VISIT Austin

MARKETING PLAN

FY 2018/2019
(DRAFT as of 10/3/18)

TABLE OF CONTENTS

MESSAGE FROM THE PRESIDENT 03

ABOUT VISIT AUSTIN 04

TOURISM IMPACT & FORECAST 06

DESTINATION & INDUSTRY OBJECTIVES 08

KEY ACCOMPLISHMENTS 11

DEPARTMENT PLANS 15

Conventions Sales 16

Austin Sports Commission 17

Convention Services 18

Marketing Communications 19

Tourism 21

Visitor Services 22

Other Industry Standards 23

VISIT AUSTIN ACTIVITIES 25

CONTACT INFORMATION 27

MESSAGE FROM THE PRESIDENT

This past year, Austin experienced tremendous growth in the travel, tourism and hospitality industry. From the development in hotel and attractions, to airport and airline route expansions, our industry is thriving. In our fiscal year '18-'19 marketing plan, we will recap Visit Austin's accomplishments and involvement in our industry's progress, in addition to outlining our provisional goals and objectives.

Austin is a city built on cultivating big ideas, with a community that continues to welcome visitors from all over the world. We consistently see a record number of visitors, both business and leisure, creating a need for new inventory as well as developing innovative ways to promote our city.

Conventions, big and small, help grow our economy in ways that will allow us to expand our industry. Last year, we increased our hotel rooms by an additional 2,600. By 2020, there will be more than 42,000 citywide hotel rooms. And as of 2018, hospitality was the third largest employer in our city, employing more than 125,900 Austinites.

At Visit Austin, our top priority each and every year is to ensure that Austin's reputation remains positive among convention, business and leisure travelers so that they continue to return to our city and contribute economically to our community. Last year, Visit Austin booked a record number of meetings with 726,899 room nights, which translated to $685,458,240 in economic impact.

Austin Bergstrom International Airport (ABIA) also welcomed a record breaking 13,405,766 passengers, up 9% from 2016. There are now 70+ nonstop flights to ABIA including several international destinations. We are also looking forward to the additional nine gates opening in early 2019.

DRAFT

Visit Austin's departments, employees and marketing campaigns have also been recognized by industry associations for their excellence. Destinations International awarded Visit Austin with the globally recognized Destination Marketing Accreditation Program (DMAP). Achieving DMAP accreditation positions Visit Austin as a valued and respected organization in our community and increases our credibility among clientele.

In 2018, The Watkins Research Group conducted their Meeting and Convention Planners Survey. This survey is a biennial study of perceptions about cities, bureaus and important meeting industry topics as perceived by meeting planners and consultants. Based on industry "buzz," Austin ranked number one among cities in the U.S. and Canada, providing the most positive overall experience for major conventions. And when asked which CVBs/DMOs stand out relative to all, Austin, again ranked number one.

To ensure that Austin is an inclusive and welcoming destination for all visitors, Visit Austin continues to promote our city's rich heritage and diversity through a multi-channel campaign that includes digital advertising, experiential marketing and custom content. Working with members of the local community, and with the input of Council, Visit Austin set out to complete a four-part series of travel brochures for visitors interested in the influence of various cultures and communities on the Austin experience. This series is designed to inspire travel to the city by promoting culturally relevant events, attractions and local businesses. We're proud to complete this series in 2018 and plan to expand it with online content and additional distribution channels in the coming year.

If the University of Texas Convention Center study is favorable to expansion, and City Council considers expansion opportunities, Visit Austin stands ready to market and sell the space for prospective meeting groups and those that may not have been able to choose Austin in the past due to lack of center space or availability.

Today, Austin is stronger and more diverse because of the smart investments we have made. Our city's tourism community will continue to serve as advisors to the City Council as we continue marketing our great city as a premier travel destination.

Tom Noonan
President & CEO
Visit Austin

ABOUT VISIT AUSTIN

MISSION

The Austin Convention and Visitors Bureau (Visit Austin) is the official destination marketing organization for the city of Austin. An accredited member of Destinations International, Visit Austin is contracted by the city to market Austin nationally and internationally as a premiere convention and leisure destination. In addition, Visit Austin houses the Austin Film Commission, Music Office and Sports Commission. The organization is a private, nonprofit 501 (c)(6) corporation in its 22nd year of operation as an independent agency.

Visit Austin is funded primarily through a portion of the 15 percent hotel occupancy tax. The nine percent city portion of the occupancy tax is distributed to Visit Austin, the Austin Convention Center and for the arts and heritage preservation grant programs. Visit Austin operates on a fiscal calendar that runs from October 1 through September 30. To accomplish its mission and objectives, the organization also seeks partnerships with hotels, the Austin Convention Center, local tourist attractions, private sector businesses, publishing and media companies, airlines, car rental companies and many other local partners.

ABOUT VISIT AUSTIN

OBJECTIVES

Visit Austin presents the 2018-2019 Marketing Plan to be implemented as the approved budget allows. In pursuit of its mission, Visit Austin seeks to:

- Serve as an economic engine for the City of Austin.
- Increase 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.
- Serve as the primary booking entity for the Austin Convention Center for all future 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 Commission, while maintaining a strong relationship with the local film community.
- Support the efforts of the Austin-Bergstrom International Airport (ABIA) in maintaining and expanding air service to the city.
- 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 sporting events in the Austin area and continue to expand visibility of Austin as a premier athletic destination, especially in the amateur sports market.
- Promote Austin's multicultural, performing and visual arts, historic, recreation, education, sports, business and entertainment communities.
- Market and promote tourism and conventions among heritage, cultural and minority markets.
- Solidify Austin's reputation as the Live Music Capital of the World® by identifying and recommending live music acts for conventions and corporate meetings, and by encouraging patronage of Austin music venues.
- Actively participate in and contribute to the overall strategic planning for the growth and sustainability of the visitor industry in Austin through strong community outreach and with recognized expertise in the tourism industry.
- Provide a welcoming environment to all visitors. Visit Austin continues to scrutinize all programs and pay careful attention to those that do not directly impact hotel occupancy. Visit Austin's Board of Directors carefully monitors our efficient and accountable fiscal controls 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.

DRAFT

TOURISM IMPACT & FORECAST

TOURISM IMPACT & FORECAST

FY 18/19 Austin Outlook

With the recent opening of the 1,048-room Fairmont Austin and many more scheduled openings in 2018 and 2019, the Austin market will have more than 40,000 hotel rooms by the end of 2019, with more than 11,000 downtown. 2017 year-end hotel occupancy was flat at 76.5% for downtown and 71.8% for the market — a very slight decline.

As new supply continues to enter the market, Visit Austin will be closely monitoring the effects on hotel performance.

IN FY 16/17, VISIT AUSTIN CONFIRMED

1,019 GROUP BOOKINGS

115% SALES PRODUCTION GOAL

3.9 MILLION LEAD ROOM NIGHTS

726,899 ROOM NIGHTS

6% INCREASE OVER FY 15/16

The trend of capacity and date availability continue to be the biggest challenges, with 46% of lost business at the Austin Convention Center falling into these categories. Visit Austin will continue to support the marketing and pre-sale of the new hotels. We will also continue the strategy of encouraging groups to book further out for better availability and rebooking the groups that have programs which can still fit in the building.

DRAFT

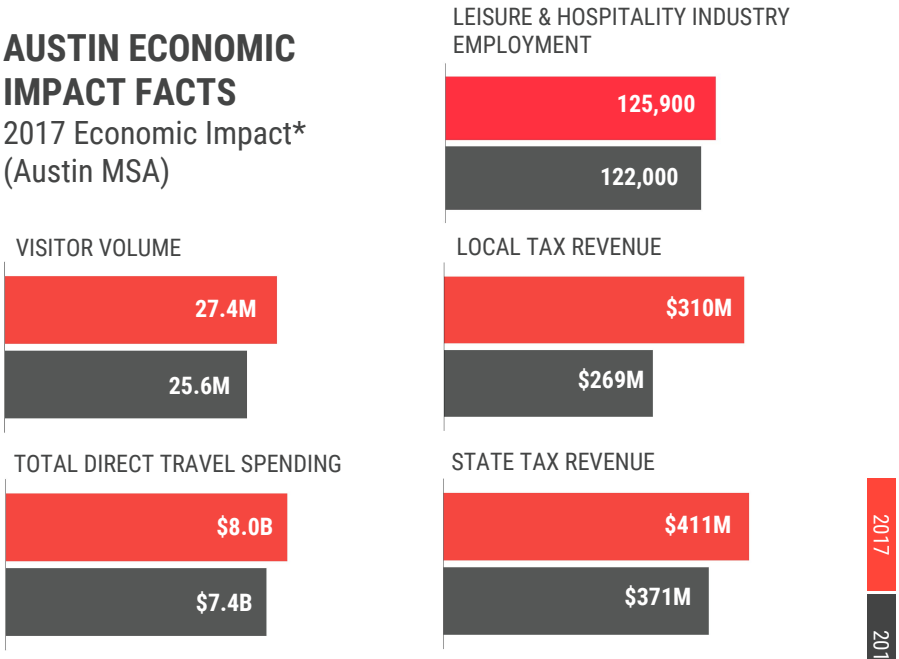
Without the travel and tourism industry, residents in Travis County would have to pay an additional $1,250 per household in state and local taxes to maintain current levels of service.

$1,250 PER HOUSEHOLD

SOURCE: Dean Runyan and Associates, Economic Impact of Travel on Texas, July 2018

AUSTIN ECONOMIC IMPACT FACTS

2017 Economic Impact* (Austin MSA)



*2017 preliminary projections

SOURCES: Dean Runyan and Associates, Economic Impact of Travel on Texas, July 2018; DK Shifflet; Texas Workforce Commission/US Bureau of Labor Statistics (USBLS)

International Marketing

Brand USA is the destination marketing organization for the United States and continues to be our partner on promotional media opportunities and activations in the international markets. The organization's current advertising campaign, running in 16 international markets, features Austin highlights (music, outdoors, etc.) in all mediums. Additionally, Austin is one of the cities featured in the "America's Musical Journey" campaign focusing on the culture and music of the United States that launched in February 2018 and will run on multiple platforms internationally through 2020.

Texas Tourism also provides us with multiple cooperative opportunities to target travel trade and media in key international markets through trade show participation, sales and media missions and by hosting trade and media on familiarization tours of the destination.

TOP INBOUND MARKETS FOR AUSTIN OVERNIGHT STAYS:

Mexico	Germany
Canada	Australia
China	Taiwan
United Kingdom	Japan
South Korea	France
India	Brazil

SOURCE: Oxford Economics, Global City Travel Report

DESTINATION & INDUSTRY OBJECTIVES

DESTINATION & INDUSTRY OBJECTIVES

Austin is a creative, collaborative and innovative city that is constantly evolving. As we look to the future, Visit Austin will continue to adapt its approach to solidify our position as a premier leisure, convention and meeting destination.

Adapt to Growing Market Needs

Since 2015, Austin has seen a 24% increase in hotel inventory downtown and +15% citywide. New hotel openings also contribute to more tourism and hospitality jobs, making the tourism industry the third largest employer in the city and putting 125,900 Austinites to work.

The most recent additions to the Austin hotel market, the 1,048-room Fairmont and the dual branded, 414-room Aloft/Element are already having an impact on convention business. A robust sales pipeline and well-supported marketing strategies are more important than ever.

Hotel demand has increased, but not quite at the pace of the supply growth; new businesses and groups also require larger amounts of contiguous space for meetings, trade shows and breakout rooms. For the seventh year in a row, the number one reason for losing city-wide groups remains the size and lack of availability of the Austin Convention Center. In the past year, 46% of new business for the convention center was lost due to lack of availability or insufficient space. This represents approximately $500,000,000 in potential economic impact. In addition to securing new and larger convention business, the expansion of the Austin Convention Center would increase economic activity and support local jobs for our community.

Protect and Evolve the Austin Brand, "Live Music Capital of the World®"

Austin has been officially recognized as the **Live Music Capital of the World®** since the Austin City Council adopted this slogan in 1991. Research has shown the brand has gained significant traction among visitors.

DRAFT

In 2014, the economic impact of Austin's music industry grew to $1.8 billion.

10.2%
INCREASE IN ECONOMIC IMPACT

20,700
MUSIC INDUSTRY JOBS

SOURCES: 2011 Austin Visitor Inquiry Study, University of Houston; The Economic Impact of Music in Austin, TXP, Inc., 2016

Although Austin's destination appeal goes well beyond live music, the Live Music Capital of the World® brand has managed to successfully keep Austin top-of-mind among potential visitors and meeting professionals. Visit Austin reinforces this brand positioning through a variety of strategic sales and marketing tactics* including:

- Creating marketing and advertising materials that strongly reflect the Live Music brand, while appealing to many of the other facets of Austin.
- Hiring Austin music talent for in-market events, conventions and various out-of-market event and media opportunities providing valuable exposure for our Austin musicians.
- Promoting music attractions including festivals, venues and entertainment districts.
- Partnering with local, national and international music brands.

**Activities will be scaled based on the budget approved by Council.*

Visit Austin continues to work closely with the City of Austin and various stakeholders, event organizers and music community leaders to address the needs that directly impact the local music ecosystem and keep visitor experience top of mind.

In FY 2017-2018, the new Visit Austin advertising campaign continued to amplify our positioning while also expanding our messaging with a focus on Austin's green spaces, local businesses, culinary scene, creative culture and diverse community. These efforts will continue in 2018-2019.

DESTINATION & INDUSTRY OBJECTIVES

Continue to Expand Airlift to AUS

The Austin-Bergstrom International Airport (ABIA) has experienced tremendous growth in passenger traffic and cargo, as well as in newly announced service. The new gates in the main terminal are scheduled to open in early 2019 to accommodate future domestic and international service to the city. International service increased in 2018 with the launch of Norwegian Airlines from London Gatwick Airport, our third transatlantic flight to Austin.

Visit Austin will coordinate efforts with ABIA on global marketing priorities, including participation in airline meetings and World Routes. We also continue to serve on the Air Services Task Force, and to collaborate with the Greater Austin Chamber and the Austin corporate community to attract new service to the city.

**Activities will be scaled based on the budget approved by Council. Budget reductions will limit our efforts in marketing new airline routes and partnering with airlines in the international markets.*

Continue to Expand Diversity Marketing Efforts

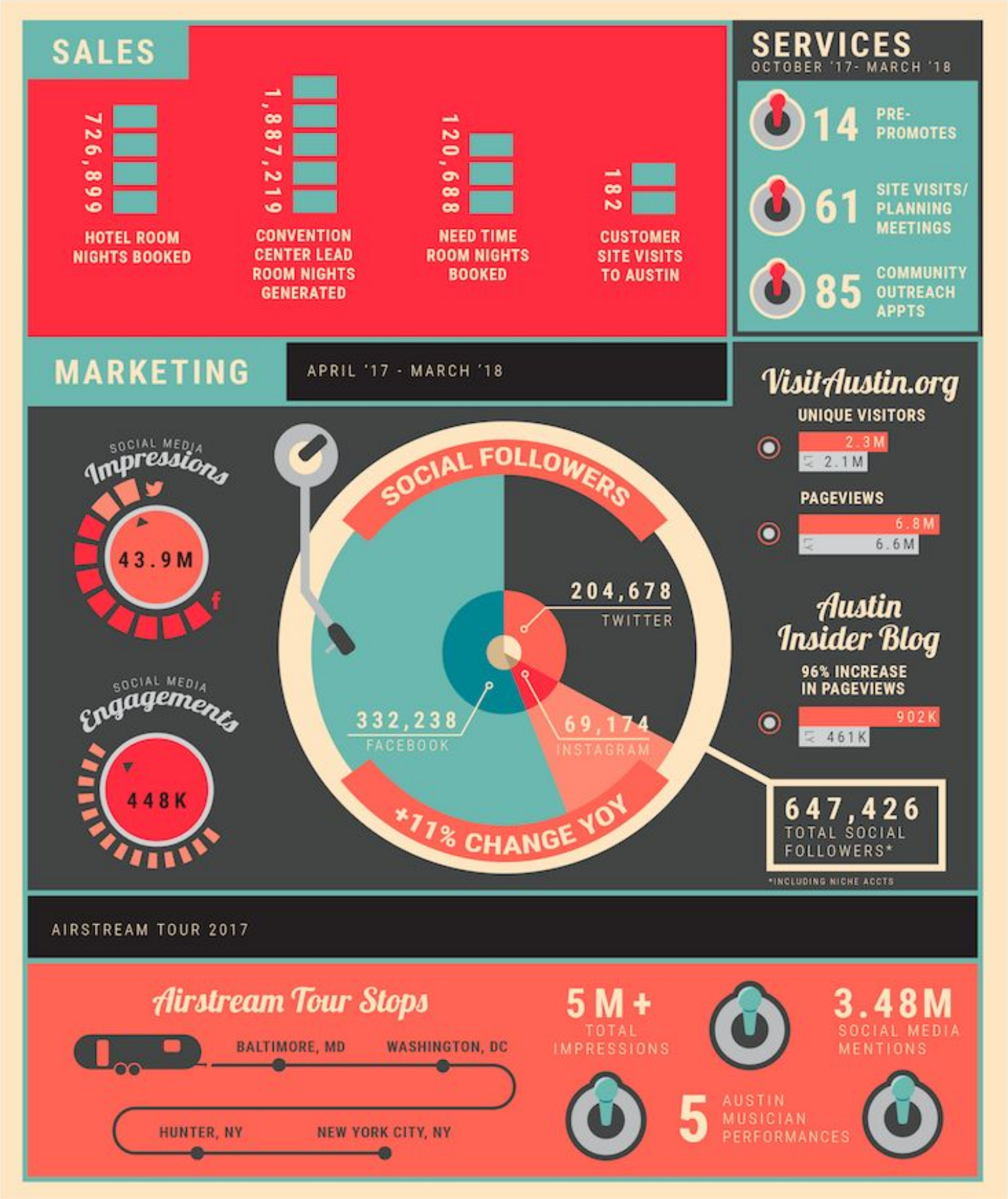
Visit Austin works to ensure that all advertising media and campaigns are inclusive of a multicultural and diverse audience. Where possible, budget is allocated specifically to custom diversity marketing programs. In 2017, such programs included:

- Austin promotion at New York Pride
- Meeting planner activations at the Congressional Black Caucus
- Membership and trade show participation with the International Gay and Lesbian Travel Association (IGLTA)
- Diversity digital media buys garnering more than 12 million targeted impressions

By the end of FY 2017/2018, Visit Austin will finalize the Field Guide to Austin diversity travel brochure series including brochures targeting travelers interested in the African American, Hispanic and Latin American, LGBTQ and Asian Pacific Islander American influence on the Austin experience. In FY 2018/2019 we will develop additional distribution strategies and enhance the online experience.

KEY ACCOMPLISHMENTS

KEY ACCOMPLISHMENTS



KEY ACCOMPLISHMENTS

TOURISM

TOURISM DEPARTMENT STAFF ENHANCED AIR ROUTE DEVELOPMENT THROUGH INTERNATIONAL SHOWS AND PARTNERSHIPS WITH MULTIPLE AIRLINES.

New! Direct Flight ON NORWEGIAN AIR

AUSTIN, TX — LONDON GATWICK, UK

International Show Appearances

- WORLD TRAVEL MARKET
- IPW
- ITB BERLIN

COMMUNICATIONS

FY17-FY18 COVERAGE IN THE FOLLOWING PUBLICATIONS

Reader's Digest, Southern Living, TIME, marie claire, culturemap, trivago, CNN, HER CAMPUS, BISNOW, Condé Nast Traveler, The Sun, Austin American-Statesman, globo.com, BAZAAR, THRILLIST, lonely planet, tripadvisor, Forbes, TTG MEDIA, TRAVELDUDES For Travelers, By Travelers!, Texas Monthly, RHAPSODY, KVUE abc, FOX 7 AUSTIN, texas meetings+events, YAHOO!, U.S.News & World Report, Vacations & travel, Historia, kxan

HOSTED MEDIA FROM

- UNITED STATES
- UNITED KINGDOM
- IRELAND
- GERMANY
- FRANCE
- THE NETHERLANDS
- AUSTRALIA
- NEW ZEALAND

$35M+ IN MEDIA VALUE

300M MEDIA VIEWS

IN-KIND DONATIONS FROM PARTNERS FOR MEDIA FAMS EXCEEDED **$25,000**

AWARDS

AUSTIN HOUSE — TOP 3 — U.S. TRAVEL ASSOCIATION DESTINY AWARDS

BEST USE OF SOCIAL MEDIA — TOP 5 — CITY NATION PLACE GLOBAL

AUSTIN SUMMER AIRSTREAM TOUR — GOLD — HOSPITALITY SALES AND MARKETING ASSOCIATION INTERNATIONAL'S ADRIAN AWARDS

VISITOR SERVICES

$22,513 IN INDUSTRY SALES

$1,146,518 IN REVENUE

28 BOOKABLE TOURS ON ONCETHERE BOOKING PLATFORM

KEY ACCOMPLISHMENTS

DEPARTMENT PLANS

Convention Sales

The Convention Sales department promotes Austin nationally and internationally to meeting professionals. The department generates high-impact revenue for the hotels in greater Austin and secures citywide conventions which benefit multiple hotels and the Austin Convention Center.

DEPARTMENT GOALS, FY 2018-2019

GOALS	ANNUAL GOALS FY 16-17	ANNUAL RESULTS FY 16-17	ANNUAL GOALS FY 17-18	ANNUAL PROPOSED GOALS 18-19**
Total Room Night Production	630,000	726,899	660,000	660,000
A Room Nights*	240,000	224,688	231,000	231,000
B Room Nights	N/A	387,059	354,000	354,000
C Room Nights	N/A	115,152	75,000	75,000
Group Leads Sent	2,568	3,164	2,700	2,700
Lead Room Night Production	3,177,000	3,906,565	3,408,000	3,408,000

**A, B, C room night production numbers include Austin Sports Commission bookings.*

**Under current market conditions and pending budget approval, goals will remain flat at this time. Goals will be revisited and adjusted, if necessary, upon FY 18-19 budget approval and actual production.

PLAN OBJECTIVES, FY 2018-2019

Objective 1: Increase in-house bookings for all hotels.

Given the new hotel inventory into the market, there is more availability within the hotels to increase group business. Visit Austin will focus on targeting groups that fill need times like summer, holidays and December/January. Expand the growing markets that book short term such as medical, tech, financial and insurance incentives to drive new business.

DRAFT

Objective 2: Maximize business for the Austin Convention Center.

Continue to solicit our citywide convention prospects through sales calls, tradeshows and customer events. Maximize opportunities for groups that provide the most hotel guest room demand across the city. Encourage citywide clients to book more than three years out due to building availability. Identify high food, beverage and exhibit sales for prime future dates. Target groups with a Sunday arrival to maximize hotel and ACC availability. Due to current lack of convention center availability, provide overflow hotel options to supplement meeting space needs for groups who will consider.

Objective 3: Showcase Austin to clients through hosting industry events in market

Continue bringing clients to Austin to experience all that our destination has to offer for conventions and meetings. In 2019, Austin will serve as host to the US Chamber of Commerce Executive's Top 100 Associations, Association Management Companies Institute's (AMC) Annual Meeting, American Society of Association Executives and Financial & Insurance Conference Planners. These opportunities will gain exposure for our hotels, convention center and local businesses. Continue to expedite the decision process through individual client site visits.

KEY BOOKINGS, FY 2018-2019

**Through May 31, 2018*

GROUP	MEETING DATES	ATTENDEES
SAP America, Inc.	April 2019	2,500
Indeed	May 2019 and 2020	1,500/year
Texas Assessment Association	November 2019	3,000
McKesson	July 2020	5,000
Spiceworks	September 2020	4,000
American Osteopathic Association	October 2020	6,000
Texas Association of School Administrators	January 2021, 2022, 2023	7,000/year
SiriusDecisions Inc.	May 2021	5,000
Texas Association of Secondary School Principals	June 2021 and 2022	2,600/year
Congress of Neurological Surgeons	October 2021	7,000
Government Finance Officers Association American	June 2022	6,000
School Counselor Association	July 2022	3,200
Society of Hospital Medicine	March 2023	2,500
National Alliance for PUblic Charter Schools	June 2023	5,000

Austin Sports Commission

Working as an extension of the Visit Austin sales team, the Austin Sports Commission (ASC) actively recruits, retains and grows sporting events in the Austin area.

DEPARTMENT GOALS, FY 2018-2019

GOALS	ANNUAL GOALS FY 16-17	ANNUAL RESULTS FY 16-17	ANNUAL GOALS FY 17-18	ANNUAL PROPOSED GOALS 18-19*
Sports Commission Room Nights	117,000	103,789	109,500	109,500
Event Leads Sent	72	74	72	72
Site Visits	N/A	3	10	10
Media Coverage Press**	N/A	N/A	$1,500,000	$1,500,000.00

*Under current market conditions and pending budget approval, goals will remain flat at this time. Goals will be revisited and adjusted, if necessary, upon FY 18-19 budget approval

**Media coverage was historically included in the Marketing Communications goals, but will be broken out going forward; see Marketing section for coverage through March 18

PLAN OBJECTIVES, FY 2018-2019

Objective 1: **Increase national awareness and strengthen the brand of the Austin Sports Commission within the local community.**

Identify new local and regional industry partners to elevate the perception of the Austin Sports Commission and Austin as a sports tourism destination. Attend new tradeshows and make additional sales calls in the sports marketplace. Become more involved with the University of Texas, local sports clubs and organizations, etc. by attending local meetings and supporting local boards.

DRAFT

Objective 2: **Target new events that fit within Austin's core sports facilities.**

Solicit events that take place during slower times (Summer, December/January, holidays) - i.e. Olympic Trials.University Interscholastic League (UIL) was once a staple event of the community; with new hotel inventory and UT Athletic Department support, position Austin as able to host these events again and look to bring this event back to Austin for 2020 and beyond. Goal is to increase UIL events by 10% year over year. Additionally, focus on the sports meeting market nationally to target meetings that will fit in the Austin Convention Center as well as multiple hotels.

Convention Services

The role of Convention Services is to provide destination support, guidance and resources for booked meetings and conventions to ensure the highest level of success.

DEPARTMENT GOALS, FY 2018-2019

GOALS	ANNUAL GOALS FY 16-17	ANNUAL RESULTS FY 16-17	ANNUAL GOALS FY 17-18	ANNUAL PROPOSED GOALS 18-19*
Meetings Serviced	1,675	2,450	1,800	2,000
Housing Assigned**	15,000	17,611	12,500	8,000
Registration Hours Provided***	5,000	10,213	6,000	4,500

*Goals will be revisited and adjusted, if necessary, upon FY 18-19 budget approval
**Based on opening and close assignment dates for housing
***Registration staffing needs vary based on the volume and type of group business booked each year. In 2018, Visit Austin outsourced registration staffing to a preferred third party vendor

PLAN OBJECTIVES, FY 2018-2019

Objective 1: **Raise client awareness of services available to ensure successful conventions and repeat business.**

Continue to evaluate services and collateral offerings to assist groups in achieving goals to host successful events. Develop the customer relationship through continuous outreach, by attending sales missions, pre-promotes and by maintaining regularly scheduled contact throughout the planning process. Continue current method for collecting surveys and responding to customer suggestions to result in improved services. Establish strategies to equip booked groups with the marketing tools and content to promote the destination. Promote resources available through the Austin Visitor Center.

DRAFT

Objective 2: **Ensure community awareness of conventions and their economic impact.**

Educate industry partners on the benefit of collaborating with Visit Austin to connect with convention clients through the utilization of convention alerts and responding to service leads. Encourage partnership with Visit Austin through varied advertising opportunities and attendance at our hosted events. Continue community outreach efforts to develop relationships/partnerships with new and existing local businesses. Connect customers to local businesses through our referral process to enhance the group attendee experience. Promote local values to convention clients by connecting customers with community resources for sustainability, innovation and expanded corporate social responsibility.

Objective 3: **Provide a resource for online housing services and on-site staffing support.**

Promote preferred housing provider to all multi-hotel conventions during the booking/selection process. Educate customers and our hotel partners on the benefits of utilizing housing to maximize room pick-up performance. Proactively monitor group history and pick-up to ensure successful housing outcome. Promote our preferred staffing provider and monitor feedback to ensure client satisfaction.

Marketing Communications

DEPARTMENT GOALS, FY 2018-2019

GOALS	ANNUAL GOALS FY 16-17	ANNUAL RESULTS FY 16-17	ANNUAL GOALS FY 17-18	ANNUAL PROPOSED GOALS 18-19*
Media Outreach (Releases/Pitches)	300	53,890	20,000	16,000
Media Outlets Contacted	336	26,668	12,000	8,000
Dollar Impact of Media (Trendkite, Meltwater & other reports)	$27M	$103,555,952	$26M	$18M
Unique Website Visitors	1.92 M	2,122,341	1.8M	1.44M
Visitor Guide Fulfillment	70,000	127,130	70,000	56,000

*Goals will be revisited and adjusted, if necessary, upon FY 18-19 budget approval

Marketing

The multidisciplinary Marketing Department delivers targeted messaging about Austin and Visit Austin to consumers, meeting professionals, travel trade professionals and the hospitality industry. The team drives top-of-mind awareness and, ultimately, travel to the destination through integrated efforts that include advertising, publishing, content, social media, experiential and other promotions.

PLAN OBJECTIVES, FY 2018-2019

DRAFT

Objective 1: Build upon Austin's brand equity as the Live Music Capital of the World® to drive consideration and, ultimately, visitation among target audiences.

Maintain Visit Austin's position as a leader in destination marketing by breaking out of category norms with the Visit Austin advertising campaign and innovative media placements. Expand on equity as Live Music Capital of the World® and increase awareness of other destination offerings such as green space, art, culture, local businesses, culinary and Austin icons, that appeal to key leisure and meetings target audiences.

Objective 2: Continue to build on digital, content and social media marketing strategies to keep Austin top-of-mind and provide resources for the leisure traveler and meeting planner audiences.

Utilize VisitAustin.org, Austin Insider Blog, Austin Visitor Guide and digital Meeting Planner Guide as portals for compelling content and as vehicles through which to deepen engagement with key audiences. Continue to provide customer service through social media. Further leverage local influencers for content and outreach. Utilize insights from meeting planner research and customer feedback to evolve relevant tools and programs.

Objective 3: Continue to develop marketing programs targeting diverse leisure travelers and convention groups.

Ensure inclusivity within Visit Austin advertising campaigns, owned channels and branded collateral. Continue to engage with local and national organizations through outreach and co-op marketing. Promote local attractions relevant to multicultural and diverse travelers. Maintain diversity brochure series and identify new distribution channels.

Objective 4: Improve the usability, design, content and conversion of Visit Austin programs through content development, execution and management efforts.

Develop and maintain strategic content plan and editorial calendars for content channels across organization. Develop new video content to be featured on VisitAustin.org and Visit Austin social channels. Continue development and implementation of strategies for maximizing email subscriber engagement.

Objective 5: Create immersive Austin experiences in select target markets through experiential marketing programs.

Through tactics like the ATX Airstream, promote Austin on the road in like-minded, nonstop flight markets. Provide valuable exposure for Austin musicians through live performances and in-studio media opportunities. Identify media partners to amplify the reach and engagement of experiential campaigns among key target audiences.

Marketing Communications

Communications

As the official voice of Visit Austin, the Communications Department delivers compelling and consistent messaging about Austin and Visit Austin to press and the hospitality industry at large. The department creates awareness of the destination through a variety of strategic integrated efforts including media relations, public affairs, securing partner support, press familiarization tours (FAMs), dissemination of timely and relevant content and information, proactive pitches, press releases, newsletters and inquiry fulfillment.

PLAN OBJECTIVES, FY 2018-2019

Objective 1: Continue to generate and shape positive and valuable media coverage of Austin in domestic and international print, broadcast and online media outlets.

Secure feature stories in print, broadcast, online, social media and industry publications that provide prominent Austin coverage. Host qualified journalists on press familiarization trips. Drive support and awareness for Visit Austin's overall mission, goals and purpose by advocating tourism globally through U.S. Travel Association, Brand USA and local partnerships.

Objective 2: Target business and meetings-related publications to generate editorial coverage of the destination.

Continue growing partner relations with established and new hotels to secure coverage in publications that reach target audiences and that grow occupancy, city-wides and tourism-generated economic impact. Host writers and media on assignment from business specific print, broadcast and online outlets. Continually evaluate new opportunities to improve diversity offerings to visitors and meeting professionals. Work closely with local organizations to identify areas of potential synergy.

DRAFT

Objective 3: Expand upon the creation of publicity opportunities for community partners, local businesses and public relations teams to feature their clients in press coverage.

Continue to 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 site visits to both established and new businesses.

Objective 4: Further develop awareness and exposure for Austin's arts, culture, multicultural and LGBTQ products.

Host writers/media on assignment from niche outlets and publications during relevant city festivals and events. Ensure editorial photography and general content (events, attractions, points of interest) reflect arts, culture and diversity. Promote Austin's diverse attractions, rich history, culture and unique personality. Maintain Visit Austin's association, outreach, collaboration and support of numerous local and national multicultural groups and events.

Objective 5: Public Affairs: Work with city and state elected officials on matters related to the tourism industry.

Monitor legislative bills that impact the tourism industry and Austin's ability to be a welcoming destination for visitors. Remain a resource for Austin City Council and other elected officials in matters related to the tourism industry.

Tourism

The Tourism Department promotes the Austin travel product to domestic and international travel markets through strategic activities, attending trade shows, sales missions, familiarization tours (FAMs), educational seminars and cooperative marketing campaigns. In addition, the department coordinates with the Austin-Bergstrom International Airport in maintaining and increasing air service to Austin.

DEPARTMENT GOALS, FY 2018-2019

GOALS	ANNUAL GOALS FY 16-17	ANNUAL RESULTS FY 16-17	ANNUAL GOALS FY 17-18	ANNUAL PROPOSED GOALS 18-19*
Product Placement	48	355	94	80
Destination Training	600	4,443	888	500
Tourism Partner Leads	235	323	242	150
Online Package Development	12	34	12	12

*Goals will be revisited and adjusted, if necessary, upon FY 18-19 budget approval

PLAN OBJECTIVES, FY 2018-2019

Objective 1: **Increase destination awareness in primary and emerging inbound markets.**

Organize targeted travel trade and public relations programs (presentations, client events and interviews) aimed at generating Austin exposure. Facilitate destination trainings for travel trade executive leadership and sales force teams at key travel companies. Partner with Texas Tourism and Brand USA in co-operative marketing efforts to strengthen awareness of Austin and drive sales increases.

DRAFT

Objective 2: **Increase the supply of Austin hospitality product available for distribution by the international travel trade.**

Develop education initiatives aimed at preparing the local supplier community to capture international bookings. Support Austin businesses in expanding their sales and marketing reach in international and domestic leisure markets by facilitating new agreements between local suppliers and key aggregators. Create opportunities to market Austin to the travel trade through organizing sales and media missions in key markets, hosting familiarization trips and attending relevant trade shows. Assist top-tier aggregators and wholesale travel operators in the development of new Austin travel product.

Objective 3: **Stimulate demand in key and emerging markets through public-facing content and consumer promotions.**

Increase Austin's media coverage in premier online, broadcast and print (consumer and trade) channels. Create and sustain partnerships with airlines and key travel companies, thus leveraging their reach to enact multi-channel consumer promotions. Continue to produce and procure translated content for the international pages of the Visit Austin website.

Objective 4: **Increase air lift to AUS.**

Coordinate efforts with Austin–Bergstrom International Airport (ABIA) to attract and maintain new air service to Austin.

Visitor Services

The Visitor Services staff help market Austin by promoting activities that will generate new and repeat visitors to both leisure and business travelers.

DEPARTMENT GOALS, FY 2018-2019

GOALS	ANNUAL GOALS FY 16-17	ANNUAL RESULTS FY 16-17	ANNUAL GOALS FY 17-18	ANNUAL PROPOSED GOALS 18-19*
Visitor Guide Requests	70,000	127,130	70,000	56,000
Downtown Visitors	180,000	201,482	192,000	197,000
Phone Calls/Email Inquiries	19,500	19,065	20,200	20,200
Historic Walking Tour Participants	5,496	1,345	2,700	2,700
Retail Revenue ($)	$1,085,000	$1,146,518	1,110,000	1,140,000

*Goals will be revisited and adjusted, if necessary, upon FY 18-19 budget approval

PLAN OBJECTIVES, FY 2018-2019

Objective 1: **Provide additional visitor services to increase visitor volume, length of stay and visitor spending.**

Drive traffic to VisitAustin.org for tour and attraction bookings. Continue to add tours and attractions to meet booking goals for online reservation platform by partnering with OnceThere. Promote daytime music programming in partnership with City of Austin Music and Entertainment Office. Expand media wall capabilities.

DRAFT

Objective 2: **Expand retail options to offset operational expenses.**

Revamp online store with a better variety of merchandise to increase sales. Continue to market retail through social media to increase online store visibility and in-store sales. Continue to improve and market amenity package program. Research new POS systems to better integrate with accounting program to streamline inventory procedures.

Objective 3: **Plan and execute events at the Visitor Center that represent the Austin brand.**

Continue Daybird music series to support local musicians. Exhibit and sell local artist works throughout the year. Provide industry presentations for convention groups and local businesses to improve destination knowledge. Continue to offer custom historic walking tours to promote Heritage Marketing.

Other Industry Standards

Noteworthy achievements outside of the Visit Austin contract.

Austin Film Commission

The Austin Film Commission markets Austin to filmmakers, industry producers and entertainment studios at trade shows, festivals and other industry functions. In doing so, the Austin Film Commission works as a clearing house bringing ready-to-film features, commercials, still shoots and television productions to Austin — advising and assisting with local locations, local crew hires, vendor referrals, permitting guidance and generally advocating on behalf of the productions on a local level.

DEPARTMENT GOALS, FY 2018-2019

GOALS	ANNUAL GOALS FY 16-17	ANNUAL RESULTS FY 16-17	ANNUAL GOALS FY 17-18	ANNUAL PROPOSED GOALS 18-19*
Production Leads/Referral Inquiries	2,640	39,437	40,000	35,000
Production Packages Fulfilled	126	163	120	100
Production Starts	42	63	35	30
Production Days	900	1,045	800	650

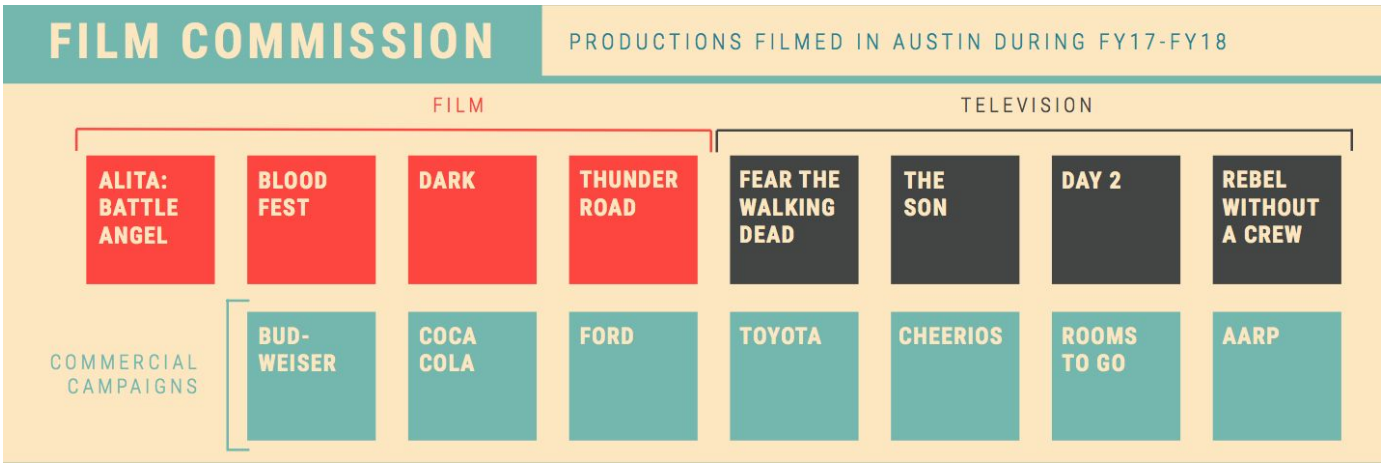
*Goals are based on uncertainty with funding of the Texas Moving Image Industry Incentive Program, which we rely on to bring more than 60% of productions to Austin. Goals will be revisited and adjusted, if necessary, upon FY 18-19 budget confirmation

DRAFT

Accomplishments

The Austin Film Commission works to increase film, television and commercial production in the Austin area by promoting Austin as a leading hub for productions among the industry.

They act as an advocate for the film and television industry locally, while raising awareness at the local and state level of the positive impact that the production industry has for the community.



Other Industry Standards

Austin Music Office

The Austin Music Office promotes Austin as the Live Music Capital of the World® and serves as a clearing house for music inquiries.

DEPARTMENT GOALS, FY 2018-2019

GOALS	ANNUAL GOALS FY 16-17	ANNUAL RESULTS FY 16-17	ANNUAL GOALS FY 17-18	ANNUAL PROPOSED GOALS 18-19*
Booking Inquiries	900	944	900	850
Industry Contacts	840	900	820	800
Media Contacts	60	67	40	40
Media Events	12	28	8	10

*Goals will be revisited and adjusted, if necessary, upon FY 18-19 budget approval

Accomplishments

The Music Office markets Austin's music attractions to incoming visitors, meeting planners, conventions and media. The department identifies opportunities for Visit Austin to highlight the local musician community and works with the Convention Sales and Services teams to build music programming as an added value and incentive tool for incoming meeting and conference event planners, utilizing the Hire an Austin Musician program in order to assist with recommendations and booking assistances for local talent.

The team serves as a community liaison to effectively promote the importance Austin's music industry to community stakeholders. Additionally, they offer support to local industry to promote development, education and growth of: venues, recording studios, record labels, music businesses and more.

DRAFT

271
artist hiring inquiries

191
live music slots booked

$344,322
directly to Austin musicians from our Hire an Austin Musician program

Strategic Alliances

The Strategic Alliances department furthers the mission of Visit Austin by building and growing strategic alliances with hospitality and corporate partners. Opportunities range from event sponsorships to fully customized brand marketing initiatives.

DEPARTMENT GOALS, FY 2018-2019

GOALS	ANNUAL GOALS FY 16-17	ANNUAL RESULTS FY 16-17	ANNUAL GOALS FY 17-18	ANNUAL PROPOSED GOALS 18-19**
Donated Services	$400,000	$1,575,499	$300,000	$300,000

*October 2017 - March 2018
**Goals will be revisited and adjusted, if necessary, upon FY 18-19 budget confirmation
***2017 pacing was higher than average due to Visit Austin hosting PCMA in January 2017

Accomplishments

The Strategic Alliances department serves as the primary clearing house for all industry partnerships and agreements. They engage traditional and non-traditional hospitality partners to build strategic brand alliances that further the mission of Visit Austin, provide oversight and ensure fulfillment of partnership agreements with industry associations and work with internal departments to ensure all activation opportunities are maximized.

The Strategic Alliances department works with various other Visit Austin departments and event production partners to develop and execute Visit Austin-hosted industry events and Visit Austin marquee events, such as our Annual Luncheon and Give Back Gig.

VISIT AUSTIN ACTIVITIES

FY 18-19 VISIT AUSTIN ACTIVITIES

FIRST QUARTER

OCTOBER 2018

- Austin City Limits Music Festival
- Austin Film Festival
- Formula One United States Grand Prix
- IMEX America

NOVEMBER 2018

- Austin Sports Commission Golf Tournament
- D.C. Sales Mission
- FICP Annual Conference
- National Coalition of Black Meeting Planners Annual Conference
- Southeast Sales Mission
- World Travel Market (WTM)

DECEMBER 2018

- Association Forum Holiday Showcase
- Chicago Holiday Client Event
- IAEE Expo! Expo!
- Texas CVB Holiday Event
- TSAE Holiday Luncheon

SECOND QUARTER

JANUARY 2019

- PCMA Convening Leaders
- Southwest Showcase

FEBRUARY 2019

- AMC Institute Annual Meeting
- Collinson Diversity Marketplace
- Destinations International - Destination Showcase

MARCH 2019

- Conference Direct Annual Partner Meeting
- ITB Berlin
- Meet NY & Sales Calls
- MPI Northern California Annual Conference & Expo
- NCAA D1 Men's and Women's Swimming & Diving Championships
- SXSW
- World Golf Championships - Dell Match Play

THIRD QUARTER

APRIL 2019

- ASAE Xperience Design Project
- HelmsBriscoe Annual Business Conference
- Local Client Appreciation Event
- National Association of Sports Commission Sports Event Symposium
- Red Bull MotoGP Grand Prix of The Americas

MAY 2019

- Simpleview Summit
- Toronto Sales Mission & Client Event

JUNE 2019

- USTA IPW
- MPI World Education Congress
- NCAA D1 Men's and Women's Outdoor Track & Field Championships
- PCMA Partnership Summit
- Visit Austin Experiential Summer Tour
- West Coast Sales Mission & Client Event

FOURTH QUARTER

JULY 2019

- Chicago Sales Mission & Client Event
- CVENT Connect Conference
- Destinations International Annual Conference
- Triple Crown Southwest Summer Nationals

AUGUST 2019

- ASAE Annual Meeting
- ESTO
- Experient e4
- Texas Sales Mission & Client Event

SEPTEMBER 2019

- Congressional Black Caucus
- Content Marketing World
- FIA World Rallycross Championships
- Northeast Sales Calls
- TSAE New Ideas Annual Conference
- TTIA Texas Travel Summit
- World Routes

DRAFT

CONTACT INFORMATION

CONTACT INFORMATION

Visit Austin

111 Congress Avenue, Ste. 700, Austin, TX 78701
Main: 512.474.5171 | Toll Free: 1.800.926.2282 | Fax: 1.855.927.4141 | Housing Fax: 1.866.645.0605
www.VisitAustin.org

ADMINISTRATION			
512.583.7249	Gonzalez	Gloria	Finance Coordinator
512.583.7205	Hart	Julie	Vice President of Finance
512.583.7207	Lang	Heather	Director of Human Resources
512.583.7254	Millham	Holland	Executive Assistant to the President
512.583.7201	Noonan	Tom	President & CEO
512.583.7203	Ormerod	Deb	Office Manager/Receptionist
512.583.7204	Palmertree	Gina	Director of Finance
512.583.7251	Palmertree	Rickey	Operations Coordinator
512.583.7208	Watts	Brad	Director of Information Technology
MARKETING, COMMUNICATIONS, MUSIC, FILM, TOURISM			
512.583.7219	Brooks	Samantha	Marketing Coordinator
512.583.7228	Chase	Julie	Vice President and Chief Marketing Officer
512.583.7245	Cook	Katie	Director of Digital Marketing
512.583.7246	De Leon	Clarissa	Heritage & Diversity Marketing Specialist
512.538.7278	Dowgwillo	Ashley	Marketing and Music Manager
512.583.7229	Felton	Christine	Marketing Coordinator
512.583.7230	Gannon	Brian	Director of the Austin Film Commission
512.583.7209	Kerr	Tiffany	Director of Marketing
512.583.7233	Lozano	Omar	Music Industry Marketing Manager
512.583.7206	Richardson	Susan	Director of Content and Publishing
512.583.7210	Wise	Katherine	Communications Manager
STRATEGIC ALLIANCES			
512.583.7215	Hackley	Mary Kay	Vice President, Strategic Alliances
512.583.7240	Washington	Stephanie	Partner Relations Specialist

DRAFT

CONTACT INFORMATION

CONVENTION SALES AND AUSTIN SPORTS COMMISSION			
512.583.7243	Brittenham	Sarah	Sales Coordinator
512.583.7241	Brown, CMP	Amy	Director of Sales
512.583.7214	Cannon	Shannon	Senior Director of Texas Accounts
512.583.7258	Carlson	Liz	Sales Program Coordinator
512.583.7218	Cramer	Christine	Director of Market Analysis and Research
571.858.3721	Doherty	Jim	Director of Eastern Regional Sales
512.583.7261	Elliott	Lindsey	Director of West Coast Sales
512.583.7259	Genovesi	Stephen	Executive Vice President
512.583.7212	Hays	Drew	Account Director, Sports Commission
512.583.7221	Isaac	Ali	Sales Coordinator
512.583.7262	Jones	Chandler	Account Manager
512.583.7216	Mashaw	Val	Director of Southeast Sales
773.774.1342	McCabe	Sarah	Director of Central Regional Sales
512.583.7247	McCann	Jenna	Sales Coordinator
843.767.1788	Parker	Kristen	Director of Eastern Regional Sales
512.583.7220	Piper	Dane	Account Manager
512.583.7200	Sculley	Courtney	Director of Northeast and International Sales
512.583.7217	Singleton	Paige	Account Manager
512.583.7266	Thomas	Kelly	Account Manager
CONVENTION SERVICES			
512.583.7222	Atkins	Linda	Vice President of Services
512.583.7271	Edison	Michele	Senior Convention Services Manager
512.583.7225	Portier	Bridget	Assistant Director of Convention Services
512.583.7223	Trammell	Narisa	Convention Services Manager

DRAFT

CONTACT INFORMATION

VISITOR CENTER | 602 E. Fourth St. Austin, TX 78701

Direct: 512.478.0098 | Toll Free: 1.866.GO.AUSTIN (462.8784)

512.583.7236	Castillo	Ismael	Visitor Services Coordinator (part-time)
512.583.7270	Duffy	Sean	Weekend Supervisor
512.583.7237	Eppright	Harrison	Manager of Visitor Services/Tour ambassador
512.583.7234	Kirven	Dominique	Visitor Services Retail Manager
512.583.7264	Martinez	Alan	Visitor Services Coordinator (part-time)
512.583.7242	Pollan	Natalie	Visitor Center Assistant Director
512.583.7235	Trenckmann	Cynthia	Visitor Center Assistant Manager
512.583.7255	Winterrowd	Cheri	Director of Retail & Visitor Services

VISIT AUSTIN BOARD OF DIRECTORS

2018 EXECUTIVE COMMITTEE

Greg Chanon | Board Secretary
McGinnis, Lochridge & Kilgore LLP

Albert Black | At Large
Child, Inc.

Scott Blalock | At Large
J.W. Marriott

Jill Griffin | Immediate Past Chair
Jill Griffin Executive Learning

Rob Hagelberg | At Large
Four Seasons Hotel

Gene McMenamin | Board Chairman
Omni Austin Downtown Hotel

Tom Noonan | President & CEO
Visit Austin

Tom Stacy | Incoming Chairman
CapRidge Partners, LLC

Mark Tester | At Large
Austin Convention Center

Robert Watson | At Large
Hilton Austin

Glenn West | At Large
Civic Leader

2018 BOARD OF DIRECTORS

Albert Black
Child, Inc.

Scott Blalock
J.W. Marriott

Billy Carter
Super Shuttle ExecuCar of Austin

Greg Chanon
McGinnis, Lochridge & Kilgore LLP

Randy Clarke
Capital Metropolitan Transportation Authority

Jennifer Currier
Hyatt Place Austin-North Central

John Daigre
University of Texas at Austin Dell Medical School

Michael Girard
Girard Diversified Interests

Jill Griffin
Jill Griffin Executive Learning

Rob Gillette
Renaissance Austin Hotel

Rob Hagelberg
Four Seasons Hotel

Kerry Hall
Texas Capital Bank

Tam Hawkins
Greater Austin Black Chamber of Commerce

Jesse Herman
Sway, La Condesa

Cindy Lo
Red Velvet Events, a Global DMC Partner

Gary Manley
Iron Cactus Restaurants

Gene McMenamin
Omni Austin Downtown Hotel

Skeeter Miller
The County Line, Inc.

Jack Murray
High Five Events

Tom Noonan
Visit Austin

Forrest Preece
Patron of the Arts

Rodney Siebels
National Instruments

Frank Spillman
United Airlines

Tom Stacy
CapRidge Partners, LLC

Steven Stout
Texas Society of Association Executives (TSAE)

Mark Tester
Austin Convention Center

Tom Voss
Fairmont Austin

Mark Washington
City of Austin

Robert Watson
Hilton Austin

Glenn West
Civic Leader

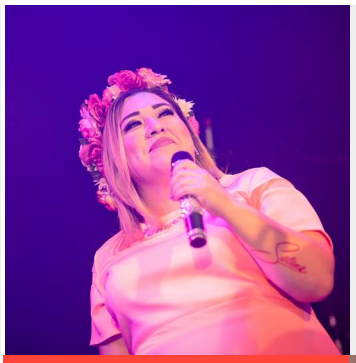
DRAFT

FACES OF AUSTIN

As featured in Visit Austin's Diversity Field Guide Series

TJE AUSTIN

Singer Songwriter



STEPHANIE BERGARA

Lead Singer of
Bidi Bidi Banda

GINA CHAVEZ

Latin Folk Singer Songwriter

SHELDON DARNELL

President of Austin Black Pride

HARRISON EPPRIGHT

Manager of Visitor Services and Tour Ambassador at the Austin Visitor Center

REGINA ESTRADA

General Manager at Joe's Bakery & Coffee Shop

DJ CHORIZO FUNK

DJ & Event Producer

ED KARGBO

President of Austin Yellow Cab

LEANN MUELLER

Owner at La Barbecue

CURRAN NAULT

Founder & Artistic Director at OUTsider Fest

FACES OF AUSTIN

As featured in Visit Austin's Diversity Field Guide Series

ANNA NGUYEN

Activist

ANTHONY PALMATIER & CHAD SOBOTIK

Co-Owners at
Lick Honest Ice Creams

ADRIAN QUESADA

Musician, Composer
& Producer

BJORN TAYLOR

Bartender at
Otoko

RUDY RAMIREZ

Associate Artistic Director
at the VORTEX
Repertory Company

SUSANA VIVANCO

Owner & Manager at
Lima Criolla

DOWNLOAD ALL OF THE VISIT AUSTIN FIELD GUIDES AT VISITAUSTIN.ORG

DRAFT

VisitAustin.org
866-GO-AUSTIN or 512-474-5171
Austin Visitor Center: 602 E. Fourth St., Austin, TX 78701
Visit Austin Admin: 111 Congress Ave., Ste. 700, Austin, TX 78701