

VISIT
Austin[®]
FY 2023-2024
Marketing Plan



Table of contents

02

President & CEO's
Message

03

We Are Visit Austin

04

By the Numbers

07

Tourism Outlook

09

Key Market Insights

11

Objectives

12

Plan of Action

22

23/24 Activities

23

Organizational Goals

24

Supplement

Message from the President & CEO

We are pleased to present the fiscal year 2023-2024 Visit Austin Marketing Plan. Last year saw record high occupancy tax collections and attendance at major events, including F1, ACL, the Austin Marathon, several meetings and conventions and more.

While Austin's tourism community has made huge strides since the pandemic, the current state of the industry demands strategic and creative solutions to continue to elevate Austin's reputation and our visitor economy. This plan outlines our objectives that focus on welcoming more 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.

With the long-awaited announcement of the redevelopment and expansion of the Austin Convention Center released in May 2023, the Visit Austin team will continue working to fill hotel rooms, as well as work to strategically find unique solutions for meeting and convention groups during those years the convention center is closed. Much like we saw right after the pandemic, we believe sporting events will play a pivotal role in supporting the tourism industry during that time.

Looking ahead, we are hopeful Austin's Tourism Public Improvement District (ATPID) will move forward and be implemented by the end of 2023. This supplemental mechanism will provide funding for special additional services relating to increased and expanded marketing and sales initiatives, as well as research, all with the purpose of increasing the demand for hotel activity within the city. We know that when downtown is filled with conventions, we see that impact across the entire city, in restaurants, live music venues, retail shops, and more. But, it doesn't stop there. Hotel Occupancy Tax also supports our cultural arts programs, including live music and historic preservation activities.

The 2023 legislative session brought good news for Austin's film industry, with lawmakers authorizing \$200 million for the state incentive program, which will boost film, television and commercial productions across the state. Given Austin's film friendly reputation, we can expect to see many more projects coming to our city. Additionally, the 2023 legislature also approved record funding for tourism promotion, with \$127 million appropriated for the Governor's tourism office for the next biennium, and qualified hotel project legislation was passed which will allow 22 additional Texas cities, including Austin, to pursue qualified hotel projects for their convention centers or project financing zones and other related projects.

Visit Austin is fortunate to have the support and governance of the Visit Austin boards, made up of industry and community leaders from across the city. Along with support from local and state elected officials, we feel this next year is going to be an even bigger success for our community than the last. We recognize that our work helps support the more than 146,000 tourism industry jobs in our city, keeps business in our hotels, restaurants and attractions, supports local businesses through visitor spending, and keeps Austin musicians performing in the Live Music Capital of the World®.



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
- 58 employees
- Founded in 1996, now in its 27th year of operation
- Accredited member of Destinations International
- Visit Austin Foundation is a nonprofit 501 (c)(3)
- Operate the Austin Visitor Center



2022 Austin Tourism by the numbers

Austin

- 23.7 million visitors
- \$10.2 billion economic impact generated from visitor spending supporting 146,000 jobs, generating \$1.04 billion in taxes and saving \$1,607 per household

Source: Travel Texas, Workforce Commission & The US Bureau of Labor Statistics

Texas

- 214 million visitors
- 1.2 million jobs supported by travel & tourism
- \$187.5 billion economic impact of travel

Source: Travel Texas, 2022

U.S.

- \$837 billion (domestic) + \$93 billion (international) leisure traveler spending
- 8 million jobs directly supported by travel
- \$160 billion in total tax revenue, including \$84 billion in state and local tax revenue

Source: US Travel Association, 2022

New in 2022

Moody Center ←

Thompson Hotel ←

The Loren ←

Origin Hotel Austin ←

Tiki Tatsu-ya ←

Nixta Taqueria ←

Electric Shuffle ←

The Pitch ←

Austin Gamblers ←

New Hotels in Austin

2022

754 New rooms Downtown

2,025 New rooms in Market

13,946 Total rooms Downtown

48,645 Total rooms in Market

Austin-Bergstrom International Airport Stats

2022

- 21,089,289 total passenger count for 2022, up 55.40% from 2021, officially making 2022 the airport's busiest year ever.
- 2 new airlines, KLM Royal Dutch Airlines and Virgin Atlantic, as well as resumed service with Lufthansa.
- 8 new and 2 reinstated nonstop destinations
- Nonstop flights from 97 different destinations

#1

"Best Taco City in America"

- *Clever*

#1

"Most Polite City in America"

- *Preply*

#11

"Best Cities in the United States"

- *Travel + Leisure*

#6

"Top U.S. cities to celebrate Pride month"

- *Crave Magazine*

#1

"Top 15 Magnet Metros in U.S."

- *LinkedIn*

Food & Wine names Austin's *Try Hard Coffee* Roasters as "The Best Coffee Shop in Texas"

#6

"The South's Best Cities"

- *Southern Living Magazine*

#12

"Top 15 Places with the Best Quality of Life in the US"

- *Dollar Hand*

FY 2021-2022

Visit Austin by the numbers

10.1.2021

9.30.2022

VisitAustin.org

5,547,406

Unique Visitors

13,927,962

Pageviews

Media

15 Hosted Media

108,875,148

Media Impressions

Social Media

742,144

Total Followers on all
Accounts & Media

Music Office

127 Live Performances Coordinated

\$219,750 Paid Directly to Musicians

Austin Film Commission

12 Notable TV and Film Productions
Filmed in and Around Austin

*Including: Spy Kids: Armageddon (Netflix), Love & Death (HBO Max),
Walker (CW), The Last Thing He Told Me (Apple)*

Austin Sports Commission

111,189 Sports Room Nights

*Including: US Soccer Federation - FIFA World Cup Qualifier, World
Golf Championships - Dell Technologies Match Play, NASCAR*

Tourism Office

661 Destination Trainings to
Global Travel Trade

428 New Leads Between Local Suppliers
& Key Travel Trade Brokers

Convention Sales

483k+ Room Nights
Booked

900+ Meetings Held

3.9m+ Lead Nights
Booked

Convention Services

115 Local Industry
Supplier Meetings

2,123 Conventions
Served

786 Supplier Referrals
& Leads

Visitor Services

163k+ Walk-In Visitors

\$782k+ In Retail Sales

30+ Local Businesses &
Artisans Sourced

Meetings success: Why AFROTECH™ Chose Austin for Its First In-Person Event in Three Years

Author: David McMillin

When AFROTECH™ launched in 2016, the conference — owned by Blavity, Inc., a technology and media corporation — aimed to show companies in Silicon Valley that there are plenty of Black people they could hire. A lot has changed since that inaugural conference. While around 650 attendees came to the first event, the AFROTECH™ audience has experienced exponential growth: 25,000 people participated in activities at the most recent edition of the conference. Another big difference is where they picked up their badges. While the conference had always taken place in California before the pandemic, AFROTECH™ organizers decided it was time to relocate to Austin in 2022.

“We searched for a host city that is accessible to our diverse audience and provides the infrastructure for the vibrant experiences and connections we craft for our attendees,” Morgan DeBaun, founder and CEO at Blavity, Inc., told Professional Convention Management Association (PCMA). “Austin is that home.”

The new host city serves as a reminder that the Lone Star State capital is keeping pace with the Bay Area in the race to attract the innovators who are developing new game-changing technologies. The AFROTECH™ lineup included speakers from leading companies with significant operations in Austin, including Dell, Apple, and Amazon, which just announced a major expansion with plans to hire 2,000 workers there.

Additionally, the new host city showed that Austin’s tech ecosystem is a place where Black innovators can bring their businesses to life.

“Hosting the 2022 AFROTECH™ Conference is just one of the newest achievements Austin can tout,” said Dane Piper, director of services at Visit Austin. “Not only does hosting this event highlight Austin as a tech incubator, with many Fortune 500 companies placing secondary offices in our city, but it’s given Austin’s Black entrepreneurial community — not solely tech — a national platform it deserves.”

“People are discovering that not only is Austin a great place to visit and live; it’s also a profitable place to be a Black entrepreneur,” said Tam Hawkins, president & CEO of the Greater Austin Black Chamber of Commerce, when the event was initially announced. “This conference will help highlight the bevy of beauty within our economics and the culture.”

Turning up the volume

While Austin’s status as a premier startup destination — TechCrunch calls it “a city of unicorns and tech giants” — may have been the main draw for organizers, the city’s live music scene played an important role in the new conference format. “We were also excited to introduce our inaugural music experience in the Live Music Capital of the World, featuring a lineup of Afro-Latinx and Black artists,” DeBaun said.

With a lineup that included Bia, Zaytoven, Bas, DJ Moma, Wale and more, AFROTECH™ brought some of the most-recognizable names in hip hop to the main stage at the Austin Convention Center.

“Seeing this event come to fruition has been the highlight of my career thus far,” Piper said. “I’m very proud of Visit Austin’s efforts in connecting our client with Black-owned businesses, talented musical artists, venues that are unique to our destination, as well as heads of many municipal departments that contributed to the overall success of the event.”

AFROTECH™ will build on that success when the event returns to Austin in 2023.

National & international tourism outlook

Business travel, meetings & events

- 83% of executives view business travel as essential to company operations.
- In 2022, there was nearly **\$100 billion** in meeting and events-related travel spending—representing 38% of all business travel expenditures and supporting **600,000** American jobs.
- The steady return of business travel is evident in a rebound of weekday occupancy, particularly of the top 25 markets, which reached a post-pandemic high of 77% in May 2023.

Source: U.S. Travel Association, J.D. Power and Tourism Economics

Consumer & traveler insights - domestic leisure

- Travel spending totaled **\$104 billion** in May 2023—2.8% above 2019 levels and 1.4% above 2022 levels.
- Over a quarter of Americans plan to increase the amount they are spending on leisure travel in the next three months (26%) up from 19% in Q1.
- Just over half of all Americans (53%) and 81% of leisure travelers have travel planned in the next six months.
- Six in 10 Americans (60%) agree that taking time off to travel is more important than ever—significantly higher than what Americans reported in Q1 (35%).
- When asked what has deterred them from travel recently, 39% of Americans say travel prices are too high right now, 36% say gas was too expensive and 32% cite their personal financial situation.

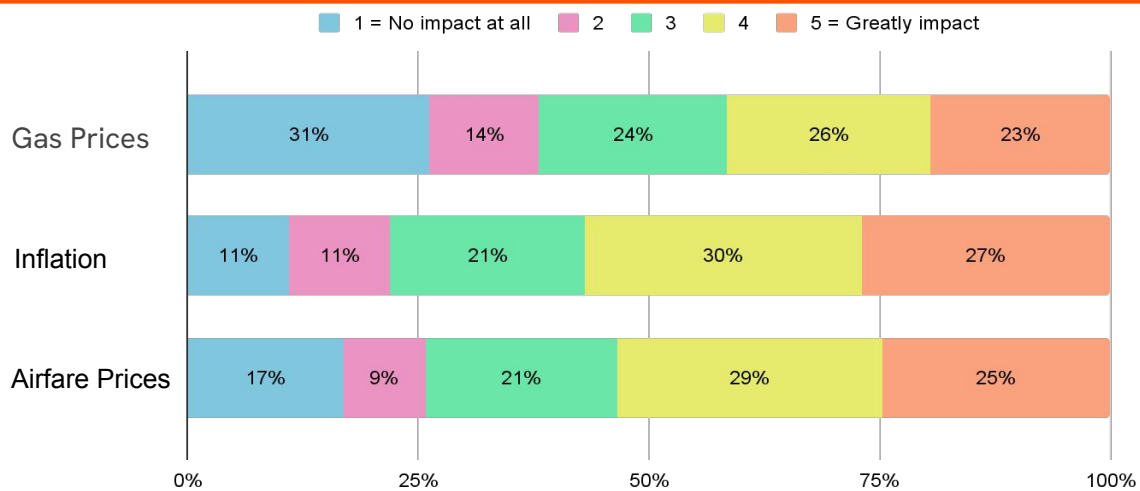
Source: Destination Analysts

International

- Overseas arrivals improved marginally in May 2023, ticking up to 26% below its 2019 benchmark.
- Travel from Canada continued to outperform pre-pandemic levels (104%) while travel from Mexico remained further behind (71%).

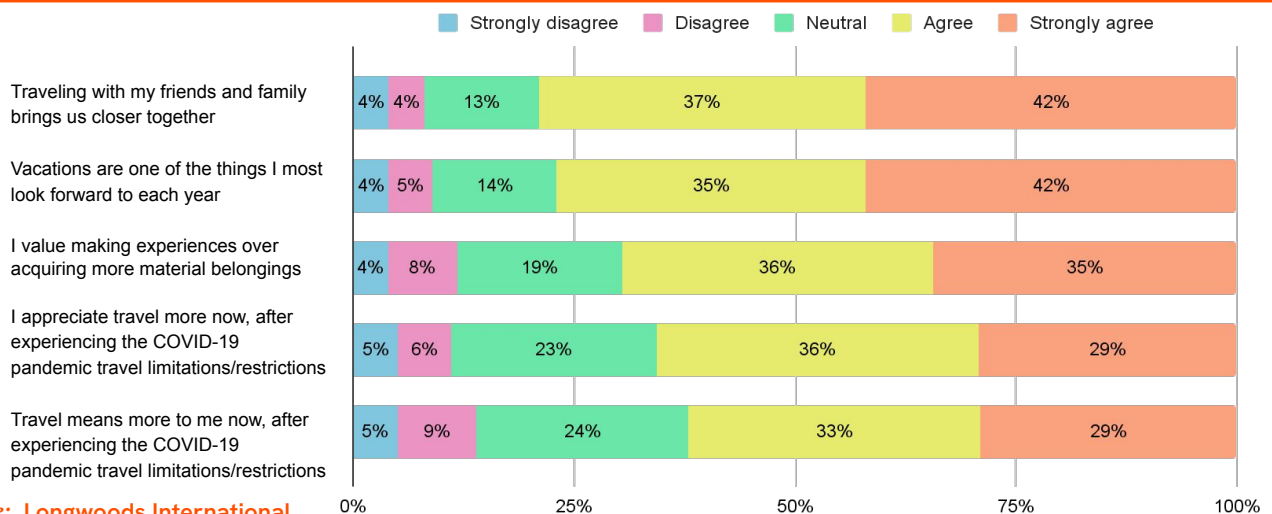
Source: U.S. Travel Association

Factors impacting *decisions to travel* in the next six months



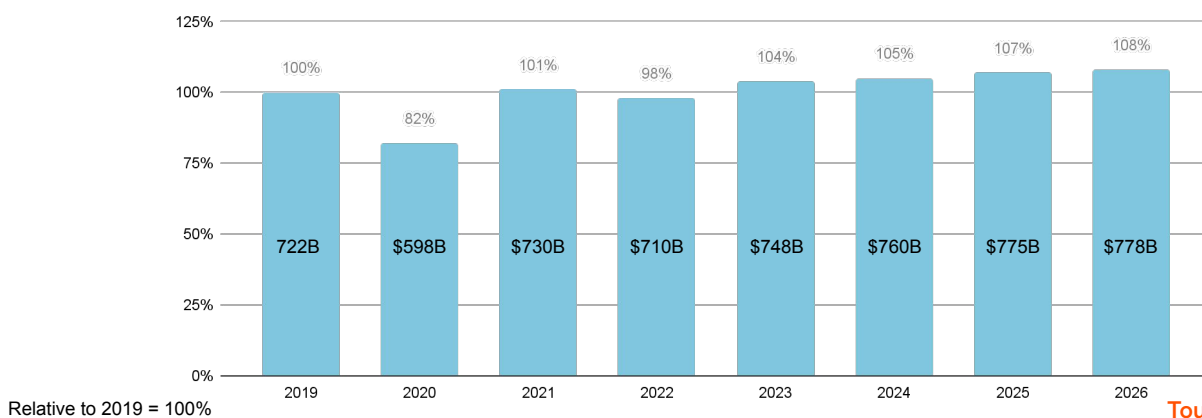
Source: Longwoods International

Perceptions of *Travel*



Source: Longwoods International

Recovery forecast for *business travel* spending



Source: Tourism Economics

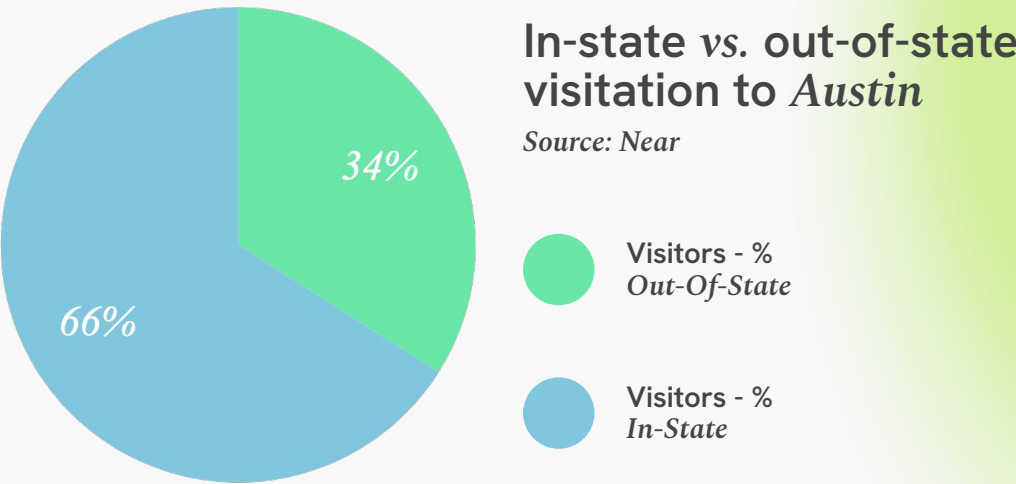
Key Austin market insights

Overall, visitors from out-of-state are more likely to stay overnight. And while 34% of visitors to Austin are from out-of-state, those visitors represent 64.4% of total visitor spending, reinforcing the importance of marketing nationally as these are the most valuable visitors to the destination.

International Visitors

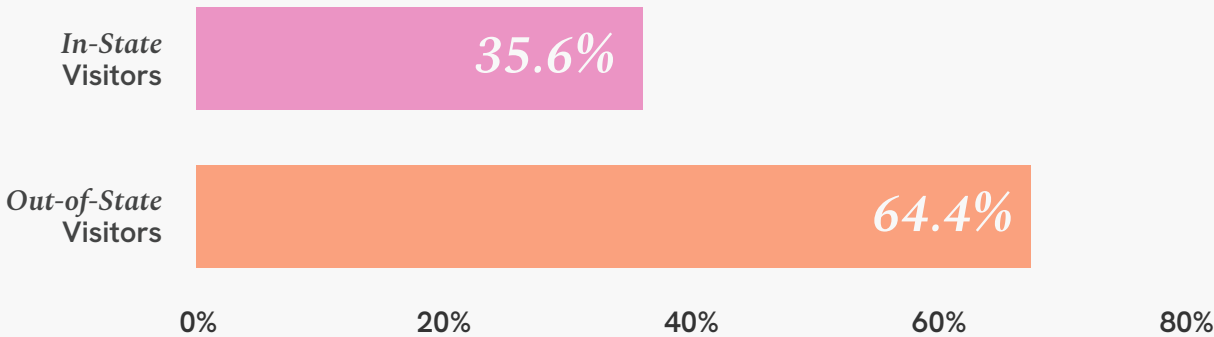
In the last six months, Austin attracted visitors from the following countries

- Australia
- Brazil
- Canada
- France
- Germany
- India
- Mexico
- South Korea
- United Arab Emirates
- United Kingdom

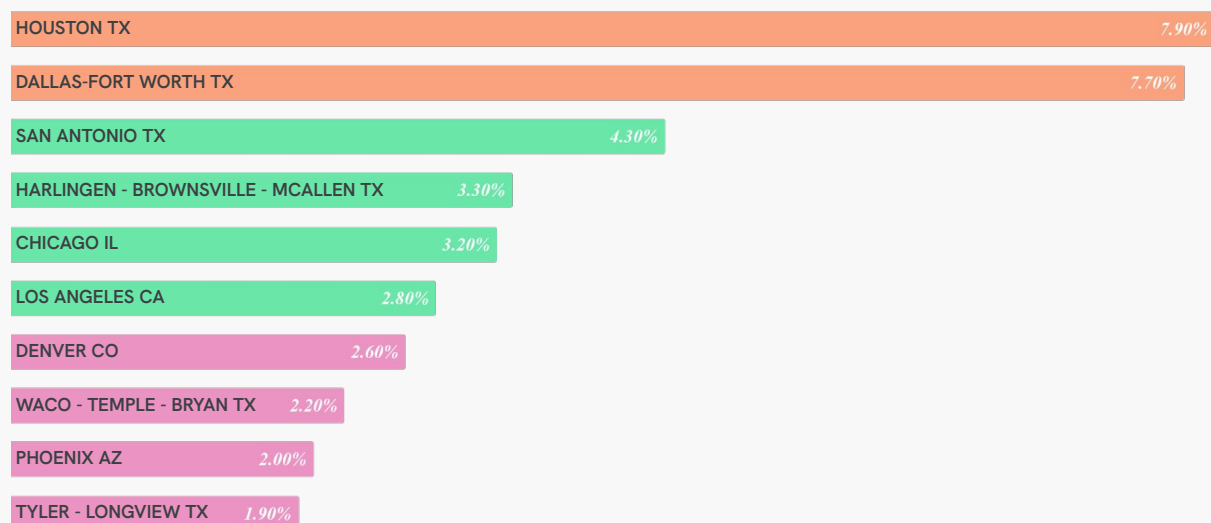


In-state vs. out-of-state spending in Austin

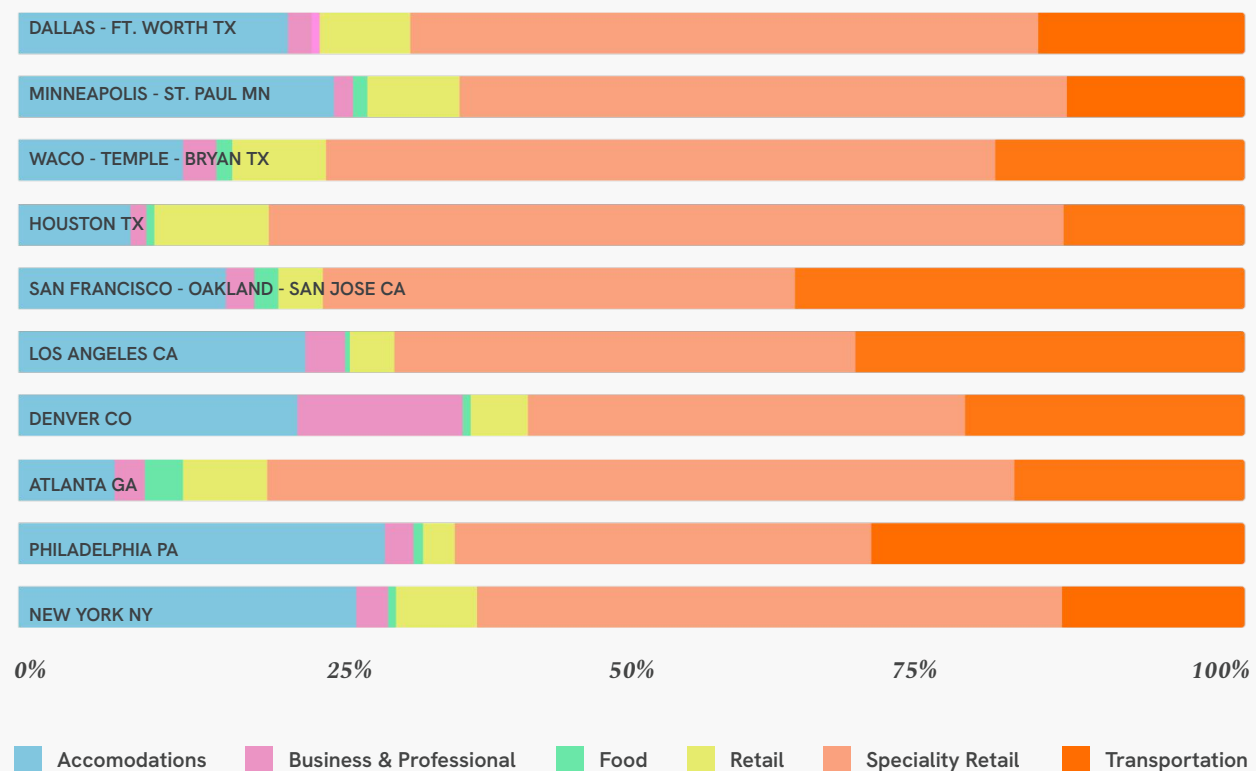
Source: Affinity



Austin's top 10 visitor spending markets Source: Affinity



Visitor spending categories *by market* Source: Affinity



2023-2024 Objectives

Increase Visitation & Spending

As a core goal, the team will continue to increase demand in Austin for hotel rooms, attraction visits, package tours, retail shopping, the frequenting of bars and restaurants, experiencing Austin's culture and heritage offerings, and activities that positively impact the local economy.

Amplify Austin's Reputation

Visit Austin will reinforce 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 will continue to support and spotlight 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

The organization will serve as the primary booking entity for the Austin Convention Center. In turn, these bookings will continue to increase demand for hotels, restaurants and more.

Recruit Sports Events

Visit Austin will play a key role in booking sporting events to Austin through the activities of the Sports Commission.

Champion Equity & Diversity

Visit Austin will use 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 will also initiate partnerships with organizations representing diverse meeting professionals.

Attract Filmmakers

Visit Austin will champion 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

Visit Austin will secure national and international media exposure, resulting in millions of valuable impressions for our diverse attractions, natural environment, rich history, and unique culture.

Expand Air Service

Visit Austin will continue to work in cooperation with Austin-Bergstrom International Airport and the Greater Austin Chamber to solicit and maintain air service to the city.

Cultivate Strategic Alliances

Visit Austin will foster strategic partnerships and agreements with hospitality, corporate and industry partners to enhance the organization's budget and efforts.



Plan of action

Travelers, events, meetings and conventions have returned to Austin, which means our city is busier and Visit Austin is operating in a market environment that is more competitive than ever before. With the anticipated implementation of the TPID, Visit Austin will 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 continue to keep Austin top-of-mind for travelers and meeting planners, to help support Austin's travel and hospitality industry and to meet our contracted goals and objectives.

Marketing Communications

Visit Austin's 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 2023-2024 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 2023 campaign, we envision a plan targeting a broader domestic audience, a robust return to our key and emerging international markets and an expansion of our experiential programming. The communications team will continue to generate positive and valuable editorial coverage in the domestic and key international markets.

Planned Activities in 2023-2024 Include:

- Evaluate first year run of our new brand advertising campaign - *Visit Austin, You're in for a Show* - and refresh 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 campaign to launch in the UK and other key European markets throughout 2023-2024.
- 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 video assets and 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. Continue to develop the capabilities of the chat bot.
- Complete our international language update for Visit Austin.org.
- 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.

Tourism Marketing

Visit Austin's Role

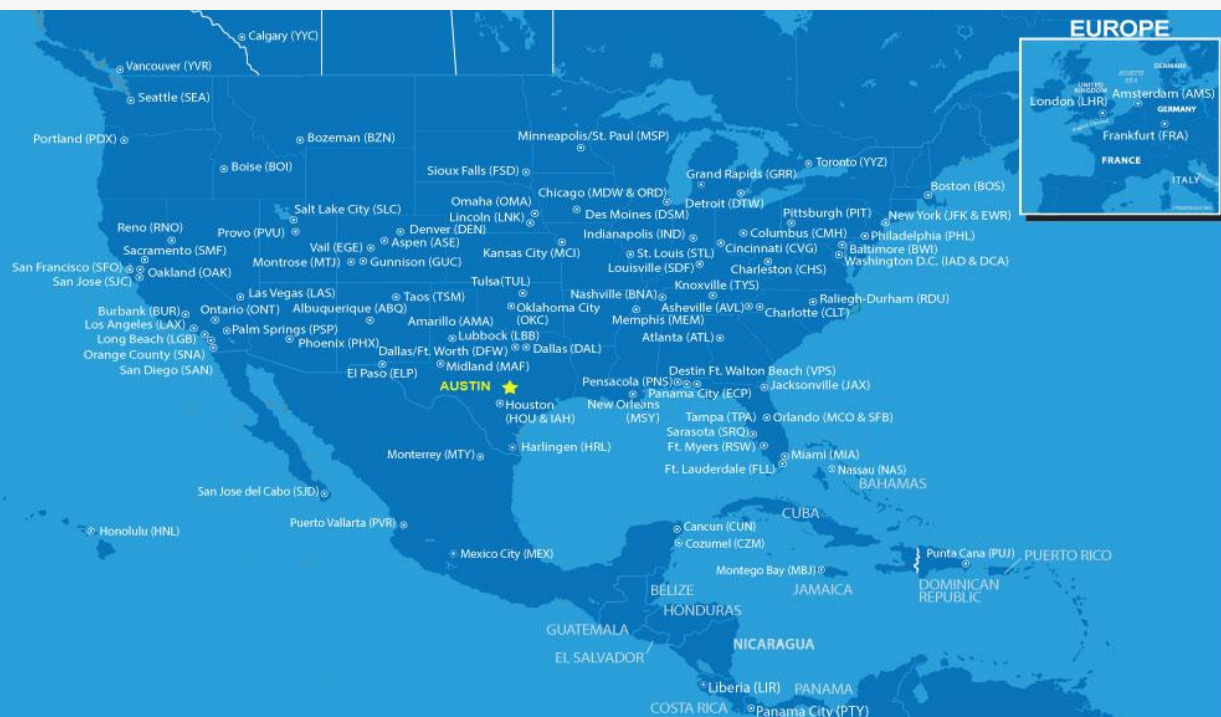
The Tourism department promotes the *Austin* travel product to *domestic* and *international* markets through strategic activities. The department also works with Austin-Bergstrom International Airport in *maintaining* and *increasing* air service to the city.

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 2023-2024. 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. We will continue to evaluate partnership with Texas Travel, Brand USA, US Travel and others to keep *Austin* top-of-mind. We plan to expand contracting with international-based representation to assist with ongoing marketing and flight service activities in the UK, Europe, Mexico, Canada, Asia and Latin/Central America.

Planned Activities in 2023-2024 Include:

- Following our activities at the U.S. Travel Association's IPW, the largest international inbound travel show, held in San Antonio in *May 2023*, which provided us with a unique opportunity to introduce our destination to thousands of buyers and media, we will evaluate those leads to develop packaging and editorial coverage of the destination.
- Continue our 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 *Austin-Bergstrom International 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 to consumers, media and travel trade.



Film Commission

Visit Austin's Role

The Austin Film Commission markets Austin to independent filmmakers, industry producers and entertainment studios. The Austin Film Commission serves as a clearing house bringing ready-to-film movies, television series, commercial productions, branded content and still shoots to Austin, while also assisting projects filming in the city and working to ensure productions are hiring local industry professionals as well as spending with Austin businesses.

Strategic Initiatives

Larger productions like feature films and television series have been proven to bring in impactful local spending, Austin jobs, international promotional value and hotel room nights. This is a trend that has only continued to grow over time. That said, most productions of note (with an in-state spend above \$250,000) rely on Texas Moving Image Industry Incentive Program (TMIIP) from the State of Texas. In addition to diverse locations and a professional crew base, incentives are the biggest factor in the decision-making process for filmmakers and studios. We are optimistic the Texas Legislature will allocate a healthy budget to TMIIP this Legislative Session.

The Austin Film Commission will continue outreach to industry sectors that are not reliant on incentives and also continue to take a leadership role in support efforts to ensure TMIIP is funded and allows for Texas (and thus Austin) to stay competitive in the race to retain and attract film and television productions. The Austin Film Commission will also participate in a number of marketing initiatives to promote Austin as a premier film destination.

Planned Activities in 2023-2024 Include:

- Participate in the Association of Film Commissions International (AFCI) Week, a large industry convention and marketing event in Los Angeles. To add value, private meetings with decision makers at studios are also planned around this event to solidify relationships and add business.
- Partner with the Texas Association of Film Commissions (TXAFC) members on larger promotional events. The TXAFC allows the Austin Film Commission to pool resources with Texas-based film commissions and, in turn, more impactfully market directly to Hollywood producers and studio heads as well as independent filmmakers in order to secure future projects for Austin.
- Work with Texas Media Production Alliance (TXMPA) to push for a competitive incentive program in Texas so the work stays in Austin and the industry expands to bring more community benefit.
- Continue outreach to industry sectors that are not reliant on incentives, such as commercial productions to make sure those productions continue to film and grow roots in Austin and create a greater impact.
- Supporting productions filming on-the-ground in Austin to ensure our reputation as a film friendly destination and thus garner return and future business.
- Market local film and television festivals that bring visitors to Austin and also give a stage to emerging filmmakers whose work will in-turn promote Austin as a production hub.

Music Marketing

Visit Austin's Role

Markets Austin's music attractions to incoming visitors, meeting planners, conventions and media and identifies opportunities to highlight the local venues, musicians, music festivals and events.

Strategic Initiatives

The Music Office will continue to secure opportunities to promote and partner with local Austin musicians, venues, attractions, music nonprofits and festival organizers to extend audience reach and promote Austin as the Live Music Capital of the World® to visitors.

Planned Activities in 2023-2024 Include:

- The return of Visit Austin experiential event activations.
- 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 experiences.
- 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 Visit Austin's Music Scene content on VisitAustin.org and explore opportunities to bring on partners for potential dedicated music-specific campaigns.





Convention Sales

Visit Austin's Role

The Convention Sales department promotes Austin nationally and internationally to meeting professionals. The department generates high-impact revenue for the hotels, meeting and entertainment venues 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 small and large group bookings.

Planned Activities in 2023-2024 Include:

- Continue to target and maximize short-term large convention center, multi-hotel group opportunities.
- Enhance sales forces to handle the large volume of inquiries and convert a higher ratio of groups to definite.
- Strategically solicit prospective groups to book during need-times for the city.
- Increase 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's 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 2023-2024, 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 2023-2024 Include:

- Continue community outreach to our local suppliers to better educate ourselves on new businesses and changes to existing services, and educate customers on local offerings and resources available.
- Further establish a program to connect meeting planners to local intellectual capital assets in order to introduce direct contacts for our customers.
- Foster relationships with locally-owned, diverse businesses that offer applicable services to the meetings industry.
- Deploy newly created pre-promotion offerings to help gain awareness and bolster attendance of future conventions.
- Proactively monitor city-wide group room pick-ups and report to partner hotels in order to assist with room block management.
- Create a complete post event report, for groups with 1,500+ rooms peak, to better reflect a group's economic impact; including opportunities of social giveback.

Visitor Services

Visit Austin's 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 2023-2024, 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. Now that we have the staffing 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 2023-2024 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.
- Offer heritage and Black History Tours weekly.

Sports Commission

Visit Austin's Role

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.

Strategic Initiatives

The Austin Sports Commission plans to participate in a number of industry tradeshows, sales missions, local events, and partnering with existing events to elevate our sales platforms to new potential clients. We will work to exceed room nights and leads goals, which will lead to continued momentum for the sports market.

Planned Activities in 2023-2024 Include:

- Strive to exceed room night production by 10% from what was produced in the 22/23 Fiscal Year.
- Continue talks to host the International Powerlifting Federation (IPF) in 2024, the first time the IPF has brought a world championship to the United States in many years.
- Recruit a golf related event(s) for the 2024 sports events calendar to replace the Dell Technologies Match Play.
- In 2023, Austin was host to 15 professional sports events over 11 different sports. The ASC wants to continue to operate at that level to position Austin as a home to a number of professional related sporting events.





Strategic *Alliances*

Visit Austin's Role

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

Strategic Initiatives

In FY 2023-2024, 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 drive engagement opportunities for Visit Austin and its sponsors and partners. With enhanced budget and staffing, we plan to enhance visibility for the destination in conjunction with key organizational initiatives and grow partnership and sponsorship offerings, pending staffing and budget allocations.

Planned Activities in 2023-2024 Include:

- Amplify efforts to generate increased private revenue for Visit Austin by targeting both traditional and non-traditional sources, engaging hospitality 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 presence and opportunities for client engagement and visibility for Austin hospitality partners to include in multiple tradeshow, 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 2023-2024 *Visit Austin* activities

October 2023

Austin City Limits Music Festival
Austin Film Festival
Formula One United States Grand Prix
Brand USA Global Marketplace
Worldwide Exhibition for Incentive Travel, Meetings and Events America (IMEX)
World Routes
American Society of Association Executives (ASAE) Fall Retreat
SXSW Sydney
Visit Austin Annual Meeting
Visit Austin Southeast Sales Mission
Travel, Events and Management in Sports (TEAMS) Conference
Supplier/Partner Meetings
Customer Event at USGP F1

November 2023

Travel Texas Media Mission
Conference Direct Forum
Austin Jewish Film Festival
Visit Austin Foundation Thanks FORE Giving Fundraiser
Financial & Insurance Conference Professionals (FICP) Annual Meeting
Visit Austin D.C. Sales Mission
USA-Canada Experience Show
Hablo Agent Event
Association Forum Holiday Showcase

December 2023

International Luxury Travel Marketplace
International Association of Exhibitions and Events (IAEE) Expo! Expo!
Texas Society of Association Executives (TSAE) Holiday Luncheon
Visit Austin Chicago Holiday Client Event
National Coalition of Black Meeting Professionals
Conference Direct CEO Forum

January 2024

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

February 2024

Texas Travel Industry Association Unity Conference
Sports Events and Tourism Association (SportsETA) Chief Executive Summit
Supplier/Partner Meetings
Brand USA Mexico Mission

March 2024

SXSW
Meetings Industry Council (MIC) of Colorado
Destinations International Showcase
PCMA Visionary Awards
International Association of Exhibitions and Events (IAEE) Women's Leadership Forum
Conference Direct Annual Partner Meeting
International Media Marketplace / Travel Texas Mission
NASCAR Customer Event

April 2024

Simpleview Summit
Association of Film Commissioners (AFCI) Week
Indie Meme Film Festival
Kansas City Celebration
TSAE Open
Spurs and/or MotoGP Customer Event

May 2024

HelmsBriscoe Annual Conference
U.S. Travel Association IPW
Hot Luck Festival
Visit Austin Local Customer Appreciation Event
Northeast CVB Reps Customer Event
Brand USA Latin America Mission
Zarticon
Travel and Tourism Week
SportsETA Symposium

June 2024

PCMA EduCon
Summer Experiential Activities
ATX TV Festival
Austin Asian American Film Festival
Cine Las Americas
Visit Austin West Coast Sales Mission
Meeting Planners International (MPI) WEC
Supplier/Partner Meetings

July 2024

Travel Texas Media Mission
Visit USA Week - UK
Destinations International Annual Conference
Summer Experiential Activities
Cvent Connect
Esports Travel Summit
Brand USA Asia Mission
Colorado Springs Sales Mission

August 2024

Celebrate Services Week
Educational Seminar for Tourism Organizations (ESTO)
American Society of Association Executives (ASAE) Annual Meeting
Corporate Event Marketers Association(CEMA) Annual Meeting
Maritz Activate Conference
Connect Sports Conference
Visit Austin TX/DFW Sales Mission

September 2024

Fantastic Fest
TSAE New Ideas Annual Conference
TSAE Holiday Luncheon
Visit Austin Chicago Sales Mission
Maritz Elevate Conference

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.

Organizational Goals

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

	Goals	Fy 21/22 Goals	Fy 21/22 Results	Fy 22/23 Goals	Fy 22/23 Results Oct-June	FY 23/24 Proposed Goals*
Convention Sales	Total Sales Room Night Production	480,000	483,524	540,000	444,457	540,000
	Total Room Night Production (HOT hotels only)	480,000	445,381	475,200	416,424	475,200
	Convention Center/Class A Room Nights **	135,000	181,287	108,000	130,906	42,000
	Lead Room Night Production	3,771,000	3,937,521	3,771,000	3,783,023	3,771,000
	Sales Group Leads Sent	3,192	3,876	3,192	3,443	3,192
	Total Sports Room Night Production	69,000	111,189	102,000	111,672	102,000
Tourism	Sports Group Leads Sent	60	70	60	131	60
	Tourism Product Placement	60	84	60	121	75
	Tourism Destination Training	300	661	650	1,301	700
Con. Services	Tourism Partner Leads	350	428	400	407	500
	Meetings Serviced	1,800	2,123	2,275	2,127	2,500
	Supplier Referrals and Leads	480	786	675	741	725
	Meetings with Local Business Suppliers	125	115	150	154	165
Music	Post-Convention Survey Results	95%	100%	95%	97%	95%
	General Music Inquiries	450	505	580	445	580
Marketing & Media	Confirmed Artist Bookings	75	127	95	114	100
	Media Outreach and Press Releases/Pitches	1,000	1,401	2,000	1,847	3,000
	Media Circulation/Viewership /Impressions	3M	108.8M	100M	99,395,343	150M
	Web Page Views	4M	13,927,962	13,500,000	10,935,018	13,905,000
	Unique Website Visitors	2M	5,547,406	5,100,000	4,539,873	5,253,000
	Visitor Guide Fulfillment	28,000	78,506	60,000	56,121	61,800
Film	General Events	3	4	5	5	6
	Film Production Leads/Referral Inquiries	15,000	91,329	30,000	68,412	n/a***
	Film Production Packages Fulfilled	50	84	50	53	70
	Film Production Starts	15	31	15	22	30
VC	Film Production Days	250	995	200	307	400
	Visitors to Austin Visitor Center	119,000	163,453	197,000	159,748	197,000
	Phone Calls/Email Inquiries	19,800	20,786	20,200	16,052	22,864
	Historic Talks and Tour Participants	1,533	1,292	1,800	1,031	1,421****

* FY23/24 Goals are developed in summer and are based on forecasted/anticipated budget and business conditions. Final Goals may be modified to align with approved budget and updated conditions.

** Reduced Austin Convention Center goal reflects the announcement of the Austin Convention Center closing in Spring of 2025.

*** Film Production Leads/Referral Inquiries has been removed from goals for FY 2023/2024. These leads are an out-of-date metric based on views of the Film Commission online location database and fluctuate wildly from month to month. The goal does not accurately reflect our actual day-to-day production numbers.

**** Reduced Historic Talks and Tour Participants goal reflects reduced number of staff available for tours.



Supplement

Marketing Campaign

Festival wristbands are the hottest fashion accessory.



***VISIT
Austin** — You're in
for a show.*

START
PLANNING

*From keynote speakers
to epic headliners.*

***VISIT
Austin** — You're in
for a show.*

With leading tech, unique venues
and a legendary live music scene,
Austin just keeps getting better!

Whether it's for work or play,
plan your next meetup at
VISITAUSTIN.ORG/MEET



*Craving starts when
you see the smoke.*



***VISIT
Austin** — You're in
for a show.*

*Hit up the springs
for a whole lotta cool.*



***VISIT
Austin** — You're in
for a show.*

START
PLANNING

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

Gloria	Gonzalez	Finance Manager
Julie	Hart	Vice President & CFO
Heather	Lang	Director of Human Resources
Kim	Livingston	Office Manager & Receptionist
Holland	Millham	Executive Assistant & Director of Board Operations
Tom	Noonan	President & CEO
Gina	Palmertree	Director of Finance
Rickey	Palmertree	Operations Manager
Brad	Watts	Director of Information Technology

Marketing, Communications, Music, Film & Tourism

Lauren	Brown	Marketing & Social Media Specialist
Emily	Carr	Graphic Designer & Multimedia Specialist
Julie	Chase	Sr. Vice President & CMO
Christine	Felton	Director of Digital & Content Marketing
Brian	Gannon	Sr. Director of Film Marketing & Media Assets
Kinsey	Gwinn	Marketing Coordinator
Alison	Lamell	Tourism & Marketing Manager
Jenna	Livingston	Marketing Manager, Digital & Content
Omar	Lozano	Director of Music Marketing
Wesley	Lucas	Director of Communications
Ashley	Zapata	Sr. Marketing & Project Manager

Strategic Alliances & Visit Austin Foundation

Mary Kay	Hackley	Vice President of Strategic Alliances & Executive Director, Visit Austin Foundation
Sarah	McDonald	Sr. Partnership & Development Manager

Convention Sales & Austin Sports Commission

Angela	Ashley	Sales Manager
Jasmine	Black	Sales Manager
Shannon	Cannon	Sr. Director of Texas Accounts
Christine	Cramer	Director of Market Analysis & Research
Jim	Doherty	Director of Eastern Regional Sales
Savannah	Easton	Sales Coordinator
Lindsey	Elliott	Director of West Coast Sales
Stephen	Genovesi	Executive Vice President
Marla	Grajeda	Sales Manager
Drew	Hays	Director of the Austin Sports Commission
Sarah	McCabe	Director of Northeast Regional Sales
Kristen	Parker	Director of Eastern Regional Sales
Polo	Perez	Sales Coordinator
Crystal	Pharr	Sr. Events Manager
Alysia	Roden	Vice President of Sales
Kelly	Thomas	Director of Midwest Sales

Convention Services

Linda	Atkins	Vice President of Services
Christina	Cava	Sr. Convention Services Manager & Industry Relations Manager
Megan	Fietz	Convention Services Coordinator
Dana	Perez	Convention Services Manager
Dane	Piper	Director of Convention Services
Jenn	Shira	Sr. Convention Services Manager

Visitor Center | 602 E. Fourth St. Austin, Tx 78701

Veronica	Cavazos-Battye	Visitor Center Weekend Supervisor
Harrison	Epwright	Manager of Visitor Services/Tour Ambassador
Natalie	Pollan	Director of Retail & Visitor Services
Angel	Williams	Retail Manager

Executive committee

Scott Blalock

JW Marriott Austin

Joe Bolash

Hilton Austin

Greg Chanon

Chanon Law

Jennifer Currier

*Hyatt Place
Austin-North Central*

Rob Gillette

Vice Chair

Renaissance Austin Hotel

Cindy Lo

Immediate Past Chair

RED VELVET

Joanna McCreary

W Austin

Skeeter Miller

Chair

The County Line, Inc

Tom Noonan

Visit Austin

Nenad Praporski

Fairmont Austin

Rodney Siebels

Hitachi Vantara

Trisha Tatro

Austin Convention Center

Visit Austin board of directors

Monica Andry

*Greater Austin Hispanic Chamber
of Commerce*

Dianne Bangle

Real Estate Council of Austin

Scott Blalock

JW Marriott Austin

Joe Bolash

Hilton Austin

Tina Cannon

*Austin LGBT Chamber
of Commerce*

Billy Carter

Carter Transportation Austin

Greg Chanon

Chanon Law

Jennifer Currier

Sonesta Select Austin North

John Daigre

UT at Austin Dell Medical School

Mark Duval

*Greater Austin Asian Chamber of
Commerce*

Jesus Garza

City of Austin

Rob Gillette

Renaissance Austin Hotel

Michael Girard

Girard Diversified Interests

JJ Gottsch

Austin Gamblers

Tam Hawkins

*Greater Austin Black Chamber of
Commerce*

Cindy Lo

RED VELVET

Andy Loughnane

Austin FC

Beverly Magee

Four Seasons Austin

Gary Manley

Iron Cactus Restaurants

Jeremy Martin

*Greater Austin Chamber of
Commerce*

Joanna McCreary

W Austin

Skeeter Miller

The County Line, Inc

Tom Noonan

Visit Austin

Dewitt Peart

Downtown Austin Alliance

Nenad Praporski

Fairmont Austin

Council Member Zo Qadri

City of Austin

Jim Ritts

Austin Theatre Alliance

Rodney Siebels

Hitachi Vantara

Jim Smith

*Austin-Bergstrom International
Airport*

Tom Stacy

CapRidge Partners, LLC

Steven Stout

*Texas Society of Association
Executives*

Trisha Tatro

Austin Convention Center

Jeff Trigger

La Corsha Hospitality Group

Dottie Watkins

CapMetro

Mayor Kirk Watson

City of 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