



## **Annual Internal Review**

**This report covers the time period of 7/1/2022 to 6/30/2023**

### **Austin Tourism Commission**

**The Austin Tourism Commission mission statement is: “to provide expertise and recommendations to the city council concerning hotel occupancy tax revenue collected by the city and issues related to and that promote tourism”**

In the past year, the Austin Tourism Commission, has sought to establish stability as a concerted voice for tourism in the city by inviting and elevating various speakers to provide insights into the interworkings of:

- a. HOT tax funding, including the City of Austin and the State of Texas;
- b. Homelessness and housing services in the City of Austin for the betterment of Tourism experience in Austin;
- c. Arts and culture funds as allocated through HOT tax funding, and the efficacy of these funds for said programs; and
- d. The proposed Tourism Public Improvement District in addressing needs for the City of Austin.

**Accordingly, the Austin Tourism Commission follows the intent of the city council by providing its expertise and recommendations to the city council concerning hotel occupancy tax revenue collected by the city and issues related to and that promote tourism.**

**The following are the Tourism Commission’s goals and objectives for the new calendar year:**

- a. To elevate tourism in Austin by maximizing hotel nights to maximize hotel occupancy tax revenues for existing and potentially additional uses;
- b. To advocate for the efficient and effective use of hotel occupancy tax revenues throughout programs using hotel occupancy tax revenues; and
- c. To leverage existing hotel occupancy tax revenues for additional enhancement of tourism in Austin.