation for the 2024 total Solar Eclipse. This campaign will target consumers and travel trade to encourage making plans and securing accommodations in advance for one of the best eclipse viewing locations in the United States.
- Continue to work with the Austin Airport to maintain and secure new air service. Mainly focused on international inbound service, we work directly with the airlines to advertise and promote the service in conjunction with our destination to consumers, media and travel trade. With new and returning flights in FY 2021-2022, we will evaluate marketing opportunities to maintain service.



MUSIC MARKETING



VISIT AUSTIN ROLE

Markets Austin's music attractions to incoming visitors, meeting planners, conventions and media and identifies opportunities to highlight the local musician community.

STRATEGIC INITIATIVES

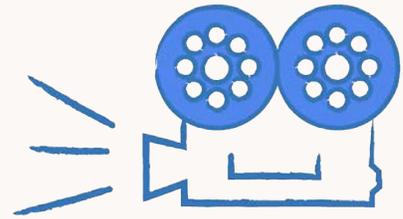
As our music community continues to recover and venues and festivals return to normal numbers, the Music Office will continue to identify opportunities to promote local Austin musicians, venues, attractions and partner with festival organizers to extend audience reach and promote Austin as the Live Music Capital of the World® to visitors.

PLANNED ACTIVITIES IN 2022-2023 INCLUDE:

- The return of Visit Austin experiential events and tour (*pending COVID-19 levels*).
- Work with the Sales department to continue including musician performances in client events.
- Support the Services department with music commitments to enhance convention and meeting group experience.
- Continue working with the Marketing department to develop and integrate digital content and programming that is current, diverse and inclusive of Austin's music community and attractions.
- Continue working with the Marketing department to enhance the music portal and Visit Austin's Music Scene content on VisitAustin.org, and explore opportunities to bring on partners for potential dedicated music-specific campaigns.



FILM COMMISSION



VISIT AUSTIN ROLE

The Austin Film Commission markets Austin to filmmakers, industry producers and entertainment studios and serves as a clearing house bringing ready-to-film features, commercials, still shoots and television productions to Austin.

STRATEGIC INITIATIVES

Throughout the pandemic, production of film, television and commercials has not slowed in Austin—in fact, it's picked up. Larger productions like feature films and television shows have been proven to bring in impactful local spending, Austin jobs, promotional value and hotel room nights, and they will continue to do so. That said, larger productions (with an in-state spend above \$250,000) rely on Texas Moving Image Industry Incentives from the State of Texas. With state incentive funding levels at a lower level this biennium (2022-2023), we anticipate the film and television allocation to be encumbered at any moment. In addition to diverse locations and a professional crew base, incentives are the biggest factor in the decision-making process for filmmakers and studios.

In 2022-2023, Austin Film Commission will do more outreach to industry sectors that are not reliant on incentives, support efforts to adopt a more competitive incentive program in Texas in order to retain and attract larger productions, and participate in a number of marketing initiatives to promote Austin as a premier film destination.

PLANNED ACTIVITIES IN 2022-2023 INCLUDE:

- Participate in the Association of Film Commissions International (AFCI) Week, a large industry trade show and marketing event in Los Angeles. To add value, private meetings with decision makers at studios are also planned around this event.
- Prepare for a possible return to our annual in-person event in Los Angeles with the Texas Association of Film Commissions (TXAFC) in 2023. TXAFC allows the Austin Film Commission to pool resources with Texas-based film commission partners and, in turn, more impactfully market directly to discussion makers in Hollywood, including independent producers and studio heads. The goal is to secure future projects that will film in Austin.
- Review multiple New York-based industry trade shows and advertising opportunities with a focus on commercial producers, a continuously growing sector in the Austin media production ecosystem.
- Continue outreach to industry sectors that are not reliant on incentives, such as branded content and commercial productions.
- Work with Texas Media Production Alliance (TXMPA) to push for a competitive incentive program in Texas so that the work stays in Austin and the industry expands to bring more benefits to the community.

SPORTS COMMISSION

VISIT AUSTIN ROLE

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

STRATEGIC INITIATIVES

Sports have been an integral component to driving recovery in FY 2021-2022, and we will work to help continue that trend in FY 2022-2023. New venue openings will bring new sporting events to the area. The Austin Sports Commission plans to participate in a number of initiatives to bring in new events and also retain existing events for future years.

PLANNED ACTIVITIES IN 2022-2023 INCLUDE:

- Continue conversations with USA Rugby to ensure Austin stays at the forefront of the World Cup Rugby selection process.
- Host and successfully execute the 2023 DI Outdoor Track & Field National Championships.
- Bring in new Perfect Game related events that benefit Austin hospitality community (expected to open in 2024).
- Promote and retain our existing annual events, including but not limited to Formula 1, Austin Marathon, NASCAR, World Golf Championships-Dell Technologies Match Play, Texas Relays, MotoGP, Austin FC and other sports related events that drive significant impact to Austin.
- Participate in various regional and national sales calls, and attend industry-related trade shows to meet with targeted rights holders.
- Engage in the Texas Sports Coalition during legislative session to help advocate for the sports tourism industry and be a supportive voice for the Texas Events Trust Fund program. Austin has a growing and evolving sports scene, and the commission will help advocate and further excel Austin's sports momentum.





PLAN OF ACTION 2022-2023

CONVENTION SALES

VISIT AUSTIN ROLE

The Convention Sales department promotes Austin nationally and internationally to meeting professionals. The department generates high-impact revenue for the hotels and the Austin Convention Center.

STRATEGIC INITIATIVES

As meetings return and with more hotel and venue inventory in the market, we will continue to drive high-impact revenue for our hospitality community in Austin and secure citywide conventions.

PLANNED ACTIVITIES IN 2022-2023 INCLUDE:

- Re-deploy current sales team to target and maximize short-term large convention center, multi-hotel group opportunities.
- With higher budget approval, hire more sales team members to handle the large volume of inquiries for 200 rooms and convert a higher ratio of groups to definite.
- Continue to effectively negotiate re-bookings from 2020 and 2021 cancellations.
- Identify proactive on-the-road selling activities including trade shows, missions and client events.
- Continue to plan and execute successful customer site visits of the city.

CONVENTION SERVICES

VISIT AUSTIN ROLE

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.

STRATEGIC INITIATIVES

During FY 2022-2023, as the industry continues to recover from the pandemic, the Convention Services team will proactively connect with booked conventions to offer assistance and support in planning for the growing number of upcoming meetings.

PLANNED ACTIVITIES IN 2022-2023 INCLUDE:

- Increase community outreach to our local suppliers to better educate ourselves on changes to their services and abilities, and educate customers on local market challenges.
- Revisit setting up a program to connect meeting planners to local intellectual capital resources in order to further develop direct contacts for our customers.
- Continue to research and engage with locally-owned, diverse businesses that offer relevant services to the meetings industry.
- Work with Marketing department on creative to propose alternative pre promotion offerings to meeting planners to encourage increased attendance.
- Proactively monitor city-wide group room pick-ups and report to partner hotels in order to assist with room block management.



VISITOR SERVICES

VISIT AUSTIN ROLE

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

STRATEGIC INITIATIVES

Visitation to the Austin Visitor Center, ridership on tours and spending in our retail space all continue to grow. In FY 2022-2023, the Austin Visitor Center will continue to utilize marketing tools and software to streamline processes, resulting in more efficient service for our convention and visitor customers. As staffing levels grow to meet the increased volume of visitors, the Austin Visitor Center will be able to plan more in-store activities to generate store traffic, support local vendors and increase retail sales.

PLANNED ACTIVITIES IN 2022-2023 INCLUDE:

- Plan more live music events in store, such as Local and Live and pop up shops to showcase local vendors.
- Continue to outreach and build relationships with local vendors and makers to feature at the store.
- Work closely with marketing to develop strategies to drive more business to the Visitor Center during slower seasons and mid-week.
- Offer opportunities for staff to experience new, local tourism-focused businesses, attractions and tours to better serve our customers.
- Research and evaluate additional tours to broaden our tourist's experience at the Visitor Center.
- Offering heritage tours weekly, additionally adding in a Black History Tour in the fall of 2022.



STRATEGIC ALLIANCES

VISIT AUSTIN ROLE

The Strategic Alliances department serves as the primary clearing house for all corporate and industry partnerships and agreements.

STRATEGIC INITIATIVES

In FY 2022-2023, the Strategic Alliances department will continue to form partnerships and plan initiatives that drive private revenue and donated services in order to enhance budget and offset/augment budget decreases. As market conditions improve, we plan to enhance visibility for the destination in conjunction with key organizational initiatives, pending staffing and budget allocations.

PLANNED ACTIVITIES IN 2022-2023 INCLUDE:

- Amplify efforts to generate increased private revenue for Visit Austin by targeting both traditional and non-traditional sources, engaging businesses and corporations in the economic development of Austin's meeting and tourism industry.
- Explore and grow alliances with local companies to provide donated and discounted goods/services to lessen the impact of budget expenditures.
- Provide increased destination sales opportunities for client engagement and visibility for Austin hospitality partners to include in multiple tradeshows, sales missions and client development events throughout the year.
- Ramp up and leverage our strategic partnerships with various industry organizations to identify new opportunities to showcase Austin as a premiere meeting and convention destination, ensuring best representation of the Austin brand and exposure to the customer base in key markets.



FY 22/23 VISIT AUSTIN ACTIVITIES

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

Q1

OCT. 22

Austin City Limits Music Festival
Austin Film Festival
Formula One United States Grand Prix
Brand USA Global Marketplace
IMEX America

NOV. 22

Visit Austin Annual Meeting
D.C. Sales Mission
Financial & Insurance Conference Professionals (FICP) Annual Conference
National Coalition of Black Meeting Planners Annual Conference
Visit Austin Foundation
Thanks Fore Giving Fundraiser

DEC. 22

Association Forum Holiday Showcase
Chicago Holiday Client Event
International Association of Exhibitions and Events (IAEE) Expo! Expo!
Texas Society of Association Executives (TSAE) Holiday Luncheon

JAN. 23

Professional Convention Management Association (PCMA) Convening Leaders
Event Service Professionals Association (ESPA)
Free Week - Red River Cultural District

FEB. 23

Collinson Diversity Marketplace

MAR. 23

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

Q2

Q3

APR. 23

Local Client Appreciation Event
National Association of Sports Commissions Sports Event Symposium
Red Bull MotoGP Grand Prix of The Americas (TBD)

MAY 23

Toronto Sales Mission & Client Event
U.S. Travel Association IPW
Hot Luck Festival

JUNE 23

MPI World Education Congress
NCAA D1 Men's and Women's Outdoor Track & Field Championships
PCMA Partnership Summit
Visit Austin Experiential Summer Tour
ATX Television Festival
AFCI Week

JULY 23

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

AUG. 23

American Society of Association Executives (ASAE) Annual Meeting
Educational Seminar for Tourism Organizations (ESTO)
Experient e4
Hot Summer Nights

SEPT. 23

Northeast Sales Calls
TSAE New Ideas Annual Conference
Texas Travel Association Travel Summit
World Routes
Austin Front-of-House Clean-Up Day (ATX FOH)

Q4

ORGANIZATIONAL GOALS

This chart reflects Visit Austin's annual goals. Due to changing market conditions and with budget and staff reductions, Visit Austin will continually evaluate organizational goals and adjust if necessary.

GOALS	FY 20/21 GOALS	FY 20/21 RESULTS	FY 21/22 GOALS	FY 21/22 RESULTS OCT-MAR	FY 22/23 ESTIMATED /PROPOSED GOALS*
Total Sales Room Night Production	300,000	295,049	480,000	258,703	540,000
Convention Center/Class A Room Nights **	135,000	110,261	135,000	105,847	135,000
Lead Room Night Production	2,238,000	2,689,494	3,771,000	1,614,073	3,771,000
Sales Group Leads Sent	1,176	1,988	3,192	1,771	3,192
Total Sports Room Night Production	42,000	47,986	69,000	73,446	81,000
Sports Group Leads Sent	72	125	60	36	60
Tourism Product Placement	40	490	60	3	60
Tourism Destination Training	100	834	300	413	650
Tourism Partner Leads	25	497	350	217	400
Meetings Serviced	1,450	1,501	1,800	1,069	2,275
Supplier Referrals and Leads	400	492	480	392	675
Meetings with Local Business Suppliers	108	105	125	26	150
Post-Convention Survey Results	95%	100%	95%	100%	95%
General Music Inquiries	425	543	450	277	580
Confirmed Artist Bookings	70	89	75	63	95
Media Outreach and Press Releases/Pitches	1,000	1,150	1,000	988	2,000
Media Circulation/Viewership /Impressions	500,000	11,704,509	3MM	15,131,189	25MM
Web Page Views	2.5MM	11,413,996	4MM	6,667,555	13.5MM
Unique Website Visitors	1.2MM	4,370,458	2MM	2,575,194	5.1MM
Visitor Guide Fulfillment	28,000	62,937	28,000	38,157	60,000
General Events	3	3	3	2	5
Film Production Leads/Referral Inquiries ***	15,000	81,536	15,000	48,127	15,000
Film Production Packages Fulfilled ***	50	172	50	47	50
Film Production Starts ***	15	60	15	20	15
Film Production Days ***	250	1,270	250	510	200
Visitors to Austin Visitor Center	70,000	46,135	119,000	77,376	197,000
Phone Calls/Email Inquiries	19,800	15,445	19,800	10,100	20,200
Historic Talks and Tour Participants	1,200	1,968	1,533	291	1,800

* FY22/23 Goals are developed in early Spring and are based on forecasted/anticipated budget and business conditions. Final Goals may be modified to align with approved budget and updated conditions.

** Convention Center/Class A Room Nights pending year-end review and expansion/construction update.

*** Due to cuts to the Texas Moving Image Industry Incentive program, we expect a slow down for larger productions (feature films and television series) that rely on the program for funding. This will impact our numbers.



APPENDIX



VISIT AUSTIN DEPARTMENTS

MARKETING COMMUNICATIONS

The multidisciplinary Marketing Communications department delivers targeted messaging and creates awareness about Austin to consumers, meeting professionals, travel trade professionals and the hospitality industry through a variety of integrated strategic efforts.

TOURISM

The Tourism Department promotes the Austin travel product to domestic and international markets through strategic activities. The department also works with Austin-Bergstrom International Airport in maintaining and increasing air service to the city.

THE AUSTIN MUSIC OFFICE

The Austin Music Office markets Austin's music attractions to incoming visitors, meeting planners, conventions and media, and identifies opportunities to highlight the local musician community.

THE AUSTIN FILM COMMISSION

The Austin Film Commission markets Austin to filmmakers, industry producers and entertainment studios and serves as a clearing house bringing ready-to-film features, commercials, still shoots and television productions to Austin.

AUSTIN SPORTS COMMISSION

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

CONVENTION SALES

The Convention Sales department promotes Austin nationally and internationally to meeting professionals. The department generates high-impact revenue for the hotels and the Austin Convention Center.

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.

VISITOR SERVICES

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

STRATEGIC ALLIANCES

The Strategic Alliances department serves as the primary clearing house for all corporate and industry partnerships and agreements.

VISIT AUSTIN TEAM



VISIT AUSTIN

111 Congress Avenue, Ste. 700, Austin, TX 78701

Main: 512.474.5171 | Toll Free: 1.800.926.2282

www.VisitAustin.org

ADMINISTRATION

Victoria	Acosta	Executive Assistant to the President & CEO
Gloria	Gonzalez	Finance Manager
Julie	Hart	Vice President & CFO
Heather	Lang	Director of Human Resources
Tom	Noonan	President & CEO
Gina	Palmertree	Director of Finance
Rickey	Palmertree	Operations Coordinator
Brad	Watts	Director of Information Technology

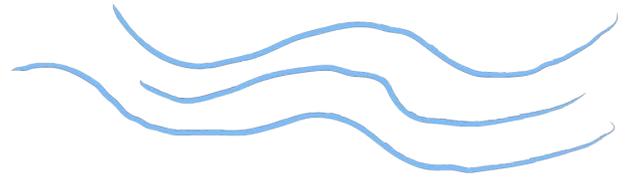
MARKETING, COMMUNICATIONS, MUSIC, FILM, TOURISM

Lauren	Brown	Marketing Coordinator
Emily	Carr	Graphic Designer & Multimedia Specialist
Julie	Chase	Vice President & Chief Marketing Officer
Holland	Falco	Marketing Manager, Digital & Social
Christine	Felton	Director of Digital & Content Marketing
Brian	Gannon	Director of the Austin Film Commission
Silvia	Krawczyk	Marketing Manager
Alison	Lamell	Marketing & Tourism Specialist
Jenna	Livingston	Marketing Manager, Digital & Content
Omar	Lozano	Director of Music Marketing
Wesley	Lucas	Director of Communications

STRATEGIC ALLIANCES & VISIT AUSTIN FOUNDATION

Mary Kay	Hackley	Vice President of Strategic Alliances & Executive Director, Visit Austin Foundation
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VISIT AUSTIN TEAM



CONVENTION SALES + AUSTIN SPORTS COMMISSION

Angela	Ashley	Sales Manager
Jasmine	Black	Sales Manager
Shannon	Cannon	Senior Director of Texas Accounts
Christine	Cramer	Director of Market Analysis & Research
Jim	Doherty	Director of Eastern Regional Sales
Lindsey	Elliott	Director of West Coast Sales
Stephen	Genovesi	Executive Vice President
Drew	Hays	Director of Sports Commission Sales
Sarah	McCabe	Director of Northeast Regional Sales
Kristen	Parker	Director of Eastern Regional Sales
Dana	Perez	Sales Coordinator
Kelly	Thomas	Director of Midwest Sales

CONVENTION SERVICES

Linda	Atkins	Vice President of Services
Christina	Cava	Convention Services & Industry Relations Manager
Dane	Piper	Associate Director of Convention Services
Jenn	Shira	Sr. Convention Services Manager

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

Harrison	Eppright	Manager of Visitor Services/Tour Ambassador
Natalie	Pollan	Director of Retail & Visitor Services
Cynthia	Trenckmann	Client & Visitor Experience Manager

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At Large
J.W. Marriott

JOE BOLASH

At Large
The Hilton Austin

GREG CHANON

Board Secretary
McGinnis Lochridge LLP

JENNIFER CURRIER

Board Treasurer
Sonesta Select Austin
North

JOANNA McCREARY

At Large
W Austin

CINDY LO

Board Chair
RED VELVET

SKEETER MILLER

Vice Chair
The County Line, Inc.

TOM NOONAN

President & CEO
Visit Austin

NENAD PRAPORSKI

At Large
Fairmont Austin

RODNEY SIEBELS

At Large
Hitachi Vantara

TOM STACY

Immediate Past Chair
CapRidge Partners, LLC

TRISHA TATRO

At Large
Austin Convention
Center

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TINA CANNON

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ANDY LOUGHNANE

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Iron Cactus Restaurants

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W Austin

SKEETER MILLER

The County Line, Inc.

TOM NOONAN

Visit Austin

DEWITT "DE" PEART

Downtown Austin Alliance

NENAD PRAPORSKI

Fairmont Austin

JIM RITTS

Austin Theatre Alliance

RODNEY SIEBELS

Hitachi Vantara

TOM STACY

CapRidge Partners, LLC

STEVEN STOUT

Texas Society of Association
Executives (TSAE)

TRISHA TATRO

Austin Convention Center

JEFF TRIGGER

La Corsha Hospitality Group

COUNCIL MEMBER KATHIE TOVO

City of Austin

JACQUELINE YAFT

Austin Bergstrom-International
Airport

CLIENT TESTIMONIALS

2022 AFROTECH CONFERENCE

November 13-17, 2022 | 10,000+ participants

"As our attendees have continued to grow from 650 attendees at our Inaugural AFROTECH™ to 20,000 annual participants, we searched for a host city that is accessible to our diverse audience and provides the infrastructure for the vibrant experiences and connection we craft for our attendees. Austin is that home. I can't wait to see everyone in person in November to learn, make connections and revel in the Black excellence that has become a hallmark of our AFROTECH™ experiences." - *Morgan DeBaun, CEO of Blavity, Inc.*

2022 AMERICAN SCHOOL COUNSELOR ASSOCIATION ANNUAL CONFERENCE

July 5-12, 2022 | 4,000+ participants

"Austin's central location, food, and entertainment options in the "Live Music Capital of the World" make the city a natural destination for the American School Counselor Association to hold its 2022 conference. We look forward to hosting and providing professional development to thousands of school counselors from across the nation this July." - *Jill Cook, CAE, Executive Director at American School Counselor Association*

2022 GOVERNMENT FINANCE OFFICERS ASSOCIATION ANNUAL CONFERENCE

June 5-8, 2022 | 6,000 participants

"A city with its own unique vibe that you won't get anywhere else. Amazing food, music, and energy all served with Texas hospitality." - *Barb Mollo, Director of Operations and Marketing at Government Finance Officers Association*

2023 ANNUAL CONFERENCE NETVU

May 5-10, 2023 | 2000+ participants

"Out of the many locations available to host events, there are very few that combine the whole package in such a wonderful way. Austin was chosen for my client's event, Accelerate, Powered by NetVU, for their 2023 Convention. The combination of world class Live entertainment throughout the city, excellent award winning restaurants, and extremely easy access from Hotels to the Convention Center made this choice really easy. If you are looking for a great experience for your members and partners, Austin is among the top in the country." - *Jeffrey A. Etzkin, Owner/Director at Etzkin Events*

2023 AMERICAN ACADEMY OF PERIODONTOLOGY ANNUAL MEETING

November 9-12, 2023 | 4,500 participants

"Our upcoming meeting will be the American Academy of Periodontology's (AAP) first in Austin. We are excited to plan a meeting in such a vibrant city, with great venues, a thriving entertainment scene, and a vibe that doesn't exist anywhere else. As AAP's Annual Meeting evolves, we are looking to maintain the things that has made it a success, while allowing it to grow and expand into something even greater. In choosing an annual destination, we seek out cities that are evolving but still maintaining the best of their history, so Austin is a perfect match!" - *Lisa Parse, Director of Meeting Services at American Academy of Periodontology*



VISIT
Austin

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