





Travel is one of America's largest industries, generating \$2.1 trillion in economic impact – larger than the entire automotive industry – supporting almost 15 million jobs. International travel is this country's second largest export. This important industry trickles down to both the state and, of course, the city level. Last year, the city of Austin welcomed nearly 21 million visitors – three times more than 10 years ago. As Austin continues to grow, it is more important now than ever to ensure that we manage our growth both intelligently and intentionally.

Austin is definitely a much different city than it was merely a decade ago. Our airport served a record 10 million passengers last year, and this past March they recorded their highest single total passenger monthly record. This past year also brought Austin's first transatlantic flight with the non-stop British Airways service from London Heathrow.

We take pride in the power of the personality of Austin, and how we promote our city continues to be critical. As we grow and succeed, we find ourselves competing against cities recognized as premier destinations. Our marquee events definitely help keep Austin on the global stage, but we must keep in mind that our conventions and meetings still serve as the hospitality industry's economic backbone. Business and leisure travel continues to be an important part of the mix and we continue to emphasize and direct our efforts toward ensuring we present a diverse and healthy marketplace.

Our destination is steadily gaining notoriety among respected industry partners as the destination to host their major conventions. This November, the city will play host to the National League of Cities for their Congress of Cities and Exposition. In July 2015, Austin will welcome the Destination Marketing Association International (DMAI) Annual Convention, the largest event designed exclusively for global destination marketing professionals. Although it seems like a long way away, in January 2017, Austin will host the Professional Convention Management Association's (PCMA) Convening Leaders annual meeting – arguably the most important event for our industry.

We'll continue to work with local leaders, community partners and industry associations to surpass our goals and objectives next year and lay the foundation for future successes. On behalf of the Austin CVB and our Board of Directors, we proudly present the 2014-2015 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 Lander
President & CEO
Austin CVB



The Austin CVB 2014-2015 Marketing Plan is structured to provide the reader with comprehensive information in a quick, easy-to-read format. This plan begins with a message from the President, followed by an overview of the past year's activities and accomplishments. Also included are detailed plans for each department including goals, objectives, strategies and metrics.

TABLE OF CONTENTS

I.	MESSAGE FROM THE PRESIDENT	
II.	ABOUT THE BUREAU	2
III.	FACTS, FIGURES AND DATA	3
IV.	WORTH NOTING	7
V.	KEY ACCOMPLISHMENTS (FY 13/14)	11
VI.	DEPARTMENT PLANS	
	a. Convention Sales	19
	b. Sports Commission	21
	c. Convention Services	23
	d. Marketing	25
	e. Communications/PR	29
	f. Strategic Alliances	31
	g. Tourism	33
	h. Film Commission	35
	i. Music Office	37
	j. Visitor Services	39
VII.	BUREAU ACTIVITIES	41
VIII.	OFFICES AND CONTACT INFORMATION	47



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 18th year of operation as an independent agency.

The Austin CVB is funded primarily through a portion of the 15% city hotel occupancy tax. For each dollar collected, the 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

The Austin CVB presents the 2014-2015 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 (Metropolitan Statistical Area) 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 Commission, 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 the Austin CVB 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 AND 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 2012, an estimated 220 million domestic travelers visited Texas destinations, an increase of 6% over 2011. Top origin markets for travel to Texas include California, Louisiana, Oklahoma, Illinois, Florida, Arkansas, Missouri, Kansas, New Mexico and Indiana.

In addition:

- ★ Total direct travel spending in Texas was \$65.7 billion in 2012, an increase of 6% over 2011.
- ★ Direct travel spending in Texas supported 568,000 jobs and generated earnings of \$18.9 billion.

AUSTIN OUTLOOK

The Austin market continues to be a top performer in Texas and among other destinations of similar size, with 2013 year-end occupancy at 78% downtown and 71% city-wide.

- ★ In FY 12/13, the Bureau achieved a milestone in group room night production, surpassing the 500,000 mark for the first time, with 511,850 room nights booked – 110% of the annual goal. As of the end of March 2014, FY 13/14 is projected to reach the set goal of 504,000 room nights.
- ★ Austin's average daily rate in 2013 was \$187 downtown, an 8.5% increase over the previous year (\$173); city-wide, the average rate was \$119, 18% higher than the next closest Texas city.
- ★ Demand exceeded 2 million lead room nights, the highest level since 2007 with an increase of more than 34% in total lead room nights, including a 14% increase in convention center groups.
- ★ There was a marked increase in group bookings from the corporate segment (26% of total room nights, up from 17% the previous year), a result of a recovering economy and Austin's draw as a technology hub.

Annual high-demand events such as the Formula 1 United States Grand Prix® (with steady attendance and hotel performance in its second year), the successful expansion of the Austin City Limits Music Festival to two weekends and new high-profile events like the ESPN X Games will help drive occupancy.

In FY 14/15, we will closely monitor the effects of two significant hotel openings (the JW Marriott and the Westin Downtown, adding 1,378 new rooms to the downtown hotel inventory), as well as how the anticipated Dell Medical School at the University of Texas will influence the mix of groups looking to meet in Austin.

ECONOMIC IMPACT FACTS

2012 Economic Impact (Austin MSA)

Visitor Volume	20.59 Million (2012) 19.17 Million (2011)
Total Direct Travel Spending (\$B)	\$5.9 Billion (2012)p \$5.4 Billion (2011)
Total Employment	50,100 (2012)p 48,700 (2011)
Local Tax Revenue (\$M)	\$132 Million (2012)p \$117 Million (2011)
State Tax Revenue (\$M)	\$270 Million (2012)p \$252 Million (2011)

Source:

<http://www.travel.state.tx.us/getattachment/bdfeb528-cf22-4305-9427-db24a403fc17/TXImp12pRev.aspx>

*p stands for projected

INTERNATIONAL TRAVEL

Texas Overview

Roughly 8.2 million international travelers from Mexico, Canada and overseas countries spent \$5.3 billion across the state in 2012, which supported 46,000 jobs and generated \$400 million in state and local taxes. The most common Metropolitan Statistical Areas (MSAs) visited by overseas visitors to Texas include Houston (48%), Dallas (31%), Austin (13%) and San Antonio (11%).

In addition:

- ★ More than 1.3 million overseas travelers visited Texas in 2012 (an increase of 4% over 2011).
- ★ Overseas visitation for Texas in 2012 marked the second consecutive record year.
- ★ Top origin markets include Mexico, Canada, the United Kingdom, Germany, Brazil, Australia and China.
- ★ Texas currently has direct air service between more than 70 international destinations in the Americas, Europe, Asia, Africa and Australia.

Austin Overview

Top overseas markets for Austin include the United Kingdom, Germany, Brazil, France, Australia, the Netherlands and South Korea. Austin has opened direct air service from two international markets – Mexico (via Aeromar) and the United Kingdom (via British Airways).

Source:

<http://travel.state.tx.us/TravelResearch/International-Reports.aspx>



British Airways Boeing 787 Dreamliner



MICHAEL
KIWANUKA
HOME AGAIN

A close-up photograph of a person's hand reaching into a large collection of CD-ROMs. The hand is positioned in the lower-left foreground, with fingers gently touching the edges of the discs. The background is filled with rows of CD-ROM cases, some with white labels. The lighting is warm and slightly blurred, creating a sense of depth and focus on the hand and the immediate discs. The overall scene suggests a library or an archive where physical digital media is being managed.

WORTH NOTING

MISC-K

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

To that end, some of the Bureau's significant accomplishments and new developments this year include:

CAMPAIGN REPOSITIONING

To continue to effectively own and build upon the Live Music Capital of the World® brand, the Austin CVB has developed a new look and feel which includes a new logo identity and ad campaign.

These components will strongly align with the city's musical roots while serving to differentiate and highlight those experiences and state of mind that can only be found in Austin.

The resulting campaign efforts will rely heavily on Austin's distinctive musical and cultural heritage and incorporate new imagery and vocabulary that speaks to the breadth of activities the destination offers to both meetings and leisure audiences.

The campaign was developed by the Austin CVB's agency of record, Belmont Icehouse, and will be supported by integrated online, print, search, social and experiential media beginning in the fall of 2014.

NEW VISITOR CENTER

In spring of 2014, the Austin Visitor Center relocated to 602 East 4th Street, opening its doors to a new concept model. The Center features a state-of-the-art media wall, free Wi-Fi and curated murals and exhibitions from local artists. Events including live music performances, book signings, tastings and trunk shows will be utilized to further increase foot traffic to the center.

Designed in partnership with local architecture and design firm Runa Workshop, the new Austin Visitor Center is a representation of the lifestyle and culture of the city – a contrast between “two Austins” coexisting harmoniously. One is the southern, outdoorsy, artistic, eclectic Austin; the other is the modern, high-tech, urban, hip Austin.

The center will also feature a concrete, iconic “ATX” sculpture just outside its entrance that will serve as a canvas for curated local artists to paint and modify, giving it an evolving character. The sculpture will encourage visitor interaction and will be highly visible to pedestrian traffic, visitors to the Convention Center and MetroRail users.

AUSTIN PLAYS HOST TO MAJOR INDUSTRY PARTNERS

Austin is steadily gaining buzz among respected industry partners as the destination to host their major conventions.

This November, the city will play host to the National League of Cities for its Congress of Cities and Exposition. This conference welcomes city officials and staff from across the country, who come together to share best practices and develop strategies to promote local economic and financial health, improve the environment and ensure quality of life for all city residents.

In July 2015, Austin will welcome the Destination Marketing Association International (DMAI) Annual Convention, the largest event designed exclusively for global destination marketing professionals. The event brings together more than 1,000 destination marketing organizations.

And in January 2017, Austin will host the Professional Convention Management Association's (PCMA) Convening Leaders annual meeting. Arguably the most important event for our industry, this meeting attracts approximately 4,000 attendees and will generate an immediate economic return estimated at \$11 million. The overall economic impact of this group's meetings is usually felt for years in the host city as planners often return to the area to host their own meetings and events.

MULTICULTURAL FOCUS

The Austin CVB strives to provide a welcoming environment to all visitors by promoting and gaining exposure for Austin's diverse attractions, rich history, culture and unique personality while targeting multicultural and LGBT audiences to attract diverse visitors and groups.

While we continue to evaluate and place media in diverse-specific print and online titles, the most effective way to drive campaign performance is via behavioral (vs. audience) targeting. The Austin CVB invests in a media modeling technology that learns from conversion (behavioral) actions and other data points – providing constant updates to automatically optimize towards a highly qualified audience.

What's important is how the end user consumes media, and if their behavioral habits match the characteristics of someone interested in visiting the destination. In effect, we treat end users as multidimensional and evaluate them on a variety of different levels and interests.

BRAND USA

Brand USA was established by the Travel Promotion Act to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and to communicate U.S. entry/exit policies and procedures to worldwide travelers. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA.

Together with British Airways and American Airlines, the Austin CVB hosted the Brand USA Mega-FAM Tour in May 2014. The Brand USA Mega-FAM showcases the USA as a diverse destination with a wide variety of experiences available beyond the gateways. It also demonstrates the partner airline products and services to travel agents. Austin was the final destination for the tour, hosting more than 100 UK travel trade professionals and media.

The Austin CVB also partners with Brand USA throughout the year on various promotions and ad buys in select markets to extend marketing dollars and reach.

U.S. TRAVEL ASSOCIATION

The U.S. Travel Association, a national non-profit organization, serves as the voice for the U.S. travel industry. It aims to increase travel to and within the United States. In 2014, its priority areas of focus include: building support for travel within the U.S. Congress and the Administration; advocating for investments to address America's aging travel infrastructure and prepare for future demand; supporting policies to grow international inbound travel; researching and communicating the benefits of travel to individuals, businesses and the

economy through the Travel Effect campaign; defending the value of face-to-face meetings and events as a leader of the Meetings Mean Business Coalition; and presenting events of highest value to America's travel community, including IPW and ESTO. The Austin CVB serves on the U.S. Travel Association Board and will continue to monitor upcoming Association initiatives and organizational efforts to further promote Austin in the domestic and international markets.

AUSTIN'S FIRST TRANSATLANTIC FLIGHT

Austin is proud to add major international routes to its flight service, including non-stop service from Mexico City (launched October 2013) and our first transatlantic flight, a non-stop Boeing 787 operated by British Airways from London Heathrow (launched March 2014).

Visitors from the United Kingdom (UK) currently represent Austin's top overseas market. Additionally, the Heathrow gateway further opens up the destination for both leisure and business travelers from European markets (such as Germany, France and the Netherlands).



Brand USA Taxi Promotion, London





KEY ACCOMPLISHMENTS



RANKINGS

AMERICA'S #1 FASTEST-GROWING CITY
Forbes

TOP 10 FITTEST CITIES IN AMERICA
Sharecare

#1 ECONOMY IN THE COUNTRY
The Business Journals

#1 CITY TO WATCH IN 2014
Forbes

TOP MEETING DESTINATION IN THE U.S
Professional Convention Management Association

BEST CITY TO LIVE AND MAKE MOVIES
MovieMaker Magazine

ECONOMIC IMPACT



20.5 MILLION
VISITORS ANNUALLY



\$6 BILLION
IN ANNUAL VISITOR SPENDING



50,100
TOURISM SUPPORTED JOBS



\$403 MILLION
IN STATE AND LOCAL TAXES
GENERATED BY TOURISM

MARKETING

\$60.9 MILLION
PUBLICITY VALUE OF AUSTIN MEDIA COVERAGE



98,175,607
AUSTIN AIRSTREAM IMPRESSIONS
(SINCE MARCH 2012)



AUSTINTEXAS.ORG
OVER 6.6 MILLION
PAGES VIEWED
OVER 1.5 MILLION
UNIQUE VISITORS



MORE THAN 250,000
UNIQUE MOBILE SITE VISITS ANNUALLY



12,000+
FOLLOWERS
(132% INCREASE
FROM FEB 2013)
#4 CITY IN THE
COUNTRY ON
PINTEREST



72,000+
FOLLOWERS
(RANKED AMONG
THE TOP 5 CITIES
IN THE COUNTRY
ON TWITTER)



178,000+
FOLLOWERS

COVERAGE IN

British Airways - High Life

Daily Telegraph

Globe and Mail

Golf Digest

Guardian

Health Beauty Life

National Geographic Traveller

NME

Southwest Airlines Spirit Magazine

Sunday Times of London

Texas Highways

Travel Weekly

Vacations & Travel Australia

TRUE AUSTIN PROGRAM

12 MILLION IMPRESSIONS

144,000 WEBSITE PAGE VIEWS TO DATE

TOURISM



FEATURED IN MORE THAN 100

LEISURE TOUR PROGRAMS GLOBALLY

VISITOR SERVICES



\$1 MILLION IN RETAIL SALES

(6% GROSS INCREASE)



NEW AUSTIN VISITOR CENTER

OPENED APRIL 2014

CONVENTION SALES & SERVICES



511,850

ROOM NIGHTS BOOKED FY 12/13
(110% OF ANNUAL GOAL)



1,355

CONVENTIONS SERVICED



23,206

HOUSING BUREAU RESERVATIONS



MORE THAN 6,000

HOURS OF REGISTRATION
STAFFING ASSISTANCE



2,264,397

ROOM NIGHT LEADS (131% OF ANNUAL GOAL)

1,708

LEADS (132% OF ANNUAL GOAL)

MUSIC



764

MUSIC
INQUIRIES

240

MUSIC
BOOKINGS



RECORD NUMBER OF MUSICIANS HIRED FOR ONE CONVENTION

19 (FOR NFDA –NATIONAL
FUNERAL DIRECTORS
ASSOCIATION)

SPORTS



100,000

EXPECTED ATTENDANCE FOR
X GAMES AUSTIN

FILM



MAJOR TV SERIES

SHOT IN AUSTIN IN 2013/14

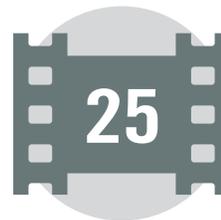
FUN FACTS

THERE ARE OVER 61 BIKE TRAILS IN AUSTIN.

AUSTIN-AREA GRAMMY WINNERS INCLUDE ASLEEP AT THE WHEEL, DIXIE CHICKS, GARY CLARK JR., LOS LONELY BOYS, WILLIE NELSON AND MORE.

AUSTIN RESIDENTS HAVE THE HIGHEST INTERNET USAGE IN ALL OF TEXAS.

THERE ARE OVER 1,400 FOOD TRAILERS IN AUSTIN.



MAJOR FILMS

SHOT IN AND AROUND
AUSTIN IN 2013/14

TAKE A LOOK AT WHAT ACTUAL VISITORS ARE SAYING ABOUT AUSTIN

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

 facebook.com/visitaustintexas

 instagram.com/visitaustintx

 flickr.com/groups/visitaustintexas

 twitter.com/visitaustintx

 youtube.com/user/visitaustintx

 pinterest.com/visitaustintx



“IT ALWAYS AMAZES ME HOW MANY PEOPLE TURN OUT TO SEE THE BATS. WEIRD/AWESOME. JUST LIKE THIS CITY. #WHYAUSTIN”

Tweeted by @picklestealer

“80 DEGREES AND SUNNY IN JANUARY AT ZILKER PARK. AUSTIN>ANYWHERE ELSE.”

Tweeted by @Trinidad33

“I TRULY BELIEVE HEAVEN IS AUSTIN. MUSIC, FOOD, KIND AND FRIENDLY PEOPLE. I ENCOURAGE YOU TO TASTE THE FOOD TRUCKS, WALK THE STREETS, FEEL ITS VIBE AND TAKE IN ITS MUSIC. IT’S HEAVEN IN TEXAS.”

Laura via Facebook



“RUNNING AROUND THIS CITY LIKE IT’S A PLAYGROUND.”

Tweeted by @theaaronross

**“TRAVELLED ACROSS 21 STATES
AND VISITED MANY GREAT
PLACES BUT AUSTIN HAS THE
BEST PEOPLE AND MUSIC. #FACT”**

Tweeted by @dustinking77

**“FOREVER IN LOVE WITH
AUSTIN TEXAS.”**

Tweeted by @KaySeaaa

**“HAVE BEEN TO AUSTIN AND SURROUNDING AREAS...SOOO BEAUTIFUL!
I HAD GREAT TIMES IN THE BLUES AND JAZZ AND WESTERN CLUBS...
LOVED IT!”**

Terri via Facebook



**“FORGOT TO THANK @VISITAUSTINTX FOR FULLY EMBRACING FORMULA ONE.
I THINK I SPEAK FOR EVERYONE WHEN I SAY YOU ARE THE PERFECT
HOST CITY.”**

Tweeted by @CCassingham



TEXAS RADIO
AS HEARD ON

THE BOB
FUENTES
SHOW

Güeros
Oak Garden



DEPARTMENT PLANS

Department Overview

Convention Sales promotes Austin nationally and internationally to meeting and event professionals. The department secures 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.

Department Goals

FY 2014-2015

Sales management will continue to monitor year-end projections through September 2014 and use this information in conjunction with historical data to determine sales goals for FY 14/15. Year-end results and goals will be available in October 2014.

<i>Major Convention Center Bookings In FY 2013-2014</i>	<i>Meeting Start</i>	<i>Meeting End</i>	<i>Peak Attendance</i>	<i>Total Room Nights</i>
Modern Language Association of America	1/07/2016	1/10/2016	4,000	14,500
Society of Nuclear Medicine & Molecular Imaging	6/08/2020	6/18/2020	3,040	14,237
Seventh-Day Adventists Church	6/25/2015	7/2/2015	2,500	10,300
Association of American Medical Colleges	11/2/2018	11/7/2018	2,150	9,735
National Association of Student Financial Aid Administrators	6/20/2018	6/29/2018	1,850	7,485
The College Board	7/20/2015	7/26/2015	1,800	6,770
X Games Austin	6/5/2014	6/8/2014	1,175	6,750
National Council for the Social Studies	11/20/2019	11/24/2019	2,000	6,400
American Association for the Advancement of Science	2/13/2018	2/19/2018	1,600	6,300
NACHA – The Electronic Payment Association	4/20/2017	4/26/2017	1,500	4,653
American College Health Association	5/26/2017	6/4/2017	1,115	3,661

“Austin is a fabulous destination for your group or convention. The downtown area is easy to navigate, safe and has more entertainment than any other city within walking distance. Our group is already asking when we can return for another meeting.”

-Joe Gradison, Professional Remodelers Council

Objective 1: Maximize city-wide and in-house bookings for hotels.

Strategies

- ★ Conduct sales calls and events around the country with particular emphasis in the growing and high-performing markets of Washington, D.C., New York, Chicago and the West Coast.
- ★ Maximize the recent addition of a fourth sales manager handling 200 rooms or less for single hotel/in-house meetings.
- ★ Work closely with new hotels opening in 2015 to strategize on filling their availability.
- ★ Attract a larger volume of meetings and conventions from the multicultural market which includes African American, LGBT, Hispanic and Asian American markets.
- ★ Attend major industry events such as Professional Convention Management Association (PCMA), American Society of Association Executives (ASAE) and International Association of Exhibitions and Events (IAEE) to maintain top-of-mind status among key decision-makers.

Metrics

- ★ Booking Pace in the CRM
- ★ Number of leads generated
- ★ Monthly Forecast Report based on closure likelihood

Objective 2: Maximize business for the Austin Convention Center and downtown package.

Strategies

- ★ Continue to partner with the Austin Convention Center Department (ACCD) and key hotels to target key city-wide associations and corporate meetings.
- ★ Capitalize on the growth of the medical meetings market with the anticipated addition of the Dell Medical School at the University of Texas in 2016.
- ★ Strategize with ACCD to place and secure regional and state repeat/annual groups into future years.
- ★ Continue to maximize PCMA strategic partnership to target new customers and create exclusive sales opportunities.

Metrics

- ★ Booking Pace in the CRM
- ★ Number of leads generated
- ★ TAP Report for ACCD



Objective 3: Book 60,000 hotel room nights targeting the 2015 - 2017 need period as defined by the TAP report.

Strategies

- ★ Identify key groups that meet in these time frames and establish if they are still sourcing cities for this period. Vertical markets include corporate, hobby, religious, multicultural and sports.
- ★ Develop a value-added promotion in tandem with ACCD and key hotels.
- ★ Ensure availability of key hotels and Austin Convention Center match up for city-wide opportunities.

Metrics

- ★ Booking Pace in the CRM
- ★ Smith Travel Report
- ★ Industry TAP Report

Department Overview

Working as an extension of the Austin CVB sales team, the Sports Commission serves to actively recruit, retain and grow sporting events in the Austin area.

Note: See Convention Sales section for department goals.

Objective 1: Become an infrastructure advocate.

Strategies

- ★ Continue discussions with African American Cultural Heritage District on the Downs Field rehabilitation project. The Sports Commission will be a community partner to assist with bringing focus and fundraising efforts to this historic baseball field.
- ★ Play an integral role in discussions regarding finding new scenarios for the University of Texas and/or new civic center.
- ★ Help facilitate improvement of local sports venue inventory.
- ★ Meet with local sports entities to obtain information on venue inventory and venue needs (Lonestar Soccer, Capital Area Tennis Association, etc.).
- ★ Continue to work with Parks and Recreation Department and city officials on potential Austin sports event venue space, including the potential PGA tournament-level golf course and master-planned multi-sports facility. The Sports Commission will be an important resource for identifying and recruiting visitor-heavy events to these new venues.

Metrics

- ★ Scheduled venue meetings
- ★ Increase in number of area fields/courts/playing surfaces



Formula 1 United States Grand Prix race at Circuit of the Americas™

Objective 2: Create and implement customer site inspection event.

Strategies

- ★ Collaborate with an annual Austin sports/entertainment event to host key event decision-makers.
- ★ Establish an annual invitation-only gathering for sporting event National Governing Bodies (NGBs).
- ★ Evaluate hosting site inspections during an established Austin event such as the Austin Food & Wine Festival, ACL tapings, Austin CVB Customer Advisory Board meetings, CoTA events and music festivals.
- ★ Solicit corporate sponsorship to assist with funding.

Metrics

- ★ Partners obtained
- ★ NGBs registered

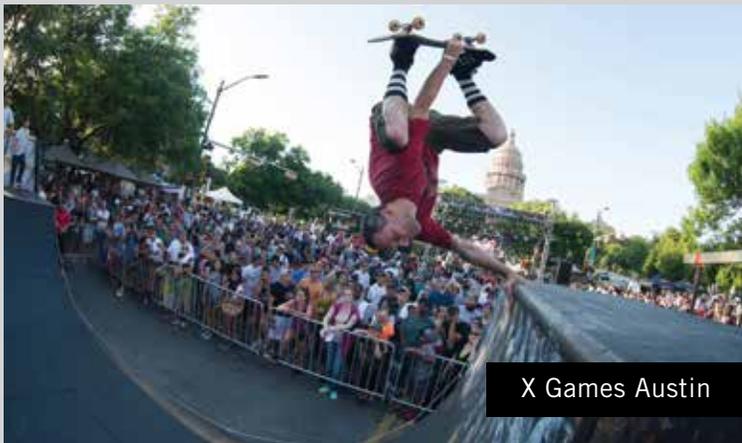
Objective 3: Increase mobile and social media resources for events booked in Austin.

Strategies

- ★ Evaluate mobile marketing applications that link event attendees to local merchants, partners and restaurants.
- ★ Connect attendees with Austin information through several avenues: pre-registration e-blasts, on-site marketing and website links.
- ★ Maintain and provide content for all aspects of Austin Sports Commission section of website, social media and other technology-driven marketing initiatives.
- ★ Solicit corporate sponsors to assist with funding of digital activities.

Metrics

- ★ Partners/merchants obtained
- ★ Use of mobile and social media resources and activity



Austin Fun Fact | X Games Austin will be broadcast in 215 countries around the world. Participating X Games athletes will represent 23 countries.

Department Overview

Convention Services supports meetings and conventions by providing customers with support, resources and direction to ensure the highest level of success.

Department Goals, FY 2014-2015

Goals	Monthly Goals 13-14	Monthly Goals 14-15	Annual Goals 13-14	Annual Goals 14-15
Meetings Services	120	125	1,440	1,500
Registration Staffing Hours Provided	325	350	3,900	4,200
Reservations Assigned	1,250	1,350	15,000	16,200
Supplier Referrals	18	20	216	240
Site Visits/Planning Meetings	8	9	96	108
Pre/Post Convention Meetings	3	3	36	36
Community Outreach/Supplier Meetings	4	5	48	60



ACL Live at The Moody Theater

Objective 1: Provide online housing services to actualize room nights and reduce attrition for multi-hotel conventions.

Strategies

- ★ Promote housing services to all multi-hotel groups through use of Passkey's GroupMax.
- ★ Educate customers on housing benefits during the booking process.
- ★ Continue to educate local hospitality community on system benefits, upselling opportunities and ongoing enhancements.

Metrics

- ★ Number of reservations actualized
- ★ Revenue generated to offset expenses

Objective 2: Raise client awareness of services available to ensure successful conventions and repeat business.

Strategies

- ★ Continue to evaluate offerings of services and materials to assist groups in achieving projected goals and successful events.
- ★ Develop relationships with booked clients by scheduling service meetings in key markets or through participation in planning site-visits.
- ★ Promote digital marketing tools to booked groups.
- ★ Evaluate survey responses and respond to customer suggestions for improved services.
- ★ Enhance presence at attendance boosters by developing a way to interact with convention attendees, i.e. props for photo ops, social media and custom marketing collateral.
- ★ Establish new strategies for site visits and utilizing the new Visitor Center.

Metrics

- ★ Number of groups serviced
- ★ Number of positive survey responses



Objective 3: Ensure community awareness of conventions.

Strategies

- ★ Provide timely convention alert information on upcoming conventions to local partners and industry stakeholders.
- ★ Send leads and referrals for services to enhance relationships with supplier community. Work in tandem with Marketing Communications Department to promote local businesses to the meetings market.
- ★ Attend local industry events and meetings to continue to network and build relationships with community partners.
- ★ Provide local resources to groups that wish to give back to the community, thus raising awareness locally about the economic benefits of the convention industry.

Metrics

- ★ Number of supplier leads/referrals
- ★ Meetings attended

“Austin is a gem of a city! Unique venues, lip-smacking good food and toe-tapping music combine to make it a delightful and memorable experience.”

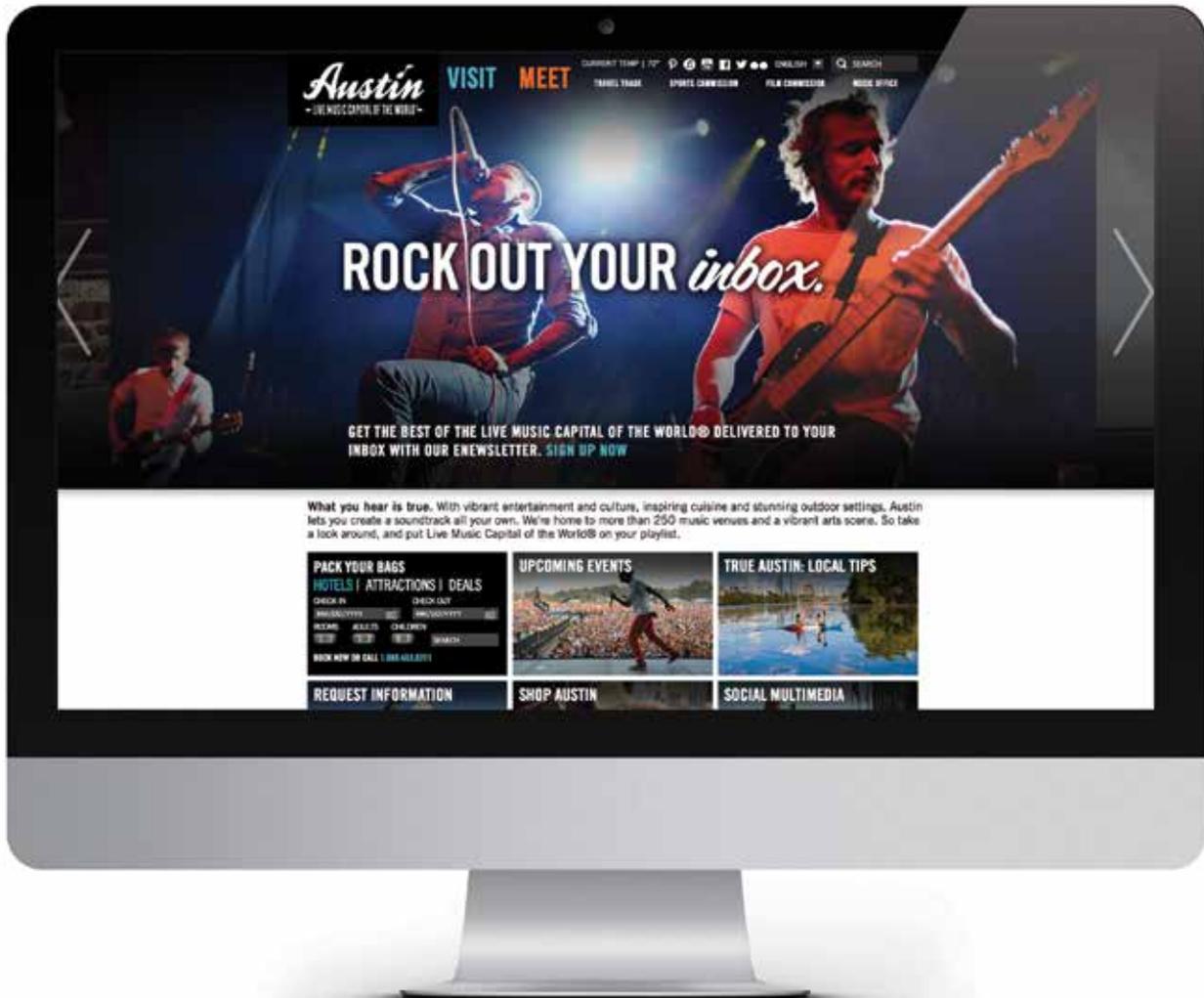
*- Amy Hunt, CMP,
Selected Independent Funeral Homes*

Department Overview

As the official marketing arm of the Austin CVB, the Marketing Department delivers consistent messaging about Austin and the Bureau to visitors, meeting professionals, travel trade and the hospitality industry. The team creates awareness of the destination through a variety of strategic integrated efforts including advertising, promotions, collateral, publishing, social media and research.

Department Goals, FY 2014-2015

Goals	Monthly Goals 13-14	Monthly Goals 14-15	Annual Goals 13-14	Annual Goals 14-15
Unique Web Visits	100,000	110,000	1.2 million	1.32 million
Unique Mobile Site Visits	20,000	30,000	240,000	360,000
Austin Insider Guide Fulfillment	5,000	5,416	60,000	65,000
Virtual Views, Austin Insider Guide	4,166	5,000	50,000	60,000
Virtual Views, Austin Meeting Planner Guide	191	208	2,300	2,500
Increase in Leisure eNewsletter Opt-ins	1,250	1,666	15,000	20,000



Objective 1: Build upon Austin's brand equity as the Live Music Capital of the World® to drive awareness, consideration and visitation among meetings, travel trade and leisure audiences.

Strategies

- ★ Amplify Live Music Capital of the World® positioning through new strategic and targeted advertising campaign; launch new campaign in fall 2014.
- ★ Identify and collaborate with relevant media channel partners to efficiently and effectively reach Austin's target audience.
- ★ Ensure consistent positioning and messaging across all communications tactics – including advertising, digital, publishing, social media and public relations efforts.

Metrics

- ★ Website, social media and experiential engagement and tracking
- ★ Conversions
- ★ Advertising impressions



NME Promotion

Earlier this year, the Austin CVB partnered with New Musical Express (NME), a leading British print and online music magazine, to build consumer awareness of Austin as a premier travel destination to the UK and European markets – and to communicate the launch of new non-stop service via British Airways to Austin. As part of this partnership, Austin served as the headline sponsor of the NME Awards show in London. Advertorial, print and digital ads supported the effort – which has delivered \$6.1 million in estimated media, promotions and PR value to date.



Objective 2: Continue to build on established digital efforts to be an online resource for visitors and meeting planners, stretch marketing dollars and engage new audiences.

Strategies

- ★ Utilize AustinTexas.org and Austin Insider Blog as portals for compelling, timely content and as vehicles to deepen engagement with leisure visitors, meeting professionals and other key audiences.
- ★ Enhance visitor and meeting attendee mobile experiences with improved mobile site and tools.
- ★ Continue to promote and enhance True Austin program.
- ★ Maintain the Austin CVB's position as a leader in destination social media marketing by exploring new trends and successfully applying them to reach key audiences.
- ★ Provide resources and expertise to assist meeting and event professionals with social media marketing.

Metrics

- ★ Unique website/mobile visits
- ★ Website conversions
- ★ Social media follower/engagement metrics

Objective 3: Continue development and production of the Austin CVB's primary fulfillment pieces, including the Austin Insider Guide, Austin Meeting Planner & Destination Guide and the leisure and meeting email newsletters.

Strategies

- ★ Work with local partners and hospitality industry to ensure comprehensive representation of Austin offerings in print and digital programs.
- ★ Utilize key insights from Meeting Planner Guide survey to evolve Meeting Planner Guide program and develop new and/or improved tools.
- ★ Collaborate with contracted publisher on content development and implementation of strategies for growing email newsletter database opt-ins and maximizing subscriber engagement.

Metrics

- ★ Austin Insider Guide in- and out-of-market fulfillment data
- ★ Virtual Insider Guide and Meeting Planner Guide engagement
- ★ Leisure and meeting e-newsletter opt-in growth rates, open rates and click-through rates (CTR)

Objective 4: Target multicultural and LGBT audiences to attract diverse visitors and groups.

Strategies

- ★ Reach diverse audiences through behavioral ad targeting and optimization.
- ★ Ensure campaign, editorial photography, publications, website and general content (events, attractions, points of interest) reflect diverse models and interests.
- ★ Promote Austin's diverse attractions, rich history, culture and unique personality.
- ★ Maintain the Austin CVB's association, outreach and support of numerous local and national LGBT and multicultural groups and events.
- ★ Continually evaluate new opportunities to improve diversity offerings to visitors and meeting professionals; work closely with local organizations to identify areas of potential synergy.

Metrics

- ★ Media Impressions



Objective 5: Expand Brand USA Partnership.

Strategies

- ★ Explore cooperative opportunities with Austin partners and Brand USA.
- ★ Increase budget and match potential for Brand USA programs.
- ★ Evaluate advertising and promotional opportunities with Brand USA in key and emerging markets.

Metrics

- ★ Evaluate data/metrics generated by programs



Department Overview

As the official voice of the Austin CVB, Communications/PR delivers consistent messaging about Austin and the Bureau to media and the hospitality industry. The team creates awareness of the destination through a variety of strategic integrated efforts including media relations, familiarization tours, pitches, press releases and inquiry fulfillment.

Department Goals, FY 2014-2015

<i>Goals</i>	<i>Monthly Goals 13-14</i>	<i>Monthly Goals 14-15</i>	<i>Annual Goals 13-14</i>	<i>Annual Goals 14-15</i>
Media Outreach (Releases/Pitches)	15	16	180	192
# Outlets Reached	20	22	240	264
Press Trips/Media Hosted	5	5	60	60
Dollar Value of Media (<i>source: Cision</i>)	\$650,000	\$1,250,000	\$7.8 million	\$15 million
Significant Placements	10	11	120	132



Dawn and Hawkes performs at the Austin Airstream trailer

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

Strategies

- ★ Secure feature stories in print, broadcast, online, social media and industry publications that provide prominent Austin coverage.
- ★ Coordinate press trips and host qualified journalists. Partner with Texas Tourism and Brand USA to host domestic and international writers and increase global coverage and reach.
- ★ Drive awareness and support for the 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 and culture) stories in relevant publications.

Metrics

- ★ Media value generated
- ★ Media coverage produced in key and emerging international markets
- ★ Media coverage in top 100 or significant outlets

Objective 2: Target multicultural and LGBT media to attract diverse visitors and groups.

Strategies

- ★ Reach diverse audiences through targeted media.
- ★ Ensure editorial photography and general content (events, attractions, points of interest) reflect diverse models and interests.
- ★ Promote Austin's diverse attractions, rich history, culture and unique personality.
- ★ Host writers and media on assignment from diverse-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.

Metrics

- ★ Media value generated
- ★ Diversity of coverage



Visitor Center

Objective 3: Cast a wider net to create more collaborative opportunities for community partners and local public relations teams to feature their local clients in ongoing media coverage.

Strategies

- ★ 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.
- ★ Set up site visits to both established and new businesses.
- ★ Reach out to minority-owned businesses to arrange press itinerary stops.

Metrics

- ★ In-kind donations value secured each month
- ★ Diversity of Austin product reported by media



Visitor Center grand opening ribbon cutting

Photography by: Will van Overbeek/TxDOT

Department Overview

Strategic Alliances serves to enhance Austin’s position as a world-class destination. The department furthers the mission of the Austin CVB by building strategic alliances with non-traditional partners such as corporations, businesses and brands, as well as traditional hospitality partners.

Department Goals, FY 2014-2015

Goals	Annual Goals 13-14	Annual Goals 14-15
Donated Services/Expense Offset	\$50,000	\$100,000
Revenue	\$50,000	\$75,000

Objective 1: Build strategic brand alliances that further the mission of the Austin CVB.

Strategies

- ★ Promote Strategic Partnership/Sponsorship Program.
- ★ Develop alliances for partners and sponsors outside the hospitality industry.
- ★ Maintain and further develop database to include marketing strategies, needs and goals of partners/sponsors and staff.
- ★ Develop brand alliance for the following categories: Vehicle, Technology, Music and Consumer Products/Services.
- ★ Further develop and maintain catalog of Austin CVB, partner and other destination assets.
- ★ Identify gaps and opportunities for new, unique value offerings that promote partner participation as well as customer and consumer engagement, both experiential and joint-venture value programs.
- ★ Execute, manage and fulfill Strategic Alliance agreements.

Metrics

- ★ Number of new partners secured – Secure up to three new strategic alliances
- ★ Partner retention – Maintain existing partners and grow their participation with the Austin CVB
- ★ Revenue actualized – Meet/exceed revenue goals
- ★ Donated services – Meet/exceed goals

Objective 2: Engage traditional hospitality and non-traditional partners.

Strategies

- ★ Create a-la-carte as well as year-round Austin CVB offerings, including but not limited to: co-op advertising, partner programs and event participation.
- ★ Create partner section on AustinTexas.org.
- ★ Work with local businesses to determine their specific needs and objectives and identify unique ways to further engage them in the hospitality, meetings/conventions and tourism industry.

Metrics

- ★ Number of new partners secured
- ★ Partner retention
- ★ Revenue actualized
- ★ Expense offset/donated services



Austin Fun Fact | Austin is the only city in the world known to still operate a system of Moonlight towers, lighting structures from the 19th century.

Objective 3: Develop and expand industry partnerships.*Strategies*

- ★ Serve as primary clearinghouse for all industry partnerships and agreements. Work with internal as well as external contacts regarding ROI, tracking and measurement of programs.
- ★ Provide oversight and ensure fulfillment of strategic partnership with Professional Convention Management Association (PCMA) as well as secure Host City sponsorships/commitments for the 2017 PCMA Convening Leaders Annual Meeting in Austin.
- ★ Continue long-standing partnership with Destination Marketing Association International (DMAI) and secure Host City sponsorships/commitments for the 2015 DMAI Annual Conference in Austin.
- ★ Work with internal departments to ensure we capitalize on all activation opportunities.

Metrics

- ★ Contract deliverables met
- ★ Activations captured



PCMA 2013, Orlando

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 collaborating 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 provides hospitality partners with tourism leads and co-op packaging opportunities. In addition, the department provides assistance to the Austin-Bergstrom International Airport in its efforts to maintain and increase air service to Austin.

Department Goals, FY 2014-2015

Goals	Monthly Goals 13-14	Monthly Goals 14-15	Annual Goals 13-14	Annual Goals 14-15
Product Placement	2	3	24	36
Destination Training	9	12	108	144
Tourism Partner Leads	28	30	336	360
Online Package Development	1	1	11	11

Objective 1: Increase and maintain Austin product packaging in domestic and international markets.

Strategies

- ★ Develop and enhance Austin packaging with key domestic and international travel trade.
- ★ Target top-producing travel trade clients in domestic and international markets to create Austin itineraries that meet client demands.
- ★ Partner with Brand USA, Texas Tourism, airlines and other Texas gateway cities to maximize efforts promoting Austin in domestic and international distribution channels.
- ★ Strengthen online travel agency product offerings both domestically and internationally to increase destination awareness and increase the number of Austin room nights booked.
- ★ Monitor research data on inbound travel from key and emerging markets.

Metrics

- ★ Product and packaging survey
- ★ Destination trainings reports
- ★ Measurement of partner co-op return-on-investments
- ★ Compare hotel offerings / room nights from previous year
- ★ Market reports

Austin Fun Fact | A record 10 million passengers traveled through Austin-Bergstrom International Airport in 2013. Austin-Bergstrom has now experienced consistent passenger growth for four consecutive years, including 47 of the last 48 months.

Objective 2: Organize destination training and attend travel tradeshows to increase awareness of the Austin product to clients in primary and emerging markets while providing leads for Austin’s hospitality community.

Strategies

- ★ Participate in tradeshows, sales missions and other activities that target domestic and international markets.
- ★ Partner with Texas Tourism and others on events and cooperative marketing efforts to strengthen awareness of Austin.
- ★ Create opportunities for destination training for Austin hospitality community partners.
- ★ Identify new market opportunities by partnering with Texas Tourism and internationally based airlines.

Metrics

- ★ Number of tradeshows and travel trade events attended
- ★ Austin CVB Partner Co-op Program participation
- ★ Leads developed



Objective 3: Increase online packages offered on AustinTexas.org.

Strategies

- ★ Enhance existing destination packages and create new ones through development of local partnerships.
- ★ Work cooperatively with the Marketing Communications Department to develop strategic tourism materials to promote online packages.

Metrics

- ★ Number of packages offered on website
- ★ Increase in website package bookings



Austin Fun Fact | Congress Avenue bridge shelters the largest urban bat colony in North America. Over 100,000 visitors annually come to watch the bats’ nightly flight.



Department Overview

The Film Commission markets the Austin area as a desirable location for film and television projects.

Department Goals, FY 2014-2015

<i>Goals</i>	<i>Monthly Goals 13-14</i>	<i>Monthly Goals 14-15</i>	<i>Annual Goals 13-14</i>	<i>Annual Goals 14-15</i>
Production Leads	165	200	2,000	2,400
Fullfillment	9.5	9.5	115	115
Production Starts	2.5	3	30	36
Commercial/Stills	3	3	36	36
Production Days	65	70	775	840

Objective 1: Increase production of film and television projects in Austin.

Strategies

- ★ Enhance and maintain Reel-Scout and Reel-Crew databases.
- ★ Further improve film content and interactive features on AustinTexas.org.

Metrics

- ★ Production starts
- ★ Production days completed
- ★ Production leads

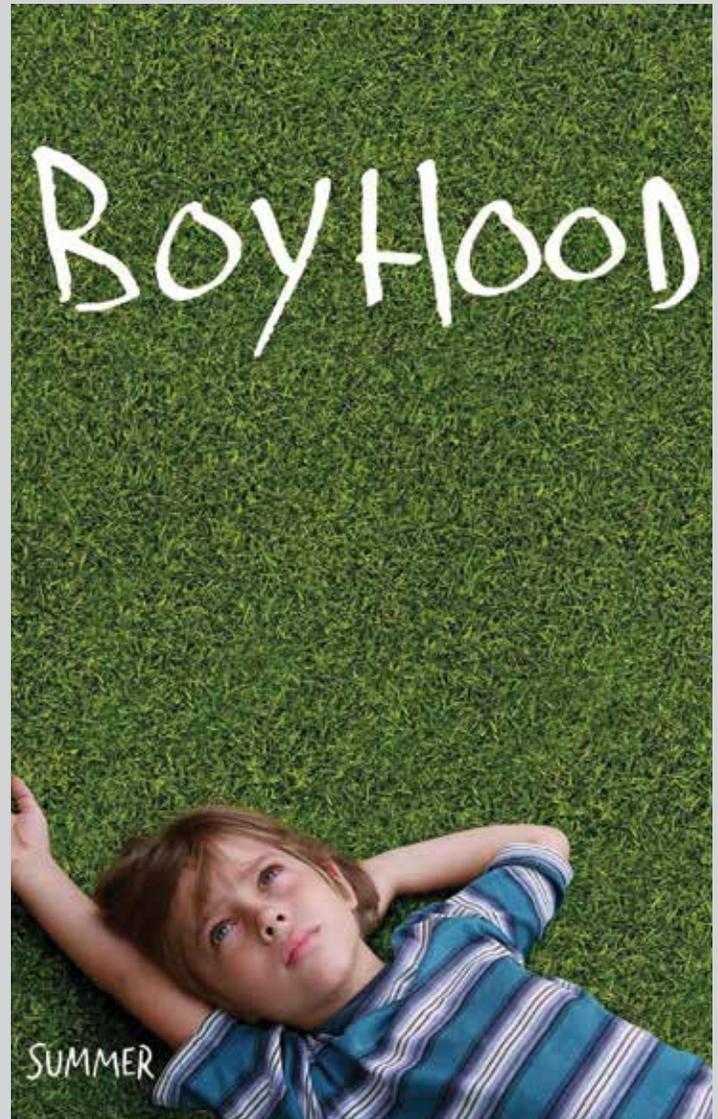
Objective 2: Raise awareness of opportunities afforded by film to local businesses.

Strategies

- ★ Work with local and state groups such as the Austin Film Society and the Texas Film Commission to promote Austin at events such as Sundance and the Locations Tradeshow.
- ★ Work with local festivals such as the Austin Film Festival and SXSW to welcome visitors and promote Austin as a film destination.
- ★ Identify and develop brand partnerships with the assistance of the Austin CVB Strategic Alliances department.
- ★ Participate in promotional events and activations with hospitality and industry partners.

Metrics

- ★ Partner participation and involvement in Film Commission activities
- ★ Promotional value generated from partnerships



Objective 3: Maximize promotional opportunities with film producers.

Strategies

- ★ Utilize “Made in Austin” program/logo.
- ★ Market theatrical, Video on Demand (VoD) and home-video releases of Austin films.
- ★ Develop relationships with high-profile and family-friendly film and TV projects.

Metrics

- ★ Press generated
- ★ Logo usage



Austin Fun Fact | Over 25 films screened at this year's SXSW Festival were either produced in Austin or have a local connection.



Michael Bay filming *Transformers 4: Age of Extinction*



Department Overview

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

Department Goals, FY 2014-2015

Goals	Monthly Goals 13-14	Monthly Goals 14-15	Annual Goals 13-14	Annual Goals 14-15
Music Inquiries	35	50	420	600
Industry Contacts	65	70	780	840
Media Contacts	5	5	60	60
Media Events	.5	.5	6	6



Austin City Limits Music Festival 2013

Objective 1: Promote the Austin brand, “Live Music Capital of the World®.”

Strategies

- ★ Produce an annual compilation of Austin music highlighting premier local talent.
- ★ Coordinate with Convention Sales and Services departments so that site visits, local meetings and sales missions are accompanied with live music.
- ★ Provide live music itineraries that feature live music options for visiting groups and FAMs.
- ★ Utilize the Austin Airstream to enhance Austin’s presence at high-profile music events and tradeshows.
- ★ Produce a bi-annual specialty compilation that focuses on a specific genre of music.
- ★ Assist conventions, tradeshows and local businesses with recommendations for live music and booking information through the “Hire an Austin Musician” program.

Metrics

- ★ CDs and download cards distributed
- ★ Number of Hire an Austin Musician inquiries

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

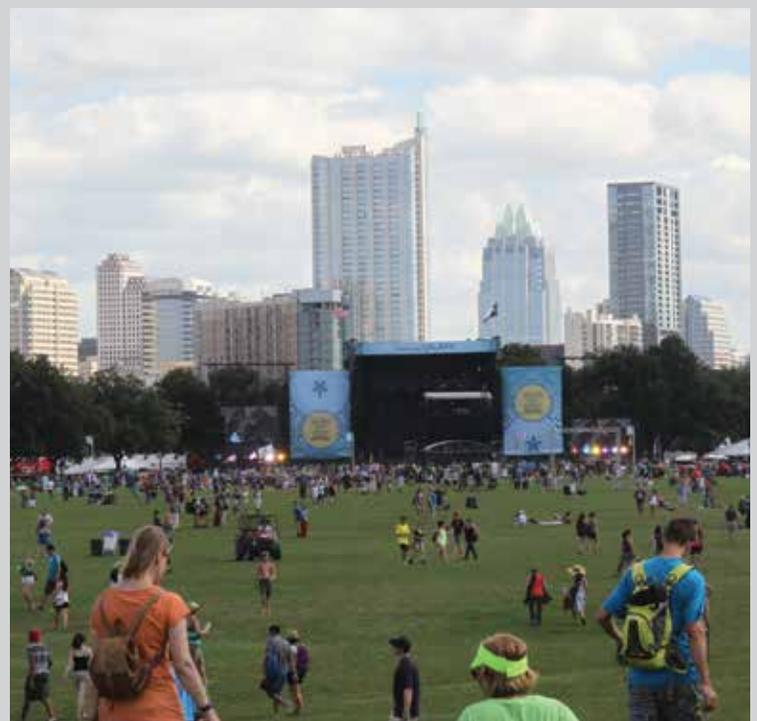
Strategies

- ★ Highlight music events happening throughout the city via “MusicAustin” accounts on Twitter, Instagram and the Austin Insider blog.
- ★ Drive visitors to music section of AustinTexas.org for news on live music, entertainment district maps and unique music opportunities.
- ★ Showcase Austin music to global audiences via music platforms such as Spotify, Pandora, Balcony TV and other online channels.

Metrics

- ★ Social media follower engagement increases on @MusicAustin Twitter and Instagram accounts
- ★ Visits to music section of AustinTexas.org
- ★ Online radio plays/visits on Pandora and jukebox on AustinTexas.org

Austin Fun Fact | Austin has over 9,000 musicians, and the music industry generates \$2 billion in economic activity each year.



Objective 3: Collaborate with community partners to strengthen and promote Austin’s music industry.

Strategies

- ★ Partner with the City of Austin Music Division to develop and market local initiatives to the music industry.
- ★ Cultivate strategic partnerships with local and cultural organizations to raise awareness of the diversity of music in Austin.
- ★ Coordinate marketing activations with Austin musicians to elevate brand awareness in target markets.

Department Overview

The Visitor Center staff serve as ambassadors for the Austin tourism industry, providing the highest level of customer service in-market to both leisure and business travelers.

Department Goals, FY 2014-2015

Goals	Monthly Goals 13-14	Monthly Goals 14-15	Annual Goals 13-14	Annual Goals 14-15
Walk-In Inquiries	13,500	13,750	162,000	165,000
Call-In Inquiries	1,450	1,475	17,400	17,700
Visitor Packets Sent (Includes Virtual Visitor Guide)	5,000	5,333	60,000	64,000
Retail Revenue	\$72,083	\$81,250	\$865,000	\$975,000
Email Inquiries	50	60	600	720
Historic Walking Tour Participants	425	458	5,100	5,500

Objective 1: Open new Visitor Center concept model.

Strategies

- ★ Relocate and operate Visitor Center in a new and larger space.
- ★ Install new, state-of-the-art media wall and interactive kiosk technology.
- ★ Curate murals and organize exhibitions by local artists.
- ★ Plan and execute grand opening event to educate local business and hospitality partners.
- ★ Execute event marketing plan to increase foot traffic via book signings, live music performances, tastings and trunk shows.
- ★ Host site visits for customers and press.
- ★ Improve and redefine face-to-face visitor service experience.

Metrics

- ★ Track visitation on a daily basis
- ★ Track merchandise sales
- ★ Number of Visitor Center events and site visits hosted

Objective 2: Improve visitor experience by providing additional services.

Strategies

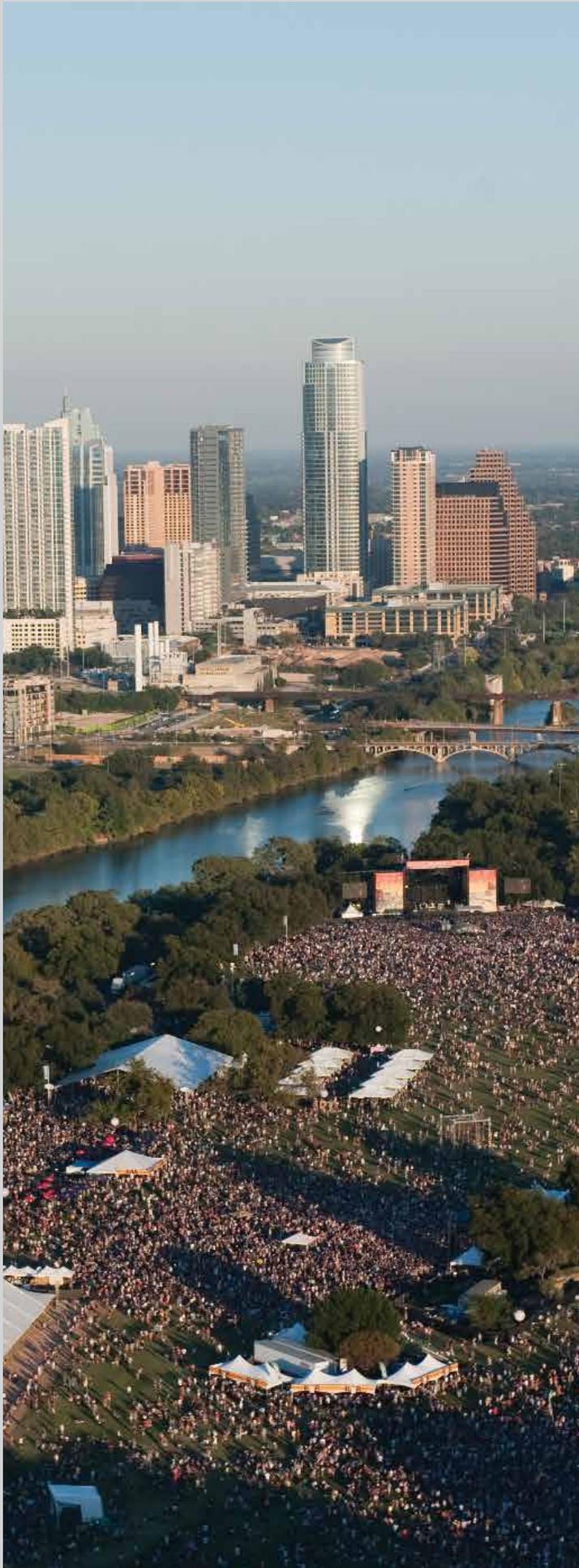
- ★ Drive visitor use and engagement with new interactive kiosk technology.
- ★ Promote Visitor Center and Wi-Fi services.
- ★ Continue to partner with Capital Metro to design and produce downtown and Austin area maps to help visitors navigate the city.
- ★ Work closely with the City of Austin's wayfinding committee to improve signage for foot and vehicle traffic.
- ★ Manage new tours: Double Decker Austin and Welcome to Austin Walking Tour.
- ★ Offer 10% discount coupons to tour participants and convention attendees.

Metrics

- ★ Kiosk engagement
- ★ Number of coupons distributed and redeemed
- ★ Number of maps distributed



New Austin Visitor Center, opened April 2014



Objective 3: Generate increased visitor volume, length of stay and visitor spending.

Strategies

- ★ Develop wayfinding collateral and signage to increase convention and leisure foot traffic to new Visitor Center location.
- ★ Drive traffic to AustinTexas.org for visitor opt-ins and merchandise sales.
- ★ Work with local tour companies to provide quality visitor experiences.

Metrics

- ★ Track total number of daily visitors to Visitor Center
- ★ Track online sales and opt-ins for Visitor Center referrals

Objective 4: Increase retail revenue to offset operational expenses.

Strategies

- ★ Protect Live Music Capital of the World® brand and continue to pursue licensing agreements with new vendors.
- ★ Continue to market online store through social media to increase online sales.
- ★ Pursue wholesaling Live Music Capital of the World® merchandise to other retail outlets.
- ★ Offer digital advertising to business partners to boost Rack Wall Program sales.

Metrics

- ★ Total retail revenue
- ★ Incentive goals met
- ★ Collateral materials distributed for partners

Objective 5: Plan and execute events at the Visitor Center that represent the City of Austin.

Strategies

- ★ Support local musicians through live music events multiple times a year.
- ★ Represent multiple local artists by displaying their work.
- ★ Continue to feature local event merchandise such as SXSW, KGSR and Run Austin.

Metrics

- ★ Report event values to the city



Continental

BUREAU ACTIVITIES



BUREAU ACTIVITIES

FY 14/15 BUREAU ACTIVITIES

FIRST QUARTER

OCTOBER

10/3-10/5			Marketing, Communications,
10/10-10/12	Austin City Limits Music Festival	Austin, TX	Music Office, Strategic Alliances
10/14-10/16	IMEX America	Las Vegas, NV	Convention Sales
10/20-10/24	D.C. Sales Mission and Client Event	Washington, D.C.	Convention Sales
10/23-10/25	Austin Film Festival	Austin, TX	Film Commission, Strategic Alliances
10/23-10/26	ASAE 5 Star Weekend	Phoenix, AZ	Convention Sales
10/28-10/30	Rejuvenate Marketplace	Atlanta, GA	Convention Sales
10/31-11/2	Formula 1 United States Grand Prix	Austin, TX	Convention Sales, Tourism
TBD	National Association of Corporate Board Directors	Washington, D.C.	Strategic Alliances
TBD	Olympic Sportslink	TBD	Sports Commission
TBD	West Coast Sales Mission and Client	California	Convention Sales

NOVEMBER

11/7-11/9	Fun Fun Fun Fest	Austin, TX	Music Office, Marketing, Communications
11/12-11/15	National Coalition of Black Meeting Planners	Cincinnati, OH	Convention Sales
11/15-11/17	F1/Brand Innovators Conference	Austin, TX	Strategic Alliances
11/16-11/19	Financial and Insurance Conference Planners	Honolulu, HI	Convention Sales
TBD	Texas Sales Calls	Dallas or Houston, TX	Convention Sales
TBD	Austin Golf Classic	Austin, TX	Sports Commission
TBD	World Travel Market London	London	Tourism

DECEMBER

12/9-12/14	International Association of Exhibition and Events	Los Angeles, CA	Convention Sales
12/11	TSAWE Holiday Luncheon	Austin, TX	Convention Sales
12/13	Chicago Holiday Event	Chicago, IL	Convention Sales
12/15	DMAI Convention Sales Forum	Chicago, IL	Convention Sales
12/16	Holiday Showcase	Chicago, IL	Convention Sales
TBD	IAEE Holiday Event	Austin, TX	Convention Sales
TBD	Texas CVB Holiday Event	Washington, D.C.	Convention Sales

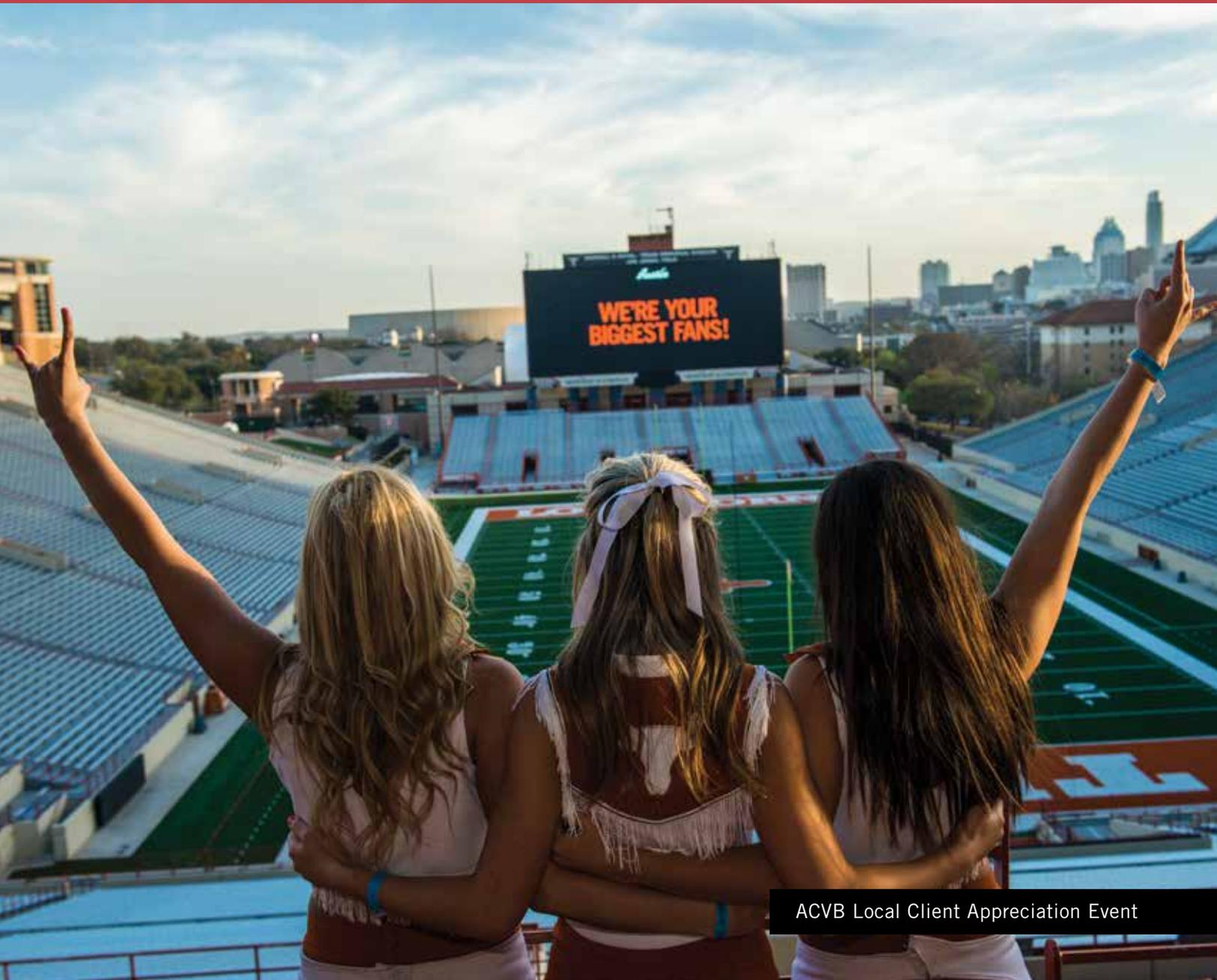
SECOND QUARTER

JANUARY

1/8-1/11	Event Services Professionals Association	Boston, MA	Convention Services
1/11-1/14	Professional Convention Management Association	Chicago, IL	Convention Sales, Strategic Alliances
1/22-2/1	Sundance Film Festival	Park City, UT	Film Commission, Strategic Alliances
TBD	Diversity Summit	TBD	Convention Sales

FEBRUARY

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



ACVB Local Client Appreciation Event

“Music may be Austin’s first love, but it’s not the only reason to visit. Amazing street food, quirky shops and characterful neighbourhoods are among the other earthly delights this city offers and it’s the city’s enthusiasm for small, independent businesses on which the ‘Keep Austin Weird’ slogan is based.”

-Frankie Mullin, TNT Magazine

BUREAU ACTIVITIES

MARCH

3/6-3/15.....	SXSW® Conferences and Festivals	Austin, TX.....	Marketing, Communications, Film Commission, Music Office, Strategic Alliances
3/23-3/25	Customer Advisory Board	Austin, TX.....	Convention Sales
TBD	PCMA Partner Conference/IEG Sponsorships Conference.....	Chicago, IL	Strategic Alliances
TBD	Local Client Appreciation Event	Austin, TX.....	Convention Sales
TBD	Meeting Industry Council Trade Show	Denver, CO.....	Convention Sales
TBD	Experient Envision	TBD	Convention Sales
TBD	Meet NY	New York City, NY.....	Convention Sales
TBD	ITB	Berlin, Germany	Tourism

THIRD QUARTER

APRIL

4/27-4/30.....	NASC	Milwaukee, WI.....	Sports Commission
TBD	Cine Las Americas.....	Austin, TX.....	Film Commission
TBD	Northeast Sales Mission and Client Event	TBD	Convention Sales
TBD	Chicago Sales Mission and Client Event	Chicago, IL	Convention Sales
TBD	Registration Assistant Appreciation Luncheon	Austin, TX	Convention Services

MAY

5/5-5/9.....	Marriott Masters	Austin, TX.....	Convention Sales
5/16-5/21.....	IMEX Frankfurt	Frankfurt, Germany	Convention Sales
May.....	Latino Music Month.....	Austin, TX.....	Music Office
5/8.....	Austin CVB Annual Luncheon	Austin, TX	Marquee Event
TBD	PCMA Foundation Dinner	Washington, D.C.	Convention Sales, Strategic Alliances
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 Office
TBD	Volume 14 Music Series.....	Austin, TX.....	Visitor Center

JUNE

TBD	Airstream Summer Road Tour	Northeast.....	Marketing, Communications, Convention Sales
TBD	ATX Television Festival	Austin, TX.....	Film Commission
TBD	Texas Sales Mission and Client Event	TBD	Convention Sales
TBD	Sales Calls	Canada or Mexico	Convention Sales
TBD	PCMA Education Conference	TBD	Convention Sales
TBD	TSAE Summer Break	Austin, TX	Convention Sales
TBD	PCMA Partnership Summit	TBD	Convention Sales
TBD	D.C. Summer Client Event	Washington, D.C.	Convention Sales
TBD	X Games Austin.....	Austin, TX.....	Sports Commission

Austin Fun Fact | Austin-Bergstrom International Airport hosts 23 live music shows per week for ticketed passengers, totaling nearly 1,200 shows per year.

FOURTH QUARTER

JULY

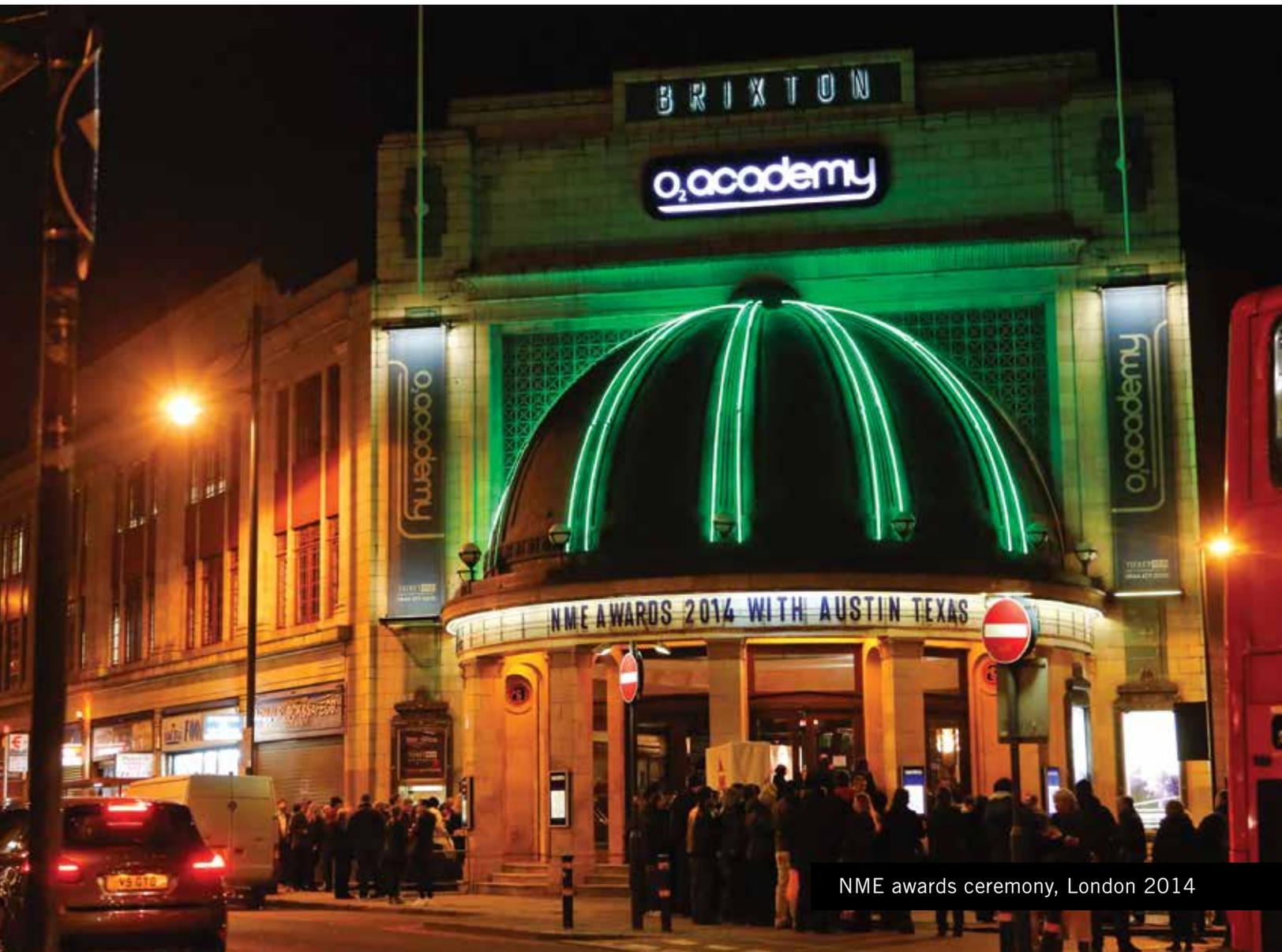
7/11-7/18.....Destination Marketing Association International Austin, TX..... All Departments
 7/25-7/28.....Meeting Professionals International WEC San Francisco, CA Convention Sales
 TBDCorporate Event Marketing Association TBD Strategic Alliances

AUGUST

8/2-8/5.....Experient e4 Austin, TX..... Convention Sales
 8/8-8/15.....American Society of Association Executives Trade Show.. Detroit, MI Convention Sales
 TBDKellen Management Conference TBD Convention Sales
 TBDConnect Sports..... TBD Sports Commission
 TBDCapital City Black Film Festival TBD Film Commission

SEPTEMBER

TBDWest Coast Sales Calls TBD Convention Sales
 TBDSoutheast Sales Calls TBD Convention Sales
 TBDFantastic Fest Austin, TX..... Film Commission
 TBDHAAM Day Live Music Austin, TX..... Visitor Center, Music Office
 TBDTTIA Texas Travel Summit TBD Tourism
 TBDFeria Internacional de Turismo Las Americas..... Mexico City, Mexico Tourism
 (co-op with Texas Tourism)
 TBDAustin Gay & Lesbian International Film Festival (Polari) Austin, TX..... Film Commission



NME awards ceremony, London 2014





OFFICES AND CONTACT INFORMATION



OFFICES & CONTACT INFORMATION

Executive Committee

Albert Black | *Vice President*
Child, Inc.

Robert Lander
Austin Convention and Visitors Bureau

Lance Stumpf
Hyatt Regency Austin

Greg Chanon | *Immediate Past Chair*
McGinnis, Lochridge, Kilgore

Gene McMenam
Omni Austin Downtown Hotel

Mark Tester
Austin Convention Center

Jill Griffin | *Board Chair and Treasurer*
The Loyalty Maker

Jeff Newberg
Endeavor Real Estate Group

Glenn West
Former Chair of the Board

Board of Directors

Joe Ables
Saxon Pub

Rob Hagelberg
Four Seasons Hotel

Forrest Preece
Patron of the Arts

Scott Blalock
JW Marriott

Ted Hibler
AT&T Executive Education & Conference Center

Anthony Snipes
City of Austin

Jack Boone
Ameriprise Advisor Services, Inc.

Paula Hui
Paula Hui Real Estate Services

Frank Spillman
United Airlines

Charles Breithaupt
University Interscholastic League

George Luc
Give Pulse, Inc.

Tom Stacy
T. Stacy & Associates

David Bull
Congress Austin

Archie McAfee
Texas Association of Secondary School Principals

James Walsh
Omni Barton Creek Resort and Spa

Kristi Carter
Super Shuttle and ExecuCar of Austin

Dennis McDaniel
Community Volunteer

Robert Watson
Hilton Austin

Jerry Conway
Austin Sonic Drive In

Teddy McDaniel
Austin Area Urban League

Steve Dewire
Hyatt Regency Lost Pines

Roger Millar
Valencia Hotels, Austin

Staff Contacts

Administration

Bob Lander, President & Chief Executive Officer	583-7201
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Gloria Gonzalez, Finance Coordinator	583-7249
Julie Hart, Finance	583-7205
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Cindy Nale, Human Resources Manager	583-7207
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Marketing, Communications, Strategic Alliances, Music, Film, Tourism

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Kristen Maurel, Film, Music and Marketing Coordinator	583-7278

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Convention Sales

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Courtney Sculley, Account Manager	583-7200
Paige Singleton, Sales Coordinator	583-7217
Kelly Thomas, Account Manager	583-7266

Mid-Atlantic Regional Office

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Kristen Parker, CASE, Director of Eastern Regional Sales	843-767-1788

Midwest Regional Office

Sarah McCabe, Director of Central Regional Sales	773-774-1342
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Convention Services

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Spencer Streetman, Convention Services Coordinator	583-7250
Narisa Trammell, Convention Services Manager	583-7223
Lori Whidden, Senior Convention Services Manager	583-7271

Visitor Center

602 E. 4th Street- 1-866-GO-AUSTIN (462-8784)

Cheri Winterrowd, Director of Retail and Visitor Services	583-7255
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Harrison Eppright, Manager of Visitor Services	583-7237
Tracy Flynn, Visitor Center Manager of Operations	583-7242
Patsy Stephenson, Visitor Center Assistant	583-7234
Cynthia Trenckman, Visitor Center Assistant Manager	583-7235

Area codes are 512 unless otherwise noted.

Austin

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