

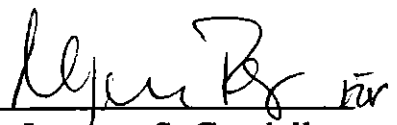
**RESOLUTION NO. 20130926-018**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

The City Council adopts the Austin Convention and Visitor's Bureau (ACVB) 2013-2014 marketing plan and proposed budget in a total amount not to exceed \$13,339,141 and sets the contract payment from the City to ACVB in an amount not to exceed \$11,032,841 for the Fiscal Year 2013-2014. The City Manager is authorized to file the approved documents with the City Clerk's office as required by the Texas Tax Code.

**ADOPTED:** September 26, 2013

**ATTEST:**

  
Jannette S. Goodall  
City Clerk

# AUSTIN

CONVENTION & VISITORS BUREAU



# AUSTIN *thrives*



Austin is a creative, collaborative and innovative city that is constantly evolving. Our recent increase of visitors, growth of marquee events and ever changing landscape, are the result of the fact that we remain true to our destination brand and the authenticity that it stands for. The last year brought many firsts for our city like successfully hosting the inaugural Formula 1 United States Grand Prix race. This event alone brought over 265,000 visitors to our city, many of them for the first time. Additionally, the city of Austin gained global media coverage of nearly \$200 million.

As Circuit of the Americas™ (CoTA) continues to grow, so will our place on the global stage. Alongside signature events like SXSW Interactive, Film and Music Conferences and Festivals®, and the Austin Food & Wine Festival, the already established Austin City Limits Music Festival will showcase music for two weekends in 2013 for the first time, effectively doubling both attendance and economic impact for the city.

As a growing, in-demand destination, one of our biggest challenges in recent years has been providing adequate hotel inventory. We have worked diligently to educate the local community about the importance of additional hotels. This year, we are happy to announce that several new hotel properties will be opening their doors to new business in the next three years. The addition of these hotels will place Austin on an entirely different playing field that will allow us to drive future city-wide business, leisure travel and growth.

We are also proud to announce that we will host the Professional Convention Management Association's Convening Leaders annual meeting in January 2017. This is arguably the most important event in our industry. It says a lot about the growth of Austin as a destination when we are next in line after host cities like Orlando (2013), Boston (2014), Chicago (2015) and Vancouver (2016).

As interest grows for Austin as a premier meetings and conventions destination, we now see ourselves regularly compared to some of the nation's most reputable and highly established convention cities. We will continue to focus on efforts to grow the medical, technological, educational, automotive, multi-cultural, insurance and financial vertical markets.

We'll continue to work with local leaders, community partners and industry associations to surpass our goals and objectives for 2013-2014 and lay the foundation for future successes. On behalf of the Austin CVB and our Board of Directors, we proudly present the 2013-2014 Marketing Plan. It is evidence of our optimism for the future and a reflection of our unwavering commitment to ensure tourism and hospitality contribute on a large scale to Austin's transforming economic landscape.

Bob Lande  
President & CEO  
Austin CVB



The Austin CVB 2013-2014 Marketing Plan is structured to provide the reader with comprehensive information in a quick, easy to scan format. This 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 with an overview, as well as related goals, strategies and tactics.

## Table Of Contents

I. Austin Thrives	
II. About the Bureau	2
III. Facts, Figures & Data	3
IV. Worth Noting	7
V. Key Accomplishments (FY 12/13)	11
VI. Key Goals	17
VII. Department Plans	
a. Convention Sales	23
b. Austin Sports Commission	26
c. Convention Services	27
d. Marketing Communications	29
e. Strategic Alliances	33
f. Tourism	35
g. Film Commission	37
h. Music Marketing	39
i. Visitor Services	41
VIII. Bureau Activities	43
IX. Offices & Contact Information	49



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, the Austin CVB houses the Film Commission, Music Office and Sports Commission. The organization is a private, nonprofit 501 C-6 corporation in its 17th year of operating as an independent agency.

The Austin CVB is funded primarily through a portion of the 15% 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 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 many other community partners.

## OBJECTIVES

Austin CVB presents the 2013-2014 Marketing Plan to be implemented as the approved budget allows. In pursuit of its mission, the Austin CVB seeks to:

- ★ Serve as an economic engine for the City of Austin.
- ★ 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.
- ★ 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.
- ★ 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.
- ★ Utilize the Austin Sports Commission to 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.
- ★ Support and contribute to the enrichment of Austin's multicultural, performing and visual arts, historic, recreation, education, sports, business and entertainment communities.
- ★ 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 organizations such as Austin Music People and Health Alliance for Austin Musicians.
- ★ 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.
- ★ 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.
- ★ Provide a welcoming environment to all visitors.

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.



# FACTS, FIGURES & data





**DOMESTIC TRAVEL**

Texas continues to be one of the top travel destinations in the United States – and has the third largest share of domestic visitation following California and Florida. In 2011, an estimated 208 million domestic travelers visited Texas destinations – an increase of 5% over 2010. Top origin markets for travel to Texas include California, Oklahoma, Louisiana, New Mexico, Missouri, New York, Florida, Virginia and Arizona.

In addition:

- ★ Total direct travel spending in Texas was \$63.2 billion in 2011, an increase of 10% over 2010.
- ★ Direct travel spending in Texas supported 545,000 jobs and generated earnings of \$17.6 billion.
- ★ Travel spending generated \$7.9 billion in state, local and federal tax revenues and a tax savings of \$840 for each household in Texas.

**AUSTIN OUTLOOK**

Austin continues to lead all major Texas markets in hotel occupancy, with downtown levels at around 76% and city-wide levels at 66% (YTD). Visitors are drawn by Austin's vibrant live music scene, independent businesses and welcoming personality.

- ★ In FY 11/12, the Bureau booked 464,165 room nights – 107% of the goal for the year. As of the end of March, year-end production for FY 12/13 is projected to be 465,000 room nights.
- ★ Austin's average daily rate for 2013 (YTD) is \$157 downtown. A year ago at this time, it was \$145, a 5.7% increase year over year.
- ★ The increase in short-term bookings continued in FY 12/13, up 23% YTD over last year. In-house bookings surged, up 68% over last year. Demand is also up significantly, with a 44% increase in total lead room nights, including a 27% increase in convention center groups. This is a direct result of additional future inventory in the market.
- ★ The inaugural Formula 1 United States Grand Prix in November, 2012 exceeded all expectations in overwhelmingly positive visitor experience and hotel performance. In FY 13/14, we will continue to monitor the effect of the Circuit of the Americas™ venue on the hotel market as it will be the first full year of motor sport events taking place at the track. The expansion of the Austin City Limits Music Festival to two weekends and the growth of SXSW® Music, Film and Interactive Conferences and Festivals offshoot events such as SWSWedu will continue to drive demand and occupancy throughout the year.

**ECONOMIC IMPACT FACTS****2011 ECONOMIC IMPACT (AUSTIN MSA)**

Visitor Volume	19.17 Million 18.20 Million (2010)
Total Direct Travel Spending (\$B)	\$5 Billion \$4.5 Billion (2010)
Total Employment	47,800 45,400 (2010)
Local Tax Revenue (\$M)	\$109 Million \$99 Million (2010)
State Tax Revenue (\$M)	\$251 Million \$238 Million (2010)

Sources:

[http://www.deanrunyan.com/doc\\_library/TXImp.pdf](http://www.deanrunyan.com/doc_library/TXImp.pdf)  
<http://www.travel.state.tx.us/TravelResearch.aspx>

**INTERNATIONAL TRAVEL****TEXAS OVERVIEW**

Roughly 7.5 million international travelers from Mexico, Canada and overseas spent \$4.8 billion across the state in 2011, which supported 45,000 jobs and generated \$360 million in state and local taxes. The most common Metropolitan Statistical Areas (MSA's) visited by overseas visitors to Texas include Houston (47%), Dallas (33%), Austin (10%), San Antonio (9%) and Ft. Worth-Arlington (2%).

In addition:

- ★ Nearly 1.3 million overseas travelers visited Texas in 2011 (an increase of 25% over 2010). Overseas visitation for Texas in 2011 is the highest ever recorded.
- ★ Top origin markets include Mexico, Canada, the United Kingdom, Germany, Brazil, Japan and China.
- ★ Texas currently offers more than 70 direct flights from international markets in the Americas, Europe, Asia, Africa and Australia.

**AUSTIN OVERVIEW**

Following is an overview of the top overseas markets for travel to Austin:

**United Kingdom**

- ★ Of the 165,000 visitors from the United Kingdom to Texas in 2011, 15.2% reported having visited Austin.
- ★ Visitors from this market contributed an estimated \$159.9 million in direct travel spending across the state, or approximately \$24.3 million for Austin.\*

**Germany**

- ★ Of the 100,000 visitors from Germany to Texas in 2011, 12.1% reported having visited Austin.
- ★ Visitors from this market contributed an estimated \$108.8 million in direct travel spending across the state, or approximately \$13.1 million for Austin.\*

**Brazil**

- ★ Of the 98,000 visitors from Brazil to Texas in 2011, 6.8% reported having visited Austin.
- ★ Visitors from this market contributed an estimated \$135 million in direct travel spending across the state, or approximately \$9.18 million for Austin.\*

**France**

- ★ Of the 71,000 visitors from France to Texas in 2011, 14.9% reported having visited Austin.
- ★ Visitors from this market contributed an estimated \$52.9 million in direct travel spending across the state, or approximately \$7.88 million for Austin.\*

**Australia**

- ★ Of the 51,000 visitors from Australia to Texas in 2011, 9.5% reported having visited Austin.
- ★ Visitors from this market contributed an estimated \$56.6 million in direct travel spending across the state, or approximately \$5.37 million for Austin.\*

**Netherlands**

- ★ Of the 38,000 visitors from the Netherlands to Texas in 2011, 17.1% reported having visited Austin.
- ★ Visitors from this market contributed an estimated \$42.1 million in direct travel spending across the state, or approximately \$7.2 million for Austin.\*

**South Korea**

- ★ Of the 27,000 visitors from South Korea to Texas in 2011, 28% reported having visited Austin.
- ★ Visitors from this market contributed an estimated \$62 million in direct travel spending across the state, or approximately \$17.3 million for Austin.\*

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 September 2012

\*Spend for Austin market estimated based on the following formula. For example, for the UK market:

Estimated direct travel spend for the state (\$160 million) divided by total number of visitors to the state (165,000) multiplied by estimated number of Austin visitors (15.2% or 25,080). This methodology assumes average daily spend is the same for each visitor.





WORTH *noting*



## STRATEGIC PLAN

Requested and driven by Austin CVB's Board of Directors, a Strategic Plan was developed for 2013-2016 that will serve as the bureau's roadmap for future years – and as a continuing strategic conversation about issues critical to the future of our industry.

Plan objectives and assumptions serve to recognize Austin CVB as a premier destination marketing organization and as the official voice and authority for the Austin brand. Under the guidance of this plan, the Austin CVB will demonstrate market understanding and pursue its mission of globally marketing Austin as a premier business and leisure destination, thus enriching our community's overall quality of life.

The following topics were identified by the board as critical planning issues:

1. Product Development and Infrastructure
2. Enhancing the Visitor Experience
3. Board Engagement and Advocacy
4. Administrative and Organizational Priorities

Looking ahead, we will enlist our board to guide us in this continuing important dialogue with elected officials, community and business leaders and establish a plan to effectively address each of these critical areas, including staff assignments, responsibilities and timelines.

*The Strategic Plan is a detailed, separate document and is available upon request.*

## U.S. TRAVEL ASSOCIATION

Travel and tourism, one of America's largest industries, continues to have a tremendous impact on the nation's economy. The U.S. Travel Association is the voice for the U.S. travel industry. According to the association, travel generates \$2 trillion in economic output and supports over 14 million American jobs annually. The Austin CVB serves on the Association Board to closely monitor upcoming initiatives and organizational efforts to further promote Austin to domestic and international markets.

Three recent U.S. Travel initiatives with a positive impact on Austin tourism include the Trusted Traveler Program, the Visa Waiver Program and the Travel Effect Campaign:

- ★ The Trusted Traveler Program is being utilized by more than 5.4 million passengers. Its biggest benefit is expedited security for frequent travelers.
- ★ The Visa Waiver Program has enabled overseas passengers to more easily and quickly gain travel access to the U.S.
- ★ Travel Effect, a multiyear advocacy and awareness campaign, will utilize groundbreaking research, new partnerships and effective communications to demonstrate the positive impact travel has on relationships, health, education, business and communities.

## TEXAS TRAVEL INDUSTRY ASSOCIATION (TTIA)

The Texas Travel Industry Association is the umbrella organization and advocate for the travel industry in Texas. It is a nonprofit organization made up of businesses, organizations, associations and individuals with an interest in developing tourism in Texas. Bob Lander, Austin CVB President and CEO serves as a member on the Executive Committee of the Board.

Looking ahead, Austin CVB will continue to closely monitor travel and tourism industry trends and the efforts of organizations such as the U.S. Travel Association and the Texas Travel Industry Association to further propel Austin as a premier destination.

## NEW HOTEL INVENTORY

As a growing, in-demand destination, one of our biggest challenges over recent years has been adequate hotel inventory. Austin CVB continues to work diligently with the City of Austin, downtown stakeholders and potential investors and developers to educate the local community about the importance of additional convention-style hotels and Austin's ability to compete for and grow viable convention business.

This year, we are happy to announce the following updates on new and existing hotel projects planned in and around the city:

- ★ When the JW Marriott Austin opens in March 2015, it will be the largest hotel in Austin. The 1,912-room convention-style hotel, located in the heart of downtown, will offer more than 114,000 square feet of flexible meeting space and easy access to the Austin Convention Center. To date, the hotel already has over 100,000 room nights booked.
- ★ The Manchester Texas Financial Group announced plans to open a \$350 million city center hotel in 2015. The hotel will be managed by luxury hotel brand Fairmont Hotels & Resorts and is Fairmont's second hotel in Texas. It will feature 1,000 rooms, over 70,000 square feet of meeting space and will be located directly east of the Austin Convention Center.
- ★ The Westin Austin Downtown, opening spring of 2015, will be just one and a half blocks from the Convention Center and a short walk to many of the city's restaurants and music venues. This 17-story, 326-room hotel will include a full-service restaurant, fitness center and 13,500 square feet of state-of-the-art meeting and banquet space.
- ★ Hotel Van Zandt, a Kimpton property, is slated to begin construction in June of 2013. The 16-story property will feature 527 rooms including 12,000 square feet of meeting space and a 5,700 square foot ballroom. Additionally, the new hotel will have an onsite restaurant, pool deck, exercise facility and three levels of underground parking. Anticipated completion date is first quarter of 2015.
- ★ Hyatt Place opened in grand fashion March of 2013. This upscale 250-room, 17-story hotel offers many technological amenities for business guests. Located in the heart of downtown, the hotel is steps away from the Austin Convention Center and multiple entertainment districts.
- ★ Hotel ZaZa, one of Texas' most revered and innovative hotel brands, will soon bring its luxe boutique accommodations to downtown Austin. Plans are in the works for a 24-story tower with 215 luxury apartments atop a 160-room hotel. This would mark Hotel ZaZa's first location in the Central Texas market. The premier boutique hotel, founded a decade ago, has two other locations in Dallas and Houston.
- ★ Lone Star Court, located in North Austin at The Domain, is slated to open later this fall. This 123 room upscale, retro-inspired, motor court concept will feature high-tech amenities, including live music by an outdoor fire pit, a pool and a restaurant/bar. Additionally, it will provide 2,000 square feet of interior meeting space and another 2,000 square feet of outdoor space including a covered pavilion and open-air lawn.

Additionally, several downtown hotels have undergone multi-million dollar renovations to improve their existing spaces. Among them are prominent hotels like the Hampton Inn and Suites, Intercontinental Stephen F. Austin, The Driskill and the Courtyard & Residence Inn by Marriott Austin Downtown.

The addition of these new hotels and other proposed properties will increase the downtown room count to approximately 9,000 in 2015 – placing Austin on an entirely new playing field that will allow us to drive future city-wide business, leisure travel and growth.



The JW Marriott Austin





**KEY**  
*accomplishments*



## Marketing & PR

**\$7M** PUBLICITY VALUE OF AUSTIN MEDIA COVERAGE

### COVERAGE IN

Huffington Post

Los Angeles Times

Wall Street Journal

Bon Appetit

USA Today

Travel + Leisure

The Guardian

Sydney Morning Herald

**70,000,000+**

IMPRESSIONS IN PAID MEDIA (2012)

**17,000,000+**

MEDIA IMPRESSIONS FOR AUSTIN AIRSTREAM (SINCE MARCH 2012)

## Convention Sales & Services

**464,165**  
ROOM NIGHTS BOOKED FY 11-12

**107%**  
OF GOAL

**112**  
CONVENTIONS PER MONTH SERVICED (FY 2011-2012)

**>17,000**  
HOUSING BUREAU RESERVATIONS

**>4,500**  
HOURS OF REGISTRATION ASSISTANCE STAFFING SERVICES

**1,290**  
NEW LEADS, REPRESENTING  
**1,692,824**  
ROOM NIGHTS. THIS IS A 13% INCREASE IN NUMBER OF LEADS AND A 12% INCREASE IN TOTAL LEAD ROOM NIGHTS

## Visitor Services

**\$835,000**  
ANNUAL GOAL RETAIL SALES  
**9%**  
MARGIN BY WHICH GOAL WAS EXCEEDED

## Digital

**62%**  
INCREASE IN UNIQUE VISITORS AT  
**AUSTINTEXAS.ORG**  
SINCE MAY 2012 RE-LAUNCH  
**134,231**  
MONTHLY UNIQUE VISITS (AVERAGE)

## Music & Film

**AUSTIN MUSIC**  
VOLUME 12 LAUNCH

**10,000**  
MUSIC CDs

**15,000**  
MUSIC GUIDES

**1,500**  
DOWNLOAD CARDS

**#1** BEST PLACE TO LIVE AND MAKE FILMS IN 2013  
MOVIE MAKER MAGAZINE

**28** FILMS WITH AUSTIN CONNECTIONS SHOWCASED AT SXSW FILM FESTIVAL

**6** AUSTIN-PRODUCED FILMS PREMIER AT SUNDANCE

## Sports

**85%**  
INCREASE IN SPORTING EVENT BOOKINGS SINCE THE INCEPTION OF THE AUSTIN SPORTS COMMISSION

### KEY WINS FOR THE SPORTS COMMISSION

IFAF WORLD FOOTBALL FESTIVAL

USA SWIMMING SENIOR NATIONAL CHAMPIONSHIPS

NCAA MEN'S BASKETBALL CHAMPIONSHIP 2ND AND 3RD ROUNDS



Take a look at what visitors are saying about Austin.

"Visiting Austin today has made me realize where I really want to go next fall. It was perfect."

-Tweeted by @sdavy23

"Austin Texas this weekend is gonna be LIVE. #nonotogeno #hookem"

-Tweeted by @T\_Kelley8

"Austin, TX, I'm so happy to be back in your embrace!! My love for you runs deep..."

-Tweeted by @patrickhallahan

"I said it before and I'll say it again, I love Austin, TX."

-Tweeted by @paulBLG

"Austin, thank you for a wonderful visit! I truly have a new love for the Longhorns... and TX BBQ!"

-Tweeted by @RashadaDawan

"I LOVE eating my way thru a city on vacay! Never been to Austin TX. Would love to experience Austin cuisine. #austinfoodwine"

-Tweeted by @kimmers96

"Thanks for keepin' it real (weird) Austin, TX! I had a great night with you guys. Love this city. #WWEAustin"

-Tweeted by @KaitlynWWE

"Did I ever mention how much I love Austin, well I Loveee you!!! Je t'aime Austin TX! You too cool!!! #Blessed to live here!"

-Tweeted by @parisgirl94

FOR MORE ON AUSTIN'S SOCIAL MEDIA ACTIVITIES, FOLLOW US AT:

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

<https://www.twitter.com/#1/visitaustintx>

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

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

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







**KEY** *goals*



### 2013-2014 KEY GOALS

Following are a few of the Austin CVB key goals for FY 2013-2014. Additional goals can be found in each department's section of the plan. These are proposed goals as of April 2013. They may be adjusted during the year to accommodate fluctuating market conditions.

#### Meetings Serviced

Convention Services tracks the number of meeting serviced on a monthly basis.

#### Housing Reservations Assigned

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

#### Travel Trade Product Placement

The Tourism Team will enhance product offerings with existing domestic and international travel trade clients and seek opportunities to expand product awareness with clients in emerging markets.

#### Tourism Partner Leads

Qualified business opportunities will be provided to the Austin hospitality community, including, but not limited to accommodations, transportation, tour guide services, restaurants and attractions.

#### Dollar Value of Media

The Austin CVB gathers publicity value for print, broadcast 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 advertising, public relations and promotional activity success.

#### 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 client meetings and special events, as well as for various CVB activities.

#### Visitor Inquiries

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

### Annual Goals - FY 2012-2013      Annual Goals - FY 2013-2014

Meetings Serviced	1,400	1,440
Housing Reservations Assigned	14,000	15,000
Travel Trade Product Placement	22	24
Tourism Partner Leads	320	336
Dollar Value Of Media	\$7.5 Million	\$7.8 Million
Website Unique Visits	1,080,000	1,200,000
Film Production Starts	26	30
Music Booking Assists	360	420
Visitor Inquiries	177,540	180,000

*"Austin has a great small town feel for a big city. Our attendees always feel safe here and the city does a wonderful job of keeping our streets and public areas clean."*

*-Brandi Lauve, Keller Williams Realty*







DEPARTMENT  
*plans*



## CONVENTION SALES

## DEPARTMENT OVERVIEW

Within a highly competitive marketplace, Convention Sales promotes Austin nationally and internationally to meeting and event professionals. The Department implements both a geo-targeted and vertical market 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 local businesses that rely on the tourism industry.

## DEPARTMENT GOALS/STRATEGIES, FY 2013-2014

Austin will continue to see strong growth in conventions and meetings due to positive impressions from past and current clients, and benefit from heightened awareness for Austin's large increase in hotel inventory and high profile new hotel builds. The Convention Sales team will leverage our Washington D.C. and Chicago based representation to grow national association and corporate medical, technological, educational/academia, automotive, multi-cultural insurance and financial vertical markets – and continue targeted efforts to attract multi-cultural national associations, fraternal markets and other diverse groups. Austin's annual state and regional account base of customers will remain of high importance – as will efforts to take advantage of dramatic positive growth seen from the West Coast corporate market.

Austin CVB's close partnership with the Austin Convention Center is critical – and has resulted in a strong competitive edge. And as interest grows for Austin as a premier meetings and conventions destination, we now see ourselves regularly compared to some of the nation's most reputable and highly established convention cities.

In FY 11/12, the sales team produced 464,165 total room nights (435,000 goal, or 107%). As of March 31, 2013, the year-end production for 12/13 is projected to be 465,000 total room nights (100% of goal).

Sales management will continue to monitor year-end projections through September 2013, and use this information in conjunction with historical data to determine sales goals for FY 13/14. Year end results and goals will be available via the Austin CVB monthly report in October 2013.



Austin Convention and Visitors Bureau was proud to be the official music partner for Party With a Purpose featuring Austin's own Spazmatiks

**Strategy 1:** Maximize city-wide business for the Austin Convention Center and metro hotels

## Tactics:

- ★ Drive highest share among our competitors, particularly for summer months and the year 2016 (where booking pace is slightly behind).
- ★ Identify four to six critical weeks and work with hotels and Convention Center to develop a city-wide special offer (upgrade or value-add) to promote.
- ★ Place a higher priority on group Sunday-Wednesday pattern business.
- ★ Continue to work closely with our repeat state and regional groups to secure business out to 2020 to ensure date preferences.
- ★ Work with our customers, national decorator partners and convention center to limit set up and teardown required.
- ★ Increase our target list of city-wides both corporate and association (particularly medical, educational, insurance, multi-cultural, automotive and financial) that can be accommodated at the Convention Center.
- ★ Target small executive meetings that have confirmed Austin, and develop a strategy while they are in town to promote the destination for their larger meetings.
- ★ Develop an off-site venue listing and map for the Convention Center vicinity as a resource for alternative meeting and exhibit space.
- ★ Create a local medical advisory group of industry leaders who can help attract more medical meetings to Austin.

**Strategy 2:** Maximize in-house bookings for hotels

## Tactics:

- ★ Continue to focus three account managers handling 200 peak rooms or less in East Coast/Midwest-West Coast and Texas.
- ★ Increase database of corporate prospects that meet in our competitive set – with particular emphasis on short term opportunities (within two years) summer, Sunday, Monday and Thursday stay-overs.
- ★ Work with hotels on need dates and promotional packaging for this segment.
- ★ Develop a lead referral system for leads from sold out hotels.

**Strategy 3:** Develop the highest level of site visits and customer events to attract groups to choose Austin

## Tactics:

- ★ In close partnership with the Austin Convention Center and hotels, host a minimum of 10 clients at the following key Austin events – SXSW® Music Conference and Festival, Austin City Limits Music Festival, Austin Food and Wine Festival and Formula 1 United States Grand Prix. Continue to tie in site visits with Austin City Limits tapings and Circuit of the Americas™ (CoTA) events.
- ★ Work with local partners to continue to enhance the site visit experience through technology.
- ★ Develop a virtual site visit for webinar events, showcasing key areas of town, key hotels and a chance for dialogue between sales managers and their clients. Invite Customer Advisory Board to provide testimonials.
- ★ Partner with Seattle, a similar size city with comparable customer profiles, on a few key events to be held in Washington, D.C. and Chicago.
- ★ Continue to leverage Austin's economic success by promoting Austin accolades, headquarter companies, local businesses and other unique selling points.
- ★ Continue to work closely with the convention services department to maximize business opportunities as a result of incoming groups.

*"There is a 'buzz' about Austin that piqued my potential attendees' interest. By choosing a downtown location my attendees were able to experience what they'd heard about and create stories/memories."*

*-Craig Cheatham, The Reality Alliance*



## MAJOR CONVENTION CENTER BOOKINGS IN FY 2012-2013

Account	Mtg Start	Mtg End	Attendance	Total Room Nights
National Community Pharmacists	10/15/2014	10/22/2014	2500	4339
Destination Marketing Assn. International	7/11/2015	7/18/2015	1200	3290
Society of Actuaries	10/11/2015	10/14/2015	2000	4894
American Assn. of Laboratory Animal Science	10/13/2017	10/24/2017	4800	11,075
National Telecommunications Coop Assn.	2/22/2018	3/1/2018	2500	7325
American Medical Colleges	11/2/2018	11/7/2018	4200	9735
American Bar Association	2/12/2020	2/16/2020	4000	8801
American Assn. of Clinical Endocrinologists	4/23/2017	4/30/2017	2900	4000
NACHA-The Electronic Payment Assn.	4/20/2017	4/26/2017	2200	4653
U.S. News & World Report	6/16/2013	6/19/2013	700	1600
IT Ten (Nonprofit Technology Enterprise Network	3/3/2015	3/6/2015	1000	2719

## 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:** Focus on simplified target list.

Streamline target list of events that have a history of large impact. Instead of using a broad stroke of prospecting, we will dedicate our focus on a smaller list of events that have a high probability of being recruited to Austin.

**Tactics:**

- ★ Based on previous qualification and research, ASC will identify 12-15 high-profile events and recruit them.

**Strategy 2:** Help promote Circuit of the Americas™ (CoTA), Austin's newest sports facility, industry wide.

Partner with the special events team at CoTA to recruit events to the area's new multi-purpose sporting venue.

**Tactics:**

- ★ Focus on venue specific industry events in that utilize track space, event space and open grass variations.
- ★ ASC will identify openings in the track's calendar that qualify as need periods for CoTA and the hotel community.

**Strategy 3:** Promotion of Trust Fund attributes to City of Austin partners.

Develop a plan to increase collaboration with city officials on the advantages of utilizing the State's Event Trust Fund to lure and attract sporting events.

**Tactics:**

- ★ Update city manager's office periodically on procedures relating to the process.
- ★ ASC will work with other Texas destinations to develop an event rotation plan involving organizations currently utilizing the trust fund.



*"USA Football has hosted successful events year over year in Austin. The city has provided great local partners, media support and plenty of venues to make our programs highly successful. Working with the Austin Sports Commission has been a true partnership."*

*-Garrett Shea, USA Football*



## CONVENTION SERVICES

### DEPARTMENT OVERVIEW

The Convention Services department supports meetings and conventions by providing customers with the assistance needed to enhance their meetings and connect groups to local businesses. A successful convention depends on the planning process. Convention Services plays a vital role by working closely with each meeting planner to provide support, resources and direction to ensure the highest amount of success.

### DEPARTMENT GOALS/STRATEGIES, FY 2013-2014

GOALS	Monthly Goals 12-13	Monthly Goals 13-14	Annual Goals 12-13	Annual Goals 13-14
Meetings Served	117	120	1,400	1,440
Registration Staffing Hours Provided	312	325	3,750	3,900
Reservations Assigned	1,156	1,250	14,000	15,000
Supplier Referrals	15	18	180	216
Site Visits/Planning Meetings	7	8	85	96
Pre/Post Convention Meetings	2	3	30	36
Community Outreach/Supplier Meetings	*	4	*	48

\*New goal category established for FY 13/14

**Strategy 1:** Provide online housing service to actualize room nights for multi-hotel conventions. Housing services capture as many group reservations as possible, reduces attrition and supports accurate reporting.

#### Tactics:

- ★ Promote housing services to all multi-hotel groups through the use of Passkey's GroupMax and CVB housing services and marketing tools. Educate customers on benefits of the system and full utilization.
- ★ Continue to educate the local hospitality community through training on system benefits, capabilities and enhancements.

**Strategy 2:** Raise client awareness of services available to ensure successful conventions and repeat business. Continue to evaluate offerings of services and products to assist groups in achieving their projected goals and a successful event.

#### Tactics:

- ★ Promote enhanced digital marketing materials like event microsites to booked groups.
- ★ In addition to standard services, promote potential partnership and sponsorship package to customers.
- ★ Schedule calls to key markets with booked clients to develop relationships and establish personalized strategies to achieve their goals.
- ★ Continue to evaluate survey responses and respond to customer suggestions for improved services.

**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:

- ★ Work in tandem with the Marketing Communications department to promote local businesses to the meetings market. Maintain community relationships by responding to partner deliverables.
- ★ Continue outreach to local businesses to educate them on group needs. This Convention Services awareness program will ensure local businesses are prepared for groups.
- ★ Provide local resources to groups that wish to give back to the community. This will raise awareness locally about the economic benefits of the convention industry.





## MARKETING COMMUNICATIONS

## DEPARTMENT OVERVIEW

As the official voice and marketing arm of the Austin CVB, the Marketing Communications department delivers consistent messaging about Austin and the Bureau to visitors, meeting professionals, media and the hospitality industry. The team focuses on creating awareness of the destination and elevates the Austin brand through a variety of strategic integrated marketing efforts. Marketing staff coordinate advertising, promotions, collateral, social media, research and media relations efforts for all Austin CVB departments and select convention groups.

## DEPARTMENT GOALS/STRATEGIES, FY 2013-2014

GOALS	Monthly Goals 12-13	Monthly Goals 13-14	Annual Goals 12-13	Annual Goals 13-14
Media Outreach (Releases/Pitches)	15	15	180	180
# Outlets Reached	20	20	240	240
Press Trips/Media Hosted	5	5	60	60
Dollar Value of Media (source: Cision)	\$625,000	\$650,000	\$7.5 million	\$7.8 million
Significant Placements	15	12	180	144
Unique Web Visits	90,000	100,000	1,080,000	1.2 million
Unique Mobile Site Visits*	N/A	20,000	N/A	240,000

\*Mobile site launched in Nov. 2012 and is now being reported separately from desktop website.



**OUTDOOR AMPLIFICATION.**  
Take your clubs for a spin in the Live Music Capital of the World® and discover why our outdoor spaces rock as hard as our indoor stages.  
*WHAT YOU HEAR IS TRUE.*

**AUSTIN**  
Live Music Capital of the World®  
NEXT: PLAY IT AGAIN! [austintexas.org](http://austintexas.org)

UNITED

**WELCOME TO OUR STAGE.**  
The Austin Convention and Visitors Bureau and the Austin Convention Center welcome you to the 350th Music, Film and Interactive Conference and Festival.  
We hope you enjoy your time in the Live Music Capital of the World® and don't forget to stop by the Austin LiveMusic for tips on local music, dining, shopping and more.

**AUSTIN**  
Live Music Capital of the World®  
austintexas.org

**AUSTIN**  
Live Music Capital of the World®  
austintexas.org

**Strategy 1:** Own and cultivate the Live Music Capital of the World® brand through integrated, strategic advertising efforts.

## Tactics:

- ★ Evolve and refresh the "What You Hear is True" campaign to amplify Live Music Capital of the World® positioning through new imagery and musical vocabulary.
- ★ Through precisely-targeted, sophisticated media buys, align with content that's contextually relevant for the messages being delivered – and that provides detailed audience knowledge and results.
- ★ Make AustinTexas.org the hub of all communications. Ensure strong call-to-actions for visitors to find us online such as click-throughs from content-rich or interstitial banner ads to contextually relevant areas on the website. Compel the audience to seek more information and deeply engage with content relevant to their trips.
- ★ Ensure AustinTexas.org carries prominent promotions and links to social media channels and our mobile site.
- ★ Test emerging media with use of hash tags and unique URLs, tagging audio/video components with applications like Shazam and SoundHound.



**Strategy 2:** 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 provide Austin prominent coverage through pitches, media outreach and press releases.
- ★ Revamp press materials to offer journalists compelling story ideas, accurate statistics, timely information and creative assets.
- ★ Engage Austin CVB PR firm to utilize specific national and international contacts and story ideas to secure significant placements.
- ★ Collaborate with community partners and public relations teams to offer creative, authentic stories that increase positive coverage and exposure.
- ★ Work closely with hotel public relations teams to increase positive media exposure through sharing media leads, hosting press and collaboration with other community outreach programs.
- ★ Coordinate press trips and host qualified journalists. Partner with Texas Tourism to host domestic and international writers and increase global coverage and reach.
- ★ Drive awareness and support for Austin CVB's overall mission by advocating tourism locally and by partnering with the U.S. Travel Association.
- ★ Pitch and place niche (i.e. family friendly, luxury, sports, film, arts & culture) stories in relevant publications.

**Strategy 3:** Continue to build on established digital efforts to be an online resource for visitors and meeting planners, stretch marketing dollars and engage new audiences.

**Tactics:**

- ★ Utilize AustinTexas.org as a portal for compelling, timely content and as a vehicle to deepen engagement with leisure visitors, meeting professionals and other key audiences.
- ★ Expand on True Austin program to connect visitors to passionate and knowledgeable Austin locals. Launch a blog to regularly keep visitors up to date on Austin events, new product and activities.
- ★ Focus on continuous improvement and development of tools and resources (e.g. iPad app, mobile solutions, etc.) in an effort to address changing consumer behavior and communication preferences.
- ★ Maintain Austin CVB's position as a leader in destination social media marketing by exploring new trends and technologies and successfully applying them to reach the visitor and meetings markets.
- ★ Provide the resource and expertise to assist meeting and event professionals with social media marketing.

**Strategy 4:** Continue development and production of Austin CVB's primary fulfillment pieces, including the Austin Insider Guide, Austin Meeting Planner & Destination Guide and email newsletters.

**Tactics:**

- ★ Work with Austin CVB partners and local hospitality industry to ensure comprehensive representation of Austin offerings in print and digital programs.
- ★ Collaborate with Austin CVB publisher on content development and implementation of strategies for growing email newsletter database opt-ins and maximizing subscriber engagement.

**Strategy 5:** Use the Austin Airstream to drive awareness among visitors, media and meeting professionals.

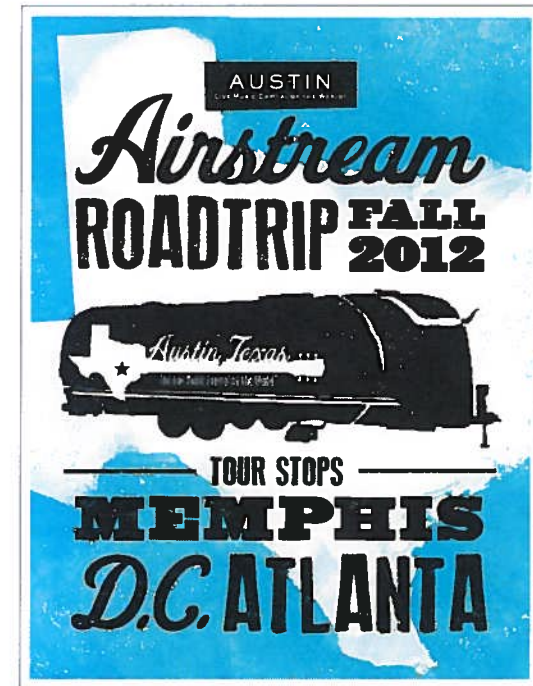
**Tactics:**

- ★ Anchor the trailer at marquee, local events such as SXSW® Music, Film and Interactive Conferences and Festivals and Austin City Limits Music Festival to distribute swag, materials and information about Austin to visitors.
- ★ Strategically evaluate and initiate road-trip opportunities to activate in select target markets.
- ★ With the aid of marketing staff and street teams, hand out information to potential visitors to entice them to visit Austin.
- ★ Create online buzz about the trailer and engage with potential visitors on social media accounts – including Instagram, Facebook, Twitter and our blog.
- ★ Partner with the sales team during key sales missions and events to include the trailer as an impactful venue to conduct meetings with convention planners and generate buzz about the destination.
- ★ Offer use of the Airstream trailer to key conventions, groups and community partners.
- ★ Offer use of the trailer to key media outlets and journalists as a place to conduct high-profile interviews.

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

**Tactics:**

- ★ Target diverse print, online media and demographics 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.





## STRATEGIC ALLIANCES

### DEPARTMENT OVERVIEW

A new department for the bureau, Strategic Alliances serves to enhance Austin's position as a world class destination that furthers the mission of Austin CVB and creates value to help reach and extend our goals.

To accomplish our mission and objectives, the Austin CVB will seek out and build strategic alliances with non-traditional and traditional businesses and brands. These entities may include locally and nationally based corporations, universities, hotels, the Austin Convention Center, tourist attractions, publishing and media companies, airlines, rental car companies and others looking to make an impactful transaction with our customers and consumers.

### METRICS

In 2013/14 we will complete the contracting process with DMO Associates on initial asset identification and development; establish goals and benchmarks; and develop more definitive and quantitative measurements for the Strategic Alliance program.

Current strategic alliances with United Airlines, Covert and Omega Broadcast will serve as a model for future program development and benchmarking.

#### Strategy 1: Develop Strategic Partnership/Sponsorship Program

Identify Austin CVB partnership program goals that align with the short and long term strategic direction of the Austin CVB as well as partner objectives.

#### Tactics:

- ★ Review the Austin CVB 2013-2016 Strategic Plan to ensure department partnership program goals are aligned.
- ★ Identify needs and goals of partners/sponsors and staff that most closely align with key business opportunities.
- ★ Identify, catalog and estimate value for current and potential Austin CVB and destination assets.
- ★ Identify gaps and opportunities for new, unique value offerings that promote partner participation as well as customer and consumer engagement.
- ★ Develop best practices to execute and fulfill Austin CVB's new partnership strategy.
- ★ Provide management and oversight of partnership agreements.

#### Strategy 2: Engage Non-Traditional Business Development Alliances

Identify opportunities for partners/sponsors outside the hospitality industry to engage in the programs of the Austin CVB.

#### Tactics:

- ★ Explore strategic channel development, business development, experiential and joint-venture value programs.
- ★ Identify new destination assets as well as the necessary partners and resources needed for deployment.
- ★ Conduct the necessary research and competitive analysis to help achieve program goals and provide maximum value and return on investment for Austin CVB alliances.

#### Strategy 3: Engage Traditional Hospitality Partners

Identify unique ways to further engage local businesses in the hospitality, meetings/conventions and tourism industry.

#### Tactics:

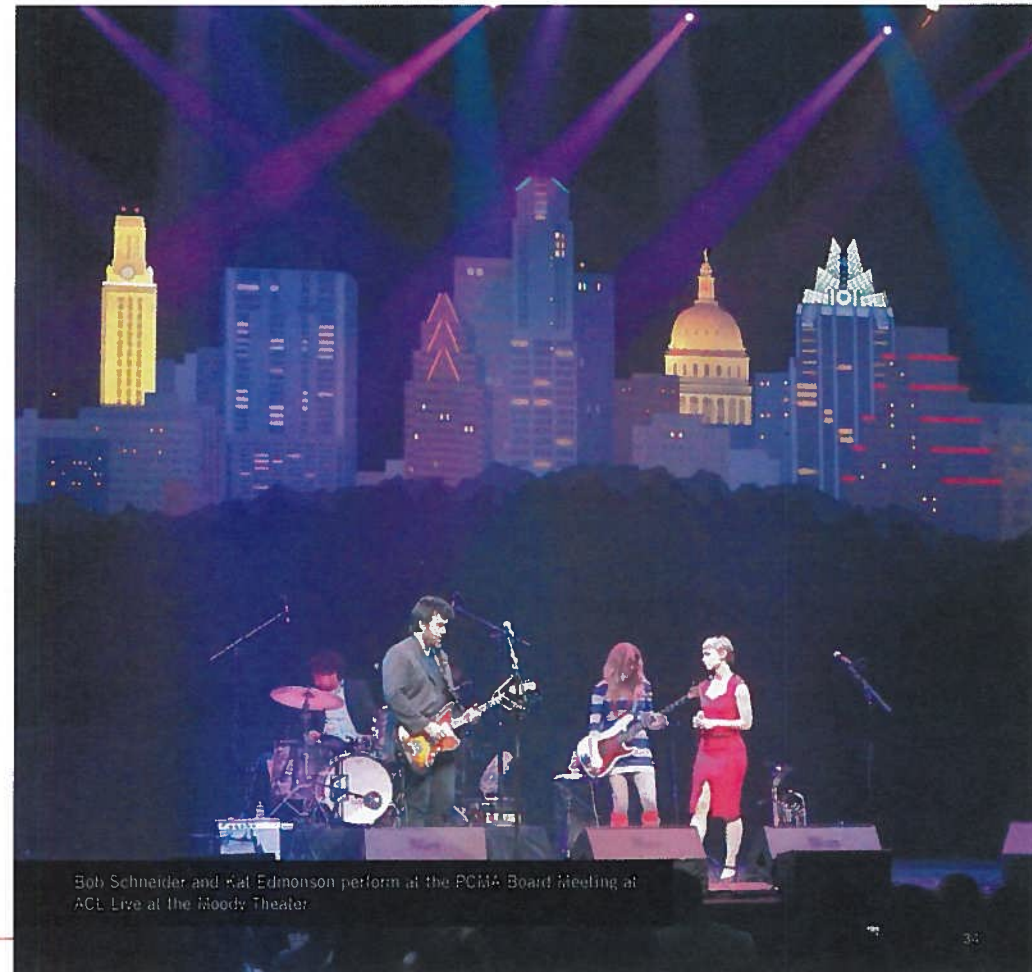
- ★ Roll out new "Deals Program" for local hospitality partners with offerings for convention groups as well as leisure travelers.
- ★ Create year-round bundled approach to overall Austin CVB offerings as well as a la carte options, including but not limited to co-op advertising, partner programs and event participation.
- ★ Work with local businesses to determine their specific needs and objectives.

#### Strategy 4: Expand Industry Association Partnerships

Increase exposure of Austin to leaders in the meetings and conventions industry.

#### Tactics:

- ★ Manage, oversee and fulfill 3 year strategic partnership contract with Professional Convention Management Association (PCMA).
- ★ Continue long-standing partnership with Destination Management Association International (DMAI) – and effectively prepare to host DMAI's annual conference in Austin in 2015.
- ★ Work with applicable internal departments to ensure that we capitalize on all marketing opportunities, direct, fact-to-face sales opportunities, and ensure activation around these opportunities where appropriate.
- ★ Work with applicable internal as well as external contacts regarding ROI, tracking and measurement for all association industry partnerships.



Bob Schneider and Kat Edmonson perform at the PCMA Board Meeting at ACL Live at the Moody Theater.



## TOURISM

### DEPARTMENT OVERVIEW

The Tourism department promotes the Austin travel product to domestic and international travel markets through strategic activities, attending tradeshows, sales missions, familiarization tours, educational seminars and collaboration on cooperative marketing campaigns. Key travel trade clients include tour operators, wholesalers, receptive tour operators, travel agents and online travel agencies (OTAs).

The Tourism department continues to gain momentum in primary market segments which include the USA, Mexico, Canada, and Europe. It also continues to look for growth and development in emerging markets such as Australia, China, South Korea and Brazil. The increase in leisure travelers to Austin will increase revenue to the hospitality industry which, in turn, will contribute greatly to the overall Austin economy.

The Tourism department provides hospitality partners with tourism leads and co-op packaging opportunities. In addition, the department provides assistance to the Austin-Bergstrom International Airport in their efforts of maintaining and increasing air service to Austin.

### DEPARTMENT GOALS/STRATEGIES, FY 2013-2014

GOALS	Monthly Goals 12-13	Monthly Goals 13-14	Annual Goals 12-13	Annual Goals 13-14
Product Placement	1-2	2	22	24
Destination Training	7-8	9	88	108
Tourism Partner Leads	25-30	28	320	336
Online Development Package	1	1	11	11



**Strategy 1:** Increase Austin product packaging in domestic and international markets.

#### Tactics:

- ★ Maintain Austin packaging with domestic and international travel trade.
- ★ Target top producing travel trade clients in domestic and international markets to develop Austin itineraries that will meet client demands.
- ★ Partner with State of Texas, Tourism Division and other inbound gateway cities to maximize efforts of promoting Austin in domestic and international tour company brochures, on websites and through other distribution channels.
- ★ Strengthen Online Travel Agency product offerings both domestically and internationally with intent to increase destination awareness and number of Austin room nights.
- ★ Monitor research data on inbound travel from key and emerging markets.

**Strategy 2:** Organize destination trainings to increase awareness of the Austin product to clients in primary and emerging markets while providing leads for Austin's hospitality community.

#### Tactics:

- ★ Participate in tradeshows, sales missions and other activities that target domestic and international markets.
- ★ Partner with the State of Texas Tourism Department and others on events and co-operative marketing efforts to strengthen awareness of Austin.
- ★ Create opportunities for destination training for Austin hospitality community partners.
- ★ Identify new market opportunities in conjunction with State of Texas Tourism Department.

**Strategy 3:** Increase online packages offered on AustinTexas.org.

#### Tactics:

- ★ Enhance existing and create new packages through development of local partnerships.
- ★ Work cooperatively with the Marketing Communications department to develop campaigns that enhance consumer awareness of packages offered on AustinTexas.org.



## FILM COMMISSION

## DEPARTMENT OVERVIEW

The Austin Film Commission (AFC) markets Austin and surrounding areas to film, television and commercial producers 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 2013-2014

GOALS	Monthly Goals 12-13	Monthly Goals 13-14	Annual Goals 12-13	Annual Goals 13-14
Production Leads	150	165	1,800	2,000
Fulfillment	8.5	9.5	102	115
Production Starts	2.2	2.5	26	30
Production Days	60	65	720	775
Commercials / Still Shoots	2	3	24	36

**Strategy 1:** Market Austin as a place to produce both large-budget studio and independent films.

## Tactics:

- ★ Enhance and further develop online location photo library as well as growing local property contacts.
- ★ Host filmmakers on location scouts of Austin and the surrounding areas.
- ★ Promote the local film infrastructure such as equipment vendors, studio spaces and post-production facilities.
- ★ Continue streamlining filmmaking processes such as permitting and code compliance while also assisting filmmakers shooting on City of Austin property.
- ★ Drive prospective filmmakers to austintexas.org by providing an umbrella of information online – from agriculture statistics to a catalogue of Austin made films and television shows.

**Strategy 2:** Continue to cultivate industry perception of Austin as a leading film center.

## Tactics:

- ★ Continue promoting Austin through various press channels.
- ★ Market Austin at film festivals, tradeshow, film premieres and other events around the nation.
- ★ Market to visiting studio executives attending SXSW® Music, Film and Interactive Conferences and Festivals, Austin Film Festival, Fantastic Fest, Cine Los Americas and Austin Gay and Lesbian International Film Festival.
- ★ Utilize social media to build the local film community buzz and directly market Austin film globally.
- ★ Further develop strategic relationships with community groups like the Austin Film Society to host local events with the purpose of increasing local filmmakers' profiles while also working to grow the industry locally.

*"Seriously, how photogenic is this city?? #atx" -Megan via Twitter*

**Strategy 3:** Leverage promotional possibilities with motion pictures that highlight Austin culture and promote local tourism destinations.

## Tactics:

- ★ Develop relationships with the production companies behind high profile and family friendly films that feature Austin prominently.
- ★ Work with the Marketing Communications department to incorporate acquired film assets into future promotions.
- ★ Promote Austin films using assimilated film marketing materials in print and online as well as with special promotional events, tie-ins and trip giveaways.
- ★ Market the theatrical and home video release of Austin films – capitalizing on the tourism audience as well as raising the profile of Austin film industry.



The Austin Film Commission co-sponsored the Texas Association of Film Commissions annual filmmakers brunch at Spago in Beverly Hills.



## MUSIC MARKETING

## DEPARTMENT OVERVIEW

The Austin Music Office (AMO) promotes Austin as the Live Music Capital of the World® – marketing directly to conventions, press, as well as the local music industry with the goal of enhancing the visitor experience. 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 to market Austin's music offerings.

The Austin Music Office seeks to not only promote Austin as the Live Music Capital of the World®, but also as a premier destination for arts and culture. The Austin CVB helps support and promote initiatives of the City of Austin Cultural Arts Division of the Economic Growth & Redevelopment Services, Austin Museum Partnership and Art Alliance Austin.

## DEPARTMENT GOALS/STRATEGIES, FY 2013-2014

GOALS	Monthly Goals 12-13	Monthly Goals 13-14	Annual Goals 12-13	Annual Goals 13-14
Industry Contacts	60	65	720	780
Booking Inquiries	30	35	360	420
Room Night Lead Referrals	1	1.5	12	18
Media Contacts	4	5	48	60
Music Media Events	.5	.5	6	6

**Strategy 1:** Continue to promote the Austin brand, "Live Music Capital of the World®."

## Tactics:

- ★ Produce the Annual Compilation of Austin music – highlighting premiere local talent. The multi-format product (CD, USB and download cards) includes a guide to the live music districts and venues in the downtown area.
- ★ Work with Convention Sales and Services departments to provide music as a sales tool for site visits, local meetings and conventions as well as providing custom live music itineraries for visiting groups.
- ★ Enhance Austin's presence with the Austin Airstream at high profile music events and tradeshow. Examples of industry events include: Austin City Limits Music Festival, SXSW® Music, Film and Interactive Conferences and Festivals, Fun Fun Fun Fest, Pachanga Fest, CMJ Conference, and Lollapalooza Festival in Chicago.
- ★ Produce a bi-annual specialty compilation that focuses on a specific genre of Austin music. Past examples include the Austin Soul CD, Reel Tunes, etc.
- ★ Manage the "Hire Austin Musicians" program. With access to 1,900 eclectic Austin-based musicians, the Austin Music Office assists conventions, tradeshow and local businesses with recommendations for live music and booking information.
- ★ Coordinate marketing activations with traveling Austin musicians to further elevate brand awareness.

*"Most amazing thing about #Austin is how it's become a gathering place for people from all over the world."*

*-Andrew Evans, National Geographic's Digital Nomad via Twitter*

**Strategy 2:** Further develop an online and social media presence to facilitate visitor discovery of Austin music.

## Tactics:

- ★ Through the use of Austin CVB social media accounts (Twitter, Facebook, Instagram and Pinterest) promote music events happening throughout the city in real time.
- ★ Drive visitors to AustinTexas.org for the most up-to-date information on live music shows, venue maps, restaurants and hotels with music, kid friendly shows and more.
- ★ Work with local press and bloggers in order to expand and promote Austin CVB's True Austin program.
- ★ Present Austin music to an international audience via podcasts as well as Spotify, Pandora and other online stations.

**Strategy 3:** Collaborate with community partners to strengthen and market Austin's music industry.

## Tactics:

- ★ Collaborate with the City of Austin Music Office to further develop and market local initiatives to the music industry and general public.
- ★ Cultivate strategic partnerships with local music and cultural societies such as Austin Music People, Health Alliance for Austin Musicians, SIMS Foundation, Latino Music Association, and Women in Music Professional Society in order to promote music events and raise awareness of the diverse types of music that can be found in Austin.
- ★ Further develop ongoing local music community partnerships.





## VISITOR SERVICES

## DEPARTMENT OVERVIEW

The Visitor Center staff serve as ambassadors for the tourism industry and provide services for both leisure and business travelers. The staff's goal is to deliver the highest level of customer satisfaction in a warm, friendly fashion with knowledge and pride about Austin and the Austin CVB. Services for incoming visitors include, responding to inquiries, providing collateral materials, selling tour tickets, operating a retail gift shop, an online store and a free downtown Wi-Fi hot spot.

The gift shop offers local merchandise highlighting the Live Music Capital of the World® brand with an emphasis on "green" merchandise. The Visitor Center boosts sales by carrying merchandise from marquee events like Formula 1 United States Grand Prix, SXSW® Music, Film and Interactive Conferences and Festivals, Rodeo Austin and Austin City Limits Music Festival.

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

## DEPARTMENT GOALS/STRATEGIES, FY 2013-2014

GOALS	Monthly Goals 12-13	Monthly Goals 13-14	Annual Goals 12-13	Annual Goals 13-14
Walk-in Inquiries	13,350	13,500	160,200	162,000
Call-in Inquiries	1,400	1,450	16,800	17,400
Virtual Visitor Guide Views	5,000	5,200	60,000	62,400
Visitor Packets Sent*	8,500	5,000	102,000	60,000
Retail Revenue	\$69,583	\$73,750	\$835,000	\$885,000
Email Inquiries	45	50	540	600
Historic Walking Tour Participants	425	425	5,100	5,100

\*Drop in goal of printed visitor packets is due to high views of virtual visitor guide.

**Strategy 1:** Generate increased visitor volume, length of stay and visitor spending. Continue to provide services that enhance the visitor experience in Austin.

**Tactics:**

- ★ Drive traffic to AustinTexas.org, 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 the attractiveness of our historic walking tours and effectively highlight their organizations.

**Strategy 2:** Increase revenue to offset operational expenses.

**Tactics:**

- ★ Expand Historic Walking Tours to drive foot traffic to Visitor Center.
- ★ Increase visitor traffic by sponsoring with local business partners to host in-store events.
- ★ Protect Live Music Capital of the World® brand and continue to pursue licensing agreements with new vendors.
- ★ Follow current market trends to develop a larger customer base.
- ★ Implement an annual marketing plan for online store to increase sales revenue.
- ★ Develop section of online store to sell promotional items to partners (hotels, attractions, restaurants, etc.)

**Strategy 3:** Improve visitor experience by providing additional visitor services.

**Tactics:**

- ★ Set up temporary visitor service kiosk and mobile gift shop for large events and conventions.
- ★ Integrate use of touch screen and mobile technology to provide visitor information.

*"One of the top foodie - and family-friendly destinations." -Newsday*





# BUREAU *activities*

AUSTIN



## Bureau Activities

### BUREAU ACTIVITIES - FY 2013/2014

#### FIRST QUARTER 2013

##### OCTOBER

10/1-10/2	Regulatory Affairs Professionals Society	Boston, MA	Convention Services
10/3-10/7	Austin Gay & Lesbian International Film Festival	Austin, TX	Film Commission
10/4-10/6	Austin City Limits Music Festival	Austin, TX	Marketing Communications, Music
10/11-10/13	Austin City Limits Music Festival	Austin, TX	Marketing Communications, Music
10/12-10/16	National Community Pharmacists Association	Orlando, FL	Convention Services
10/15-10/17	IMEX America	Las Vegas, NV	Convention Sales
10/24-10/31	Austin Film Festival	Austin, TX	Film Commission
10/26-10/31	American College of Chest Physicians	Chicago, IL	Convention Services
TBD	ASAE Summit Dinner	Washington D.C.	Convention Sales
TBD	D.C. Sales Mission and Client Event	Washington D.C.	Convention Sales
TBD	Austin City Limits Music Festival FAM	Austin, TX	Convention Sales
TBD	Denver Sales Mission and Client Event	Denver, CO	Convention Sales
TBD	Olympic Sportslink	Colorado Springs, CO	Austin Sports Commission

##### NOVEMBER

11/1-11/3	Fun Fun Fun Fest	Austin, TX	Music, Marketing Communications
11/4-11/7	World Travel Market (WTM)	London, England	Tourism
11/15-11/17	Formula 1 United States Grand Prix FAM	Austin, TX	Convention Sales, Tourism
TBD	Texas Sales Calls	Dallas or Houston, TX	Convention Sales
TBD	Austin Golf Classic	Austin, TX	Austin Sports Commission
TBD	Destination Training - Travelocity Call Center	San Antonio, TX	Tourism

##### DECEMBER

12/4-12/8	National Coalition of Black Meeting Planners	Philadelphia, PA	Convention Sales
12/9-12/13	GlobeCom	Atlanta, GA	Convention Services
12/10-12/12	International Association of Exhibition & Events	Houston, TX	Convention Sales
12/14/13	Chicago Holiday Event	Chicago, IL	Convention Sales
12/17/13	Holiday Showcase	Chicago, IL	Convention Sales
TBD	Canadian/Texas Tourism Sales Mission	TBD	Tourism
TBD	Expedia Partner Event	Las Vegas, NV	Tourism

#### SECOND QUARTER 2014

##### JANUARY

1/10-1/12	Event Services Professionals Association	Boston, MA	Convention Services
1/12-1/15	Professional Convention Management Association	Boston, MA	Convention Sales
1/16-1/26	Sundance Film Festival	Park City, Utah	Film Commission
1/23	Southwest Showcase	Austin, TX	Convention Sales
1/29-2/1	Religious Conference Management Association	Sacramento, CA	Convention Sales

##### FEBRUARY

2/4-2/5	RSA Summit	Washington D.C.	Tourism
2/10-2/12	AMC Institute Annual Meeting	Tempe, AZ	Convention Sales
2/18	Meeting Professionals International - GaMPI	Atlanta, GA	Convention Sales
2/24-2/27	Go West Summit	Tacoma, WA	Tourism
TBD	Midwest Sales Calls	TBD	Convention Sales
TBD	Southeast Sales Calls	TBD	Convention Sales
TBD	DMAI Foundation Dinner	Washington D.C.	Convention Sales
TBD	DMAI Destination Showcase	Washington D.C.	Convention Sales
TBD	TTIA Unity Dinner	Austin, TX	Tourism





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Southwest Showcase 2013

"Austin is a great city to visit, and a great city in which to hold a meeting."

-Kris Morgan, Council of University Directors of Clinical Psychology

MARCH			
3/5-3/9	International Tourism Borse	Berlin, Germany	Tourism
3/7-3/16	SXSW® Music, Film and Interactive Conferences and Festivals FAM	Austin, TX	Convention Sales
3/9-3/18	SXSW® Music, Film and Interactive Conferences and Festivals	Austin, TX	Marketing Communications
			Film Commission & Music
TBD	Local Client Appreciation Event	Austin, TX	Convention Sales
TBD	Meeting Industry Council Trade Show	Denver, CO	Convention Sales
TBD	ConferenceDirect	TBD	Convention Sales

## THIRD QUARTER 2014

APRIL			
4/5-4/9	IPW	Chicago, IL	Tourism
TBD	IAEE/CTC Tournament	Austin, TX	Convention Sales
TBD	West Coast Sales Calls	TBD	Convention Sales
TBD	Northeast Sales Calls	TBD	Convention Sales
TBD	Wine and Food Festival FAM	Austin, TX	Convention Sales
TBD	NASC	Las Vegas, NV	Austin Sports Commission
TBD	Registration Assistant Appreciation Luncheon	Austin, TX	Convention Services
TBD	Destination Training - Expedia/Hotels.Com	Springfield, MO	Tourism

## MAY

May	Latino Music Month	Austin, TX	Music
TBD	ACVB Annual Luncheon	Austin, TX	Marquee Event
TBD	PCMA Foundation Dinner	Washington D.C.	Convention Sales
TBD	ASAE Springtime Expo	Washington D.C.	Convention Sales
TBD	Southeast Sales Mission and Client Event	TBD	Convention Sales
TBD	Midwest Sales Calls	TBD	Convention Sales
TBD	Passkey Housing Forum	TBD	Convention Services
TBD	Pachanga Latino Music Festival	Austin, TX	Music

## JUNE

6/10-6/12	AIBTM	Orlando, FL	Convention Sales
TBD	PCMA Education Conference	TBD	Convention Sales
TBD	Customer Advisory Board	Austin, TX	Convention Sales
TBD	Northeast Sales Mission and Client Event	TBD	Convention Sales
TBD	D.C. Summer Client Event	Washington D.C.	Convention Sales
TBD	Women's Business Enterprise National Council	Philadelphia, PA	Convention Services
TBD	ATX Fest	Austin, TX	Film Commission

## FOURTH QUARTER 2014

JULY			
7/21-7/23	Destination Marketing Association International	Las Vegas, NV	Convention Sales, Marketing Communications
TBD	Council of Engineering & Scientific Society Executives	Spokane, WA	Convention Sales
TBD	Chicago Sales Mission and Client Event	Chicago, IL	Convention Sales
TBD	7th Annual Texas Gridiron Kickoff	Austin, TX	Austin Sports Commission

## AUGUST

8/5-8/7	Meeting Professionals International WEC	Minneapolis, MN	Convention Sales
8/9-8/14	American Society of Association Executive Trade Show	Nashville, TN	Convention Sales
TBD	Kellen Management Conference	Atlanta, GA	Convention Sales
TBD	Connect Sports	TBD	Austin Sports Commission
TBD	U.S. Travel Association's ESTO	TBD	Marketing Communications

## SEPTEMBER

TBD	Southeast Sales Calls	TBD	Convention Sales
TBD	Texas Travel Industry Association Summit	TBD	Tourism
TBD	Fantastic Fest	Austin, TX	Film Commission





# OFFICES & CONTACT *information*



## Executive Committee

<b>Albert Black</b> Child, Inc.	<b>Bob Lander</b> Austin CVB	<b>Mark Tester</b> Austin Convention Center
<b>Greg Chanon</b> McGinnis, Lochridge, Kilgore	<b>Gene McMenamin</b> Omni Austin Downtown Hotel	<b>Glenn West</b> Make A Wish Foundation
<b>Jill Griffin</b> The Griffin Group	<b>Lance Stumpf</b> Hyatt Regency Austin	

## Board of Directors

<b>Joe Ables</b> Saxon Pub	<b>Kevin Grandin</b> White Lodging Corporation	<b>Roger Millar</b> Valencia Hotels, Austin
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<b>Charles Breithaupt</b> University Interscholastic League	<b>Paula Hui</b> Paula Hui Real Estate Services	<b>Forrest Preece</b> Patron of the Arts
<b>David Bull</b> Congress Restaurant	<b>George Luc</b> Give Pulse, Inc.	<b>Anthony Snipes</b> City of Austin
<b>Kristi Carter</b> Super Shuttle of Austin	<b>Archle McAffe</b> Texas Association of Secondary School Principals	<b>Frank Spillman</b> United Airlines
<b>Jerry Conway</b> Austin Sonic Drive-In	<b>Dennis McDaniel</b> Austin Fairchild Management, LLC	<b>Tom Stacy</b> T. Stacy & Associates
<b>Steve Dewire</b> Hyatt Regency Lost Pines	<b>Teddy McDaniel</b> Austin Area Urban League	<b>James Walsh</b> Barton Creek Resort

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Area codes are 512 unless otherwise noted.



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