



AUSTIN CONVENTION AND VISITORS BUREAU (ACVB)

Julie Chase,
Vice President & Chief Marketing Officer

WHAT WE DO

- Increase the demand in the Austin Metropolitan Statistical Area (MSA) for hotel rooms, attraction visits, package tours, retail sales, restaurant receipts and local transportation.
- Boost the demand for and usage of the Austin Convention Center.
- Support the economic viability of Austin's growing film, music and sports industries.
- Gain national and international media exposure for Austin's diverse attractions, history, culture and unique personality.

In short, we are an economic engine for the City of Austin.

ACVB FOCUS

- Convention Business
- Consumer Marketing
- Tourism Sales & Marketing
- Marketing & Communications
- Film & Music Marketing
- Sports Events Marketing
- Visitor Services
- Convention Services

AUSTIN'S ATTRIBUTES

- Live Music
- Downtown Package (Convention Center, hotels, walkable, venues...)
- Cultural Arts
- Outdoors
- History/Heritage
- Sports
- Attractions
- Festivals
- Safety

BY THE NUMBERS

- Total Annual Visitors (Austin MSA): 22.6 million.*
- Annual Visitor Spending: \$6.7 billion.*
- Tourism Supported Jobs: 58,000.*
- Taxes Generated by Tourism: \$553 million in state and local taxes.*
- Bed tax produces \$8.9 million to support local arts (including music).
- For the state of Texas, Travel spending in 2013 generated \$8.5 billion in local, state and federal tax receipts. This is equivalent to \$900 in tax revenue for each Texas household. (Property taxes are not included.)

**Sources: Dean Runyan and Associates, Economic Impact of Travel on Texas, June 2015; D.K. Shifflet & Associates, Year-End 2014 Texas Tourism Regions and MSA Profile*

MARKETING & PROMOTION ACTIVITIES

Austin

AD CAMPAIGN




**TAKE-OUT THAT
ROCKS OUT.**

FOOD TRUCKS & THE PICNIC

Austin

From kimchi french fries to peach BBQ brisket tacos, food trucks in the Live Music Capital of the World® always take a different spin than the expected.

Live Music: AustinTexas.org



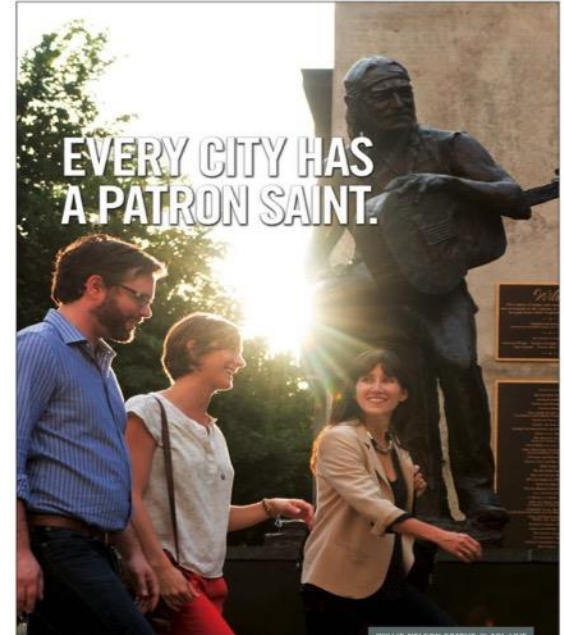
STAGE DIVE.

HAMILTON POOL

Austin

Home to spring-fed pools and lush green spaces, the Live Music Capital of the World® can give your next performance a truly spectacular setting.

Live Music: AustinTexas.org



**EVERY CITY HAS
A PATRON SAINT.**

WILLIE NELSON STATUE & ACL LIVE

Austin

Like no other place in the world, Austin is a city that celebrates music... and the people who make it.

Live Music: AustinTexas.org

Austin

NEW MEETINGS PLATFORM



OUR STAGE IS
BIGGER THAN EVER.

Austin

ACL MUSIC FESTIVAL

10,000+ HOTEL ROOMS
DOWNTOWN IN 2017

40+ NONSTOP FLIGHTS
DAILY

#1 CITY TO WATCH
FORBES MAGAZINE

Austin

With new and renovated hotel rooms, including two new 1,000-room properties, more nonstop flight options and some of the most dynamic meeting spaces in the country, the Live Music Capital of the World® can amplify your event like never before.

FIND OUT HOW YOU COULD WIN LIVE MUSIC FOR YOUR NEXT CONFERENCE.
Live Music: AustinTexas.org/Win-Music

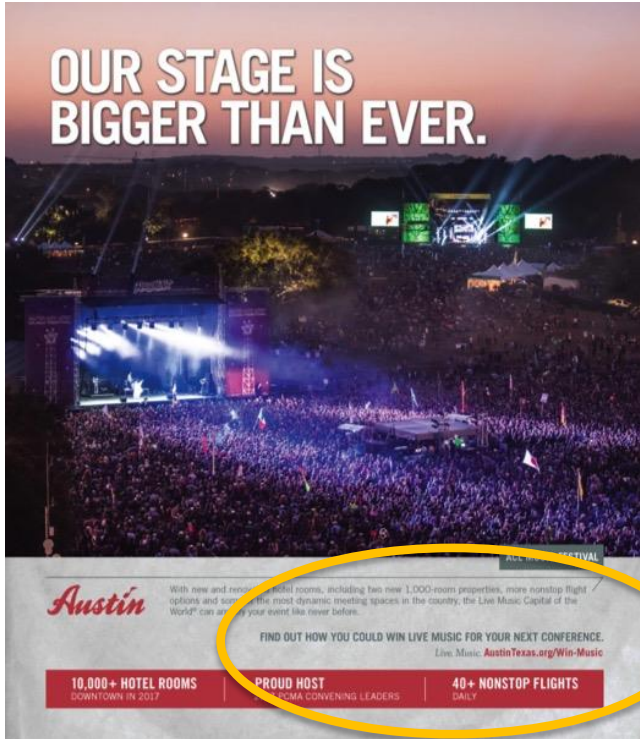
250 MUSIC VENUES
ACROSS THE CITY

PROUD HOST
2017 PCMA
CONVENING LEADERS

DELL MEDICAL SCHOOL
OPEN 2016

LIVE MUSIC CAPITAL OF THE WORLD®

...AND A NEW MUSIC INCENTIVE



OUR STAGE IS BIGGER THAN EVER.

Austin

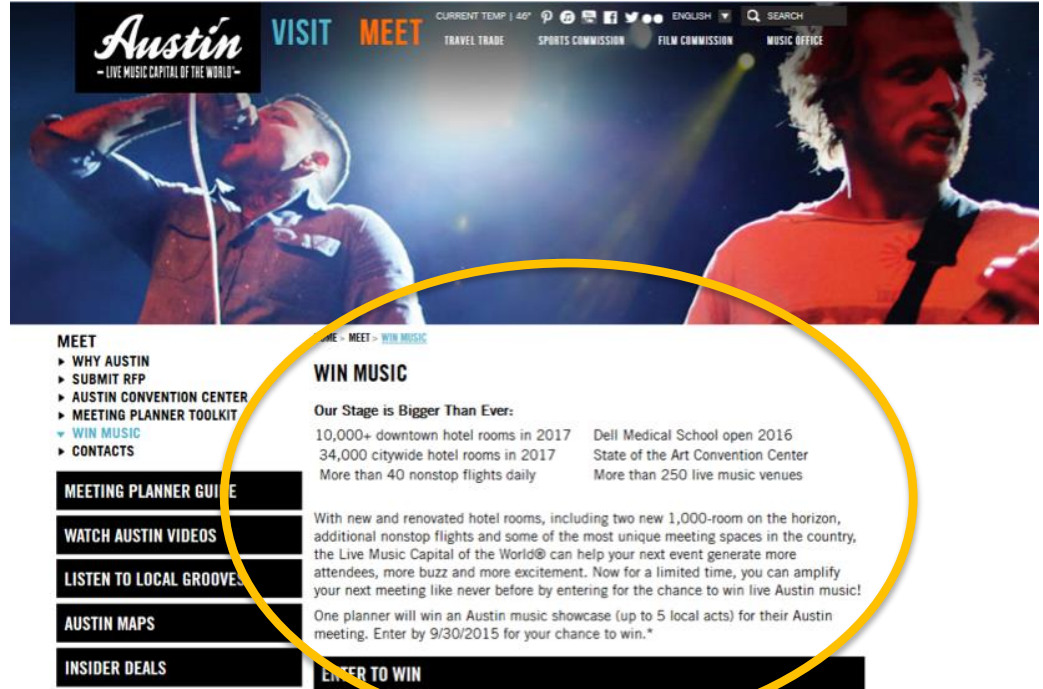
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FIND OUT HOW YOU COULD WIN LIVE MUSIC FOR YOUR NEXT CONFERENCE.
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10,000+ HOTEL ROOMS
DOWNTOWN IN 2017

PROUD HOST
OF A MAJOR CONVENING LEADERS

40+ NONSTOP FLIGHTS
DAILY



Austin — LIVE MUSIC CAPITAL OF THE WORLD —

VISIT **MEET** CURRENT TEMP: 46°

TRAVEL TRADE SPORTS COMMISSION FILM COMMISSION MUSIC OFFICE

MEET

- ▶ WHY AUSTIN
- ▶ SUBMIT RFP
- ▶ AUSTIN CONVENTION CENTER
- ▶ MEETING PLANNER TOOLKIT
- ▶ **WIN MUSIC**
- ▶ CONTACTS

WIN MUSIC

Our Stage is Bigger Than Ever:

10,000+ downtown hotel rooms in 2017	Dell Medical School open 2016
34,000 citywide hotel rooms in 2017	State of the Art Convention Center
More than 40 nonstop flights daily	More than 250 live music venues

With new and renovated hotel rooms, including two new 1,000-room on the horizon, additional nonstop flights and some of the most unique meeting spaces in the country, the Live Music Capital of the World® can help your next event generate more attendees, more buzz and more excitement. Now for a limited time, you can amplify your next meeting like never before by entering for the chance to win live Austin music!

One planner will win an Austin music showcase (up to 5 local acts) for their Austin meeting. Enter by 9/30/2015 for your chance to win.*

MEETING PLANNER GUIDE

WATCH AUSTIN VIDEOS

LISTEN TO LOCAL GROOVES

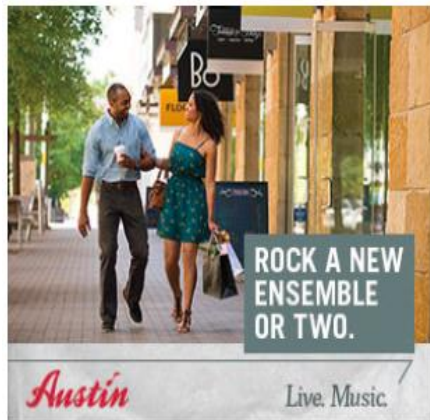
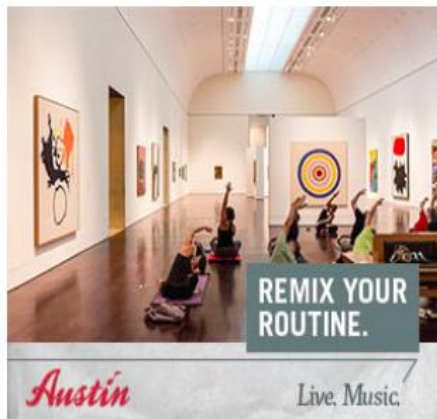
AUSTIN MAPS

INSIDER DEALS

ENTER TO WIN

Austin

DIGITAL EXECUTIONS



WEBSITE



Austin
— LIVE MUSIC CAPITAL OF THE WORLD —

VISIT MEET

CURRENT TEMP | 69°

TRAVEL TRADE

SPORTS COMMISSION

FILM COMMISSION

MUSIC OFFICE

ENGLISH

SEARCH

GET THE INSIDE SCOOP

THE AUSTIN INSIDER GUIDE IS YOUR ROAD MAP TO LOCAL RESTAURANTS, LIVE
MUSIC, EVENTS AND MORE. [REQUEST YOUR COPY](#)

Where should I stay when I come to Austin?



DISCOVER

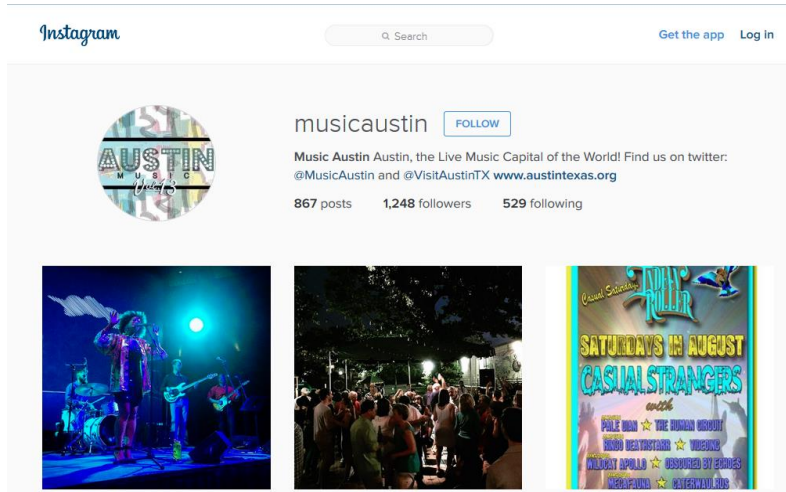
SOCIAL MEDIA

Key Accounts:

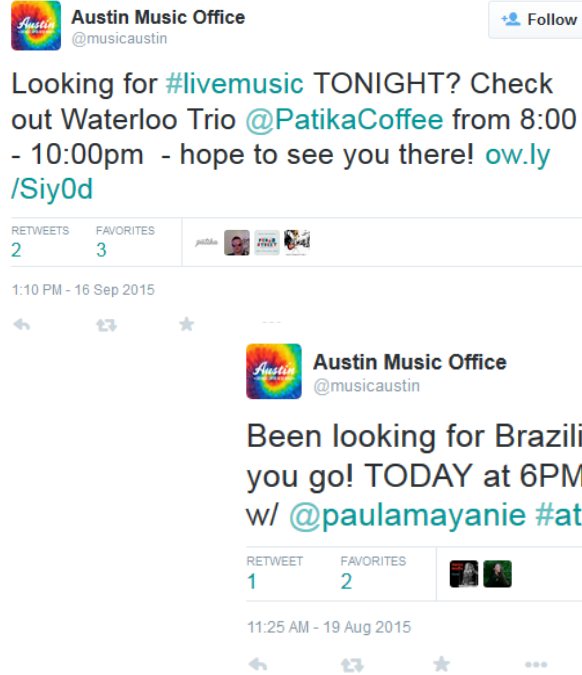
- Facebook: 288,000 fans
- Twitter: 155,074 followers
- Instagram: 21,900 followers
- Austin Insider Blog: 20,000 pageviews/month



DEDICATED INSTAGRAM AND TWITTER MUSIC ACCOUNTS



@Music Austin: 16,000 followers;
MusicAustin Instagram: 1,200 followers.



CUSTOMER SERVICE: TRUE AUSTIN MUSIC EXPERT

TRUE AUSTIN

Want to know the best Austin tips? Our Local Experts can help! Watch the video or click on an expert to learn more.



GREG ACKERMAN

MUSIC

Greg has been covering live music in Austin for Examiner.com nearly four years. He works as a digital strategy consultant for local and national organizations. When he is not writing or working for clients, Greg enjoys playing tennis, swimming at Barton Springs Pool, volunteering for Austin non-profits and riding his bicycle.

ASK YOUR QUESTION [LEARN MORE](#)



Lance Herman @LanceHerman79 · Sep 8
I'm heading to Austin next week, @Austin_now @VisitAustinTX @austin_event What are MUST see and dos?

1 retweet 1 like



Austin Texas @VisitAustinTX · Sep 9
@LanceHerman79 We recommend checking out live music. Let our Insider @g_ack know what dates you are coming in and he can suggest some!

1 retweet 1 like



Greg Ackerman @g_ack · Sep 9
@LanceHerman79 @VisitAustinTX What dates will you be in Austin next week? #TrueAustin

1 retweet 1 like



Lance Herman @LanceHerman79 · Sep 9
@g_ack @VisitAustinTX arriving noonish Thursday and flying out Sunday sometime.

1 retweet 1 like



Greg Ackerman @g_ack · Sep 9
@LanceHerman79 Good local shows when you're here: @SIPSIPMusic @rubyjanemusic @ResidualKid @shiveryshakes #TrueAustin cc: @VisitAustinTX



Andrew Palm
@apalm_13

Follow

@g_ack coming to Austin this weekend... Any suggestions on music this weekend? Just saw Shakey Graves at #turftO this past wkd.

11:29 AM · 21 Sep 2015

Toronto, Ontario



Greg Ackerman @g_ack · Sep 21
@apalm_13 Lots of good shows this weekend: @HardProof @chipperjonesTX @myjerusalem @whitedenimmusic do512.com/gregackerman #TrueAustin

3 retweets 3 likes

View summary

AUSTIN MUSIC OFFICE

Promotes Austin as the Live Music Capital of the World®

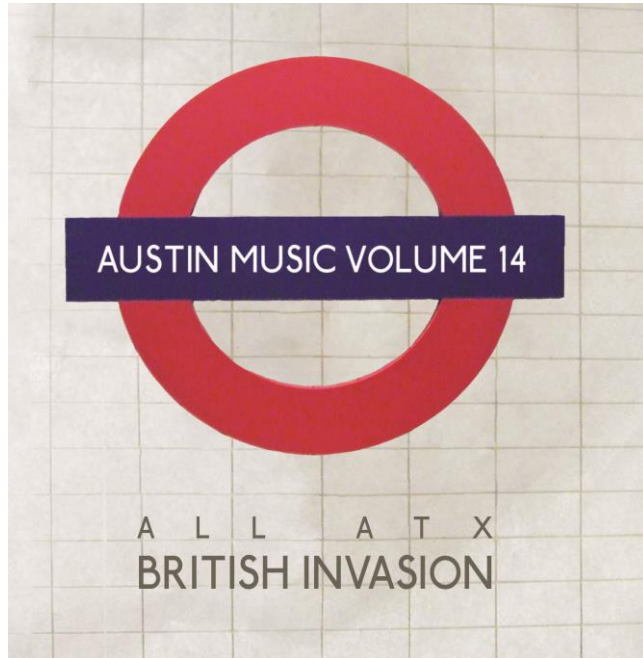
Markets directly to conventions, press and local music industry

Goal: enhancing the visitor experience

- Refers local acts for meetings and conventions
 - “Hire an Austin Musician” Program
 - Database features over 260 musicians/bands and 19 music genres
 - 104 music referrals hired in FY 14/15
- Media coverage of the Austin live music scene

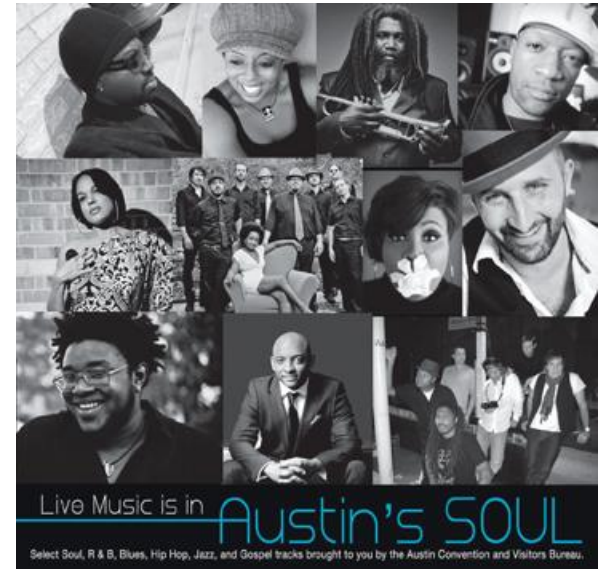
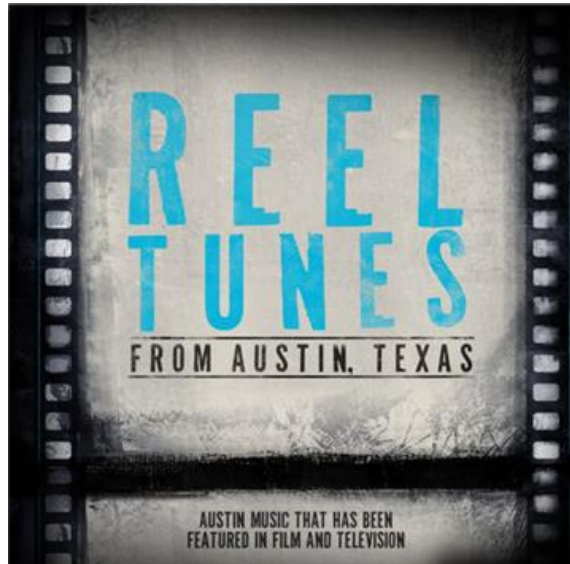
AUSTIN MUSIC OFFICE

Austin Music Volume 14: ALL ATX British Invasion



- AMV14: Latest ACVB music compilation available in approximately 6 weeks.
- Features 18 local musicians and a 24 page guide to Austin music.
- Distributed to meeting planners, travel trade, media/press and visitors.

INDUSTRY & SPECIAL EDITION COMPILATIONS



LOCAL AND LIVE SERIES



- New program launched at the Austin Visitor Center.
- Free summer music series showcases live music every other Friday.

SOUTHERN LIVING: BISCUITS & JAM PARTNERSHIP

- Custom content video series featuring Austin-based artists:
 - Dan Dyer
 - Shakey Graves
 - LaTasha Lee & the BlackTies
 - Mateux Broussard
 - Hayes Carll
- Supported by full-page print, digital and mobile ad units in SL & F&W.



NEW MUSICAL EXPRESS (NME) AWARDS WITH AUSTIN, TEXAS



- Austin is partnering with NME as headline sponsor for the NME Awards for the third consecutive year.
- New to the 2016 campaign are more Austin-branded live events, an expanded awards calendar and activations.
- As part of the six-month partnership, Austin, Texas will sponsor the Best International Band category at the awards.

THE AUSTIN AIRSTREAM



SUMMER OF LOVE TOUR 2015

- Airstream activations took Austin to:
 - San Francisco PRIDE
 - San Diego County Fair
- Road trip partners were:
 - Virgin America
 - Westin Downtown Austin
- #ATXLove Competition
 - People could enter to win a trip to Austin that included two plane tickets (Virgin) and a three night hotel stay (Westin)
- Music by Austin musicians Gina Chavez and Saul Paul
- 2015 by the numbers:
 - Event Impressions – 400,000
 - Road Impressions – 394,910
 - Sweeps entries – 1,226
 - #ATXLove impressions- 572,703
 - Media Impressions: 1,234,439

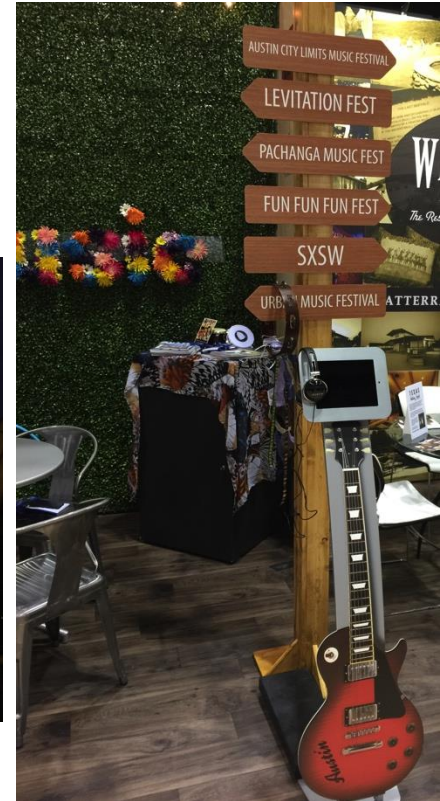


CONVENTIONS SUPPORT LOCAL MUSIC

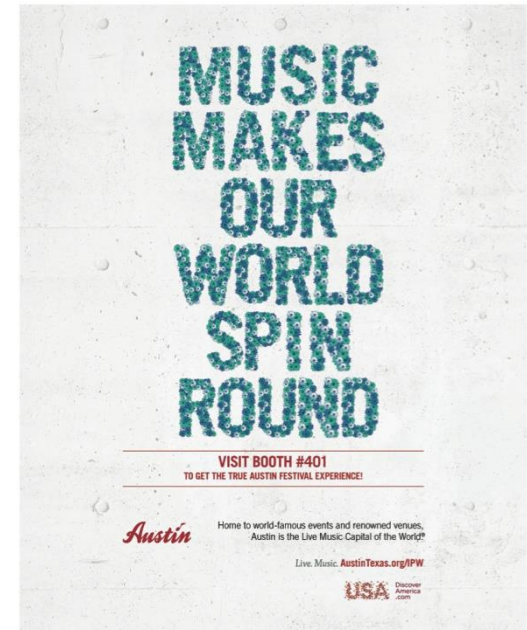
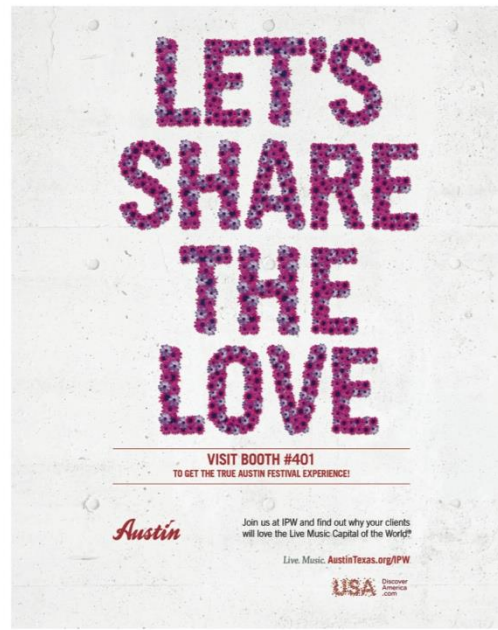
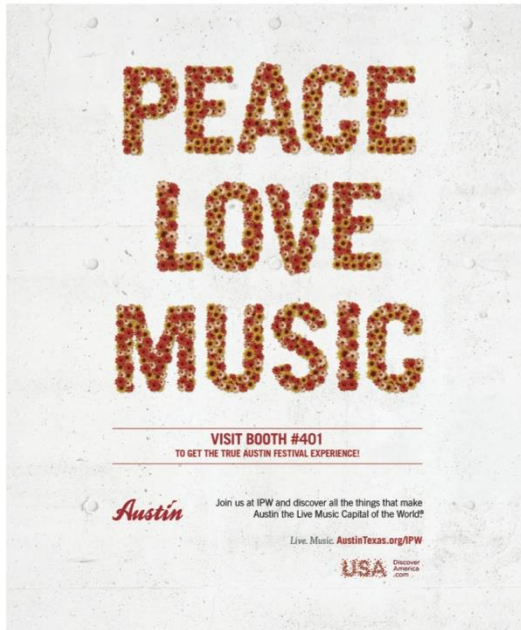
- Earlier this year, Hospitality Financial & Technology Professionals (HFTP) hired 20 local bands for their annual HITEC convention in Austin, spending over \$14,000 directly in musician fees.
- National Funeral Directors Association (NFDA) hired 19 local musicians for one convention, representing \$11,600 in musician fees.



TRADE SHOWS – MUSIC FESTIVAL BOOTH THEME & SIGNAGE



TRADE SHOWS – MUSIC FESTIVAL THEMED PRINT ADS



Austin

DIVERSITY OF AUSTIN MUSIC



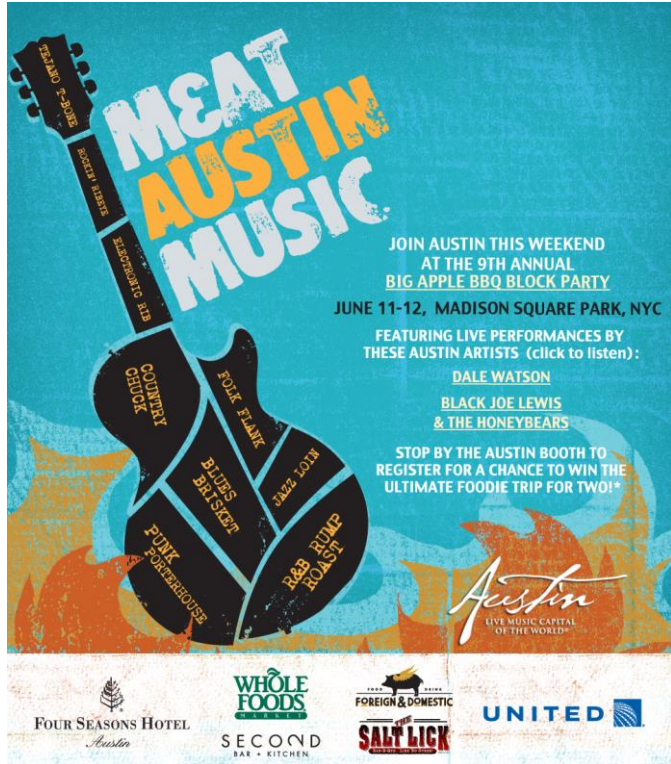
LIVE MUSIC CAPITAL OF THE WORLD®

DIVERSITY OF AUSTIN MUSIC

Database features over 260 musicians/bands and 19 music genres:

3 Chord Rodeo	Country	Bob Schneider	Blues; Rock	Duck Soup	Blues; Rock; Big Band
A is Red	Jazz; Big Band	Bobby Jealousy	Southern Pop	Dupree	Blues; Jazz
A. Sinclair	Rock	Boxcar Preachers	Country; Bluegrass	Eagle Claw	Rock; Pop
A.J. Vincent	Electronic; Pop	Brass Blonde	Jazz; Blues/Soul;	East Cameron Folkcore	Americana; Folk
Abraham Weaver	Country	Brennen Leigh	Country	El Tule	Latin; Big Band
Acoustic Jungle	Latin; Jazz	Bright Light Social Hour	Americana; Blues; Folk	Elana James	Folk; Americana;
Adam Ahrens	Country; Cowboy	Bruce Carbonara	Classical; Sinatra	Elias Haslanger	Blues; Jazz
Adam Carney	Americana; Harp	Calming Neptune	Rock; Alternative	Elizabeth McQueen	Jazz; Americana
Akina Adderley	Soul; Pop; R&B	Candace Bellamy	Blues/Soul	Elsa Cross	Rock; Alternative
Ali Holder	Blues; Jazz; Folk	Carson Mchone	Americana; Country	Emily Bell	Rock; Soul
Alpha Rev	Alternative; Rock	Charles Thibodeaux & the Austin Cajuns Aces	Cajun; Big Band	Emily Wolfe	Rock; Pop
Annabeth Novitzki	Opera; Classical	Charlie Mars	Folk; Americana; Indie	Este Vato	Latin-fusion; Big Band
Annie & Kate	Americana; Rock	Chico Chico	Jazz; Big Band	Fingerpistol	Country; Cowboy
Ariel Abshire	Country/Cowboy; Folk; Americana	Chip Dolan	Folk; Rock	Frank Gomez	Blues; Rock
A-Town Getdown	Blues; Soul	Christopher Denny	Country	Frederico7	Brazilian Dance
Austin Gilliam	Americana; Rock	Cilantro Boombox	Latin-Folk; Reggae; Other	Friendly Savages	Blues; Rock
Austin Party Band	Cover; Big Band	Colin Gilmore	Americana; Folk	Fusca XR3	Brazilian Dance
Austin Samba	Brazilian Dance	Copa Kings	Jazz; Blues; Big Band; Swing	Gary P. Nunn	Country
Autumn	R&B; Pop	Corey Baum	Folk; Americana; Country	Gina Chavez	Latin-folk; Pop
Back 9	Cover; Big Band	Crooks	Country; Cowboy	Glen Collins & the Alibis	Country; Americana
Bad Boy Croy	Country	Daisy	Americana; Folk	Grace Pettis	Americana; Country
Band of Heathens	Country; Folk	Dale Watson	Country/Cowboy;	Graham Wilkinson	Country; Folk
Becky Shaver	Christian; Gospel	Dan Dyer	Americana; Country	Greg Izor	Blues
Bells of Joy	Christian; Gospel	Danielle Reich	Jazz; Blues	Guy Forsyth	Americana; Blues; Folk
Ben Cina	Soul; Pop	Dave Madden	Blues; Rock; Classical	Hard Proof	Jazz; Blues
Ben Root	Indie Rock	Dave Scher	Blues; Rock	Heybale!	Country
Beth Lee & the Breakups	Blues; Country	David Ramirez	Folk; Americana	Holy Child Music	Pop
Betty Soo	Americana	David Warren	Classical	Hooka Hey	Blues/Soul; Rock
Big Don	Children's	David White	Classical; Piano	Hot Nut Riveters	Americana; Blues; Folk
Big Frank Gomez	Blues/Soul; Rock; Funk; Rock	Dawn and Hawkes	Americana; Country	Hot Texas Swing Band	Swing; Country
Bill Oliver	Children's	Dawni McCray	Soul; Pop	How Ironic	Christian; Gospel
Blue Blood Band	Blues; Jazz	Dead Tree Duo	Rock; Indie; Folk	J. Greene & Steady	R&B; Blues/Soul; Rock
Blue Channel Jazz	Jazz	Deann Rene Band	Country; Rock	Jacqueline Perrin	Classical; Jazz
Bo Porter	Country; Cowboy; Americana	Denim	Country; Folk	Jazz Mills	Pop
Bob Ojeda	Cover	Deuce Coupe	Rock; Swing	Jeff Lofton	Jazz
		Distant Lights	Rock	Jeremy McBee	Jazz; Blues/Soul
		Doug Anthony	Jazz; Big Band	Jitterbug Vipers	Jazz; Swing

TAKING MUSIC ON THE ROAD: NEW YORK



MEAT AUSTIN MUSIC

JOIN AUSTIN THIS WEEKEND
AT THE 9TH ANNUAL
[BIG APPLE BBQ BLOCK PARTY](#)
JUNE 11-12, MADISON SQUARE PARK, NYC

FEATURING LIVE PERFORMANCES BY
THESE AUSTIN ARTISTS (click to listen):

[DALE WATSON](#)
[BLACK JOE LEWIS](#)
[& THE HONEYBEARS](#)

STOP BY THE AUSTIN BOOTH TO
REGISTER FOR A CHANCE TO WIN THE
ULTIMATE FOODIE TRIP FOR TWO!

Austin
LIVE MUSIC CAPITAL OF THE WORLD

FOUR SEASONS HOTEL
Austin

WHOLE FOODS
MARKET

FOREIGN & DOMESTIC

SALT LICK
BBQ

SECOND
BAR • KITCHEN

UNITED



AUSTIN
THE LIVE MUSIC CAPITAL OF THE WORLD


PRESENTS
BLACK JOE LEWIS
& THE HONEYBEARS

DALE WATSON


9th Annual
BIG APPLE BBQ
BLOCK PARTY
JUNE 11-12
MADISON SQUARE PARK
NYC



TAKING MUSIC ON THE ROAD: DENVER & ORLANDO



WE'RE BRINGING A
LITTLE AUSTIN
SOUL TO DENVER



Don't miss out on
a chance to win a
ROCK STAR
weekend in
Austin!

JOIN AUSTIN FOR A NETWORKING RECEPTION FEATURING
NBC'S "THE VOICE" STAR AND AUSTIN'S OWN TJE AUSTIN

Dazzle Jazz - 930 Lincoln Street, Denver, CO 80203
Wednesday, October 26th - 5:00 to 7:00PM



STOP BY THE
AUSTIN LOUNGE
DURING MPI-WEC

We've brought Austin's soulful side to MPI-WEC 2011 Orlando,
with Austin artists Kat Edmonson & Tje Austin. Stop by the Austin
lounge in the Market Square between s210 & s220 Sunday thru
Tuesday to enjoy live music and register for a chance to win an iPad2!



Stop by the
Austin Lounge for
a chance to win
an iPad2

 **WEC** 2011
World Education Congress
July 23-29 • Orlando, Florida
MPI

 **Austin**
CO-VISITATION & VISITORS
BUREAU

UNITED 

TAKING MUSIC ON THE ROAD: DC, NEW ORLEANS, MEMPHIS

ATX Airstream

ABOUT

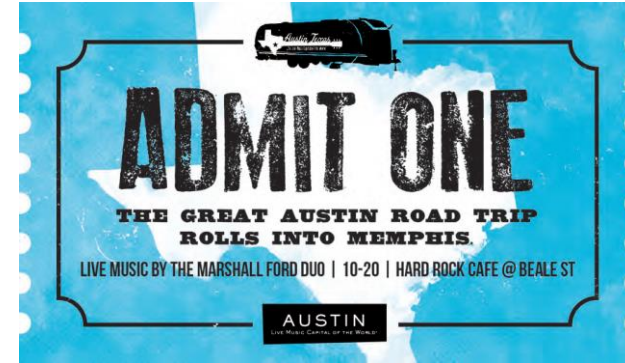
SCHEDULE

SPONSORS

Archive



We're ready to rock DC! Come on out! #atxairstream @titosvodka @mfordswingband @visitaustinx



TAKING MUSIC ON THE ROAD: INDIANAPOLIS, CHICAGO, MINNEAPOLIS



TAKING MUSIC ON THE ROAD: TORONTO & NIAGARA FALLS



We're in Yonge-Dundas Square spreading ATX love! Come by and win a trip to @acffestival #ATXselfie (at Yonge-Dundas Square)



TAKING MUSIC ON THE ROAD: CHICAGO



**LET'S ROCK THE HOUSE
ONE MORE TIME.**

THE NIGHTOWLS

AUSTIN RETURNS AS THE PROUD MUSIC PARTNER OF PCMA
EDUCATION FOUNDATION'S PARTY WITH A PURPOSE.

The event you've been waiting for is just around the corner. So join us for
Party with a Purpose featuring music by The Nightowls, direct from
Austin, Texas! Be sure to purchase your tickets!

MONDAY, JANUARY 12 | 9:00 PM | HOUSE OF BLUES CHICAGO

Austin
- CHERRY LANE RECORDS -

PCMA
EDUCATION FOUNDATION

AUSTIN
EDUCATION CENTER

SEE THE NIGHTOWLS IN ACTION >

Austin Supporting Partners

Radisson
HOTEL & RESORTS

1515 FEDERAL RESERVATION
AND CONFERENCE CENTER

KENNEDY
THEATRE

Hilton
HOTEL

CHERRY LANE RECORDS

JW MARRIOTT
HOTEL

Marriott
HOTEL

HOUSTON ROY BEVERLY

THE DRISKILL
HOTEL

THE WESTIN
HOTEL

DESTINATION VIDEO

IT IS CURRENTLY 52° IN AUSTIN, TEXAS

English

Search the Site...

TRAVEL TRADE SPORTS COMMISSION FILM COMMISSION MUSIC OFFICE

AUSTIN
LIVE MUSIC CAPITAL OF THE WORLD®

VISIT MEET

TICK *tock.*

Filmed in Austin and recorded by Austin's best musical talent, check out the latest video from the Live Music Capital of the World®. [View here](#)

The banner features a photograph of four men in a music-themed setting. On the left, a man in a light-colored suit stands with his hands clasped. Next to him, a man in a dark jacket and glasses stands with his arm around the first man's shoulder. In the center, a man with grey hair and a patterned shirt holds a guitar. On the right, a man in a dark suit and glasses stands behind a DJ mixer. The background is filled with various signs, including "GINNY'S LITTLE LONGHORN" and "DALE WATSON". The text "TICK tock." is overlaid in the center, with "TICK" in white and "tock." in blue script. A white arrow points left from the word "TICK".

Austin

— LIVE MUSIC CAPITAL OF THE WORLD® —