



# AUSTIN

CONVENTION & VISITORS BUREAU

2012-2013 *Marketing Plan*



## *Message from the President*



Austin is a dynamic and exciting city. More than ten years ago, our civic leaders had the foresight to plan for and invest in our city's future. With continued leadership, Austin has become known as a domestic and international destination. During lean times, we weathered the economic storm and were fortunate to be less affected than other parts of the country. Today Austin's future looks bright. We have come into our own with signature events such as SXSW Music, Film and Interactive Conferences and Festivals and the Austin City Limits Music Festival. This year Austin will host the inaugural Formula 1 United States Grand Prix™ race at Circuit of the Americas in November. The race is expected to generate as much as \$300 million in economic impact. Further, due to much anticipated new hotel inventory, Austin will be able to secure a notable increase in national city-wide conventions.

As we look to the future, the Austin CVB is adapting its approach to solidify our position as a premier leisure, convention and meeting destination. We understand the world is changing, and we are on the forefront of that change. We've embraced new technology by implementing new programs. This year we launched Mobile Austin, a new mobile app discount program that puts the best local deals in the hands of visitors, business travelers and locals. We also launched Austin Fare Finder, a new social media app that helps users find the lowest airfares to Austin and the best events to check out once they're here.

When it comes to driving tourism, keeping our hotels full and generating economic impact for Austin, we know how competitive the landscape is – and that's why we're rolling out new ways to connect with meeting professionals and visitors. Our new ad campaign, "What You Hear is True," delivers on Austin's brand promise in an innovative, differentiated way. We're also using non-traditional tactics to market the city such as our new Austin Airstream trailer – a vintage 1970s remodeled and retrofitted Airstream that serves as a mobile Visitor Center – as well as new destination and 3D Google Earth flyover videos.

We'll continue to work with local officials and community leaders in order to achieve our objectives for 2013 and lay the foundation for future successes. On behalf of the Austin CVB and our Board of Directors, we proudly present the 2012-2013 Marketing Plan. It is evidence of our optimism for the near future and our pledge to help make tourism an even brighter spot on Austin's economic landscape.

Bob Lander  
President & CEO  
Austin CVB



The Austin CVB 2012-2013 Marketing Plan is structured to provide the reader with comprehensive information in a quick, easy to scan format. The plan begins with a message from the President, followed by an overview of the year’s activities. Included as well are detailed plans for each department. Each department section includes an overview, as well as related goals, strategies and tactics.

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The Austin Convention & Visitors Bureau (CVB) is the official destination marketing organization (DMO) for the City of Austin. An accredited member of Destination Marketing Association International, the Austin CVB is contracted by the City of Austin to market Austin nationally and internationally as a premier business and leisure travel destination. In addition, under terms of this contract, the Austin CVB also houses the Film Commission, Music Office and Sports Commission. The organization is a private, nonprofit 501 C-6 corporation and in its 16th year of operating as an independent agency.

The Austin CVB is funded predominantly through a portion of the 15 percent hotel occupancy tax. For each dollar collected, Austin CVB receives 1.45 cents. In comparison, the Austin Convention Center receives 6.5 cents, the state of Texas receives 6 cents and arts organizations receive 1.05 cents. The Bureau operates on a fiscal year calendar from October 1 through September 30. To accomplish its mission and objectives, the Bureau seeks partnerships with hotels, the Austin Convention Center, tourist attractions, private sector businesses, publishing and media companies, airlines, car rental companies and others.

OBJECTIVES

Austin CVB presents the 2012-2013 Marketing Plan to be implemented as the approved budget allows. In pursuit of its mission, the Austin CVB seeks to:

- ★ Increase the demand in the Austin MSA for hotel rooms, attraction visits, package tours, retail sales, restaurant receipts, local transportation and other events and activities that positively affect the economic impact of the local tourism industry
- ★ Boost the demand for and usage of the Austin Convention Center for groups and special events that, in turn, draw attendees to stay overnight in Austin hotels
- ★ Through the Austin Music Office, stay at the forefront of the music industry and local community through active participation in the Austin Music Commission and follow-up on the City of Austin’s Live Music Task Force
- ★ Solidify Austin’s reputation as the Live Music Capital of the World® by continuing to book live music acts for conventions and corporate meetings, and by encouraging patronage of Austin music venues
- ★ Support the economic viability of Austin’s growing film industry through activities of the Austin Film Office, while maintaining a strong relationship with the local film community
- ★ Via the Austin Sports Commission, recruit, grow and retain sports events in the Austin area; and continue to expand visibility of Austin as a premier athletic destination, especially in the youth sports market
- ★ Gain national and international media exposure for Austin’s diverse attractions, natural environment, rich history, culture and unique personality to further education and understanding of the Austin product
- ★ Support and contribute to the enrichment of Austin’s multicultural, performing and visual arts, historic, recreation, education, sports, business and entertainment communities
- ★ Welcome all visitors, regardless of age, sex, sexual orientation, race, color, national origin, religion, marital status, veteran status or disability
- ★ Through strong community outreach and with recognized expertise in the tourism industry, actively participate in and contribute to the overall strategic planning for the growth and sustainability of the visitor industry in Austin

The Austin CVB continues to scrutinize all programs and pay careful attention to those that do not directly impact hotel occupancy. Our efficient and accountable fiscal controls are carefully monitored by Austin CVB’s Board of Directors to ensure resources are invested carefully and efficiently. To allow for adjustments to changing market conditions, select marketing plan objectives and/or tactics may change throughout the year.





## INTERNATIONAL TRAVEL

Roughly 7.4 million international travelers visited Texas in 2010, spending \$4.3 billion. Top origin markets include Mexico, Canada, Europe, Asia and Latin America. The most common Metropolitan Statistical Areas (MSA's) visited by overseas visitors to Texas include Houston, Dallas-Plano-Irving, Austin, San Antonio and Ft. Worth-Arlington.

Following is an overview of the top international markets for travel to Texas:

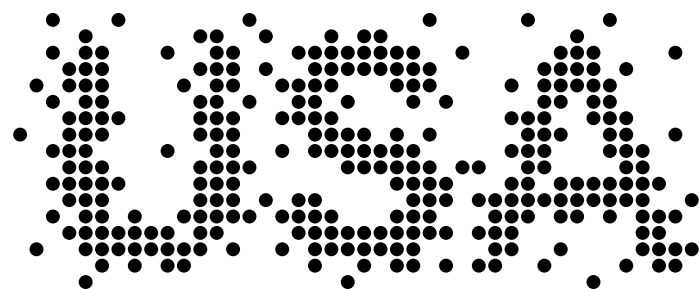
- ★ Mexico is the largest inbound international market for travelers to Texas with an estimated 6.3 million visitors in 2010. Of these travelers, approximately 342,000 traveled by airplane. Mexico contributes the largest share of international spending to the state with approximately \$2.6 billion (land and air travelers).
- ★ Canada is the second leading source of international travelers to Texas. In 2010, an estimated 373,000 Canadians traveled to Texas – an increase of 2.7 percent compared to 2009. These travelers generated a travel spending impact of roughly \$343 million.
- ★ Europe is the largest overseas regional inbound market for Texas, with an estimated 455,000 travelers visiting Texas in 2010 – an increase of 20 percent from the previous year. Travelers from Europe account for 44 percent of overseas travelers to Texas, and generate a direct spending impact of \$485 million. Primary markets in Europe include the United Kingdom, France and Germany.
- ★ South America accounted for 150,000 visitors to Texas with a travel spending impact of \$159.8 million. The Texas share of total U.S. travel from South America was 4.6 percent. The primary market in this region is Brazil.
- ★ Central America (not including Mexico) accounted for 70,000 visitors to Texas and travel spending of \$46.4 million. The Texas share of total U.S. travel from Central America was 9.2 percent.
- ★ Asia is the second largest overseas regional inbound market for Texas. In 2010 an estimated 239,000 visitors from Asia visited Texas – an increase of 32 percent from 2009. Texas' share of visitors from Asia to the United States increased by an estimated 3.4 percent. Visitors from Asia generated a direct spending impact of approximately \$400 million. Primary markets in Asia include Japan and China.

Continued growth is expected from international markets in 2011, as overall visitation to the U.S. is forecasted to have increased by 6 percent. To this end, it would be remiss not to mention Brand USA – a public-private marketing entity created as a result of the Travel Promotion Act with the mission to spearhead the nation's first global marketing effort in promoting the U.S. as a premier travel destination. Brand USA launched its advertising campaign in spring 2012 and will serve to encourage travelers from all over the world to visit the United States. Moreover, the Obama Administration recently announced its National Travel and Tourism Strategy – a momentous step for the U.S. travel industry which will serve to achieve the goal of welcoming 100 million international visitors annually by 2021.

With the support of the Obama Administration and entities like Brand USA, arrivals to the United States are expected to increase 36 percent from 59.7 million travelers in 2010 to 81 million travelers in 2016.

Through strategic planning, the Austin Convention and Visitors Bureau will closely monitor research statistics and the efforts of Brand USA to further promote the destination to key and emerging international markets.

Sources: Travel Research Reports at [www.travel.state.tx.us/TravelResearch.aspx](http://www.travel.state.tx.us/TravelResearch.aspx); Office of the Governor, Economic Development & Tourism; Brand USA – [www.thebrandusa.com](http://www.thebrandusa.com).



Discover  
America  
.com

## U.S. TRAVEL

Even in the current sluggish economy, travel and tourism has proven to be one of the most efficient job creating industries. Between March 2010 and July 2011, job growth in the travel industry was 84 percent faster than the rest of the economy. In addition:

- ★ The travel and tourism industry supports 14.4 million jobs: 7.5 million directly in the travel industry and 6.9 in other industries.
- ★ In 2011, the travel industry was responsible for 1 out of every 9 new jobs created in the U.S. (up from 1 out of every 10 in 2010).
- ★ Direct spending by resident and international travelers in the U.S. averaged \$2.2 billion a day, \$92.8 million an hour, \$1.5 million a minute and \$25,700 a second.
- ★ Travel and tourism generates \$124 billion in tax revenue for local, state and federal governments.
- ★ Each U.S. household would pay \$1,055 more in taxes without the tax revenue generated by the travel and tourism industry.

Source: U.S. Travel Association: <http://www.ustravel.org/marketing/national-travel-and-tourism-week/talking-points-and-facts>.



## TEXAS OUTLOOK

Texas continues to be one of the top travel destinations in the United States for both domestic and international travelers. Studies show that the majority of travelers to Austin come from within the Texas drive market, but there are indications of steady growth from other top origin markets:

- ★ 198 million domestic travelers visited Texas destinations in 2010, with more than 70 percent traveling for leisure. Through the third quarter of 2011, preliminary estimates for domestic visitation show an increase of 8 percent year to date.
- ★ The top domestic origin DMAs for leisure visitors to Texas include: Oklahoma City, OK (9.3 percent), Albuquerque-Santa Fe, NM (5.9 percent), Los Angeles, CA (4.7 percent), Minneapolis-St. Paul, MN (3.7 percent), Chicago, IL (3.7 percent), Little Rock-Pine Bluff, AR (3.3 percent), Baton Rouge, LA (3.0 percent) and Tulsa, OK (2.7 percent).
- ★ Total direct travel spending in Texas was \$57.5 billion in 2010, which supported 529,000 jobs and generated \$7.6 billion in federal, state and local taxes.
- ★ Secondary impacts of travel spending supported an additional 465,000 jobs in services, finance, real estate, construction and other industry sectors.

Source: Travel Research Reports at [www.travel.state.tx.us/TravelResearch.aspx](http://www.travel.state.tx.us/TravelResearch.aspx); Office of the Governor, Economic Development & Tourism.



AUSTIN OUTLOOK

Austin continues to lead all major Texas markets in hotel occupancy, with downtown levels at around 77 percent and city-wide levels at 68 percent (YTD 2012). Visitors are drawn by Austin’s vibrant live music scene, independent businesses and welcoming personality.

- ★ In FY 10/11, the Bureau booked 423,197 group room nights – 103 percent of the goal for the year. As of the end of March, year-end production for FY 11/12 is projected to be 435,000 room nights.
- ★ Austin’s average daily rate for FY 11/12 (YTD) is \$168.00 downtown. A year ago at this time, it was \$154.01, a 7.7 percent increase year over year.
- ★ Austin continues to maintain healthy occupancy levels due to a strong ongoing demand for Austin as a convention and leisure travel destination. While occupancy remains flat year over year (YTD 2012), gains in average daily rate are a positive sign of rate recovery following the economic downturn.
- ★ FY 10/11 saw a 34 percent increase in short-term bookings, and corporate leads are up 23 percent in FY 11/12 YTD. The new JW Marriott convention hotel is already driving future demand, with national association leads up 16 percent, and the average size of city-wide leads up 34 percent.
- ★ In FY 12/13, we anticipate that the Circuit of the Americas (COTA) venue will be highly impactful for automotive, sporting and music events drawing many regional, national and international visitors. The Formula 1 United States Grand Prix™ will be the first signature annual event, expected to draw over 120,000 attendees. The continued growth of the SXSW Music, Film and Interactive Conferences, Austin City Limits Music Festival, our annual Texas association business and the legislative year will help drive hotel occupancy year-round.



ECONOMIC IMPACT FACTS

In 2011, the Austin CVB commissioned Dean Runyan and Associates, a leading national market research firm, to assess the economic impact of travel and estimated visitor volume for the Austin-Round Rock MSA and the City of Austin. Following is a comparison summary of key findings for 2010 versus the previous year:

2010 ECONOMIC IMPACT

VISITOR VOLUME	19.8 MILLION (AUSTIN-ROUND ROCK MSA) 17 MILLION (2009)
ANNUAL VISITOR SPENDING	\$ 3.9 BILLION \$ 3 BILLION (2009)
TOURISM SUPPORTED JOBS	37,900 32,000 (2009)
LOCAL TAX REVENUE	\$ 85 MILLION \$ 70 MILLION (2009)
STATE TAX REVENUE	\$ 183 MILLION \$ 155 MILLION (2009)

Following steep declines in 2009, both the national and Austin area travel industries began to recover in 2010. Further, most indicators of travel activity in the City of Austin and the larger metropolitan area, including room demand and visitor spending, were up. While there’s progress still to be made and growth to be had, the Austin tourism industry remains a viable and a powerful economic engine for the City of Austin.

A copy of the full report can be found on the ACVB website at [www.austintexas.org](http://www.austintexas.org).





WORTH NOTING



**POWER OF TRAVEL**

Travel is one of the most important industries in our country and according to the U.S. Travel Association – a force that can drive our nation's economic recovery. Travel contributes \$1.9 trillion to the national economy and supports more than 14 million American jobs. It employs one out of every nine Americans – from airline and hotel employees to restaurant, attraction and retail workers. An estimated 20 million people visited Austin in 2010 on business trips, family vacations and personal getaways. These national and international visitors supported 38,000 jobs injecting the local economy with nearly \$4 billion.

With marquee, internationally recognized events such as the SXSW Music, Film and Interactive Conferences and Festivals, new and notable events such as the Austin Food and Wine Festival, the Moontower Comedy Festival and the Formula 1 United States Grand Prix™, and with significant, positive media coverage on Austin's music, dining scene and quality of life, the Austin CVB is in a unique position to generate interest from new national and regional conventions and national and international leisure travel.

Our marketing and public relations efforts have increased so that we can better share Austin's message with local and global corporate decision-makers. Austin product has increased in receptive and tour operator brochures, websites and distribution channels. And marketing efforts have been targeted by behavioral and geographic priorities to appeal to visitors that are most likely to visit Austin.

Looking ahead, ACVB will pay close attention to national and international travel trends, issues and opportunities and evolve media, marketing and tourism efforts accordingly.

**NEW HOTEL INVENTORY**

Last year, one of our biggest challenges was lack of available hotel inventory. ACVB worked diligently with the City of Austin, downtown stakeholders and potential investors and developers to educate the local community about the importance of an additional convention-style hotel and Austin's ability to compete for and grow viable convention business. This year, we are happy to report that new and exciting hotel projects are planned in and around the city.

When the JW Marriott Austin opens in February 2015, a whole new realm of meeting possibilities will open with it. The 1,012-room convention-style hotel will break ground this year in the heart of downtown. It will offer more than 114,000 square feet of flexible meeting space and easy access to the Austin Convention Center. The luxury hotel has already booked its first convention, the annual meeting of the National Association of Regulatory Utility Commissioners set for November 6 -12, 2015. By the time this hotel is underway (June 2012), over 25,000 room nights will already be on the books.

The Manchester Texas Financial Group also announced plans to open a \$350 million "uniquely Austin" convention-style hotel in 2015. The hotel will feature 1,025-rooms adjacent to the Austin Convention Center along Waller Creek. It will consist of 100,000 square feet of meeting space, premier restaurants and a signature sky bar lounge restaurant on the 34th floor.

A Hyatt Place Downtown has already broken ground on a 296-room hotel that will open in 2013. The hotel will be within walking distance of the Center and multiple entertainment districts.

The addition of these hotels increases the downtown room count to more than 8,000 – placing Austin on an entirely new playing field that will allow us to drive future city-wide business and growth.

**CIRCUIT OF THE AMERICAS**

With construction well underway for Austin's inaugural Formula 1™ race, Circuit of The Americas is the world's newest home for high performance motorsports racing. The track is the only purpose-built facility in the country designed for Formula 1 racing and is the host circuit for the United States Grand Prix™ from 2012-2021. Beginning in 2013, the track will also host the V8 Supercars World Championships. The Circuit is designed to be open year-round as a premier entertainment and meeting destination. Features include expansive event space, luxury suites for VIP meetings, top-notch technology, a medical facility and training center and of course, this being the Live Music Capital of the World®, a stage for live music.

Circuit of The Americas will bring a world-wide spotlight on Austin and position our city among some of the world's greatest, including Montreal, Rio de Janeiro, Monte Carlo, Singapore, Barcelona and Istanbul – all world-class destinations hosting the Formula 1 Grand Prix™. As the excitement and momentum builds for the inaugural race, Austin will receive media coverage from around the globe creating the opportunity for ACVB to attract new visitors and convention and meetings business in the motor sports and technology industries.

**CAMPAIGN REPOSITIONING**

Following a successful four-year run of the "Now Playing" campaign, the Austin CVB has developed an innovative, fresh look and feel for 2012 – called "What You Hear is True." Driven by extensive customer research – the campaign delivers on Austin's brand promise in an authentic, compelling way – utilizing curated visitor social media quotes, postings and photography as the focal creative elements.

The research demonstrated that visitors don't rely as much on official sources – but are influenced by friends, family members, third parties and local residents. Further, visitors want to experience Austin like a local and discover the "real" Austin – with significant emphasis placed on Austin's independent, local businesses. "What You Hear is True" effectively reflects these insights while offering a creative way to amplify Austin's reputation and word of mouth.

Significant efforts will be made to increase outreach to meeting professionals via the new campaign to generate awareness and "buzz" regarding new destination offerings – including new inventory.

The campaign was developed in partnership with local agency nFusion and will be supported by paid online, print and social media beginning spring of 2012.

**PCMA STRATEGIC PARTNERSHIP**

The Austin CVB, Austin Convention Center and the Professional Convention Management Association (PCMA) have entered into a new three-year strategic partnership that will further position Austin as a premier destination for meetings. As one of the leading associations for meeting professionals, PCMA is a respected leader in emerging conference and trade show models and for emerging leaders.

This mutual collaboration provides a comprehensive variety of engagement opportunities for Austin, including hosting of key meetings and programs, recognition at key PCMA events, focus groups, promotional rights and advertising credits.

As one of only eight cities in North America to have partnered with PCMA, this partnership will further maximize Austin's credibility and visibility as a growing convention destination.





KEY ACCOMPLISHMENTS



BUREAU HIGHLIGHTS & RANKINGS

As we look ahead to FY 2012-2013, we are proud to reflect on the following key accomplishments from the previous year:

SALES & SERVICES

- ★ Austin's average daily rate for FY 2011/2012 year-to-date (YTD) is \$168.00 downtown. A year ago at this time, it was \$154.01, a 7.7 percent increase year-over-year (YoY).
- ★ In FY 2010-2011, the Bureau booked 423,197 room nights – 103 percent of the goal for the year.
- ★ FY 2010-2011 short-term bookings increased 32 percent YoY.
- ★ Produced 1,139 new leads, representing 1,506,286 room nights. This is an 18 percent increase in number of leads and a 37 percent increase in total lead room nights.
- ★ Booked 457 meetings.
- ★ Provided convention services to an average of 120 conventions per month during FY 2010-2011.
- ★ Handled over 18,000 housing bureau reservations (up by 8,000 reservations over previous year).
- ★ Provided close to 6,000 hours of registration assistance staffing services.



MARKETING & PR

- ★ As of March, 2012, coverage of Austin held a publicity value of nearly \$10 million, nearly double the department's annual goal of \$5 million.
- ★ Direct PR efforts have earned coverage in national and international media outlets such as ABC News, BBC, Fox Business News, MSNBC, New York Times, USA Today, GQ, huffingtonpost.com and more.
- ★ Unique website visits for austintexas.org total 586,175 – up 16 percent YTD compared to the same time period last year.
- ★ New tools and resources. In an effort to continually find new ways to connect with visitors and meeting professionals, Austin CVB successfully launched the following new initiatives earlier this year:
  - Austin Fare Finder: the first social commerce application of its kind, the app accesses Facebook user information and searches travel sites for the cheapest flights and best days for the user and up to 10 of their friends to travel to Austin – along with personalized recommendations for events based on Facebook user profiles. The app can be found on Austin's Facebook account at facebook.com/visitaustintexas.
  - Austin Airstream Trailer: remodeled and retrofitted, ACVB purchased a vintage airstream trailer to serve as a mobile visitor center and as an innovative vehicle to distribute swag, materials and information about Austin. The trailer launched at SXSW in March – and plans are underway to take the trailer on the road to key markets in 2012 and beyond.
  - Mobile Austin: A new mobile discount program available to leisure visitors, convention attendees and locals, this SMS and app based program offers exclusive discounts on Austin live music, dining and more. Since its March 2012 launch, the program has pushed out approximately 3,000 offers to more than 1,000 unique users.



MUSIC & FILM

- ★ Directly booked more than 75 Austin musicians in support of sales and marketing efforts in Austin, Denver, New York, Chicago, Washington D.C., Las Vegas, Atlanta, St. Louis and Orlando.
- ★ Produced, sold and distributed 15,000 Austin Music Volume 11 CD's as well as 15,000 music guides and 1,500 download cards.
- ★ Produced "Live Music is in Austin's Soul" compilation featuring 11 tracks of Austin's soul, R & B, Hip Hop and Gospel music.
- ★ Collaborated with Tito's Vodka to produce and distribute 5,000 units of a 20-song compilation download card.
- ★ Collaborated with ACVB Marketing and Finance to launch the Austin Airstream, a mini visitor center and VIP lounge for media and artists.
- ★ The Austin Film Commission was again cited by *MovieMaker* Magazine as a major reason Austin remains among the "best places to be a moviemaker" in the United States.
- ★ In 2012, *MovieMaker* Magazine ranked Austin #2 on its list of "top cities to be an independent moviemaker in," ahead of film hotspots New York City, Albuquerque, New Mexico and Atlanta, Georgia.
- ★ For the second year in a row, an Austin-based film, Terrence Malick's *The Tree of Life*, was nominated for an Academy Award for "Best Film."
- ★ In its final season, the television series *Friday Night Lights* was awarded multiple "Oscars."



RANKINGS

Austin continues to gain favorability as one of the nation's top travel destinations. But don't take our word for it – check out what leading publications and research firms are saying:



- ★ *US News Travel* ranks Austin 5th among America's Best BBQ Cities. (March 2012)
- ★ *Fodor's* lists Austin among Top 10 Places to Travel this Spring. (February 2012)
- ★ *MovieMaker* Magazine ranks Austin #2 on its list of "Top Cities to be an Independent Moviemaker." (February 2012)
- ★ *Lucky* Magazine names Austin among the 25 best cities for shopping. (February 2012)
- ★ Orbitz names Austin a travel hotspot in 2012. (January 2012)
- ★ *Newsday* calls Austin a foodie and family friendly destination. (January 2012)
- ★ TripAdvisor Inc. ranks Austin #2 among the top 15 U.S. vacation destinations on the rise for 2012. (January 2012)
- ★ *Travel + Leisure* ranks Austin among the top 3 Techiest Cities in America. (January 2012)
- ★ *Forbes* names Austin as one of the top 10 cities for weekend vacations. (October 2011)
- ★ *Travel + Leisure* names Austin as one of America's Best Cities for Foodies. (September 2011)
- ★ *Bon Appetit* names Austin's restaurant, Congress, among the 10 best new restaurants in America. (August 2011)
- ★ *Forbes* names Austin as the nation's #1 "boom town" for the next decade. (July 2011)
- ★ Portfolio.com names Austin the #1 city for young professionals. (June 2011)

SOCIAL MEDIA

Through FY 2011-2012, the Austin CVB continued to build on established social media efforts while maintaining ACVB's position as a leader in destination social media marketing.

Some of our successes include providing custom social media services (such as interactive videos, social scavenger hunts and custom Facebook tabs) to key convention clients, including American Pain Society and Texas Computer Education Association. Most recently, the Austin CVB launched the Austin Fare Finder Facebook tool, an innovative social commerce app that allows visitors to easily research the lowest airfares to Austin.

The Austin CVB maintains eight social media accounts and, in the last 12 months, has seen Facebook fans grow by 307% and twitter followers grow by 70% (Facebook fans now total over 48,000 and twitter followers total over 20,000). In fact, visitors have such positive things to say about Austin on social media, the Austin CVB has decided to amplify that content by making it the center of an integrated ad campaign – "What You Hear is True" (for more on Austin's ad campaign, please reference the "Worth Noting" and Marketing Communication department plan sections).

“From music and the arts, to food and drink, to a love of outdoor adventures, Austin is Texas' playground where you can find and do almost anything. Bring your imagination and prepare yourself for a good time.

– Wild Blue Yonder, March 2011



## TAKE A LOOK AT WHAT ACTUAL VISITORS ARE SAYING ABOUT AUSTIN:

For more on Austin's social media activities, follow us at:

<https://www.facebook.com/visitaustintexas>

<https://twitter.com/#!/visitaustintx>

<http://www.youtube.com/user/visitaustintx>

<http://www.flickr.com/groups/visitaustintexas/>

<http://pinterest.com/visitaustintx/>

*"Austin- best city in the world.  
If you're looking for live music."*

*Tweeted by @JeffMacArt*

*"Smart, sassy, sexy. Technologically  
forward but community driven."*

*Yelped by Kelly S.*

*"Amazed at the number of awesome  
food trucks in #Austin!"*

*Tweeted by @ninakhan*

*"From shopping to food, attractions  
to do solo, as a couple or with  
family... Austin has so much  
to offer."*

*Yelped by Trina H.*

*"With Austin packed full of so many  
museums and galleries (of every size)  
it's hard to pick a favorite."*

*Yelped by Justin V.*

*"I finally had a chance to come back  
down from cloud nine and get back to  
reality after an awesome week-long  
conference in Austin, Texas."*

*Blogged by Kristen H.*

*"#Austin is such an AMAZING city;  
Awesome downtown, cool hotels, and  
hip & friendly people all around!"*

*Tweeted by @buffaloinNY*

*"I love Austin for a lot of reasons,  
but mostly because it's January,  
sunny and 75 degrees."*

*Tweeted by @Brianwstacey*

*"The 'A' in Austin means Awesome.  
I cannot think of anything wrong  
with this place."*

*Yelped by Bernadette D.*





KEY GOALS

2012-2013 KEY GOALS

Following is a sampling of ACVB key goals for FY 2012-2013. Additional goals can be found in each department's section of the plan. The goals noted are proposed as of April 2012. They may be adjusted during the year as market conditions dictate.

MEETINGS SERVICED

Convention Services tracks the number of meetings serviced on a monthly basis with the culmination being the annual goal.

HOUSING RESERVATIONS ASSIGNED

This number reflects reservations Convention Services books via Austin CVB's housing software.

TRAVEL TRADE PRODUCT PLACEMENT

The Tourism team will develop new programs that meet the needs of international and domestic markets. Programs will grow new and existing itineraries yielding increased hotel offerings in tour operator brochures and receptive distribution channels.

TOURISM PARTNER LEADS

The number of qualified business opportunities introduced to the Austin community, including but not limited to accommodations, transportation, tour guide services and attractions.

DOLLAR VALUE OF MEDIA

The Austin CVB media tracking agency gathers publicity value for print and online clips, when information is available.

WEBSITE UNIQUE VISITS

Unique visitor means a new, single person who visits the Austin CVB website any number of times. While repeat visitors or total visits are also important, unique visits is a significant measurement in tracking successes of online advertising and other marketing activities.

FILM PRODUCTION STARTS

The real measure of success for a Film Commission is results; the number of productions completed is an indicator of jobs created and economic activity generated. It also represents the “track record” of a desirable production center.

MUSIC BOOKING ASSISTS

The Music Marketing Department books local musicians for clients’ meetings and special events, as well as for various CVB activities.

VISITOR INQUIRIES

This goal includes walk-ins to the Visitor Centers, as well as phone calls and emails that Visitor Center staff processes.

	ANNUAL GOALS - FY 2011-2012	ANNUAL GOALS - FY 2012-2013
Meetings Serviced	1,000	1,400
Housing Reservations Assigned	13,000	14,000
Travel Trade Product Placement	20	22
Tourism Partner Leads	432	320
Dollar Value of Media	\$5 million	\$7.5 million
Website Unique Visits	960,000	1,080,000
Film Production Starts	24	26
Music Booking Assists	300	360
Visitor Inquiries	221,220	237,540



“Austin was a good venue for hosting our attendees and exhibitor groups. The proximity of the downtown entertainment district to the hotels and Convention Center allowed our groups to walk to a number of various outlets for free nights.”

– Mike Hankins, John Deere & Company







CONVENTION SALES

DEPARTMENT OVERVIEW

Convention Sales markets and sells Austin as the foremost destination of choice for meetings and conventions within the state of Texas, as well as nationally and globally. The Department implements a targeted sales strategy to secure city-wide business that benefits multiple hotels and the convention center, as well as in-house meetings that provide key incremental revenues to hotels within the Austin region. Our success ensures continued growth in hotel occupancy and average rate and ultimately impacts a diverse spectrum of businesses that formulate the Austin visitor industry.

DEPARTMENT GOALS/STRATEGIES, FY 2012-2013

Austin continues to gain national and international presence in the face of considerable competition from key destinations. The announcement of the new 296-room Hyatt Place (opening in 2013) and the new 1,012-room JW Marriott (opening in 2015) affords Austin the ability to capture larger city-wide groups. We will continue to take advantage of our Washington D.C., Chicago and Atlanta based representation to grow the medical, technological, educational/academia, automotive, multi-cultural and insurance vertical markets. The addition of a third account manager for groups of 200 or fewer rooms, affords the CVB to capture more short-term business for a large majority of hotels. Austin's annual state and regional account base of customers will continue to be of the utmost importance for Austin's success in the future.

This year, Convention Sales will continue to capture new clients that have never looked at Austin before due to our previous hotel inventory. This will result in more site visits to Austin, more sales proposals for larger groups and an ever increasing need to engage the local community for their help to sell Austin within their own corporations and member affiliated associations.

In FY 09/10, the sales team produced 393,026 total room nights (365,000 goal, or 108 percent). In FY 10/11, the sales team produced 423,197 total room nights (410,000 goal, or 103 percent). As of March 31, 2012, the year-end production for 11/12 is projected to be 435,000 total room nights (100 percent of goal).

Sales management will continue to monitor year-end projections through September 2012, and use this information in conjunction with historical data to determine sales goals for FY 12/13. Year end results and goals will be available via the ACVB monthly report in October 2012.

**STRATEGY 1:** Increase Association and Corporate Markets through geographically assigned territories.

TACTICS:

- ★ Place a strong emphasis on D.C., Midwest, Northeast, Southeast and Texas city-wide business (1,500 peak to 3,500 peak) and remain focused on the secondary markets of Los Angeles, San Francisco and Denver.
- ★ With the addition of a second headquarter hotel, place a high priority on soliciting business that we could not accommodate otherwise, including business that we have lost in the past.
- ★ Develop close partnerships with hotel national sales offices.
- ★ Use PCMA strategic partnership to gain exclusive access to customer sales calls, hosted events and familiarization tours (FAM's).
- ★ Maintain partnerships with third party companies such as Conference Direct, Helms Briscoe, IMN, Smith Bucklin and Experient.
- ★ Maintain strong repeat bookings of State/Regional Associations and Corporations.
- ★ Continue to grow the 10-200 peak room night opportunities for hotel in-house programs.
- ★ Develop a larger volume of meetings and conventions from the multicultural national association and professional fraternal markets by attending the National Coalition of Black Meeting Planners and the International Associations of Hispanic Meeting Professionals annual meetings.
- ★ Leverage Formula 1™ and Circuit of the Americas exposure to pursue automotive related business.

**STRATEGY 2:** Drive new national and international business through local congresses of Austin citizens in close partnership with the Chamber of Commerce and the City of Austin.

TACTICS:

- ★ Develop vertical markets of Medical, Technological, Academia and Real Estate/Banking/Investor through local-based congresses.

**STRATEGY 3:** Work with the Convention Center and key hotels to lead the city-wide business strategy efforts to maximize city-wides throughout the year.

TACTICS:

- ★ Target groups that will meet over traditionally slower periods and entice them to book Austin via special promotions from both hotels and the Convention Center.
- ★ Lead a weekly group strategy meeting with the Austin Convention Center and key hotels to maximize city-wide business in the future. Continue to host a Director of Sales quarterly meeting to further communicate our efforts in securing city-wide business.
- ★ Identify short-term need dates to solicit short-term corporate business.
- ★ Utilize Smith Travel Research trend reports as needed to discuss placing business opportunities.
- ★ Identify blue chip groups that can meet over peak times and provide maximum revenue for hotels and the Convention Center.
- ★ Gain reader board intelligence for competitive cities such as Grapevine, Denver, New Orleans and San Antonio. Develop improved sales strategies to reduce lost business to those cities.
- ★ Implement a turn-key strategy to be competitive with large properties of 2,000+ total rooms under one roof.
- ★ Continue to engage our Customer Advisory Board as advocates in pursuing new city-wide business opportunities.

*Our attendees were thoroughly impressed with the unique mix of sophistication and fun in Austin, Texas. It's a perfect city to combine great education and fun, due to the proximity of the hotels to the convention center, and the great downtown nightlife. Our physicians and attendees cannot wait to come back!*

*– Jenna Cummins, CMP, Director of Meetings, Society of Gynecologic Oncology (SGO)*



As a new PCMA strategic partner, the Austin CVB and the Austin Convention Center served as the presenting partners at the PCMA Foundation Dinner.



MAJOR CONVENTION CENTER BOOKINGS IN FY 2011-2012

ACCOUNT	MTG START	MTG END	ATTENDANCE	TOTAL ROOM NIGHTS
American Society for Surgery of the Hand	9/29/16	10/1/16	2300	4911
Dell Inc.	10/10/11	10/13/11	3500	14000
Dell Inc.	12/8/12	12/15/12	5500	17124
Fisher Rosemount Systems, Inc., an Emerson Process Management Company	10/24/16	10/28/16	2500	7330
Irrigation Association	11/3/13	11/11/13	5000	5668
Medical Library Association	5/15/15	5/20/15	1800	4870
National Hurricane Conference	3/29/15	4/4/15	2500	4585
NISOD National Institute for Staff and Organizational Development	5/27/16	6/2/16	2000	4830
NISOD National Institute for Staff and Organizational Development	5/28/17	5/30/17	2000	4830
NISOD National Institute for Staff and Organizational Development	5/27/18	5/29/18	2000	4830
NISOD National Institute for Staff and Organizational Development	5/26/19	5/28/19	6860	4830
NISOD National Institute for Staff and Organizational Development	5/23/20	5/26/20	2000	4830
Rooster Teeth Productions	7/6/12	7/9/12	8000	6500
Society for Personality and Social Psychology	2/11/14	2/16/14	3300	4000
Society for Research in Child Development	4/5/17	4/9/17	5000	9500
Specialty Tools & Fasteners Distributors Association	11/12/17	11/14/17	3200	5747
Texas Association of School Administrators	1/24/20	1/29/20	6500	4925
Texas Computer Education Association	1/31/16	2/5/16	15000	8970
Texas Computer Education Association	2/5/17	2/10/17	15000	8970
Texas Computer Education Association	2/4/18	2/9/18	15000	8970
Texas Municipal League	10/7/13	10/11/13	4000	5500
Women's Business Enterprise National Council	6/23/15	6/25/15	3200	4891

*[Set] your internal clock to ‘mosey’ to fully appreciate Austin’s charms – move too fast, and you’ll miss them. Alamo pride exists side-by-side with indie rock fervor, game hunters with vegans... There’s something intensely relaxing about this urban area in a countrified setting.*

*– The Wall Street Journal, January 2011*

Austin-based artists Kelly Willis and Bruce Robison performed at the PCMA Foundation Dinner.







## AUSTIN SPORTS COMMISSION

### DEPARTMENT OVERVIEW

Working as an extension of the Austin CVB sales team, the Austin Sports Commission (ASC) actively promotes Austin to event organizers and their boards of directors. ASC works diligently to locate national governing bodies seeking to secure a host city for their specific discipline. ASC's client base covers a wide variety of sporting events, from amateur to professional, including all age groups.

ASC works hand-in-hand with local organizing committees and event producers to identify possible venues, secure hotel space and most importantly, serve as an essential local resource for ensuring operational success of each event.

*Note: See Convention Sales section for department goals.*

**STRATEGY 1:** Define targets of prospecting activity to certain sports and identify calendar need periods.

#### TACTICS:

- ★ To leverage our resources and efforts spent prospecting, ASC will focus on fully maximizing core sporting events that have proven success in this market due to high-performing attendance and adaptable venues, i.e. volleyball, cycling, rowing, fencing, taekwondo and endurance sports.
- ★ Concentrate on championship events that are produced during specific months that can provide high impact for traditionally lower-peak months in the Austin area, i.e. December, January, June, July and August.

**STRATEGY 2:** Discuss and collaborate with industry peers to replicate other successful sports commissions in terms of fundraising, staff development and event services.

#### TACTICS:

- ★ With recent success of the sports market, ASC will maximize this growth by researching best practices on fundraising and generating revenue.
- ★ ASC will look at other sports commission models to evaluate if an increase in personnel is an advantage to securing events in Austin. Can potential business be obtained by creating positions like event operations and fund development?

**STRATEGY 3:** Establish robust volunteer program to assist with current and prospective sporting events.

#### TACTICS:

- ★ Partner with Marketing Communications to disseminate information about volunteer programs via local media.
- ★ Partner with Circuit of The Americas Guest Services Department to develop a massive city-wide database. ASC can capitalize on large volunteer numbers by using this as a selling tool to lure volunteer-heavy events to Austin.
- ★ This database can also provide a valuable resource for the annual legacy events already conducting strong events in Austin, i.e. Austin Marathon, Labor Day Cup, Longhorn Ironman, etc.

*Thank you for all the support that you & your staff gave the 2012 International Bowl. I can't think of a better city or sports commission to work with while producing an event.*

*– Greer Monterastelli, USA Football*



CONVENTION SERVICES

DEPARTMENT OVERVIEW

The Convention Services Department supports meetings and conventions by providing customers with assistance and services that benefit and enhance their meetings. A successful convention depends on the planning process; Convention Services plays a vital role by working closely with the meeting planner to provide support, resources and direction to the local community for goods, services and assistance.

DEPARTMENT GOALS/STRATEGIES, FY 2012-2013

GOALS	MONTHLY GOALS 11-12	MONTHLY GOALS 12-13	ANNUAL GOALS 11-12	ANNUAL GOALS 12-13
Meetings Serviced	83	117	1,000	1,400
Registration Staffing Hours Provided	229	312	2,750	3,750
Reservations Assigned	1,083	1,166	13,000	14,000
Supplier Referrals	15	15	180	180
Site Visits/Planning Meetings	6	7	75	85
Pre/Post Convention Meetings	2	2	30	30

**STRATEGY 1:** Provide web based housing services to actualize rooms night for multi-hotel conventions.

Housing services capture as many group reservations as possible, reduce attrition and support accurate reporting.

TACTICS:

- ★ Promote housing to all multi-hotel groups, including Austin Sports Commission booked groups, through the use of Passkey’s GroupMax marketing tools. Create a sales-focused collateral piece highlighting features and benefits of using the system.
- ★ Based on housing volume, consider soliciting additional housing groups from other destinations.
- ★ Continue to educate the local hospitality community through trainings on system benefits, capabilities and enhancements.

**STRATEGY 2:** Raise client awareness of services to ensure successful conventions and repeat business.

Continue to evaluate offerings and look for creative services and products to assist groups in achieving their projected goals and a successful event.

TACTICS:

- ★ Include information on developing digital tools.
- ★ Schedule service visits in key markets with booked clients to develop relationships and work with customers on personalized strategies for attendance promotion and convention goal success.
- ★ Update digital toolkit and include in Services section of the website.
- ★ Review survey process in order to receive customer feedback to encourage continued improvement and ratings.

**STRATEGY 3:** Increase community awareness of, engagement in and support for Convention Services programs.

It is imperative that the local community works in partnership with the CVB and understands the value of the convention industry and their role in providing great service to planners and attendees.

TACTICS:

- ★ Continue community outreach to learn more about their services and to educate these partners about group needs. Evaluate appropriate businesses to add to group resume distribution so they are aware of and prepared for group business.
- ★ Further promote the Mobile Austin deals program as it relates to the convention welcome program. This program builds awareness of conventions and prepares partners for the increased business.

**STRATEGY 4:** Promote the city’s green initiatives to conventions and meetings in addition to providing resources to customers interested in community service/volunteer projects.

The City of Austin embraces sustainability and green practices. The Austin Convention Center received its LEED® Gold Certification for Existing Buildings. The CVB will continue to collect information on the local industry’s latest efforts.

TACTICS:

- ★ Continue to meet annually in partnership with the Austin Hotel & Lodging Association in order to maintain updated information on hotel sustainability efforts. Also, begin researching other venues’ sustainable initiatives.
- ★ As groups continue to look for ways to give back to the community they meet in, the CVB will research programs and projects available in the community. Target key areas of environmental, healthcare, children’s resources and music programs.





MARKETING COMMUNICATIONS

DEPARTMENT OVERVIEW

As the official voice of the Austin CVB, Marketing Communications delivers consistent messaging about Austin and the Bureau to visitors, meeting professionals, media and hospitality industry partners. The department serves to elevate awareness of Austin through integrated advertising/marketing efforts, publications, media relations, web and digital initiatives. Marketing staff coordinate advertising, promotions, collateral, social media, research and media relations efforts for all ACVB departments and select convention groups.

DEPARTMENT GOALS/STRATEGIES, FY 2012-2013

GOALS	MONTHLY GOALS 11-12	MONTHLY GOALS 12-13	ANNUAL GOALS 11-12	ANNUAL GOALS 12-13
Media Outreach (Releases/Pitches)	15	15	180	180
# Outlets Reached	15	20	180	240
Press Trips/Media Hosted	5	5	60	60
Dollar Value of Media (source: Cision)	\$416,667	\$625,000	\$5 million	\$7.5 million
Significant Placements	12	15	144	180
Unique Web Visits	80,000	90,000	960,000	1,080,000

**STRATEGY 1:** Utilize ACVB new ad campaign, “What You Hear is True,” to amplify Austin’s reputation and ‘buzz’ while driving awareness, consideration and visitation to Austin.

TACTICS:

- ★ Leverage customer research insights to optimize campaign messaging and reflect key drivers that motivate visitors to come to Austin, including: music and a variety of things to do, independent businesses and wanting to experience Austin like a local.
- ★ Support new creative with integrated media buy; utilize seasonal and geographic priorities to maximize efficiencies and paid social media to further branding and word of mouth.
- ★ Ensure that campaign is geared and directed at diverse demographics in key feeder markets.
- ★ Increase outreach to meeting professionals via print and online efforts – craft content to promote new destination offerings (including new inventory and direct flights).
- ★ Curate visitor social media quotes, postings and photography for campaign integration/use and to deliver on Austin’s brand promise in an innovative, unique way.
- ★ Utilize newly designed website, austintexas.org, as a portal for compelling, timely content and as a vehicle to deepen engagement with leisure visitors and meeting professionals.





**STRATEGY 2:** Work with ACVB publisher to drive strategic development and production of the ACVB’s primary fulfillment pieces, the Austin Insider Guide and Meeting Planner & Destination Guide.

**TACTICS:**

- ★ Through community relations efforts, work with ACVB partners and the local hospitality industry to ensure comprehensive representation of Austin offerings in the Austin Insider Guide, Meeting Planner & Destination Guide, Mobile Austin deals/discount program, ACVB e-newsletter and website.
- ★ Focus on continuous improvement of existing tools and development of new tools and resources (e.g. iPad app, mobile solutions, etc.), in an effort to address changing consumer behavior and communication preferences.

**STRATEGY 3:** Work to generate positive media coverage of Austin in domestic and international print, broadcast and online media outlets.

**TACTICS:**

- ★ Secure feature stories via print, broadcast, online/social media and industry publications that keeps Austin top of mind through pitches, releases and media advisories.
- ★ Revamp press kit and press materials to offer new solutions for delivering compelling, timely information and creative assets.
- ★ Amplify positive media exposure by working cooperatively with ACVB PR firm.
- ★ Work closely with hotel public relation teams to increase positive media exposure by sharing media leads, hosting press and collaborating on other programs.
- ★ Vet press trip opportunities and host pertinent journalists. Partner with Texas Tourism to host international writers and increase global coverage.
- ★ Drive awareness and support for ACVB's overall mission by advocating tourism locally and by partnering with the U.S. Travel Association.

**STRATEGY 4:** Build on established social media efforts to stretch marketing dollars, extend reach and engage new audiences.

**TACTICS:**

- ★ Maintain ACVB’s position as a leader in destination social media marketing by continually exploring new trends, technologies and tools and successfully applying them to reach the visitor and meetings markets.
- ★ Refine existing social networking channels to increase fans, click-throughs and other engagement goals.
- ★ Provide the resource and expertise to assist meeting and event professionals with their social media marketing.
- ★ Continue to develop integrated campaigns for various bureau marketing efforts.

**STRATEGY 5:** Drive awareness of Austin as a premier cultural and heritage tourism destination.

**TACTICS:**

- ★ Continue to actively promote Austin’s historic and cultural attractions to visitors and conference groups through comprehensive media outreach, tourism, sales and advertising efforts, as well as partnerships with local and national heritage and arts organizations.
- ★ Provide funding through the grants program for restoration and/or rehabilitation of historic structures/sites that draw tourists.
- ★ Promote guided and self-guided walking tours of Austin’s cultural and historic attractions.

**STRATEGY 6:** Target multicultural and LGBT audiences to attract diverse visitors and groups.

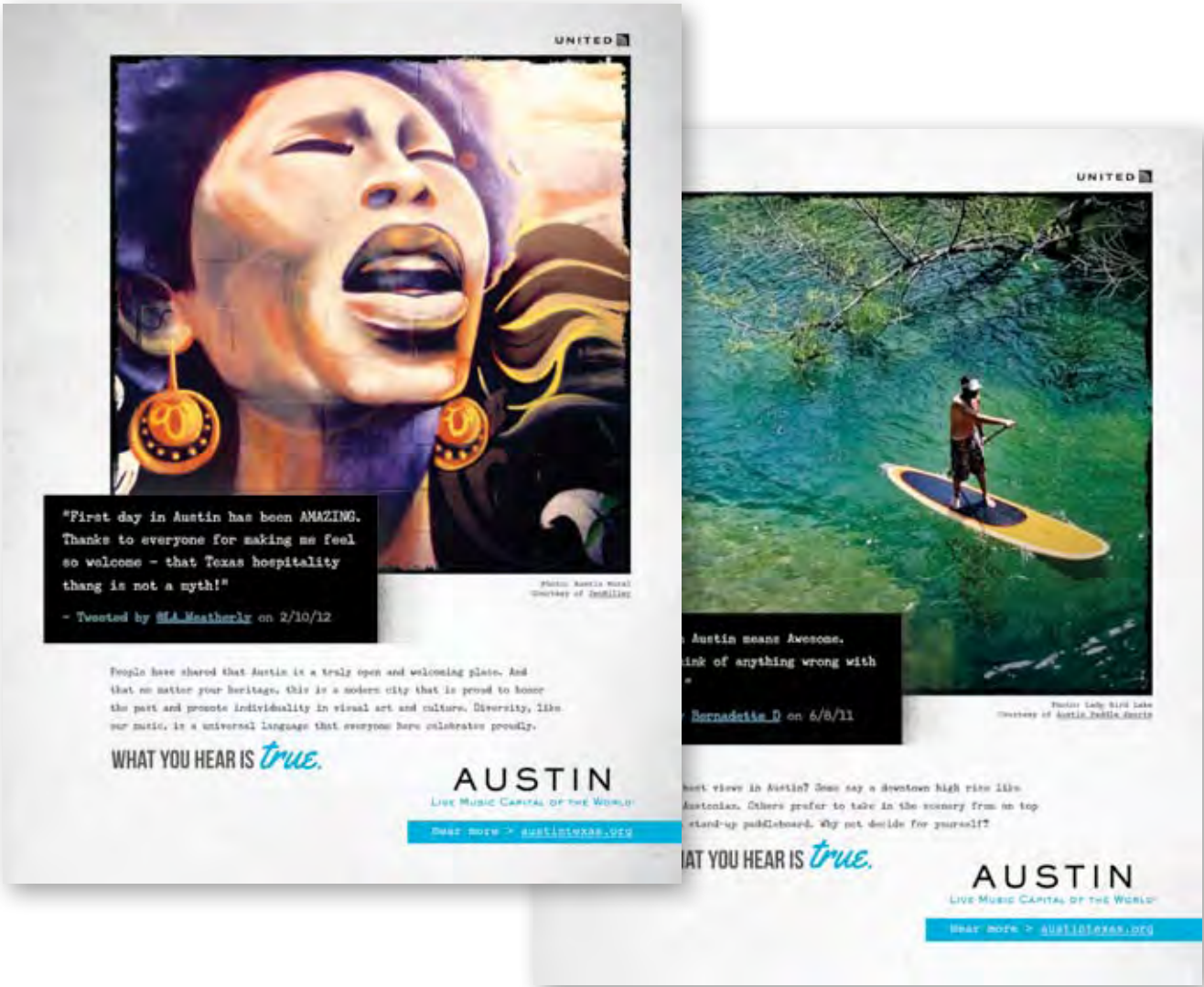
**TACTICS:**

- ★ Target leading diversity print and online media through strategic ad planning, buying and editorial outreach.
- ★ Ensure campaign, editorial photography, publications, website and general content (events, attractions, points of interest) reflect diverse models and interests.
- ★ Maintain Austin CVB's association, outreach and support of numerous local and national LGBT and multi-cultural groups and events.
- ★ Continually evaluate new tools and opportunities to improve diversity offerings to visitors and meeting professionals; work closely with local organizations to identify areas of potential synergy.

**STRATEGY 7:** Leverage media dollars by engaging hospitality community in co-op campaign.

**TACTICS:**

- ★ Work with the Convention Center and key hotels to develop a comprehensive plan – with varying levels of participation – to encourage buy-in, boost media spend and to extend reach, frequency and program length.
- ★ Work with advertising agency to develop unified creative that effectively promotes the destination and new destination offerings while generating exposure and return on investment for participating partners.
- ★ Routinely monitor and evaluate co-op program to gauge success and evolve as needed/appropriate.
- ★ Explore additional strategic marketing partnerships as appropriate with the U.S. Travel Association, Texas Tourism and the Texas Travel Industry Association.





TOURISM

DEPARTMENT OVERVIEW

The Tourism Department provides destination sales and marketing services to the domestic and international travel trade industry, including tour operators, wholesalers, receptive tour operators, travel agents and online travel agencies (OTAs). Through strategic planning, efforts are maximized to position Austin as a preferred destination for both international and domestic visitors resulting in increased revenue to the hospitality industry, thereby contributing to the overall economy of the Austin area. Support is given to area travel industry partners by providing leisure travel leads. In addition, the Tourism Department provides assistance to Austin-Bergstrom International Airport to maintain and increase air service to Austin.

DEPARTMENT GOALS/STRATEGIES, FY 2012-2013

GOALS	MONTHLY GOALS 11-12	MONTHLY GOALS 12-13	ANNUAL GOALS 11-12	ANNUAL GOALS 12-13
Missions/Tradeshows	1	7	12	12
Site Visits/FAM Tours	1	1	12	13
Product Placement	n/a	1-2	20	22
Destination Training	10	7-8	120	88
Tourism Partner Leads	36	25-30	432	320
Online Package Development	1	1	10	11

**STRATEGY 1:** Increase product in both domestic and international markets.

TACTICS:

- ★ Increase Austin product in receptive and tour operator brochures, websites and other distribution channels (emails, consumer print advertising and effective cooperative marketing opportunities).
- ★ Develop new programs and products that meet the needs of key international and domestic markets, including brochure development, expanded and custom itineraries and increased hotel allotment.
- ★ Partner with San Antonio CVB and Fort Worth CVB to create regional itineraries that highlight each destination to promote new product to tour operators.
- ★ Build on OTA marketing plan to further educate existing and potential client bases about various Austin product offerings with intent to increase room nights.
- ★ Monitor research statistics to market the destination to key and emerging markets.

**STRATEGY 2:** Increase tourism partner leads and destination trainings.

TACTICS:

- ★ Attend tradeshows and sales missions, host familiarization tours and site visits and conduct educational seminars to enhance product awareness to keep Austin top of mind with the travel trade.
- ★ Create training opportunities for hotel and attraction partners at online travel agency call centers.
- ★ Partner with the State of Texas Tourism Department on events and cooperative marketing opportunities.
- ★ Continue to work with representation companies to target top producing tour operators in key international markets.
- ★ Explore new market opportunities in conjunction with State of Texas Tourism Department and international airlines that service Houston and Dallas/Fort Worth as their USA gateway cities.

**STRATEGY 3:** Increase online package development and room night total on AustinTexas.org.

TACTICS:

- ★ Use market trends to create and develop package ideas promoted through local partnerships.
- ★ Work with Marketing Communications Department to enhance consumer awareness of existing packages (via consumer e-newsletter, press releases, social media outlets and website).

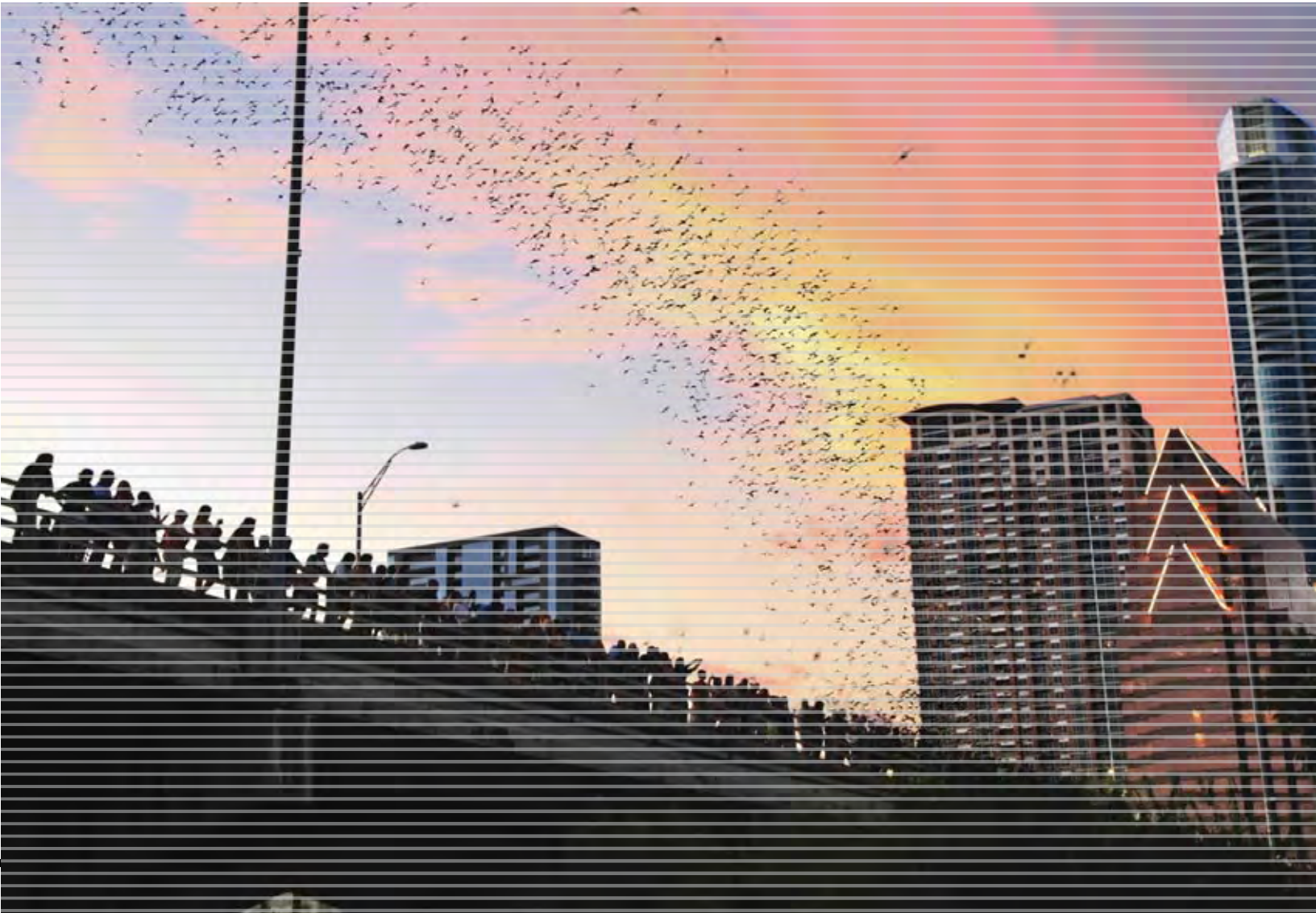
**STRATEGY 4:** Generate community awareness about the benefits and services provided by the Austin CVB by educating local attractions, hotels, restaurants and transportation companies.

TACTICS:

- ★ Routinely conduct site visits at local hotels, attractions and restaurants.
- ★ Participate in Texas Travel Industry (TTIA) and Texas Tourism activities.
- ★ Promote opportunities for partner cooperative marketing.

*I don't come to Austin to be seen; I come here to hang out.*

*– Sandra Bullock*





FILM COMMISSION

DEPARTMENT OVERVIEW

The Austin Film Commission (AFC) markets Austin and surrounding areas to film, television and gaming industry decision makers by attending and hosting events at tradeshow, festivals and other industry functions. By partnering with peers such as the Texas Film Commission, the Texas Association of Film Commissions and the Association of Film Commissioners International, as well as film industry support organizations, the AFC uses minimal staff, employing traditional and online promotional vehicles to achieve maximum return on investments of time and funding.

DEPARTMENT GOALS/STRATEGIES, FY 2012-2013

GOALS	MONTHLY GOALS 11-12	MONTHLY GOALS 12-13	ANNUAL GOALS 11-12	ANNUAL GOALS 12-13
Production Leads	120	150	1,440	1,800
Fulfillment	8	8.5	96	102
Production Starts	2	2.2	24	26
Production Days	50	60	600	720
Commercials	2	2	24	24

**STRATEGY 1:** Provide first-rate service to production companies.

In a creative and increasingly global industry, it is important for AFC to remain on the cutting edge of service to the filmmaking community in order to meet and exceed ever-increasing expectations.

TACTICS:

- ★ Continue to streamline processes such as permitting, code compliance and location scouting.
- ★ Enhance online services including website, locations library and other digital tools.

**STRATEGY 2:** Improve service to the local filmmaking community.

While most production centers focus exclusively on attracting studio productions to their locations, Austin’s strong base of independent filmmakers and studios is internationally recognized as above-the-line professionals, which uniquely positions us to grow the industry locally.

TACTICS:

- ★ Use social networking tools and newsgroups to interact with local filmmakers.
- ★ Host and attend screenings and otherwise help increase the profile of local filmmakers.

**STRATEGY 3:** Cultivate industry perception of Austin as a leading film center.

Austin has been recognized again this year as one of the leading production centers in the U.S.; the position of filmmaking as a major component of the Austin economy largely depends on maintaining that perception.

TACTICS:

- ★ Attend and promote Austin at festivals, tradeshow and other events.
- ★ Work with the Marketing Communications department to increase promotion of locally-produced film and television product.



The Austin booth at the SXSW tradeshow.

MUSIC MARKETING

DEPARTMENT OVERVIEW

The Austin Music Office works directly with convention groups, media and the local music industry to enhance the visitor experience and promote Austin as the Live Music Capital of the World®. Key roles include booking referrals of local acts for meetings and conventions; promoting the availability and accessibility of live music and local musicians to convention and meeting planners; working with media to encourage coverage of the live music scene and collaborating with Convention Sales, the Austin Film Commission, Marketing Communications, Tourism and Convention Services Department to market Austin’s music offerings.

DEPARTMENT GOALS/STRATEGIES, FY 2012-2013

GOALS	MONTHLY GOALS 11-12	MONTHLY GOALS 12-13	ANNUAL GOALS 11-12	ANNUAL GOALS 12-13
Industry Contacts	55	60	660	720
Booking Assists	25	30	300	360
Room Night Lead Referral	.5	1	6	12
Media Contacts	2	4	24	48
Music Media Events	.5	.5	6	6



**STRATEGY 1:** Develop a comprehensive plan to make Austin’s live music scene more user friendly including development and distribution of new mobile phone application for live music discovery.

**TACTICS:**

- ★ Partner with the City of Austin, Texas Music Office, the local hospitality industry and various music organizations to develop a phone application, and plan executable, timely goals.
- ★ In addition, explore short term and long term solutions such as wayfinding, music venue markers, maps, cab guides or tip sheets and other user friendly tools that help visitors discover Austin music.

**STRATEGY 2:** Promote availability and accessibility of Austin music, increased interest in Austin’s live music scene and the Live Music Capital of the World® brand with new initiatives.

**TACTICS:**

- ★ Produce and promote new destination music video featuring a diverse group of Austin musicians playing at various iconic locations.
- ★ Produce a new and improved Austin Music compilation CD, download cards and mini guide to Austin music scene. Develop, promote and sell Live Music Capital of World® merchandise via online store.
- ★ Utilize the new Austin Airstream trailer to enhance our presence at high profile industry events, showcases, tradeshow and more such as Austin City Limits Music Festival, SXSW, New Orleans Jazz and Heritage Festival, CMJ Music Marathon, Coachella, Americana Music Festival and Mostly Strictly Blue Grass Festival as budget allows.
- ★ Collaborate with successful Austin touring acts to promote Austin at national and international shows with banners, Austin gift bags, give aways, contests, stage call-outs and VIP access for clients and media.
- ★ Work with Convention Sales and Services departments to use music as an additional selling tool by assisting with site visits, materials and bookings for local events.
- ★ Manage the “Have you Hired a Musician Today?” program by assisting conventions, tradeshow and local businesses with booking recommendations for live music events.

**STRATEGY 3:** Collaborate with community partners on music related issues to strengthen the local music community.

**TACTICS:**

- ★ Work with African American music community to promote the Austin Soul CD to demonstrate diversity in our music offerings and strengthen community partnership.
- ★ Work with City of Austin staff, the Austin Music Commission and Austin-Bergstrom International Airport year round; communicate the activities of the music office and work to execute the goals for the music community. Collaborate with City Music office whenever possible.
- ★ Work with local music and cultural organizations, such as Austin Music People, Health Alliance for Austin Musicians, SIMS Foundation, Latino Music Association, Women in Music Professional Society, ProArts Collective and other cultural arts groups to promote music events that bring visitors to Austin and raise awareness of culturally diverse music.
- ★ Continue to partner with the local music community in promoting the growth and development of live music clubs, venues, recording studios, record labels and music instrument manufacturers.

*I adore [Austin]. The live music scene is absolutely great. It’s alive, and it’s kind of its own little life-support system.*

– Seth Walker





VISITOR SERVICES

DEPARTMENT OVERVIEW

The Visitor Center staff are ambassadors for the tourism/hospitality industry providing services for the leisure and convention traveler, both domestic and international. The department oversees services for incoming visitors, responds to inquiries, provides collateral materials, sells tour tickets and offers retail gift shop merchandise.

The gift shop continues to focus on merchandise made in the United States, with a focus on “green” and that highlights the Live Music Capital of the World® brand. The Visitor Center also boosts sales by carrying merchandise from Austin’s iconic music venues such as the Continental Club, Antone’s and Mohawk.

Visitor Services continues to promote Austin’s diverse historical and cultural attractions. Tour guides conduct regular, free, historic walking tours of various historic districts in downtown. Additionally, private group tours are provided.

DEPARTMENT GOALS/STRATEGIES, FY 2012-2013

GOALS	MONTHLY GOALS 11-12	MONTHLY GOALS 12-13	ANNUAL GOALS 11-12	ANNUAL GOALS 12-13
Walk-in Inquiries	12,500	13,350	150,000	160,200
Call-in Inquiries	1,400	1,400	16,800	16,800
Internet Inquiries	4,500	5,000	54,000	60,000
Visitor Packets Sent	8,000	8,500	96,000	102,000
*Retail Revenue	\$69,583	\$69,583	\$835,000	\$835,000
Email Inquiries	35	45	420	540
Historic Walking Tour Participants	425	425	5,100	5,100

\*Average; retail goals may vary.

STRATEGY 1: Generate increased visitor volume, length of stay and visitor spending.

Provide services to enhance the visitor experience in Austin.

TACTICS:

- ★ Drive traffic to austintexas.org, and utilize our online hotel reservation system to track room nights.
- ★ Partner with Capital Metro to help visitors use mass transit systems.
- ★ Work with cultural and historic attractions to increase awareness of our historic walking tours and effectively highlight their organizations.

A unique ingenuity sets apart this Southern city and permeates everything from the food... to the one-of-a-kind boutiques.

– Triathlete magazine, January 2011

STRATEGY 2: Increase revenue to offset operational expenses.

Develop new revenue streams and continue to grow retail sales.

TACTICS:

- ★ Protect Live Music Capital of the World® brand and continue to pursue licensing agreements with new vendors.
- ★ Continue to follow current retail market trends to develop a larger customer base.
- ★ Continue to increase merchandise made in the United States.
- ★ Develop online store to help increase revenue and market Live Music Capital of the World® merchandise.

STRATEGY 3: Explore new venues/locations that can be used to provide additional visitor services.

Expand visitor services to provide information to leisure and convention groups.

TACTICS:

- ★ Analyze areas in town that are frequented by visitors.
- ★ Identify potential permanent and temporary locations that could be utilized.
- ★ Explore options for “pop up” visitor services to be used for large events and conventions.







**BUREAU ACTIVITIES**



BUREAU ACTIVITIES - FY 2012/2013

FIRST QUARTER 2012

OCTOBER			
10/3-10/6.....	TEAMS Conference (Travel, Events & Management in Sports) .....	Las Vegas, NV .....	Austin Sports Commission
10/7-10/10.....	National Association of Funeral Directors.....	Charlotte, NC .....	Convention Services
10/15.....	IMEX America.....	Las Vegas, NV .....	Convention Sales
10/18.....	Producers VIP Reception.....	Austin, TX.....	Austin Film Commission
10/18-10/25.....	Austin Film Festival .....	Austin, TX.....	Austin Film Commission
10/22-10/26.....	Receptive Tour Operator FAM Tour .....	Austin, TX.....	Tourism
10/27.....	Rejuvenate Marketplace .....	Daytona Beach, FL.....	Convention Sales
TBD .....	ASAE Summit Dinner .....	Washington, DC .....	Convention Sales
TBD .....	TXAFC Film Marketing Event .....	New York, NY .....	Austin Film Commission
TBD .....	DC Sales Mission .....	Washington, DC .....	Convention Sales
TBD .....	Denver Sales Mission.....	Denver, CO .....	Convention Sales
TBD .....	Premier Film Event .....	Austin, TX.....	Austin Film Commission

NOVEMBER

11/4-11/6.....	Fun Fun Fun Fest Media event .....	Austin, TX.....	Music Marketing
11/5-11/8.....	World Travel Market (WTM) .....	London, England .....	Tourism
11/7.....	Destination Training – Travelocity Call Center .....	San Antonio, TX.....	Tourism
11/11-11/14.....	Entomological Society of America .....	Knoxville, TN.....	Convention Services
11/13-11/16.....	Texas Municipal League.....	Grapevine, TX.....	Convention Services
11/21.....	Austin Golf Classic.....	Austin, TX.....	Austin Sports Commission
TBD .....	NCBMP.....	TBD .....	Convention Sales
TBD .....	Texas Sales Calls.....	Houston, TX.....	Convention Sales
TBD .....	Nursing Organizations Alliance – Fall Summit.....	TBD .....	Convention Sales
TBD .....	Midwest Sales Calls & Client Event.....	TBD .....	Convention Sales
TBD .....	Local Client Appreciation Event.....	Austin, TX.....	Convention Sales

DECEMBER

12/3.....	EIBTM .....	Barcelona, Spain .....	Convention Sales
12/4-12/6.....	International Film Festival Summit .....	Austin, TX.....	Austin Film Commission
12/4-12/6.....	Expedia Partner Conference .....	Las Vegas, NV .....	Tourism
12/7-12/10.....	International Association of Hispanic Meeting Planners .....	TBD .....	Convention Sales
12/10.....	International Association of Exhibitions & Events .....	Orlando, FL.....	Convention Sales
12/10.....	Chicago CVB Holiday Client Event .....	Chicago, IL .....	Convention Sales
12/15.....	Holiday Showcase .....	Chicago, IL .....	Convention Sales
TBD .....	Texas Tourism Canadian Mission .....	Toronto, Canada.....	Tourism
TBD .....	Northeast Sales Calls & Client Event.....	New York, NY .....	Convention Sales
TBD .....	Texas CVB Holiday Event.....	Washington, DC.....	Convention Sales

SECOND QUARTER 2013

JANUARY			
1/11-1/13.....	Event Service Professionals Association.....	Orlando, FL.....	Convention Services
1/13-1/16.....	Professional Convention Management Association .....	Orlando, FL.....	Convention Sales
1/17-1/27.....	Sundance Film Festival.....	Park City, UT.....	Austin Film Commission
1/17-1/27.....	Slamdance .....	Park City, UT.....	Austin Film Commission
1/23.....	Texas Society of Association Executives, Southwest Showcase .....	Austin, TX.....	Convention Sales
1/23.....	Local Client Event .....	Austin, TX.....	Convention Sales
1/28-1/31.....	Go West Summit .....	Ft. Worth, TX.....	Tourism
1/29-2/1.....	Religious Conference Management Association .....	Minneapolis, MN .....	Convention Sales
1/31-2/12.....	Go West Post-Conference FAM Tour.....	Austin, TX.....	Tourism
TBD .....	Filmmaker Marketing Event/Reception .....	Austin, TX.....	Austin Film Commission

FEBRUARY

2/20-2/21.....	RSA Summit.....	Atlantic City, NJ .....	Tourism
TBD .....	Meeting Professionals International – GA Chapter .....	Atlanta, GA .....	Convention Sales
TBD .....	Texas Travel Industry Association's Unity Dinner.....	Austin, TX.....	Tourism
TBD .....	Midwest Sales Calls.....	TBD .....	Convention Sales
TBD .....	Southeast Sales Calls .....	Atlanta, GA .....	Convention Sales
TBD .....	DMAI Foundation Dinner.....	Washington, DC .....	Convention Sales
TBD .....	DMAI Destination Showcase .....	Washington, DC .....	Convention Sales
TBD .....	Austin Music CD Release Event .....	Austin, TX.....	Music Marketing
TBD .....	Citywide Service/Supplier Meeting .....	Austin, TX.....	Convention Services

MARCH

3/6-3/10.....	International Tourism Borse (ITB) .....	Berlin, Germany.....	Tourism
3/8.....	Meetings Industry Council of Colorado .....	Denver, CO .....	Convention Sales
3/8-3/16.....	SXSW® Conferences and Festivals.....	Austin, TX .....	Marketing Communications, Austin Film Commission & Music Marketing
TBD .....	Dallas International Film Festival Event .....	Dallas, TX .....	Austin Film Commission
TBD .....	Texas Sales Mission & Client Event.....	Dallas, TX .....	Convention Sales
TBD .....	Southeast Sales Calls .....	TBD .....	Convention Sales

THIRD QUARTER 2013

APRIL			
4/3-4/7.....	Society for American Archaeology .....	Honolulu, HI .....	Convention Services
4/10-4/12.....	ACVB Customer Advisory Board Meeting.....	Austin, TX.....	Convention Sales
4/15-4/18.....	ConferenceDirect .....	Las Vegas, NV .....	Convention Sales
4/23-4/25.....	NASC Sports Event Symposium.....	Louisville, KY .....	Convention Sales
TBD .....	Cine Las Americas International Film Festival .....	Austin, TX.....	Austin Film Commission
TBD .....	National Association of Sports Commissions .....	Columbia, SC .....	Austin Sports Commission
TBD .....	Destination Training – Springfield Call Center.....	Springfield, MO .....	Tourism
TBD .....	TRIBECA Film Festival .....	New York, NY .....	Austin Film Commission
TBD .....	Registration Assistant Appreciation Luncheon.....	Austin, TX.....	Convention Services
TBD .....	IAEE/CTC Tournament .....	Austin, TX.....	Convention Sales
TBD .....	Post Springtime Texas Event .....	Washington, DC.....	Convention Sales
TBD .....	ASAE – Springtime Expo.....	Washington, DC.....	Convention Sales
TBD .....	West Coast Sales Calls.....	TBD .....	Convention Sales
TBD .....	Northeast Sales Calls.....	TBD .....	Convention Sales

MAY

5/2.....	PCMA Foundation Dinner.....	Washington, DC.....	Convention Sales
5/3.....	ASAE Springtime Expo .....	Washington, DC.....	Convention Sales
5/3.....	ASAE Springtime Unplugged.....	Washington, DC.....	Convention Sales
5/22.....	SGMP Annual Convention .....	Orlando, FL.....	Convention Sales
5/22.....	IMEX .....	Frankfurt, Germany .....	Convention Sales
May.....	Latino Music Month Event .....	Austin, TX.....	Music Marketing
TBD .....	ACVB Annual Luncheon .....	Austin, TX.....	Marquee event
TBD .....	Chicago Sales Mission & Client Event.....	Chicago, IL .....	Convention Sales
TBD .....	Southeast Client Event .....	Atlanta, GA .....	Convention Sales
TBD .....	Passkey Housing Forum .....	Miami, FL .....	Convention Services
TBD .....	Nursing Organizations Alliance – Fall Summit.....	TBD .....	Convention Sales
TBD .....	Midwest Sales Calls.....	TBD .....	Convention Sales





“What a fabulous city! I had never been before and would love to bring a meeting back to your city. Really friendly and service oriented location!”

– Wendy Elke, Merchant Risk Council

JUNE

6/8-6/12.....	U.S. Travel Association's International Pow Wow.....	Las Vegas, NV .....	Tourism
6/10-6/13.....	PCMA Education Conference.....	San Antonio, TX.....	Convention Sales
6/13.....	Collaborate Marketplace.....	Denver, CO .....	Convention sales
TBD .....	ATX Television Festival.....	Austin, TX.....	Austin Film Commission
TBD .....	AIBTM .....	Baltimore, MD .....	Convention Sales
TBD .....	Texas Filmmakers' Brunch .....	Beverly Hills, CA.....	Austin Film Commission
TBD .....	TSAE Foundation Masters Event.....	Austin, TX.....	Convention Sales
TBD .....	NE Sales Mission & Client Event.....	New York, NY .....	Convention Sales
TBD .....	Austin Client Event.....	Austin, TX.....	Convention Sales
TBD .....	Travel Trade FAM.....	Austin, TX.....	Tourism

FOURTH QUARTER 2013

JULY

7/16-7/18.....	Destination Marketing Association International Annual Meeting .....	Seattle, WA .....	Convention Sales
7/16-7/19.....	Council of Engineers & Scientific Society Executives .....	Providence, RI.....	Convention Sales
7/25.....	6th Annual Texas Gridiron Kickoff Luncheon.....	Austin, TX.....	Austin Sports Commission
7/28-7/31.....	MPI WEC .....	St. Louis, MO .....	Convention Sales
TBD .....	United Kingdom Sales Mission .....	London, England .....	Tourism
TBD .....	Meeting Professional International .....	Las Vegas, NV .....	Convention Sales
TBD .....	Local Texas CVB Rep Luncheon.....	Austin, TX.....	Convention Sales
TBD .....	US Receptive Tour Operator Sales Mission.....	Los Angeles, CA.....	Tourism
TBD .....	Latin Alternative Music Conference.....	Los Angeles, CA.....	Music Marketing
TBD .....	West Coast Sales Calls.....	TBD .....	Convention Sales

AUGUST

8/3-8/13.....	American Society of Association Executives (ASAE) .....	Atlanta, GA .....	Convention Sales
8/11-8/14.....	ASAE Annual Convention .....	Dallas, TX .....	Convention Sales
TBD .....	Texas Sales Calls .....	Dallas-Fort Worth, TX .....	Convention Sales
TBD .....	Kellen Management .....	Atlanta, GA .....	Convention Sales
TBD .....	Atlanta Sales Mission .....	Atlanta, GA .....	Convention Sales
TBD .....	DC CVB Rep Summer Event .....	Washington, DC.....	Convention Sales
TBD .....	Connect Marketplace .....	New Orleans, LA.....	Convention Sales
TBD .....	U.S. Travel Association's ESTO .....	TBD .....	Tourism

SEPTEMBER

9/5.....	HSMIA – Affordable Meetings National .....	Washington, DC.....	Convention Sales
TBD .....	Northeast Sales Calls .....	New York, NY .....	Convention Sales
TBD .....	Texas Travel Industry Association Summit.....	Austin, TX.....	Tourism
TBD .....	Texas Tourism European Mission.....	United Kingdom & Germany....	Tourism
TBD .....	aGLIFF.....	Austin, TX.....	Austin Film Commission
TBD .....	Olympic SportsLink .....	Colorado Springs, CO .....	Austin Sports Commission
TBD.....	Austin City Limits Music Festival.....	Austin, TX.....	Marketing Communications & Music Marketing
TBD .....	Southeast Sales Mission .....	TBD .....	Convention Sales
TBD .....	Texas Society of Association Executives .....	TBD .....	Convention Sales
TBD .....	Regulatory Affairs Professionals Society .....	TBD .....	Convention Services
TBD .....	West Coast Sales Calls & Client Event .....	TBD .....	Convention Sales





**OFFICES & CONTACT INFORMATION**



EXECUTIVE COMMITTEE

<b>ALBERT BLACK</b> Child, Inc.	<b>ROBERT LANDER</b> Austin CVB	<b>LANCE STUMPF</b> Hyatt Regency Austin
<b>GREG CHANON</b> McGinnis, Lochridge, Kilgore	<b>GENE MCMENAMIN</b> Omni Austin Downtown Hotel	<b>MARK TESTER</b> Austin Convention Center
<b>JILL GRIFFIN</b> The Griffin Group	<b>LESLIE PCHOLA</b> Hilton Austin	<b>GLENN WEST</b> Make A Wish Foundation

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