



AUSTIN CONVENTION & VISITORS BUREAU

August 18, 2016

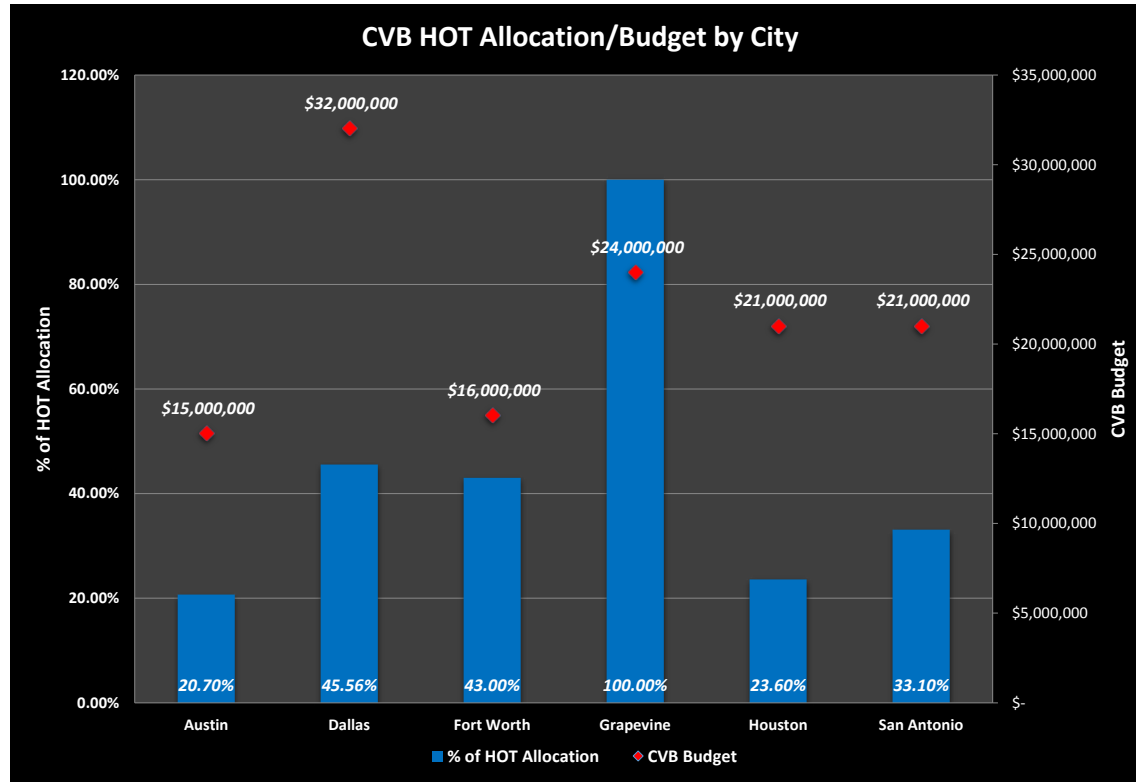
AUSTIN CVB BUDGET & CONTRACT

31%

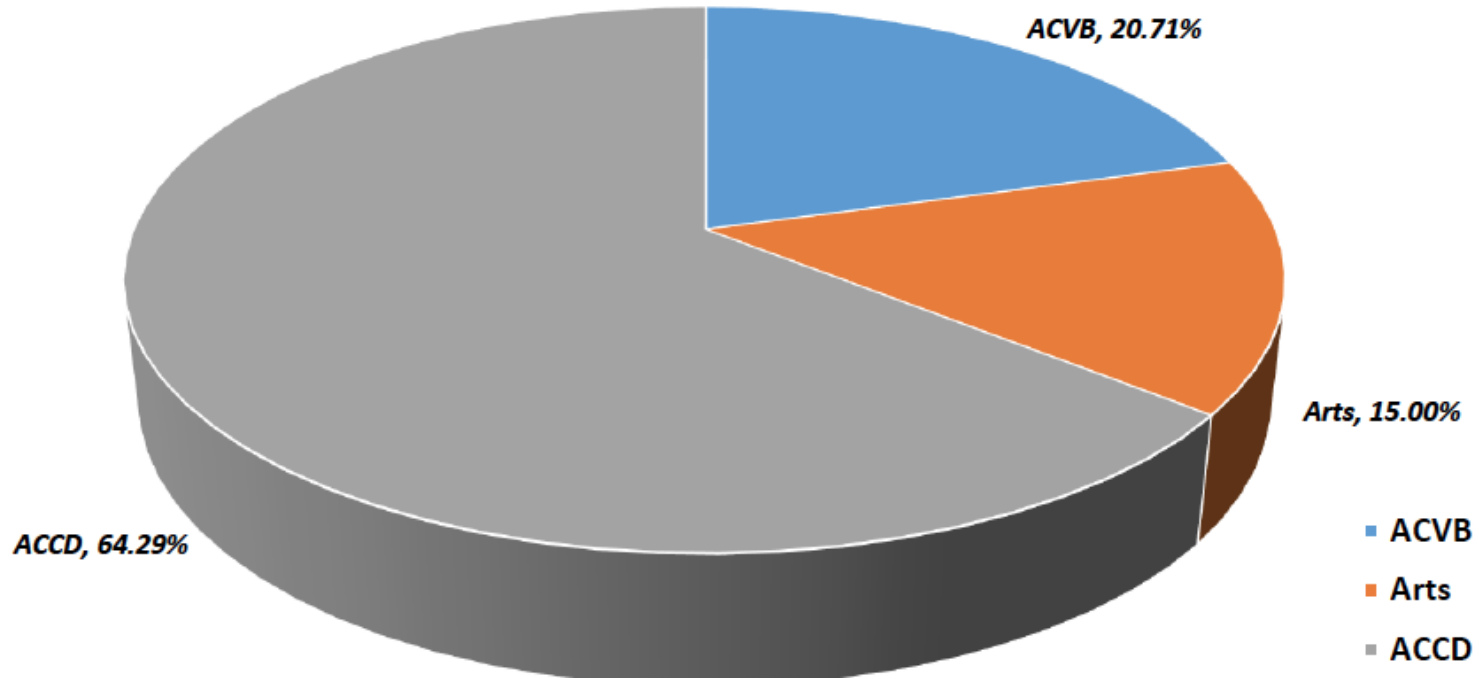
**AVERAGE AMOUNT OF
CITY HOTEL ROOM TAX ALLOCATED
TO DMO FUNDING**

SOURCE: DMAI 2015 DMO ORGANIZATIONAL & FINANCIAL PROFILE STUDY

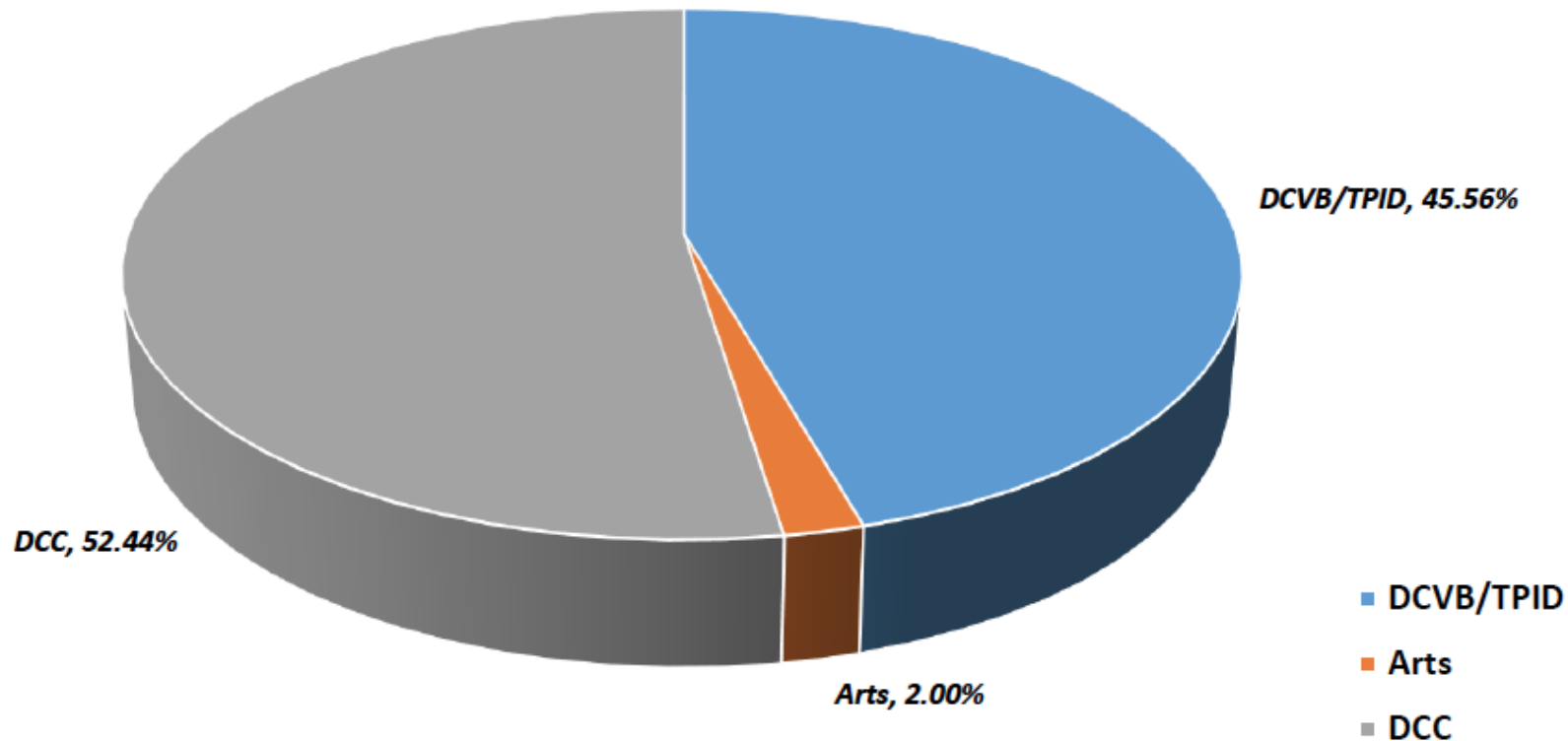
HOT TAX ALLOCATION – TEXAS CVBS



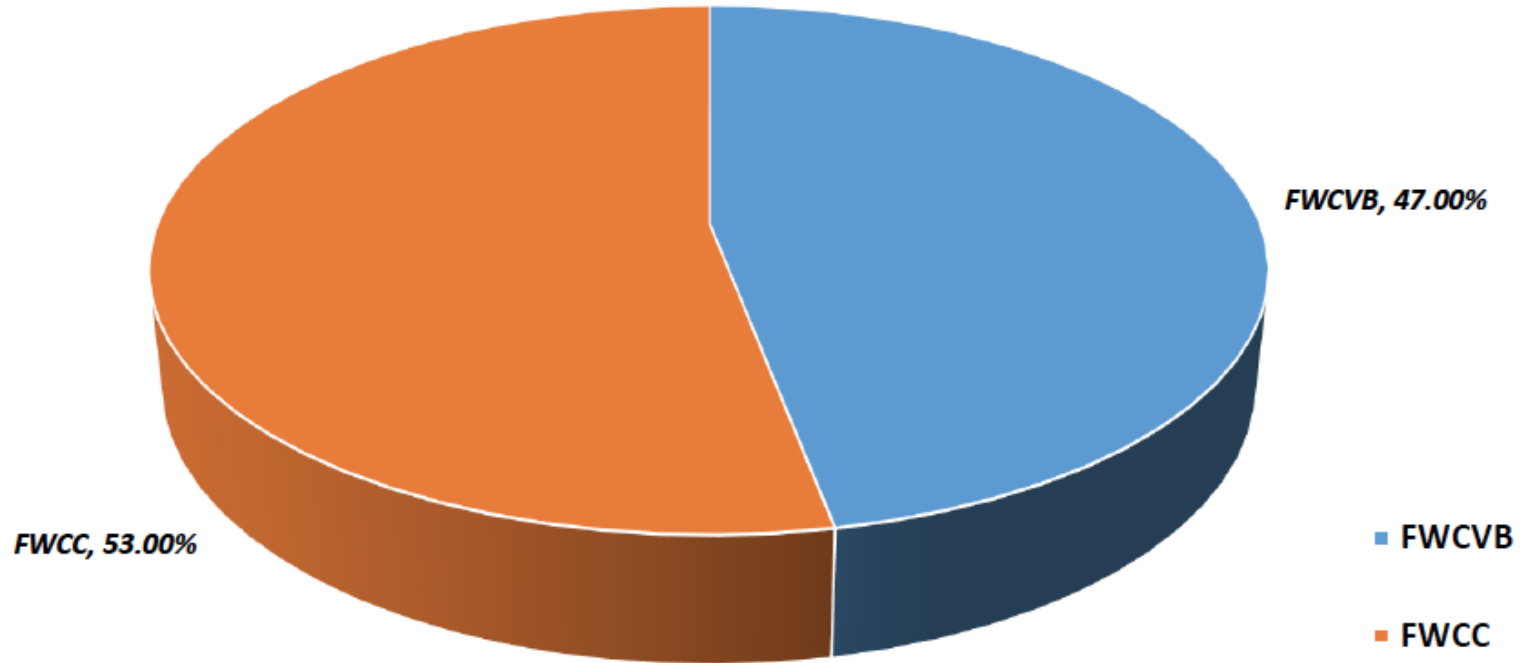
AUSTIN HOT ALLOCATION – 20.7%



DALLAS HOT ALLOCATION – 45.5%

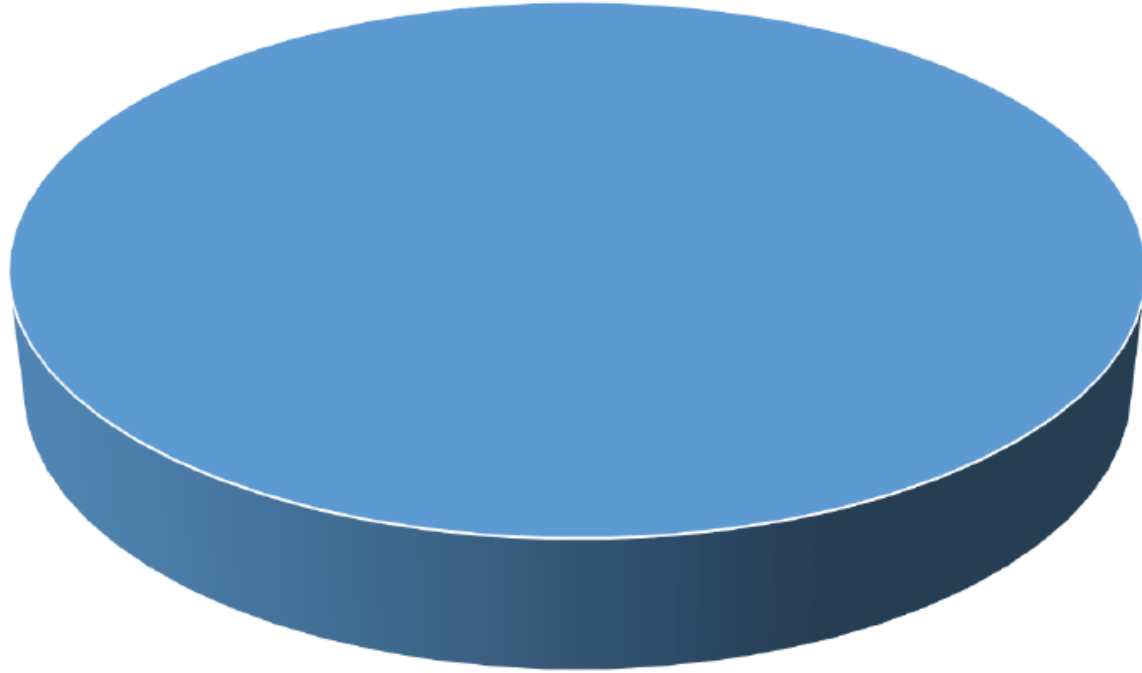


FORT WORTH HOT ALLOCATION – 47%*

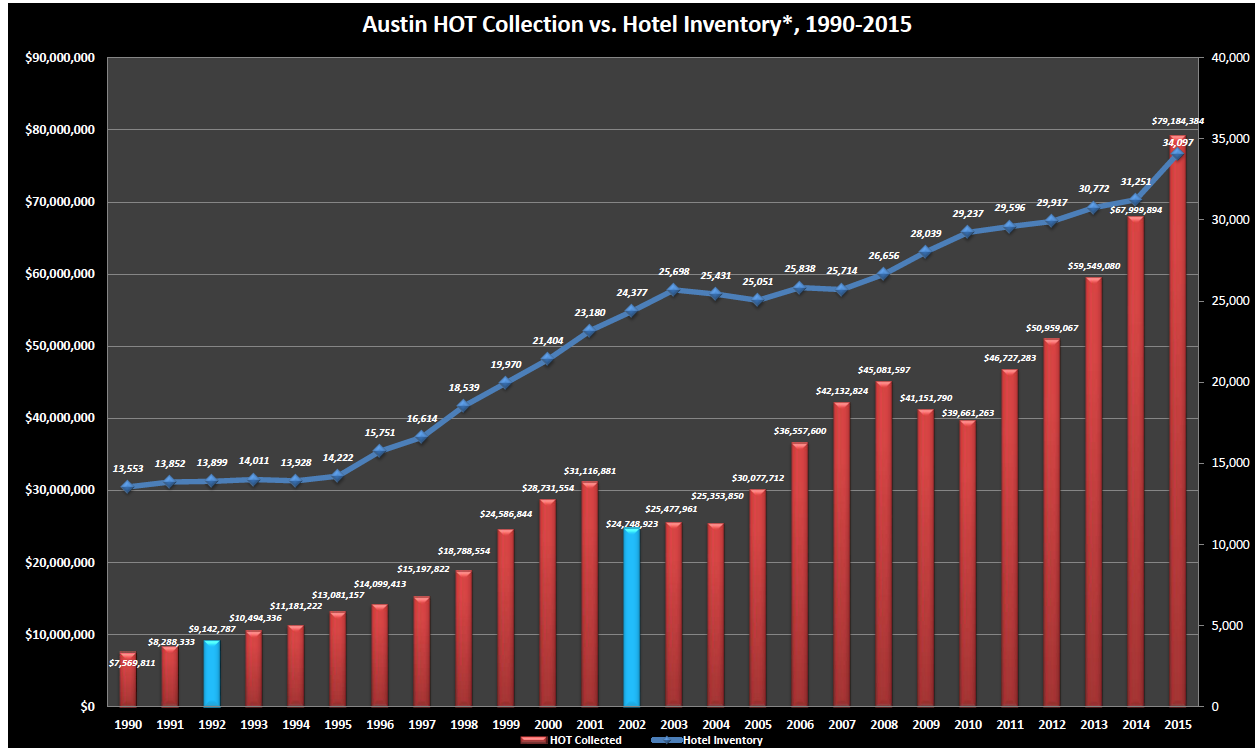


*After implementing a TPID, the FWCVB HOT allocation will increase to 57%.

GRAPEVINE HOT ALLOCATION – 100%



ACVB HOT TAX ALLOCATION VS. HOTEL INVENTORY



*2,195 additional rooms coming into market, 2017-2018; over 37,000 rooms by 2018.

6.6 YEARS

AVERAGE LENGTH OF CONTRACT FOR
DMOS OF COMPETITIVE SIZE

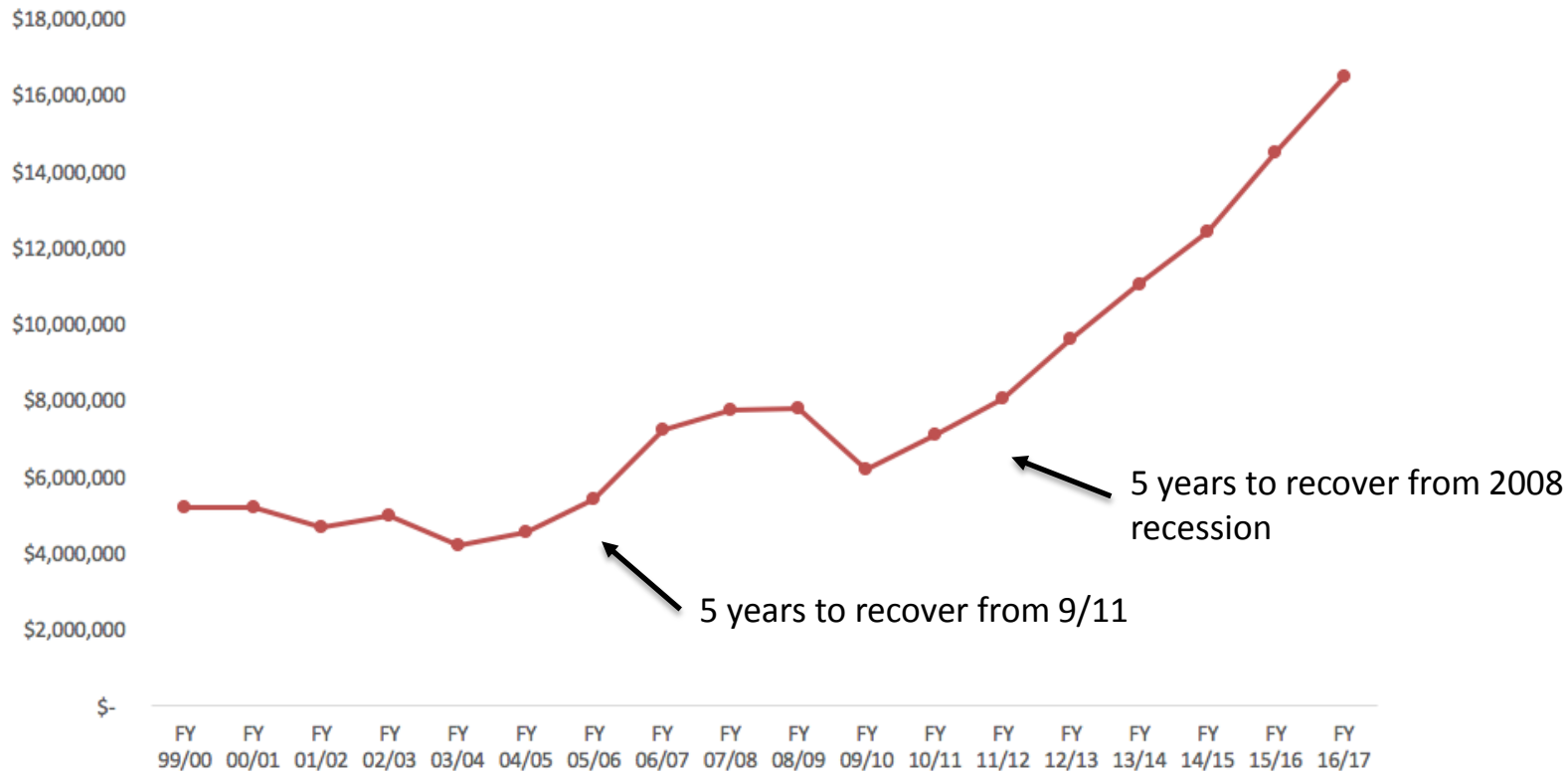
SOURCE: DMAI 2015 DMO ORGANIZATIONAL & FINANCIAL PROFILE STUDY

HOT TAX IS SELF-REGULATING

IN GOOD TIMES, IT GROWS.

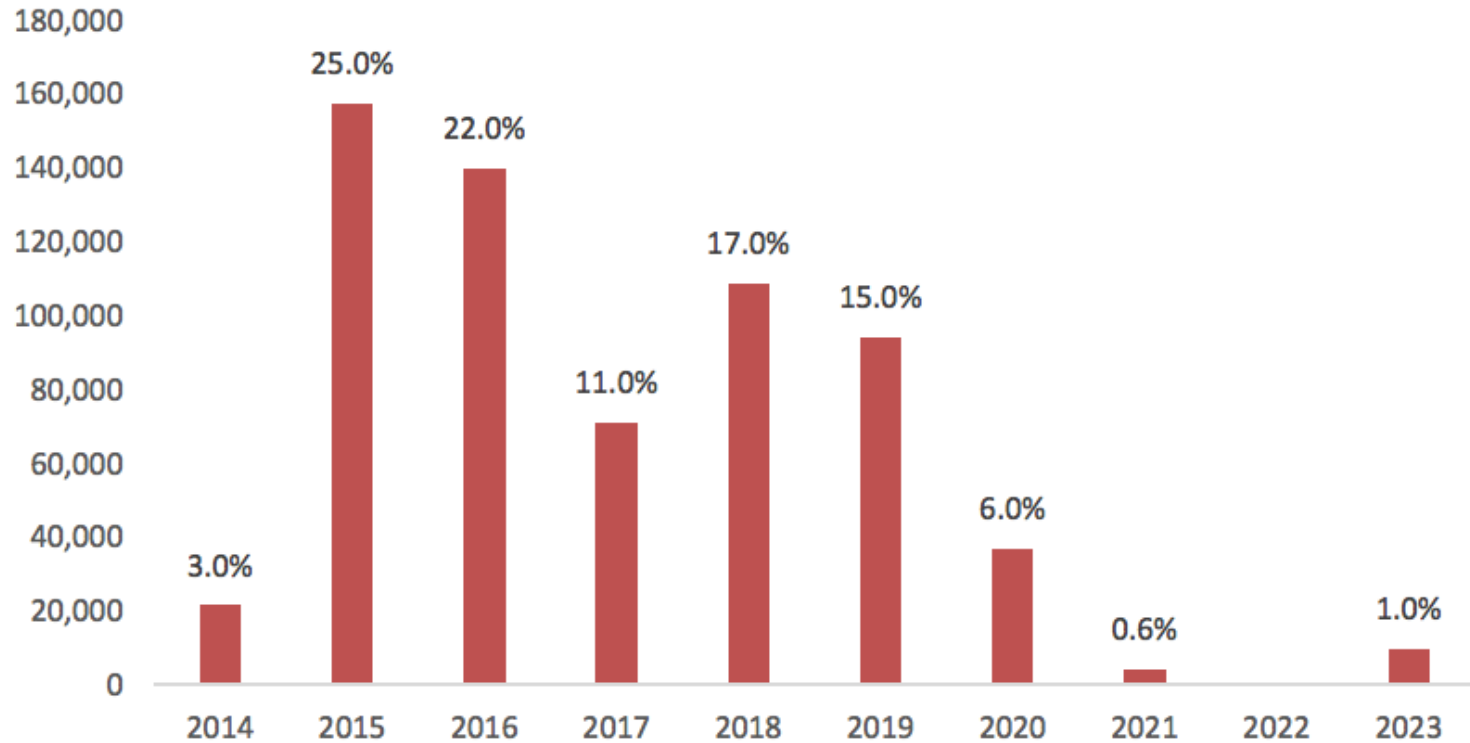
IN A DOWNTURN, IT DECREASES.

ACVB BUDGET



BUILDING COMPRESSION

ACVB CONTRACTED ROOM NIGHTS, FY14-19



81%

INCREASE IN DOWNTOWN
HOTEL ROOM INVENTORY BY 2019

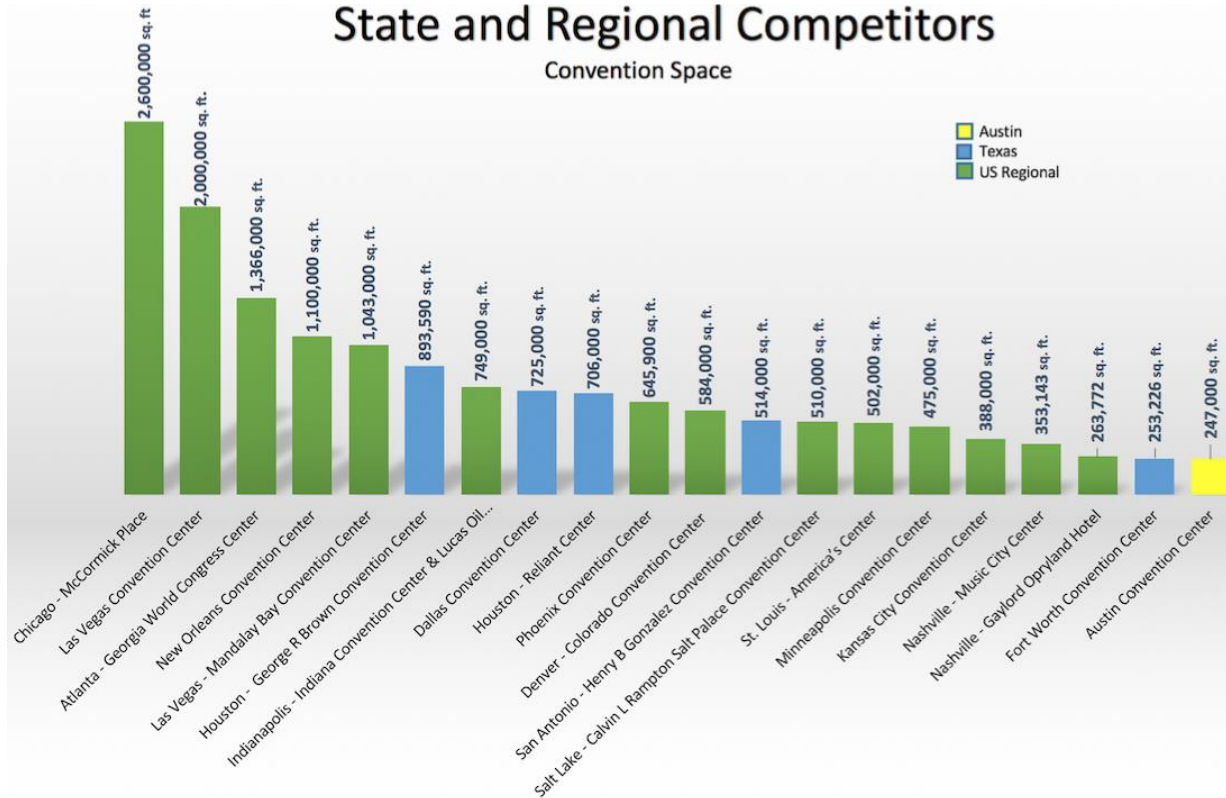
23%

INCREASE IN CITY-WIDE
HOTEL ROOM INVENTORY BY 2019

Austin

CONVENTION CENTER

STATE & REGIONAL COMPETITORS –CONVENTION SPACE



EVEN A DESTINATION WITH ONE OF THE
NATION'S STRONGEST TRAVEL BRANDS
WILL QUICKLY LOSE VISITORS – **AND TAX
REVENUES** – WITHOUT A VIGOROUS
TRAVEL PROMOTION EFFORT.

*CASE STUDIES FOR COLORADO AND CONNECTICUT PROVIDED

Austin

THANK YOU