VISIT AUSTIN

DRAFT MARKETING PLAN FY20/21

(AS OF 7.20.2020)

VISIT Austin

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MESSAGE FROM THE PRESIDENT

In fiscal year 2019-2020, the Austin hospitality industry was on track to welcome more visitors, increase hotel occupancy tax and other revenue generated by these visitors, and employ a record number of Austinites. In March, as the COVID-19 pandemic took hold in the United States, our positive progress came to a standstill.

The FY 20-21 Visit Austin plan pivots our marketing activities to reflect the "new normal" in the travel and hospitality industry. The foundation of this plan is based on research and propelled by an urgency to rebuild the Austin tourism industry.

Going forward, our sales and marketing activities are grounded in a three-phase process: Rebuild & Restore, Stabilize, and Normalize. It is important to note that with an ever-changing environment and with the full impact of the COVID-19 crisis still unknown, reaching all phases of the FY 20-21 plan may not be fully achievable. We will adjust and scale our work as circumstances dictate and keep you informed as we do.

The plan also reflects changes to our annual goals based on contract re-negotiations with city leaders and the Austin Convention Center team. Several goals in key areas have been replaced with more relevant industry measures. As the ongoing crisis continues to unfold and impact our budget and staffing, we will evaluate goals and adjust as necessary throughout the fiscal year.

Visit Austin is uniquely positioned to help lead recovery efforts for the travel, tourism and hospitality industry. We recognize that our work will help get hospitality employees back to work, fully open our hotels, restaurants and attractions, support local businesses through visitor spending, and get Austin musicians back on stage in the Live Music Capital of the World®. All of us at Visit Austin look forward to working in partnership with city leaders and a diverse and representative mix of community stakeholders to make this happen as soon and as safely as possible.

Sincerely,

Tom Noonan
President & CEO
Visit Austin

ABOUT VISIT AUSTIN

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MISSION AND BACKGROUND

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, thus enriching our community's overall quality of life. In addition, Visit Austin houses the Austin Film Commission, Austin Music Office, Austin Sports Commission, and Visit Austin Foundation. The organization is a private, nonprofit 501 (c)(6) corporation in its 24th year of operation as an independent agency.

Visit Austin is funded primarily through a portion of the 17 percent hotel occupancy tax. The 11 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.

OBJECTIVES

Visit Austin presents the Fiscal Year 2020-2021 Marketing Plan to be implemented as the approved budget allows. 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.

In pursuit of its mission, Visit Austin seeks to achieve these organizational objectives through the work of its departments and board of directors.

- 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 (AUS) 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.
- Provide a welcoming environment to all visitors.
- 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.
- Expand activities of the Visit Austin Foundation to develop and promote education, job training and career opportunities within the hospitality, music and tourism community in the greater Austin area.
- 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.

VISIT AUSTIN DEPARTMENTS

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.

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.

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.

MARKETING COMMUNICATIONS

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.

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 integrated strategic 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.

The Austin 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 to assist with recommendations and booking assistances for local talent. The team also serves as a community liaison to effectively promote the importance of Austin's music industry to community stakeholders.

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. 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.

TOURISM

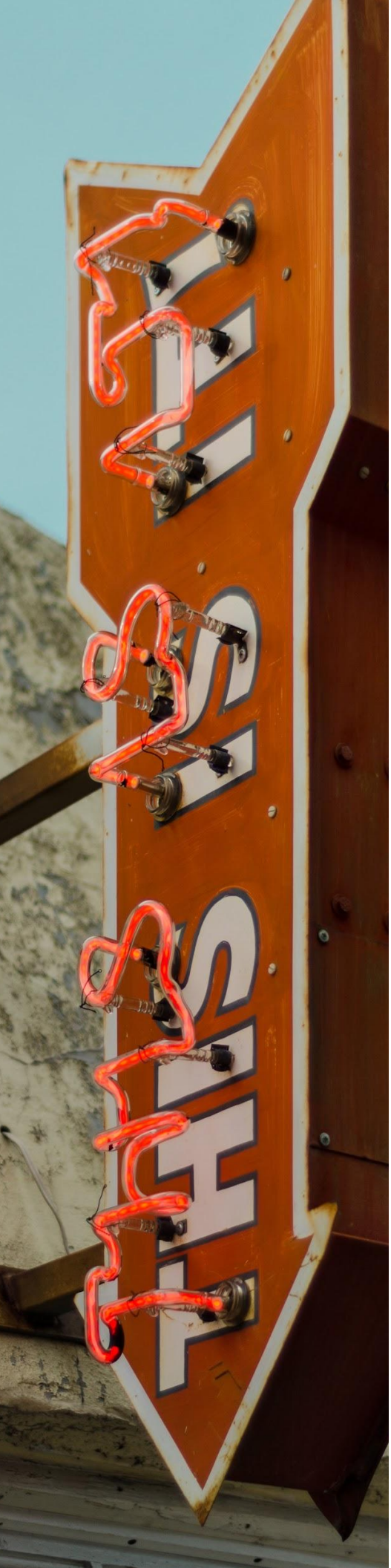
The Tourism Department promotes the Austin travel product to domestic and international markets through strategic activities, attending trade shows, sales missions, familiarization tours (FAMs), educational seminars and cooperative marketing campaigns. In addition, the department coordinates with the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

VISITOR SERVICES

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

STRATEGIC ALLIANCES

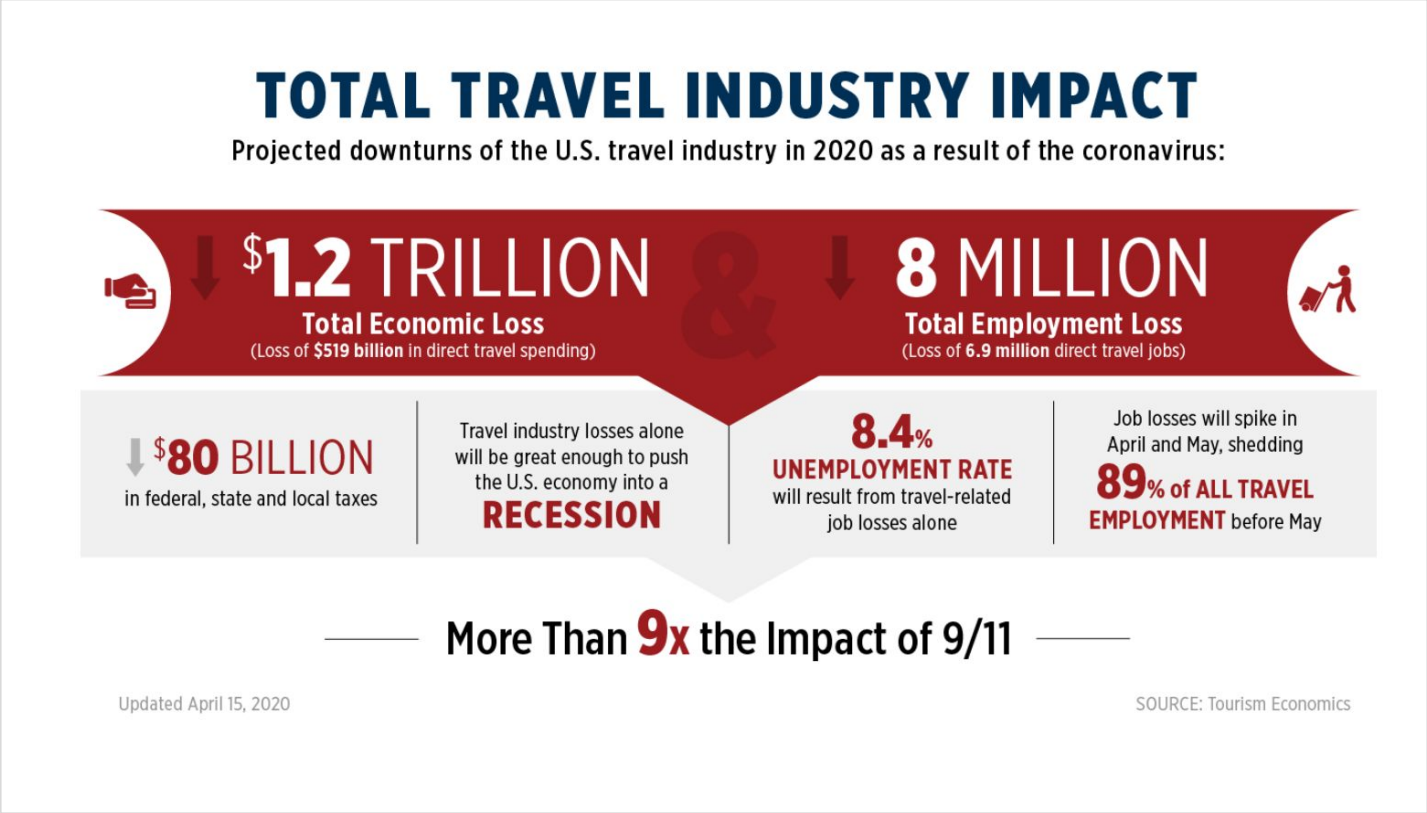
The Strategic Alliances department serves as the primary clearing house for all industry partnerships and agreements. They engage hospitality and corporate partners to build strategic brand alliances that further the mission of Visit Austin,



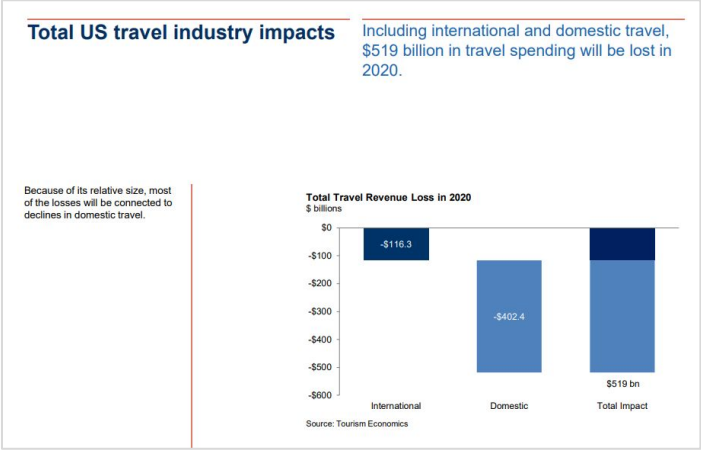
TOURISM IMPACT & FORECAST

TOURISM IMPACT & FORECAST

STATE OF THE TRAVEL INDUSTRY

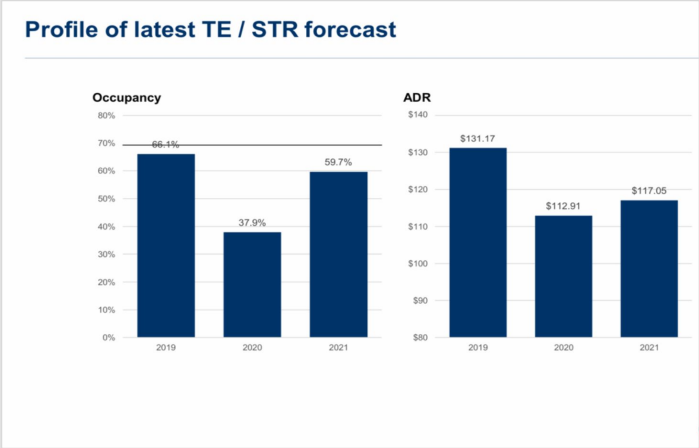


Domestic travel represents greatest impact to U.S. travel spending losses



Source: Oxford Economics, The Impact of COVID-19 on the United States Travel Economy. Last updated April 15, 2020

Hotel occupancy and rates will take multiple years to recover

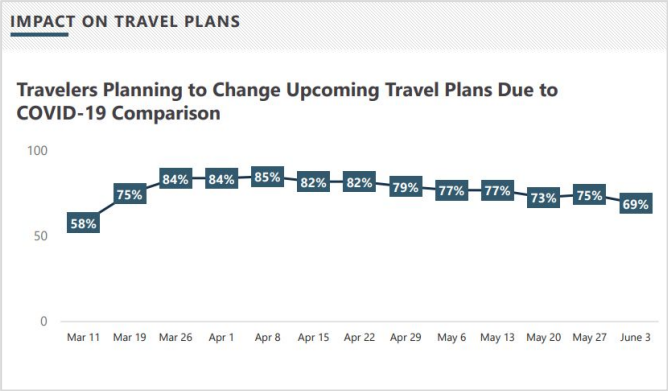


Source: Tourism Economics (TE). Presented by U.S. Travel Association April 3, 2020

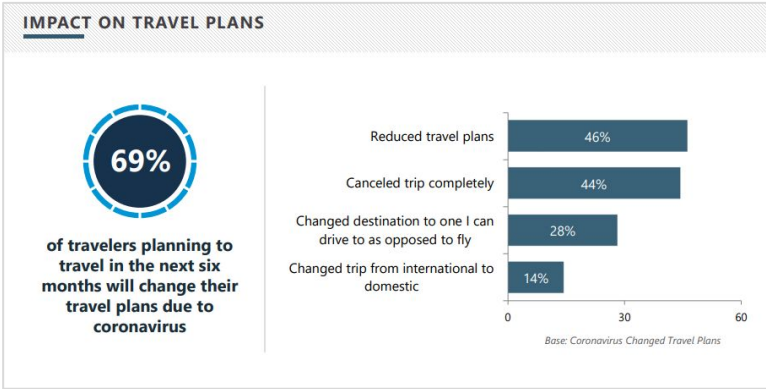
TOURISM IMPACT & FORECAST

STATE OF THE TRAVEL INDUSTRY

Intent for future travel declined since March but remains steady

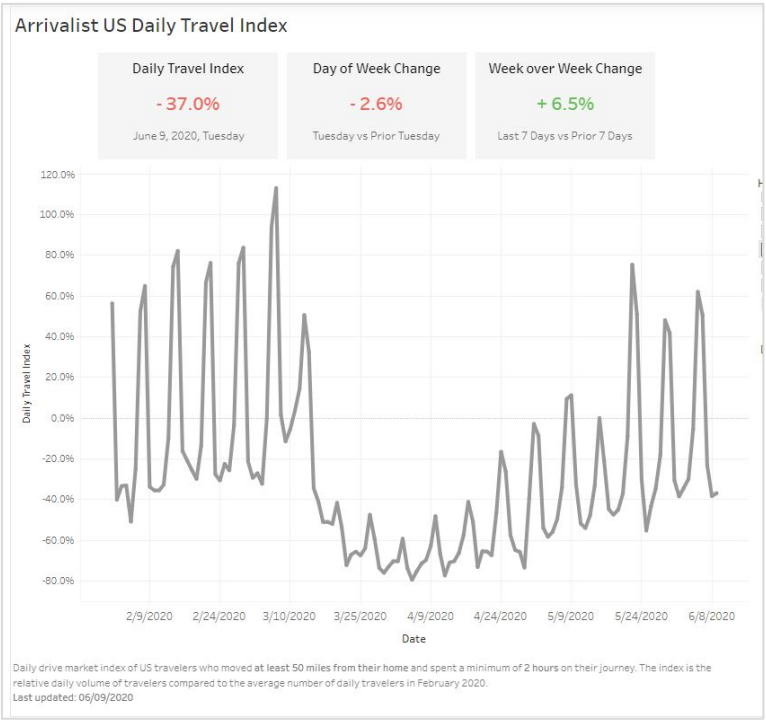


Anticipated shift to drive-market trips among those still planning to travel



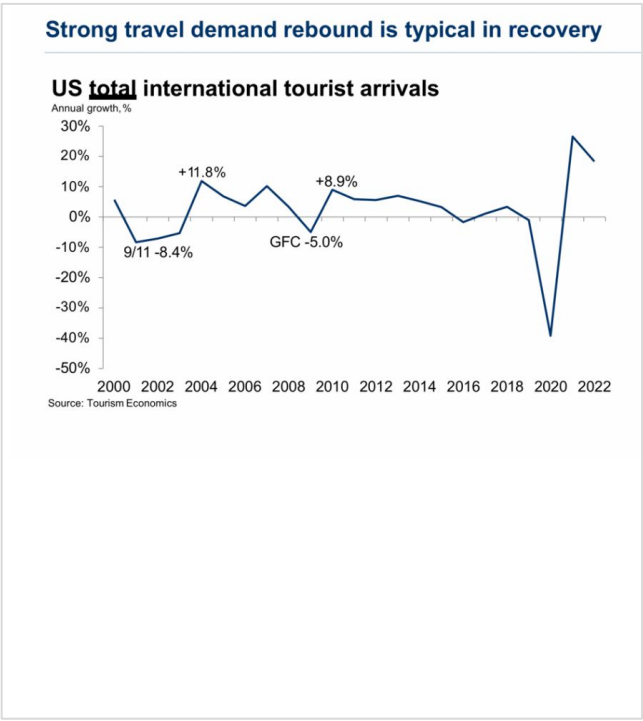
Source: Longwoods International, Miles Partnership Travel Sentiment Study Wave 9. Last updated June 9, 2020

Texas trips of 50+ miles demonstrate an upward trend beginning in April



Source: Arrivalist. Last updated June 9, 2020

International travel recovery forecasted to peak in 2022



Source: Tourism Economics. Presented by U.S. Travel Association April 3, 2020

COVID-19 LOCAL ECONOMIC LOSS ANALYSIS

In the first half of FY19/20 (through March 31), Visit Austin paced at 110% of room night goal and 115% of lead goal, indicating positive momentum for another strong year of performance.

Leads began to dip mid-March, followed by cancellations of both citywide and in-house groups within 2020. The below impacts were recorded through March 31, 2020:

IMPACT OF CANCELED VISIT AUSTIN BOOKINGS

78	151,068	$36 MM	$152 MM
CANCELED GROUPS	TOTAL ROOM NIGHTS	LOST HOTEL REVENUE	TOTAL ECONOMIC IMPACT

Source: Destinations International Event Impact Calculator. Cancellations as of March 31, 2020 for meetings scheduled through September 2020. Excludes impact of Sxsw cancellation.

IMPACT TO AUSTIN HOTEL INDUSTRY

-53.6% YOY HOTEL OCCUPANCY	$114 AVG DAILY RATE (-40.3% YOY)	$98,862,573 LOST HOTEL REVENUE	$10,874,883 LOST HOT COLLECTIONS

Source: STR, March year-over-year changes.

IMPACT OF SXSW CANCELLATION

58,000	TOTAL ROOM NIGHTS
$34 MM	LOST HOTEL REVENUE
$355.9 MM	LOST ECONOMIC IMPACT

Source: SXSW Economic Impact Report - Greyhill Advisors

FY 20 / 21 AUSTIN OUTLOOK

Industry experts predict that the turnaround of the travel and tourism industry will begin with leisure drive market visits followed by group in-state business, domestic fly market leisure, out-of-state group business and international travel.

Hotel development pace has not yet shown signs of slowing down in Austin; nearly 2,000 new rooms are scheduled to open in 2020 and 2021, taking market inventory to more than 45,000 rooms by the end of 2021. Major additions include the 613-room Austin Marriott Downtown and a mix of new boutique hotels throughout the city. As new supply continues to enter the market, Visit Austin will closely monitor the effects on hotel performance.

DESTINATION & INDUSTRY OBJECTIVES

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The current state of the industry demands strategic solutions to new challenges. At the heart of the FY20/21 marketing plan is a sense of urgency to rebuild Austin's travel and hospitality industry. In this time of great uncertainty, it is critical to also maintain a long-range view prepared and equipped to deploy targeted activities to meet market needs.

1 ADAPT TO NEW MARKET ENVIRONMENT

Visit Austin will deploy a tactical plan that adapts to the ever-evolving landscape brought on by the Covid-19 pandemic. This plan, set in motion in March of 2020, outlines short- and long-term strategies to restore the local industry and welcome visitors back to Austin. ***The full impact of this global crisis is yet to be seen, and full recovery may not be achievable within one fiscal year.***

1 REBUILD & RESTORE

Restoring agreements with convention groups, providing resources to Austin's hospitality community, and maintaining top-of-mind awareness and support of local businesses are top priorities during this phase.

2 STABILIZE

In this phase, we will look to tried-and-true sales and marketing tactics to inspire Austin brand engagement and visits. This phase will also require foresight and innovation to adapt to new norms for both leisure and meeting travel.

3 NORMALIZE

This phase will be marked by sustainable outcomes which signal the return of a healthy tourism and hospitality industry. Given its long-range view, these strategies will remain fluid, prompting ongoing conversation and collaboration with relevant stakeholders.

See these phases in the tactical plan pages 16-18.

2 PROTECT & EVOLVE THE AUSTIN BRAND

MAINTAIN TOP-OF-MIND AWARENESS OF KEY DESTINATION PILLARS

Leveraging innovative advertising campaigns and contextually relevant media placements, our goal is to keep Austin top-of-mind among key leisure and meetings audiences even when they are not actively trip planning. Destination experiences such as live music, outdoor activities, art and culture, dining and local businesses appeal to key leisure and meetings target audiences and inspire bookings.

LIVE MUSIC CAPITAL OF THE WORLD®

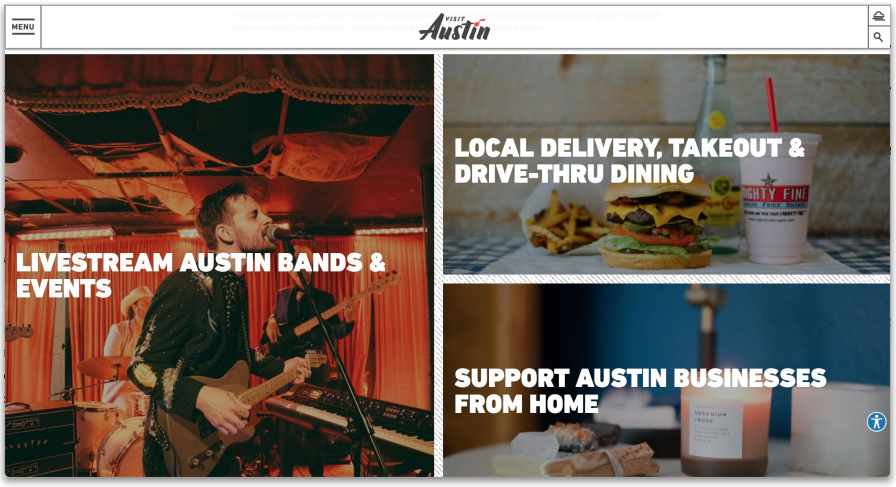
Austin has been officially recognized as the **Live Music Capital of the World®** since the Austin City Council adopted this slogan in 1991.

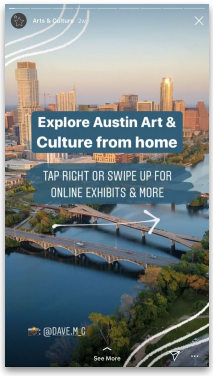
Although Austin's destination appeal goes well beyond live music, the Live Music Capital of the World® brand has managed to successfully keep Austin top-of-mind among potential visitors and meeting professionals. Visit Austin reinforces this brand positioning through a variety of strategic sales and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

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.

3 PROMOTE & SUPPORT LOCAL BUSINESSES AND EVENTS

The local business community is a large part of what makes Austin's culture special. Visit Austin's integrated efforts include the promotion of local businesses. Promotion of local businesses, through our multiple platforms, has been amplified during the COVID-19 pandemic. These platforms and channels include but are not limited to VisitAustin.org, the visitor guide and other printed collateral, social media accounts, paid media, PR efforts, site visits, group referrals, visitor center merchandise and services. Visit Austin meets regularly with members of the local business community to understand their specific needs and objectives and to collaborate on efforts related to marketing local businesses to visitors and in making sure we are also targeting Austin residents. As we reach the stabilize phase in our tactical plan (reference page 18), our messaging will also include events and festivals.





4 DESTINATION AND PRODUCT DEVELOPMENT

Visit Austin will continue to promote and develop content on our hotels, venues and other visitor-relevant sites as they continue to reopen for business. In addition, the city will have a wealth of new product entering the market over next few years, with the completion of multiple hotels, the Austin FC Stadium, the Moody Center on the UT campus, Waterloo Greenway and planned expansions at Circuit of The Americas, the Austin Convention Center and AUS airport. As the tourism and meetings markets rebound, we will play a role in identifying and communicating the new protocols for events at many of these facilities.

While we intend to maintain a holistic approach to marketing the destination, it is likely that new and expanded tourism products may require dedicated Visit Austin marketing support during this time of market recovery.

ORGANIZATION GOALS

ORGANIZATION GOALS

This chart reflects changes to Visit Austin's annual goals based on contract renegotiation with the Austin Convention Center. In order to represent the most relevant industry metrics, some goals have been replaced or removed. Due to market conditions brought on by the COVID-19 pandemic and anticipated budget and staff reductions, Visit Austin will reevaluate organizational goals in September 2020 and adjust if necessary.

GOALS	ANNUAL GOALS 18-19	ANNUAL RESULTS 18-19	ANNUAL GOALS 19-20	19-20 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 20-21
Total Sales Room Night Production*	690,000	770,750	702,000	388,065	480,000
Citywide / Convention Center Room Nights* *(NEW)*	231,000	278,981	243,000	125,380	150,000
Lead Room Night Production*	3,810,000	4,684,739	4,224,000	2,431,034	2,745,600
Sales Group Leads Sent*	2,952	3,983	3,420	1,930	2,052
Total Sports Room Night Production*	108,000	108,178	108,000	32,375	54,000
Sports Group Leads Sent*	72	131	108	56	54
Meetings Serviced	2,000	2,679	2,000	1,261	1,800
Supplier Referrals and Leads *(NEW)*	x	x	x	x	900
Meetings with Local Business Suppliers *(NEW)*	x	x	x	x	125
Post-Convention Survey Results** *(NEW)*	x	x	x	x	95%
General Music Inquiries *(NEW)*	850	1026	850	475	425
Confirmed Artist Bookings *(NEW)*	x	x	x	x	70
Tourism Product Placement	80	467	80	26	20
Tourism Destination Training	500	2.360	500	295	100
Tourism Partner Leads	150	817	150	603	25
Media Outreach and Press Releases/Pitches	16,000	50,124	16,000	22,333	8,000
Media Circulation / Viewership/Impression *(NEW)*	x	x	x	x	500,000

GOALS	ANNUAL GOALS 18-19	ANNUAL RESULTS 18-19	ANNUAL GOALS 19-20	19-20 RESULTS OCT-MAR	PROPOSED ANNUAL GOALS 20-21
Web Page Views*** *(NEW)*	x	x	x	x	2,500,000
Unique Website Visitors***	1.44M	3,207,971	1.44M	1,491,230	1,200,000
Visitor Guide Fulfillment***	56,000	59,591	56,000	34,980	28,000
General Events *(NEW)*	x	x	x	x	4
Film Production Leads / Referral Inquiries	35,000	36,745	35,000	33,575	15,000
Film Production Packages Fulfilled	100	202	100	114	50
Film Production Starts	30	61	30	37	15
Film Production Days	650	845	650	548	250
Visitors to Austin Visitor Center	197,000	233,693	197,000	92,052	119,000
Phone Calls / Email Inquiries	20,200	19,800	20,200	10,003	19,800
Historic Talks and Tour Participants	2,700	1,200	1,200	889	1,200
Donated Services****	$300,000	$566,105	$300,000	$365,739	$25,000

*Review data in September 2020 and do final projection to determine FY 20/21 goal.

**Percentage of good / excellent rating

***Accounts for COVID-19 impact on short-and-long-term performance, as well as launch delay of leisure advertising campaign.

****Decreased goal for FY 20/21 accounts for COVID-19 impact on number of events projected which will occur, as well as the financial impact on our vendors and suppliers which will limit the amount of donated goods/services they will be able to provide.

TACTICAL PLAN

PHASE 1: REBUILD & RESTORE

WILL BE MARKED BY:

< 45% | CITYWIDE HOTEL OCCUPANCY

THE FULL IMPACT OF THIS GLOBAL CRISIS IS YET TO BE SEEN, AND FULL RECOVERY MAY NOT BE ACHIEVABLE WITHIN ONE FISCAL YEAR.

TACTICS:

- Launch advertising campaign with initial focus on drive market visitors; adjust messaging and targeting as needed according to market conditions *(Marketing)*
- Create a citywide task force to maintain definite convention bookings and assist groups with marketing and messaging to keep remaining 2020 and 2021 groups in Austin *(Sales, Marketing)*
- Target and incentivize local corporate and association groups to meet in Austin with dedicated marketing efforts and sales activities *(Sales, Marketing)*
- Implement virtual site visits and sales calls to promote Austin outside of the local market *(Sales, Marketing)*
- Partner with Austin Convention Center to identify new protocols for in-person meetings and equip clients with timely information and tools to gather and work safely in Austin *(Sales, Services, Marketing, Sports, Music, Film)*
- Promote local businesses, attractions, venues and events to increase hotel stays from locals and drive-market visitors and help re-establish tourism and hospitality jobs *(Marketing)*
- Partner with a diverse group of local community members, chambers of commerce and other stakeholders to ensure that Austin is a welcoming city for all visitors *(Executive, Marketing, Sales)*
- Amplify online sales efforts to generate Visitor Center revenue *(Visitor Services)*
- Target new sports events and increase awareness of Austin's new venues and facilities *(Sports)*
- Generate publicity opportunities for community partners, local businesses and public relations team to secure media coverage *(Marketing, Communications)*

DESTINATION SUCCESS METRICS:

- Increased HOT collections
- Key visitor points of interest reopen
- Minimizing 2020/2021 cancellations for conventions and in-house meetings

PHASE 2: STABILIZE

WILL BE MARKED BY:

46-64% | **CITYWIDE HOTEL OCCUPANCY**

TACTICS:

- Expand leisure and meetings advertising campaign targeting key markets *(Marketing)*
- Maximize Austin Convention Center business and drive downtown demand which will bolster the entire market with strong marketing support and incentive campaigns *(Sales, Marketing)*
- Increase in-house, short-term hotel bookings, state associations, sporting events, government opportunities for hotels outside of the Central Business District *(Sales, Marketing)*
- Resume in-person sales efforts, site visits, industry trade shows and events *(Sales, Services, Tourism)*
- Partner with AUS and Chamber of Commerce to help restore and increase flight service to Austin *(Tourism, Marketing)*
- Continue to generate and shape positive and valuable media coverage of Austin in domestic and international media outlets *(Communications, Marketing)*

DESTINATION SUCCESS METRICS:

- More hotels reopen
- Increased domestic and international flight service
- Restaurants and music venues reopen and services return under new guidelines
- Steadier booking pace for 2022 and beyond

PHASE 3: NORMALIZE

WILL BE MARKED BY:

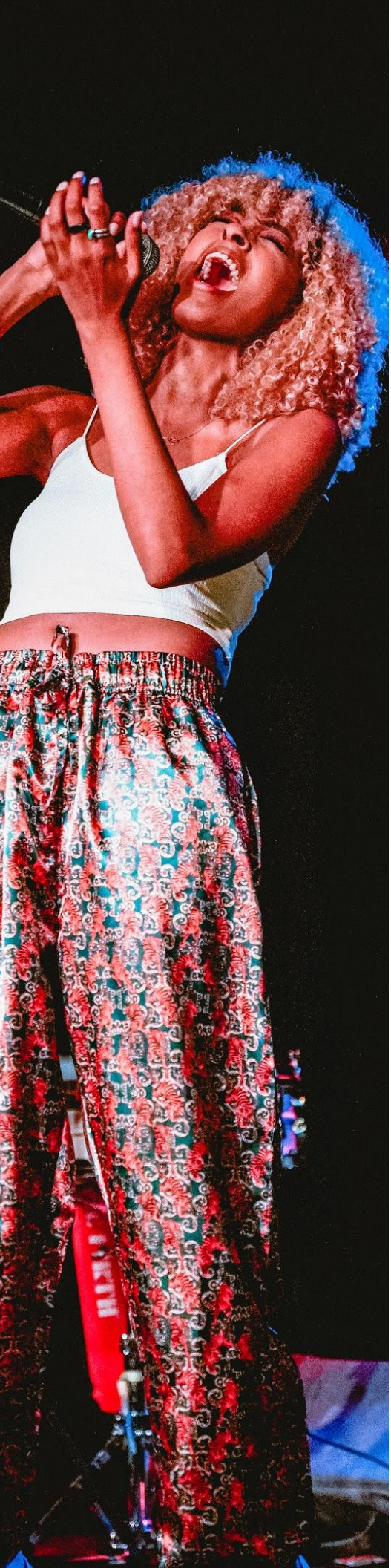
65% + | CITYWIDE HOTEL OCCUPANCY

TACTICS:

- Leisure campaign at full reach in domestic and key international markets *(Marketing)*
- Resume proven Sales and Marketing programs *(Sales, Marketing, Tourism)*
- Provide additional visitor services and support to local tour companies *(Visitor Services)*
- Plan and execute events at the Visitor Center to partner with and showcase local businesses and makers *(Visitor Services)*

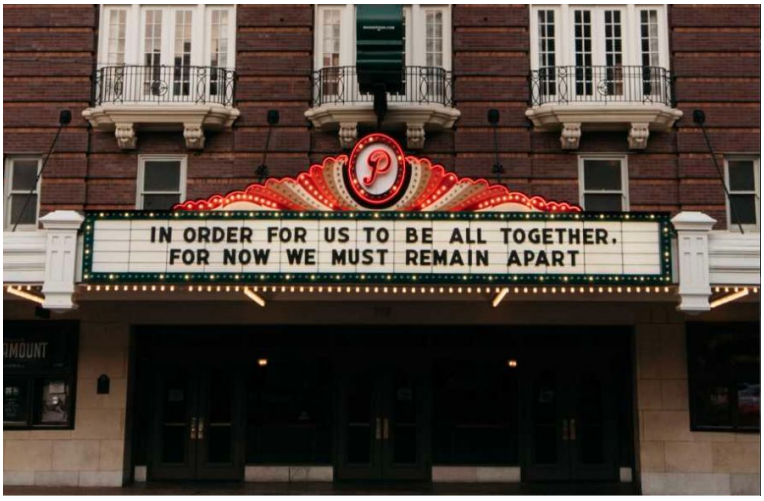
DESTINATION SUCCESS METRICS:

- Visitor arrivals and spending increases
- Local hospitality businesses and AUS operating at sustainable levels
- Increased sales booking pace and lead volume



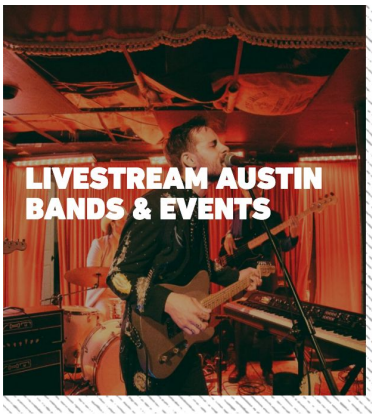
MARKETING CAMPAIGNS

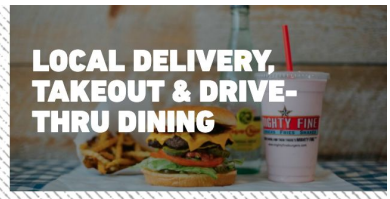
VISIT AUSTIN, FROM HOME



In response to global travel restrictions and stay-at-home orders in place, due to the Covid-19 pandemic, Visit Austin launched a new (temporary) homepage "**Visit Austin, From Home**."

Despite pausing all paid media efforts, we ensured our website and social media accounts remained active, engaging our audiences with timely, relevant and inspiring content. As part of our ongoing commitment to our local hospitality community, we brought additional attention to the products and services Austinites and visitors can take advantage of from home. These efforts engaged with thousands of people around the world every day.



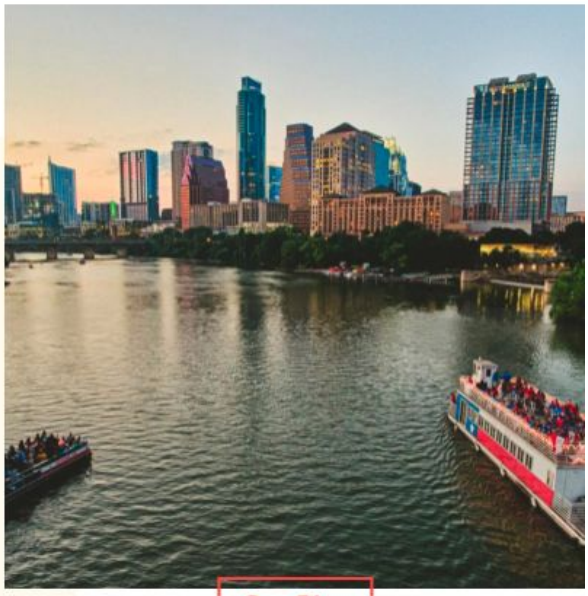


TAKE A VIRTUAL TOUR OF AUSTIN

4/17/2020

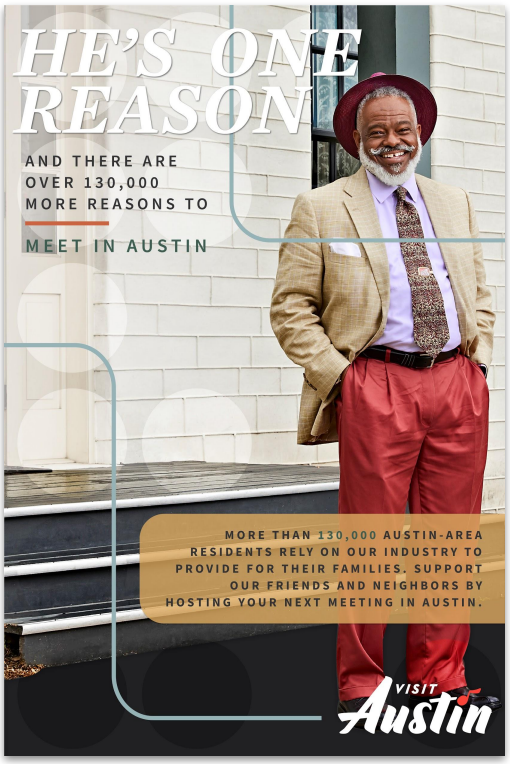
Just because we can't travel in person right now, doesn't mean we can take a virtual trip and experience our favorite Austin attractions from the comfort of our homes! Check out these...

More



See Blog

We long for the days when we'll enjoy a live show, clink our glasses and gather around a bowl of queso together. Until then —from the comfort of your home—enjoy a #**livingroomdanceparty**, stream a **fitness class** from an Austin gym or studio and stock up on **locally made staples** like Austin-roasted coffee beans and Hill Country wines.

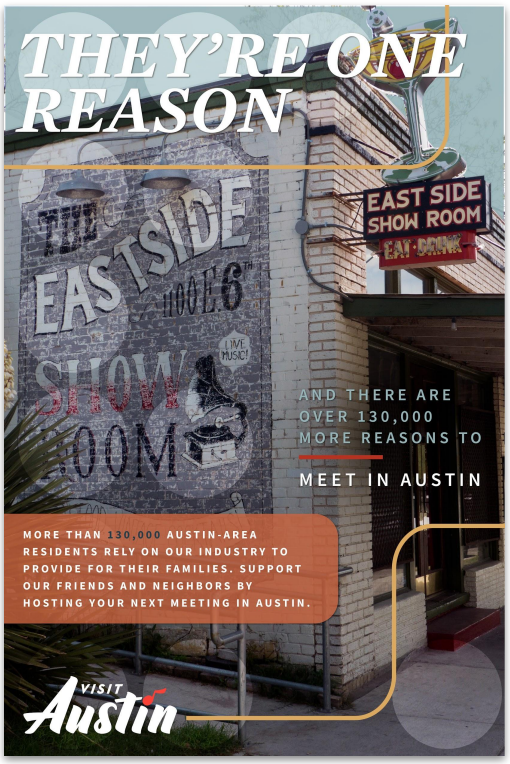


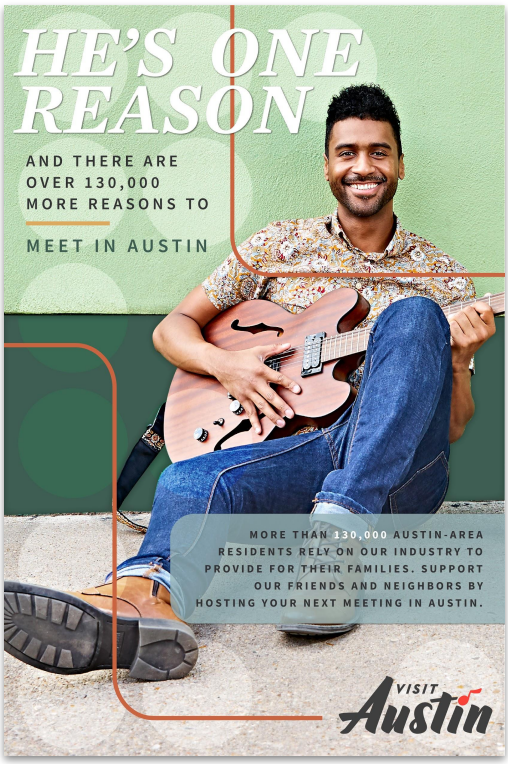
130,000 REASONS TO MEET IN AUSTIN CAMPAIGN*

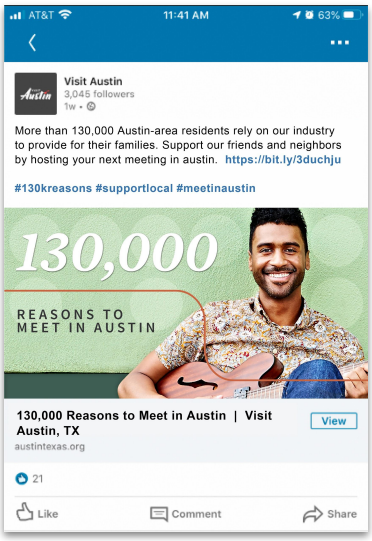
The 130,000 Reasons campaign will target local and in-state meeting groups. This grassroots effort will invite city officials, chambers of commerce and other partners to help us reach decision makers and sell Austin as the first choice when it's time to get back to in-person meetings.

There are 130,000 reasons to meet in Austin:

- Now, more than ever, local communities are banding together to preserve the businesses they cherish and to keep their neighbors working
- More than 130,000 Austin-area residents rely on our industry to provide for their families
- If we're successful, we have the opportunity to positively impact the quality of life for all Austin visitors and residents







* This campaign creative is still a work-in-progress and is projected to go live in August of 2020.

WAY BETTER LIVE 2020 ADVERTISING CAMPAIGN

As our local tourism industry recovers, we will invite visitors who have been "visiting Austin from home" to come and experience the destination in person - It's Way Better Live. Just like our music, Austin food, outdoor spaces, arts, culture and local businesses are also best experienced live.

This new campaign, which was intended to launch on April 1, will resonate deeply with our drive- and fly-market audiences. The new launch date will be informed by industry data and the progression of our tactical plan.

COLORS

#FF7E00
#FFA74A

#39E6B8
#AEF4DD

#FF787D
#FFA1A5

#4F319F
#6E49B3

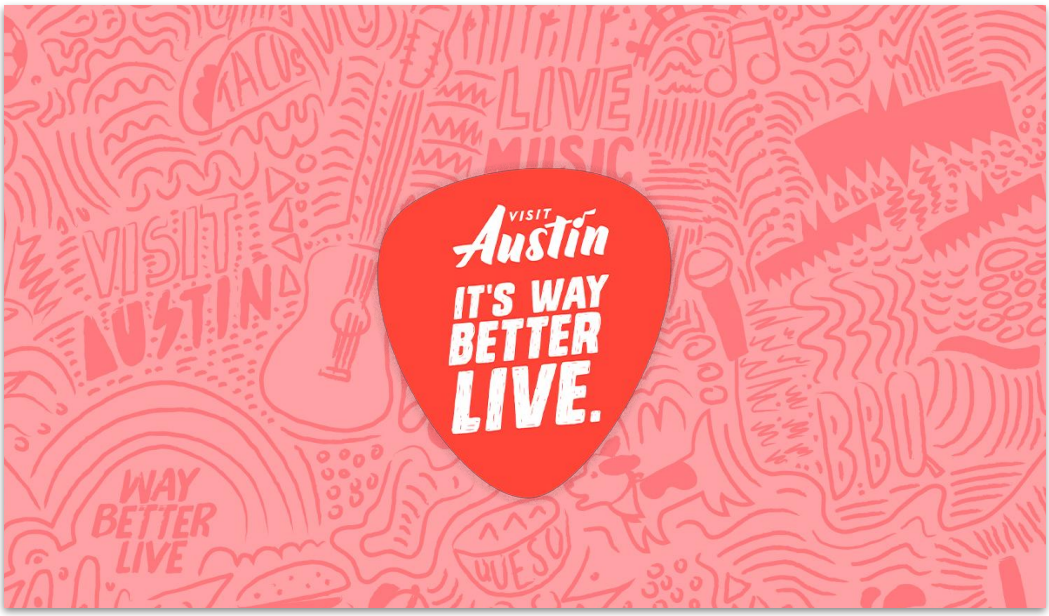
FONTS

H1 : MONSTRO

H2 : DIN NEXT BLACK

H3 :DIN MEDIUM

H1 editorial :MASQUALERO GROOVE



FY20-21 VISIT AUSTIN ACTIVITIES

Visit Austin participates in various events throughout the year. Participation and event objectives include sales calls, lead development, trade show exhibition, event partnership, hosting, education, and familiarization tours.

FIRST QUARTER

OCTOBER 2020

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

NOVEMBER 2020

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

DECEMBER 2020

- Association Forum Holiday Showcase
- Chicago Holiday Client Event
- International Association of Exhibitions and Events (IAEE) Expo! Expo!
- Texas Convention & Visitors Bureau (CVB) Holiday Event
- Texas Society of Association Executives (TSAE) Holiday Luncheon

SECOND QUARTER

JANUARY 2021

- Professional Convention Management Association (PCMA) Convening Leaders
- Southwest Showcase

FEBRUARY 2021

- Association Management Companies (AMC) Institute Annual Meeting
- Collinson Diversity Marketplace
- Destinations International - Destination Showcase *(TBD)*

MARCH 2021

- Conference Direct Annual Partner Meeting
- International Tourism Bourse (ITB) Berlin
- Meet NY & Sales Calls
- Meeting Professionals International (MPI) Northern California Annual Conference & Expo
- National Collegiate Athletic Association Division 1 (NCAA D1) Men and Women's Swimming & Diving Championships
- SXSW
- World Golf Championships - Dell Match Play

THIRD QUARTER

APRIL 2021

- American Society of Association Executives (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 *(TBD)*

MAY 2021

- Simpleview Summit
- Toronto Sales Mission & Client Event
- U.S. Travel Association (USTA) IPW

JUNE 2021

- 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 2021

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

AUGUST 2021

- ASAE Annual Meeting
- Educational Seminar for Tourism Organizations (ESTO)
- Experient e4
- Texas Sales Mission & Client Event

SEPTEMBER 2021

- Congressional Black Caucus
- Content Marketing World
- International Automobile Federation (FIA) World Rallycross Championships
- Northeast Sales Calls
- TSAE New Ideas Annual Conference
- Texas Travel Industry Association (TTIA) Texas Travel Summit
- World Routes

CONTACT INFO

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 Manager
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 and CEO
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

512.583.7211	Carr	Emily	Marketing and Design Coordinator
512.583.7228	Chase	Julie	Vice President and Chief Marketing Officer
512.583.7245	Taylor	Holland	Marketing Manager, Digital & Social
512.583.7229	Felton	Christine	Marketing Manager,Digital & Content
512.583.7230	Gannon	Brian	Director of the Austin Film Commission
512.583.7209	Kerr	Tiffany	Director of Marketing
512.583.7278	Krawczyk	Silvia	Marketing Manager
512.583.7233	Lozano	Omar	Director of Music Marketing
512.583.7206	Richardson	Susan	Director of Content and Digital Marketing
512.583.7260	Lamell	Alison	Marketing and Tourism Specialist

STRATEGIC ALLIANCES

512.583.7215	Hackley	Mary Kay	Vice President, Strategic Alliances

CONTACT INFORMATION

CONVENTION SALES AND AUSTIN SPORTS COMMISSION

512.583.7257	Black	Jasmine	Sales Coordinator
512.583.7241	Brown	Amy	Director of Sales
512.583.7214	Cannon	Shannon	Senior Director of Texas Accounts
512.583.7216	Cantalope	Val	Director of Midwest Sales
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	Director of Sports Commission Sales
773.774.1342	McCabe	Sarah	Director of Northeast Regional Sales
843.767.1788	Parker	Kristen	Director of Eastern Regional Sales
512.583.7220	Piper	Dane	Director of Southeast and Diversity Sales
512.583.7266	Thomas	Kelly	Sr. Sales Manager and International Sales

CONVENTION SERVICES

512.583.7222	Atkins	Linda	Vice President of Services
512.583.7250	Cava	Christina	Convention Services Manager
512.583.7271	Doggett	Jeff	Senior Convention Services Manager
512.583.7225	Portier	Bridget	Director of Convention Services

VISITOR CENTER | 602 E. FOURTH ST. AUSTIN, TX 78701

DIRECT: 512.478.0098 | TOLL FREE: 1.866.GO.AUSTIN (462.8784

512.478.0098	Blackburn	Mary	Visitor Services Coordinator (part-time)
512.583.7270	Duffy	Sean	Operations Manager
512.583.7237	Eppright	Harrison	Manager of Visitor Services/Tour Ambassador
512.583.7242	Pollan	Natalie	Director of Retail and Visitor Services
512.583.7235	Trenckmann	Cynthia	Visitor Center Assistant Manager

VISIT AUSTIN BOARD OF DIRECTORS

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Hilton Austin

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Austin Convention Center

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Girard Diversified Interests

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W Austin

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Formerly Omni Austin Downtown Hotel

SKEETER MILLER
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DEWITT "DE" PEART
Downtown Austin Alliance

NENAD PRAPORSKI
Fairmont Austin

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CapRidge Partners, LLC

STEVEN STOUT
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TRISHA TATRO
Austin Convention Center

JEFF TRIGGER
La Corsha Hospitality Group

COUNCIL MEMBER KATHIE TOVO
City of Austin

JACQUELINE YAFT
Austin-Bergstrom International Airport

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