

FY 2025-2026 MARKETING PLAN

DRAFT - July 15, 2025

TABLE OF CONTENTS

A photograph of two women walking on a paved path in a park. The woman on the left is wearing a purple tank top and a purple skirt, while the woman on the right is wearing a purple sports bra and patterned shorts. They are both wearing sunglasses and sneakers. In the background, there are lush green trees and a city skyline with a prominent skyscraper under a clear blue sky. A person on a bicycle is visible in the distance on the left.

03

President & CEO's Message

04

We Are Visit Austin

05

Tourism by the Numbers

08

Tourism Outlook

13

Key Market Insights

18

Objectives

19

Plan of Action

30

25/26 Activities

34

Organizational Goals

35

Supplement

Message from the President & CEO

We are pleased to present the fiscal year 2025-2026 Visit Austin Marketing Plan. Tourism is the heartbeat of our city, powering a vibrant economy, creating 148,000 local employment opportunities and enriching the authentic culture that defines Austin. This plan outlines a forward-looking and resilient strategy designed to navigate a period of profound change and opportunity.

Ahead of our first fiscal year with supplemental Austin Tourism Public Improvement District (TPID) funding, the Visit Austin team is embracing this time period as a powerful catalyst for innovation. Going into year one of the Austin Convention Center closure, our strategies are focused on maximizing immediate impact across meetings, sports and leisure visitation to grow hotel revenues and ensure destination resilience during this unprecedented time. These strategies are already proving successful as evidenced by the milestones and momentum captured in the following pages.

In this ever-evolving travel landscape, our approach is rigorously data-informed and intentionally adaptable. As we plan for FY 25/26 and beyond, we will continue monitoring global economic indicators, domestic and international traveler trends, and the invaluable perspectives of our industry leaders to maximize Austin's competitive position as a premier meetings and leisure destination. Within the digital landscape, we recognize the profound impact of Artificial Intelligence (AI) on destination marketing and are proactively adjusting our strategies to meet the movement. As AI transforms how travelers search and discover new travel opportunities and experiences, we are evolving our content and digital measurement to ensure Austin's story is not just told, but effectively found in this new ecosystem.

While navigating the Convention Center closure, we are also intensifying our focus on domestic and international leisure travel and continuing our vital work with the Austin Film Commission and Music Office to support and amplify these creative industries. This plan details our objectives to welcome more visitors, protect and evolve the Austin brand, champion our local businesses, and ensure our city's spirit is reflected in all that we do.

Guided by the unwavering support of our boards and local and state officials, we are confident in the resilience and strength of Austin's hospitality industry. This plan reflects our steadfast commitment to the individuals whose livelihoods depend on tourism, to our local business partners, and to keeping Austin a vibrant, welcoming, and world-class destination. We look forward to breaking ground on the next era of travel and tourism for our city.



Tom Noonan
President & CEO
Visit Austin





We are

VISIT
Austin®

The Austin Convention and Visitors Bureau (*d/b/a Visit Austin*) is the official destination marketing organization for the city of Austin, contracted to market the city both nationally and internationally as a premier convention and leisure destination.

By promoting Austin's world-class reputation and boosting tourism, we help generate billions of dollars annually for the local economy.

This revenue helps enrich our community, support our local businesses and creatives, and improve Austinites' quality of life.

- Visit Austin is a private, nonprofit 501 (c)(6) corporation
- 63 employees
- Founded in 1996, now in its 29th year of operation
- Accredited member of Destinations International
- Visit Austin Foundation is a nonprofit 501 (c)(3)
- Operates the Austin Visitor Center

TOURISM

by the numbers



Austin Tourism by the Numbers

Greater Austin

- **30.1 million** domestic visitors, **up 9.3% from 2023**
- **\$11.1 billion** economic impact generated from visitor spending supporting **148,000+ jobs**, generating **\$1.1 billion** in taxes and saving **\$1,536 per household in Travis County*** (refer to footnote)

Source: Travel Texas, Workforce Commission & The US Bureau of Labor Statistics

Texas

- **231.6 million** visitors
- **1.3 million** jobs supported by travel & tourism
- **199.5 billion** economic impact of travel

Source: Travel Texas, 2024

U.S.

- **\$876 billion** (domestic) + **\$181 billion** (international) leisure traveler spending, representing **2.5%** of the National GDP
- **8 million** jobs directly supported by travel
- **\$1.3 trillion** in direct travel spending, with **\$89 billion** in state and local tax revenue

Source: US Travel Association, 2024

New in 2024

citizenM Austin ←

EVEN Hotel by IHG ←
Domain

Avid Austin NW - ←
Lakeline

Hampton by Hilton ←
East

Home2 Suites by Hilton ←
East

La Quinta Inns & Suites ←
Teri Rd

New Hotels in Austin 2024

726 New rooms Downtown
1,047 New rooms in Market
15,270 Total rooms Downtown
50,411 Total rooms in Market

Source: 2024 STR Global, Ltd.

Austin-Bergstrom International Airport Stats 2024

- **21,762,904** total passenger count for 2024, with May 2024 setting a new all-time monthly record for the airport with **2.07 million** passengers
- **8** new nonstop destinations
- Seasonal and Year-round nonstop flights from **80+** different destinations
- British Airways marked **10** years of service from AUS

Source: Austin-Bergstrom International Airport Activity Report, Dec. 2024

#7

"Best Cities in America"
- **Time Out**

#1

"Best-Performing Cities"
- **Milken Institute**

#10

"Top Meeting Destinations
in North America"
- **Cvent**

#13

Austin is now the 13th
largest U.S. city
- **2024 Census Bureau**

#8

"The South's Best Cities"
- **Southern Living Magazine**

#10

"Top 10 Best US Airports"
- **AirHelp!**

#7

MICHELIN One Star
recipients and 44 total
recognitions, the most of
any Texas city.
- **The MICHELIN Guide**

*Visit Austin reviews Metro-level (Austin-Round Rock) data to pull travel spending and total taxes, and Travis County level data for taxes saved per household from the Travel Texas Dashboard to measure impact of tourism to the Greater Austin Area. Austin-Round Rock (according to the U.S. Census Bureau is made up of the following counties: Travis, Williamson, Hays, Caldwell, and Bastrop.

FY 2023-2024

Visit Austin by the Numbers

VisitAustin.org

6,805,017
Unique Visitors

17,890,935
Page Views

Media

39 Hosted Media
& Journalists

261,728,189
Media Impressions

Social Media

798,756

Total Followers on all
Accounts & Media

Music Office

182 Live Performances Coordinated

\$391,587 Paid Directly to Musicians

Austin Film Commission (AFC)

5 Notable TV and Film Productions Filmed in
and Around Austin and supported by AFC
marketing during film releases

Including: Walker, 1923, Save Muny, Due West, A24/Max Docuseries.
Commercials by major brands including: Dell, HEB, Starbucks,
Target, Lowes, Verizon, Heineken, CVS, Frost Bank and Ford

Austin Sports Commission

130,578 Sports Room Nights

Including: Spurs in Austin, COPA America Tournament Matches,
NASCAR, WTA ATX Open, UFC Fight Night, PBR Gambler Days

Tourism Office

1,200 Destination Trainings to
Global Travel Trade

520 New Leads Between Local Suppliers
& Key Travel Trade Brokers

Convention Sales

635k+ Room Nights
Booked

1,118+ Meetings Held

4.2m+ Lead Nights
Booked

Destination Services

180 Local Industry
Supplier Meetings

3,263 Conventions
Serviced

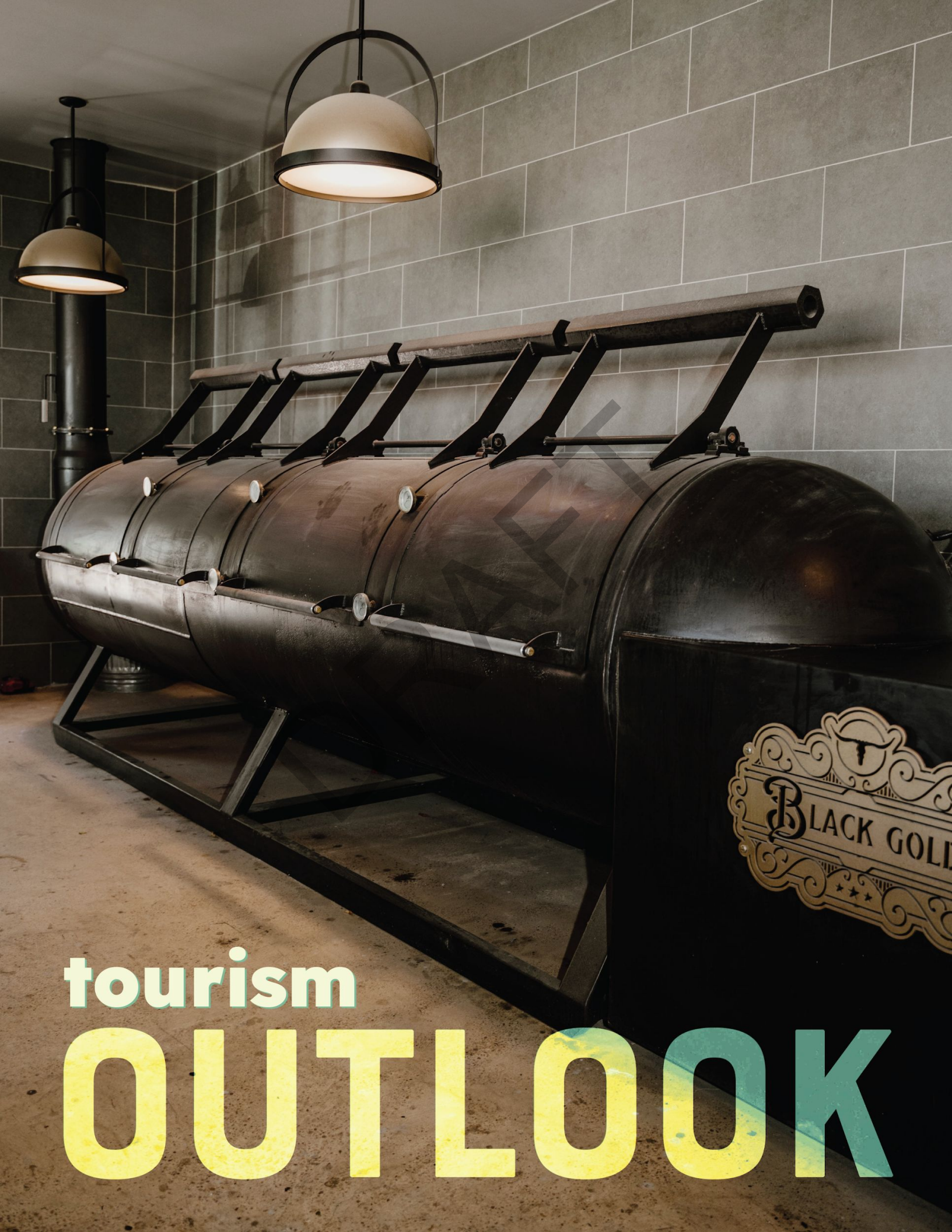
1,094 Supplier
Referrals &
Leads

Visitor Services

205k+ Walk-In Visitors

\$1.2m+ In Retail Sales

45+ Local Businesses
& Artisans Sourced



tourism

OUTLOOK

Industry Leaders on the Current Landscape

As Visit Austin plans for FY 25/26 and beyond, we will closely monitor the economic data, domestic and international traveler trends, and the perspectives of our industry leaders. In an ever-evolving travel landscape, our approach remains data-informed and adaptable to maximize Austin's competitive position in domestic and international markets.

As global trade policies remain in flux, industry stakeholders must recognize the critical link between economic policy and travel demand.

— *Tourism Economics, February 2025*

This is a complex moment for travel. Seventy days into a new administration, the landscape is unpredictable, and the impact of policies is uncertain.

— *Geoff Freeman, President and CEO of U.S. Travel Association, April 2025*

As we bring the first quarter of 2025 to a close, we recognize that the travel landscape continues to shift. Global events, economic factors, and policy changes create an environment that can feel uncertain at times. Through it all, one thing remains constant — Brand USA's commitment to you, our industry partners, and to ensuring the United States remains the world's most aspirational travel destination.

— *Fred Dixon, CEO of Brand USA, March 2025*

National & International Tourism Outlook

Business travel, meetings & events

- Within North America, **50%** of meeting planners say sustainability is very or extremely important to their organization when planning meetings and events.
- **Flexibility and ROI Focus:** Meeting planners are increasingly prioritizing flexibility and return on investment, choosing destinations that offer good accessibility and value.
- **Site visits (68.8%), local expertise (68.5%)** and **authentic experiences (62.5%)** are ranked as the top destination marketing organization services that meeting professionals rely on to plan events.
- Projected U.S. Business Travel spending in 2025 is **\$316 billion**.

Sources: U.S. Travel Association, Future Partners, American Express Global Business Travel 2025 Meetings & Events Forecast.

Consumer & traveler insights - domestic leisure

- **Increased Spending and Trip Frequency:** U.S. domestic leisure travel spending is forecasted to grow by about **3.9% to \$1.0 trillion in 2025**, with travelers planning more trips and opting for longer vacations.
- **Soft travel: 22%** of travelers plan to getaway for self-discovery or mental health in 2025. Soft travel is a trend focused on prioritizing relaxation, mental well-being, and genuine rejuvenation during a vacation.
- In 2025, 1 in 4 travelers plans to seek unique experiences, and **20%** will aim for outdoor adventures.
- **Spending Expectations:** As of June 2025, **28.9%** of travelers expect to spend more on leisure travel in the coming year, while **49.3%** expect to spend about the same.
- **Value of Travel:** More than one-third of travelers (**34.0%**) believe spending money on travel is "essential". Furthermore, **51.8%** agree that travel is a worthwhile investment, even during an economic recession.

Source: U.S. Travel Association, Future Partners State of the American Traveler June 2025 and March 2025, 2025 Hilton Trends Report

International

- While the U.S. economy demonstrates resilience with a soft landing, the international recovery landscape remains complex. Five key markets — Mexico, Canada, Japan, China, and the United Kingdom — are expected to drive nearly two thirds of growth through 2026.
- The FIFA (Fédération Internationale de Football Association) 2026 World Cup is a transformative moment that will place the United States in the international spotlight, with nearly **6 million international visitors** expected to visit.
- Overseas visits to the United States rose **8%** year-over-year in April 2025, reversing a double-digit decline from March. North America was the only region to show a significant year-over-year decline, driven largely by a sharp drop in visits from Canada—with Canadian visits **down 23%** compared to April 2024.
- The political climate remains an increasingly significant deterrent across markets, coming in as the second highest deterrent to visiting the USA behind cost and affordability.

Source: U.S. Travel Association May 2025, Tourism Economics, Brand USA Travel Barometer, May 2025

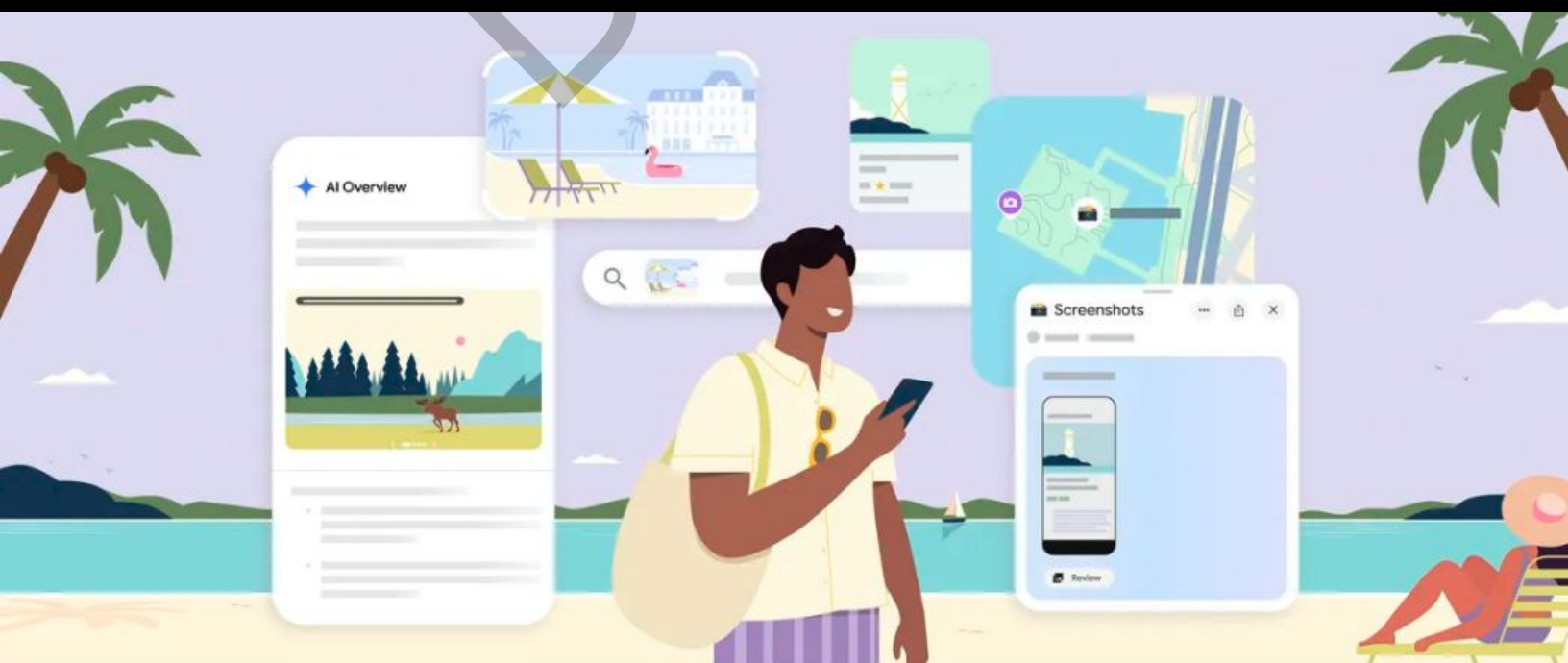
Impact of AI on Destination Marketing

In the last year, AI-powered search tools have fundamentally transformed digital discovery for marketers, shifting from traditional organic search driving website traffic to "zero-click" search experiences that bypass websites completely.

Consumers are beginning to access more and more travel information through conversational AI platforms that synthesize responses without direct site referrals. Our original performance indicators (site traffic and pageviews) no longer accurately reflect actual destination interest or engagement. These structural changes demand a reimagining of how we measure and drive visitor awareness and conversion. As algorithms and search behavior change, a robust content strategy for *VisitAustin.org* is critical for Austin's discoverability both through traditional web search and emerging AI-generated search experiences.

While organic search still makes up the majority of *VisitAustin.org*'s website visitors and only **15.6%** of travelers reported using an AI tool to help plan or prepare for an upcoming trip in March 2025, we will continue to monitor these shifts in consumer behavior and technology advancements.

Source: Future Partners - The State of the American Traveler, April 2025

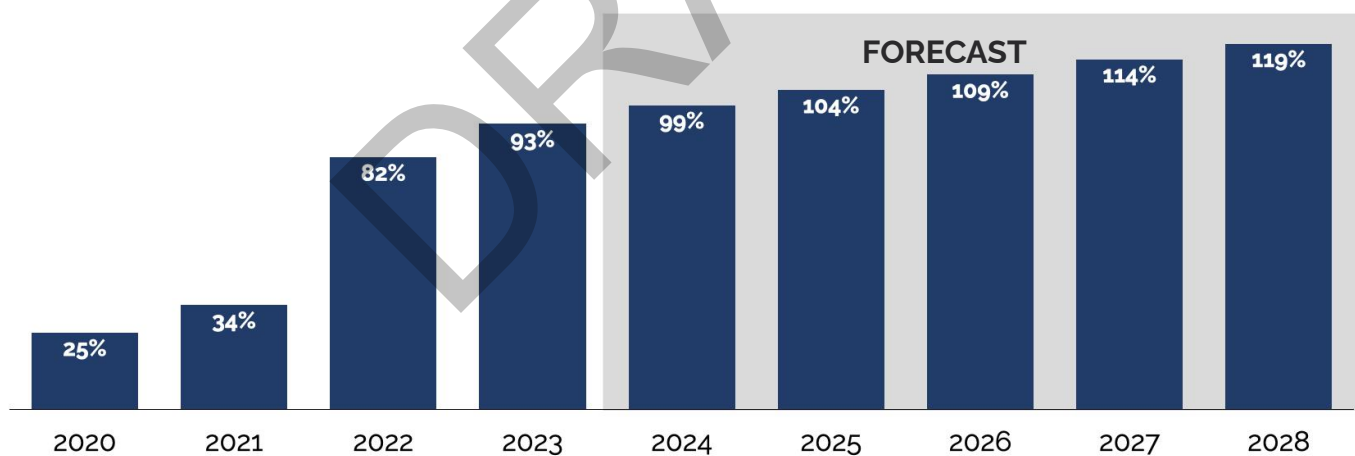


Digital Media Ranks Highest as Effective Travel Planning Resources



Source: Future Partners State of the American Traveler June 2025

Domestic Group Business Expenditures are expected to surpass 2019 levels in 2025



Source: U.S. Travel Association, Winter 2025 Forecast (Final data only available through 2023). Percentages in the chart are indexed to Group Business Expenditures based on 2019 spending levels.

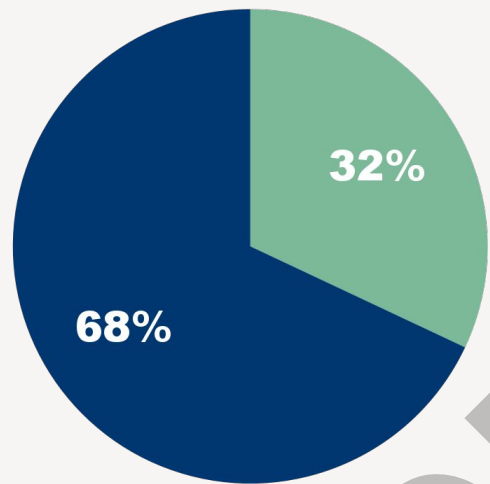


KEY

market insights

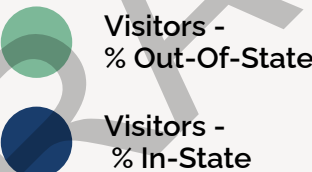
Key Austin Market Insights

Overall, visitors from out-of-state are more likely to stay overnight. And while 32% of visitors to Austin are from out-of-state, those visitors represent more than half of total visitor spending (55.6%), reinforcing the importance of marketing nationally as these are the most valuable visitors to the destination.



In-state vs. out-of-state visitation to Austin

Source: Zartico Geolocation Data



International Visitors

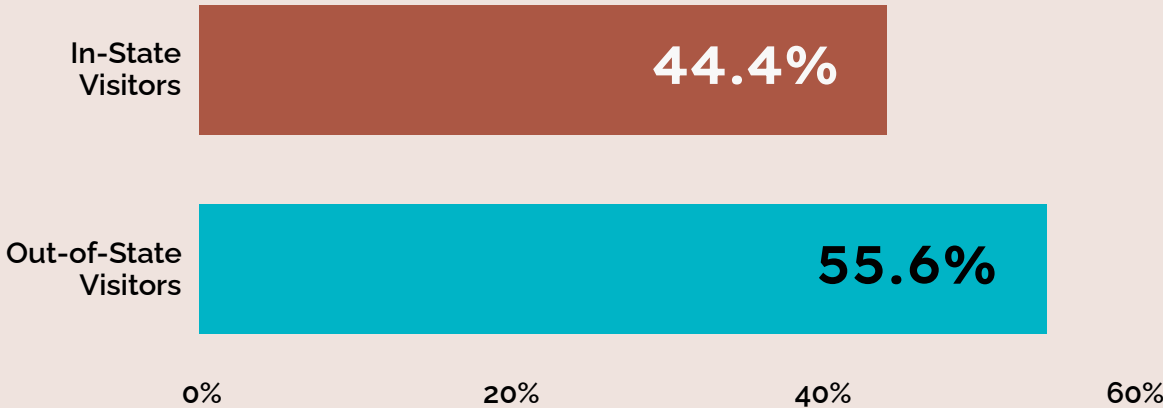
In 2024 Austin attracted visitors from the following countries

- Australia
- Brazil
- Canada
- France
- Germany
- India
- Japan
- Mexico
- Saudi Arabia
- South Korea
- United Arab Emirates
- United Kingdom

Source: Zartico Geolocation Data

In-State vs. Out-of-State Spending in Austin

Source: Zartico Spend Data, Zartico Geolocation Data





Austin's Top 10 Visitor Spending Markets

Source: Zartico Spend Data, Zartico Geolocation Data



40%
of Business-related
Travelers Extended their
Stay for Leisure
(National average is 15%)

Source: Future Partners Austin Visitor
Profile Study 2024

Top Austin Activities

Source: Future Partners Austin Visitor Profile Study 2024



LOCAL DINING
(64%)



**SHOPPING
(MALLS)**
(41%)



**SHOPPING
(BOUTIQUES)**
(39%)



**BARS &
NIGHTCLUBS**
(32%)



CITY PARKS
(29%)



MUSEUMS
(25%)

VISITOR QUOTES

In 2025, Visit Austin partnered with Future Partners to conduct its inaugural Visitor Profile Study. We're pleased to share a collection of insights from the 2024 online surveys, offering a glimpse into recent visitor experiences in Austin.

"Besides the food and all the great things to do in Austin I would say how friendly the people are. Not use to that where I'm from."

"Austin is a really very special place that my family and I loved so much, we had such a swell time seeing and visiting these historical perspectives of Austin. These trip memories will stay with me and my family for a long time. We'll be back, surely."

"Austin has some of the most phenomenal live bands ever, on 6th Street in Austin you could find something to do every night all genres of music are covered, the people out there are so culturally diverse. I just enjoy Austin, the food, drinks, and music! Austin is for sure one of the best places to go to have a good time with your significant other."

"Getting to experience the great food! That was the highlight of the trip. Texas BBQ really is the best."



Convention Center Redevelopment & Destination Updates

In anticipation of the Austin Convention Center closure in March 2025, the Visit Austin team has been actively preparing to promote and sell the city to potential meetings and convention groups during the redevelopment years. Anchored by the tactics outlined in the 25-30 Strategic Plan developed in Fall 2023 to help mitigate the loss of Convention Center room nights during the redevelopment and increase overall hotel activity over the next 10 years during a significant period of transformation, key strategies include:

- Increasing in-house business for hotels
- Booking campus-style / mini-wides
- Driving more sports bookings
- Developing a year-long advertising campaign
- Developing a citywide sales strategy to secure post-expansion Convention Center groups

While full implementation of these strategies is dependent on supplemental Austin Tourism Public Improvement District funding, these tactics have guided our team in FY 23/24 and the current fiscal, FY 24/25. Key milestones in FY 23/24 include:

- Achieved 118% of Total Room Night goal and 110% of Convention Center Room Night goal
- Had largest production ever of in-house (meeting booked not using the Convention Center, but using Hotel Ballrooms and/or other venue space) business – representing 85% of total Room Nights, up from 75% in FY 22/23 and 63% in FY 21/22
- 85% of Definite Room Nights booked within the next 36 months (hotel rooms utilized for confirmed meetings with arrival date within the next 36 months)
- 35% of Definite Room Nights booked in need times (defined as dates with historically and forecasted low hotel occupancy rates throughout the year, typically during summer, winter and holiday dates)
- Booked 10 mini-wide style events

These results reflect a shift in Visit Austin's strategic efforts to bring more in-house business, successfully market the mini-wide concept of leveraging multiple venues to meeting planners and drive visitation to Austin during the closure years.



2025-2026 Objectives

Increase Visitation & Spending

As a core goal, the team will continue to increase demand in Austin for hotel rooms, attraction visits, package tours, retail shopping, the frequenting of bars and restaurants, experiencing Austin's culture and heritage offerings, and activities that positively impact the local economy.

Amplify Austin's Reputation

Visit Austin will reinforce the Live Music Capital of the World® brand through a variety of strategic sales and marketing programs. Although Austin's destination appeal goes beyond live music the brand successfully keeps Austin top-of-mind among potential visitors.

Promote Local Businesses

Visit Austin will continue to support and spotlight local businesses via a robust multi-channel approach, including VisitAustin.org and the Austin Insider Blog, the Austin Visitor Guide, the Austin Visitor Center, Visit Austin's official social media accounts, paid media programs, PR outreach, site visits, group referrals and more.

Boost Meetings Travel

The organization will serve as the primary booking entity for the Austin Convention Center and build demand for campus-style events during its closure between 2025 - 2029. In turn, these bookings will increase demand for hotels, restaurants and more.

Recruit Sports Events

Visit Austin will play a key role in booking sporting events to Austin through the activities of the Sports Commission.

Champion Austin as a Welcoming Destination

Visit Austin will use its platforms and programs to represent Austin's wide range of experiences and also reflect a broad range of travelers we seek to welcome to the destination.

Attract Filmmakers

Visit Austin will champion the economic viability of Austin's growing film industry through the activities of the Austin Film Commission, while maintaining a strong relationship with the local film community.

Drive Media Exposure

Visit Austin will secure national and international media exposure, resulting in millions of valuable impressions for our unique attractions, natural environment, rich history, and unique culture.

Expand Air Service

Visit Austin will continue to work in cooperation with Austin-Bergstrom International Airport, the Greater Austin Chamber and other local stakeholders to solicit and maintain air service to the city.

Cultivate Strategic Alliances

Visit Austin will foster strategic partnerships and agreements with hospitality, corporate and industry partners to enhance the organization's budget and efforts.

A photograph of a bar interior. The ceiling is made of ornate, square, reddish-brown tiles. A neon sign with the words "ALRIGHT, ALRIGHT, ALRIGHT," in a stylized, bubbly font is mounted on a dark wood-paneled wall. The sign is illuminated with a warm, orange-red light. Below the sign, there is a dark doorway or window. The overall atmosphere is dimly lit and cozy.

ALRIGHT,
ALRIGHT,
ALRIGHT,

PLAN OF ACTION



Going into year one of the Austin Convention Center closure, our strategies are focused on maximizing immediate impact across meetings, sports and leisure visitation to grow hotel revenues and ensure destination resilience during this unprecedented time.

The establishment of the Austin Tourism Public Improvement District (TPID) offers the local tourism industry an unparalleled opportunity to increase demand for visitation to Austin and the economic impact through enhanced funding for marketing and sales to attract more group meetings, conventions, business and leisure travel. FY 25/26 will be the first full fiscal-year Visit Austin will operate funding sources from Hotel Occupancy Taxes (HOT) and supplemental TPID funding.

Leveraging Hotel Occupancy Tax funding, Visit Austin will deploy proven marketing strategies across the organization's departments, prioritizing brand health, innovation and peak performance during critical need times.

With a key focus on increasing hotel activity, the TPID enables our team to invest in new and necessary initiatives, increase investment in proven and scalable efforts and allow Visit Austin to have a more evergreen marketing presence that is not possible with HOT funding alone.

Together, these funding sources enable us to execute and expand on the tactics in the Plan of Action to maintain Austin's position as a premier leisure meetings and leisure destination, and meet our contracted goals and objectives.

Marketing Communications

Visit Austin's Role

The multidisciplinary Marketing Communications department delivers targeted messaging and creates awareness about Austin to consumers, media, meeting professionals, travel trade professionals and the hospitality industry through a variety of integrated strategic efforts.

Strategic Initiatives

Our integrated marketing strategy for FY 25/26 will leverage a mix of paid, owned, and earned channels promoting Austin as a premier travel destination driving leisure and group visitation. For the health of our destination's brand, marketing tactics will balance brand with performance efforts to drive hotel night bookings. Based on insights from FY 24/25 campaigns, the Visit Austin marketing and communications teams will expand our reach through broader domestic audience targeting, a dedicated meetings campaign, renewed focus on key and emerging international markets, enhanced experiential programming and continued editorial coverage generation across domestic and international media.

Planned Activities in 2025-2026 Include:

- Develop and deploy a year-round marketing campaign, tapping into new travel motivators to reach new audiences and markets.
- Align media tactics with key planning windows, prioritize high-performing markets, and optimize timing to drive incremental visitation and maximize paid media impact.
- Refine media audience of the Curious Urban Traveler Profile leveraging learnings from the 2024 Future Partners Visitor Profile Study and FY 24/25 campaign performance.
- Launch a refreshed leisure advertising campaign in 2026 including updated creative assets across digital and video.
- Maintain Austin's appeal as a premier meetings destination with a dedicated meetings & trade campaign, designed to market Austin now with compelling messaging during the Austin Convention Center closure and after the reopening of the new building.
- Produce new culinary content to support local restaurants and Austin's recognitions in the Texas MICHELIN Guide.
- Launch website redesign of VisitAustin.org and evolve organic content programs including the Austin Insider Blog, eNewsletter series, and Austin Visitor Guide.
- Develop targeted niche marketing campaigns to complement larger brand advertising efforts.
- Inclusion in Travel Texas & Partners campaign to launch in the UK and other key European markets throughout FY 25/26.
- Strengthen our influencer marketing program with niche creators in the travel and lifestyle space.
- Expand Visit Austin's video-first social media strategy and production across high-performing channels.
- Leverage data partners and industry research around evolving travel interests to look for new content opportunities and reach new audiences.
- Organize and conduct familiarization tours with pre-qualified media and influencers to develop media awareness and editorial coverage of Austin's cultural, historical and unique products and attractions.



Tourism Marketing

Visit Austin's Role

The Tourism department promotes the Austin travel product to domestic and international markets through strategic activities. The department also works with Austin-Bergstrom International Airport in maintaining and increasing air service to the city.

Strategic Initiatives

During the Austin Convention Center closure, Leisure travel represents an area of strategic growth for our hospitality partners to increase visitation to Austin. The Tourism department will continue to focus on high-value in-person meetings and marketing and promotion to travel trade to increase product packaging. We will evaluate partnership opportunities with Travel Texas, Brand USA and U.S. Travel Association to ensure Austin is top-of-mind in state and national campaigns deployed by our partners globally. With new and returning flights in FY 25/26, we will evaluate marketing opportunities to maintain air service. We will continue contracts with international-based representation to assist with ongoing marketing and flight service activities in the UK, Europe, Canada, Mexico and Latin/Central America.

Planned Activities in 2025-2026 Include:

- Following our activities at the U.S. Travel Association's IPW, the largest international inbound travel show, held in Chicago in June 2025, we will evaluate those leads to develop packaging and editorial coverage of the destination.
- Establish deeper presence in Latin America with in-market representation growing visitation via travel trade and media.
- Capitalize on Austin's proximity to host cities during the 2026 FIFA World Cup and position Austin as a key destination for international visitors during this highly anticipated travel event to the United States.
- Promote Austin as a luxury destination, targeting top international markets to highlight Austin's growing luxury offerings – high-end hotels, shopping and dining and sports.
- Host a series of trainings for local hotels, tour companies and attractions about how to maximize international tourism opportunities.
- Partner with local operators to develop products that meet the needs of international visitors and increase the number of Austin products (hotels and air service) featured in international travel trade packaging.
- Continue to work with the Austin-Bergstrom International Airport to maintain and secure new air service. Focusing on international inbound air service, work with airlines to advertise and promote the routes in conjunction with our destination to consumers, media and travel trade.

Film Commission

Visit Austin's Role

The Austin Film Commission markets Austin and the Central Texas region to media production industry professionals. This includes network/studio executives, producers, and independent filmmakers. The department works to attract feature films, television series, and commercial productions to the Austin area and provide value and guidance to projects filming in the city. This support helps create jobs for local crew and vendors, positively impacts area businesses through spending, offers organic promotion of the destination, and generates room nights.

Strategic Initiatives

The Austin Film Commission is committed to promoting Austin as a top global destination for filming through a series of targeted marketing initiatives and strategic partnerships. We will collaborate with local and regional partners to streamline processes to ensure a film-friendly environment in Austin.

Drive awareness of recently passed legislation and increased funding with the Texas Moving Image Industry Incentive Program (TMIIP), which is vital for attracting film and television productions to our area. Alongside these efforts, the Austin Film Commission will also work to increase engagement with stable industry sectors, such as commercials, that do not depend on incentives. This will diversify the types of productions taking place locally and bolster the overall resilience of Austin's film industry.

Planned Activities in 2025-2026 Include:

- Spearhead targeted Los Angeles missions focused on client development with industry decision makers, network/studio executives and production companies with potential Austin projects.
- Partner with the City of Austin to grow local awareness of ways to engage in the film ecosystem and the industry's benefits to the Austin area economy.
- Host familiarization tours, bringing potential clients to scout filming locations in Austin and surrounding communities, as well as facilitate meetings with local vendors, facilities, and crews.
- Participate in trade shows, festivals, and promotional events to network with independent filmmakers and key industry decision makers at networks/ studios, and larger promotional events. This includes participating in longstanding partnerships with industry vendors, hotel partners and in-state Destination Marketing Organizations to co-op on larger scale marketing activations.
- Strategically market Austin as a film, television, and commercial production hub, creating impactful advertising, PR and social media campaigns to engage filmmakers and raise awareness of Austin as both a media production business and leisure hub.
- Work with Texas Media Production Alliance (TXMPA), industry advocates, and stakeholders to push for more competitive incentives to further grow Austin's media production business.
- Support productions filming on-the-ground in Austin to ensure the city's reputation as a film friendly destination, garnering return and future business.
- Promote film tourism and market established, industry-leading local film and television festivals that bring visitors to Austin and also give a stage to emerging filmmakers whose work will promote Austin as a media production hub.

Music Marketing

Visit Austin's Role

Markets Austin's music attractions and musicians to incoming visitors, meeting planners, conventions and media, and identifies opportunities to highlight the local music community.

Strategic Initiatives

The Music Office will continue to identify opportunities to promote local Austin musicians, venues, attractions and partner with festival organizers to extend audience reach and promote Austin as the Live Music Capital of the World® to visitors.

Planned Activities in 2025-2026 Include:

- Feature Austin musicians in owned Visit Austin activations, which are sponsored and branded events with onsite engagement with leisure and/or meetings audiences.
- Collaborate with the Sales team to incorporate Austin musician performances into client events.
- Support the Destination Services department with music commitments to to elevate the meetings and convention attendee experience.
- Partner with the Marketing team to create and integrate digital content and event programming that highlights Austin's music scene.
- Improve the user experience of Visit Austin's music website pages, enhance live music content on VisitAustin.org, and explore partnerships for dedicated music-focused campaigns.



Convention Sales

Visit Austin's Role

The Convention Sales department actively promotes Austin both nationally and internationally to meeting professionals. The city's hotels, meeting and entertainment venues, small businesses, and the Austin Convention Center all experience significant economic benefits when conventions are hosted in our community.

Strategic Initiatives

Visit Austin will continue to drive high-impact revenue for our hospitality community during the Convention Center closure and post expansion. We will focus on increasing business during critical need-times, which are defined as periods during historically and forecasted low hotel occupancy rates. For FY 25/26, these dates are November - December 2025; January - President's Day 2026 (February 16) and the last two weeks of June - Labor Day (September 7).

Planned Activities in 2025-2026 Include:

- Sales team to target and maximize short-term, multi-hotel/venue group opportunities with a focus on booking business during the Convention Center closure.
- Deepen partnerships with industry associations to deliver more visibility for Austin among key meetings and event stakeholders.
- Develop a citywide sales strategy to secure post-expansion Convention Center groups.
- Strategically solicit and convert definite groups that can fill need-time dates for the city, including the Convention Center closure time frame and summer.
- Create a robust meetings incentive program that prioritizes need-time periods for short-term and long-term bookings.
- Increase on-the-road selling activities including trade shows, missions and client events.
- Continue to plan and execute successful customer site visits and familiarization trips of our city, resulting in more definite group room nights.





Destination Services

Visit Austin's Role

Formerly known as Convention Services, the role of Destination Services is to provide support, guidance and resources for booked meetings and conventions, to ensure the highest level of success.

Strategic Initiatives

During FY 25/26, the Destination Services team will proactively connect with booked conventions to offer assistance and support, and will customize the approach to account for Convention Center closure and logistics needed for campus-style events.

Planned Activities in 2025-2026 Include:

- Continue collaboration with Convention Sales to showcase Austin as a premier destination for meetings and events, emphasizing the city's unique culture, unique venues, and exceptional hospitality offerings.
- Focus on the influx of in-house meetings and sporting events during the Convention Center closure, demonstrating the team's capability to provide seamless and adaptable support amidst the shifting business mix.
- Strengthen partnerships with local suppliers through targeted outreach initiatives, ensuring their continued role as essential contributors to event success despite operational challenges.
- Highlight Austin's locally-owned businesses by positioning them as valuable partners for meeting planners, aligning with event needs while promoting inclusivity and local engagement.
- Implement advanced tracking to assess the effectiveness and impact of incentives, ensuring strategic decision-making during the rise in smaller events.
- Educate clients on the benefits of campus-style event setups, showcasing flexibility and the cohesive experience achieved by utilizing multiple venues across the city.
- Develop targeted follow-up campaigns with compelling incentives to increase survey participation rates, generating actionable insights to enhance client satisfaction and encourage repeat business.

Visitor Services

Visit Austin's Role

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

Strategic Initiatives

As we transition to our new permanent location at the historic Phillips Building on West Fifth Street, the Austin Visitor Center remains committed to enhancing the visitor experience through strategic marketing and operational efficiencies. The new central downtown location is projected to increase sales by attracting hotel guests and other travelers in a more convenient location that appeals to tourists.

Our goals for FY 25/26 include leveraging advanced marketing tools and software to streamline visitor services, maintaining high customer satisfaction, and maximizing the usage of our new space to boost visitation and revenue. Key strategic focuses will center on integrating Austin's local cultural offerings into all products and services, driving more revenue through rentals of the enhanced meeting space, broadening our tour offerings, building a new brand for the coffee shop 5th & Brew, and optimizing visitor engagement during off-peak times.

Planned Activities in 2025-2026 Include:

- With an enhanced meeting space in the new building, plan more live music events in store, such as Local and Live and pop-up shops to showcase local vendors.
- Drive awareness and retail sales at the new coffee shop, 5th & Brew.
- Increase product offerings for visitors from local artisans and businesses.
- Continue to outreach and build relationships with local vendors and makers to feature at the store.
- Drive incremental revenue through rentals of the new meeting space within the Visitor Center.
- Work closely with marketing to develop strategies to drive more business to the Visitor Center during slower seasons and mid-week.
- Offer opportunities for staff to experience new, local tourism-focused businesses, attractions and tours to better serve our customers.
- Research and evaluate additional tours to broaden our tourist's experience at the Visitor Center.
- Offer heritage and a Black History Tours weekly.



Sports Commission

Visit Austin's Role

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

Strategic Initiatives

During FY 25/26, the Austin Sports Commission will continue to engage more dynamically with the market through a series of initiatives. These include participating in industry trade shows, conducting sales missions, leveraging local events, and forming partnerships with existing events to enhance our visibility to reach new potential clients. Our focused efforts are designed to not only surpass our targets for room nights and leads but also to sustain and accelerate growth in the sports market.

Planned Activities in 2025-2026 Include:

- Strive to exceed room night production from what was produced in FY 24/25.
- Identify and target new sporting events alongside large sports venue partners in Austin to fill non-peak times.
- Maximize the usage of the Event Trust Fund to secure additional sporting events.
- Drive media exposure and promotional value for the Visit Austin brand with opportunities through sports events in Austin that include broadcast, traditional media and other event pre-promotion.
- Provide best-in-class service for events hosted in Austin during FY 25/26, ensuring every experience is exceptional so that organizers consider bringing the event back to Austin.
- Continued utilization of new tradeshow activation, both locally and nationally, to help strengthen the Austin Sports Commission brand as a "Driving Force in Sports."

Strategic Alliances

Visit Austin's Role

The Strategic Alliances department serves as the primary clearing house for all hospitality, corporate and industry partnerships and agreements.

Strategic Initiatives

In FY 25/26, the Strategic Alliances department will focus on three core priorities to strengthen Visit Austin's impact and sustainability: expanding private revenue and in-kind contributions to support organizational initiatives, elevating Austin's visibility through high-impact partner and client engagements, and deepening strategic industry alliances to unlock new opportunities and amplify the city's brand presence. Together, these priorities aim to diversify funding, enhance market positioning, and build long-term value for Visit Austin, its partners, and Austin's broader meeting and tourism industry.

Planned Activities in 2025-2026 Include:

- Proactively cultivate partnerships with both traditional (hospitality) and non-traditional (tech, consumer goods, entertainment) sectors.
- Develop a tiered partner engagement model with differentiated benefits to attract new categories of sponsors to diversify and grow revenue streams to support Visit Austin's strategic initiatives and lessen budget expenditures.
- Formalize a corporate giving and in-kind contribution program, targeting local and regional companies aligned with Austin's creative brand.
- Increase destination representation at national and international trade shows, client events, and sales missions.
- Build co-branded client experiences with major partners to drive awareness and affinity in priority markets.
- Align event activation and sponsorship opportunities with key Visit Austin campaigns to reinforce brand messaging.



FY 2025-2026 VISIT AUSTIN ACTIVITIES

October 2025

Austin City Limits Music Festival
Austin Film Festival
Formula One United States Grand Prix
Brand USA Travel Week U.K. & Europe 2025
IMEX (Worldwide Exhibition for Incentive Travel, Meetings, and Events) America
World Routes
Visit Austin DFW Sales Mission
American Society of Association Executives (ASAE) Fall Retreat
Visit Austin Southeast Sales Mission
Travel, Events and Management in Sports (TEAMS) Conference
PCMA (Professional Convention Management Association) Exhale

November 2025

Visit Austin Foundation/Austin Sports Commission Thanks Fore Giving Fundraiser
Conference Direct CD Forum
Austin Jewish Film Festival
CREW Destination Celebration
Etherio
ASAE Partnership Summit & Leaders Retreat
National Coalition of Black Meeting Professionals
PCMA Fashion Show and Bowl-a-Thon

December 2025

International Luxury Travel Marketplace
International Association of Exhibitions and Events (IAEE) Expo! Expo!
Texas Society of Association Executives (TSAE) Holiday Luncheon & Board Dinner
Financial & Insurance Conference Professionals (FICP) Annual Meeting
Association Forum Holiday Showcase
Conference Direct CEO Forum
Marriott CPC (Corporate Professionals Conference)
Visit Austin Chicago Holiday Client Event

January 2026

PCMA Convening Leaders
Event Service Professionals Association (ESPA)
Free Week - Red River Cultural District
FICP Winter Symposium
Brand USA Mexico Sales Mission

February 2026

Texas Travel Industry Association Unity Conference
TSAE Women's Summit
Destinations International Marketing & Communications Summit
Meet NY/Northeast CVB Reps Lunch

March 2026

SXSW
Meetings Industry Council (MIC) of Colorado
Destinations International Showcase
Meeting Professionals International (MPI) NCC - Annual Conference Experience (ACE)
PCMA Awards & Association Forum - Women's Executive Forum
ConferenceDirect Annual Partner Meeting
ITB (Internationale Tourismus-Börse) Berlin
NASCAR Customer Event

April 2026

Simpleview Summit
Association of Film Commissioners (AFCI) Week
Mack, Jack & McConaughy (MJM) Customer Event
SportsETA (Sports Events and Tourism Association) Symposium
Business Events Week - Visionary Awards/PCMA Fashion Show
Destination Celebration Minneapolis
Indie Meme Film Festival
Destination Celebration Kansas City
TSAE Open
Spurs and/or MotoGP Customer Event

May 2026

HelmsBriscoe Annual Conference
U.S. Travel Association IPW
Hot Luck Festival
Visit Austin Local Customer Appreciation Event
DC Sales Mission
Give Back Gig
National Travel & Tourism Week
IMEX Frankfurt
IAEE Women's Leadership Forum
Northeast Sales Mission
Chicago Sales Mission
Brand USA Canada Connect Mission

June 2026

PCMA EduCon
Summer Experiential Activities
ATX TV Festival
Austin Asian American Film Festival
Cine Las Americas
Visit Austin West Coast Sales Mission
Meeting Planners International (MPI) WEC (World Education Conference)
Cvent Connect
Customer Advisory Board Meeting
Maritz Elevate
FICP Summer Conference

July 2026

Travel Texas Media Mission
Visit USA Week - UK
Destinations International Annual Conference
Summer Experiential Activities
Corporate Event Marketers Association (CEMA) Annual Meeting
TSAE Meeting Planner Power Lunch
Southeastern Conference (SEC) Media Days
Brand USA Asia Mission
Colorado Springs Sales Mission

August 2026

Celebrate Services Week
Educational Seminar for Tourism Organizations (ESTO)
ASAE Annual Meeting
Maritz Activate Conference
Connect Sports Conference
ConferenceDirect CDX

September 2026

Fantastic Fest
TSAE New Ideas Annual Conference
ASAE CEO Conclave
Visit Austin Annual Meeting
PCMA Partnership Summit
Dine with Destinations and PCMA

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

VISIT AUSTIN KEY ACTIVITIES 101

Below is an overview of the key travel and tourism industry organizations and events the Visit Austin team participates in throughout the year.

American Society of Association Executives (ASAE)

ASAE is the premier source of learning, knowledge, and future-oriented research for the association and nonprofit profession.

Association of Film Commissioners International (AFCI)

AFCI is the only global non-profit professional organization representing city, state, regional, provincial and national film commission members on six continents.

Association Forum

Association Forum is the hub for the large, yet close-knit Chicagoland association industry. The organization has more than 2,500 members that represent more than 44,000 association professionals from nearly 1,600 Chicago organizations. These organizations serve 27 million individual members, have 9 million donors and generate \$10.3 billion annually in economic impact.

Brand USA

Brand USA, the nation's destination marketing organization, is committed to promoting the United States as a premier travel destination and providing international travelers with information about U.S. travel policies. Their core strategies that work to increase international visitation, spend, and market share for the United States include consumer-focused USA Campaigns, trade outreach, and cooperative marketing programs that, in total, promote the United States in its entirety while adding and creating value for state and city destination marketing organization partners.

Corporate Event Marketers Association (CEMA)

CEMA advances strategic event marketing and marketing communications for senior-level event marketers and industry professionals. As a premier event in event marketing and management, CEMA Summit brings together visionaries, industry leaders, and innovators for an extraordinary journey of discovery and growth.

ConferenceDirect

Founded in 1998, ConferenceDirect is a global partner for meetings and events. ConferenceDirect offers hotels, destination marketing organizations, and vendors in the hospitality industry opportunities to connect with our associates who plan thousands of meetings and events annually.

Connect

Connect is an operator of B2B events and trade shows for meetings and event professionals with suppliers. Their events target meetings and events professionals to offer attendees location-specific one-on-one meetings, educational content and networking.

Cvent

Cvent is the largest event and hospitality technology company in the world. The platform offers hoteliers and suppliers direct access to more than \$16 billion in events business that is sourced each year through Cvent. The Cvent system optimizes marketing, sales, and operations for properties and destination marketing organizations with more than 120,000 event planners.

Destinations International (DI)

DI is the association which advocates for the international travel industry, and provides education, research and networking opportunities for industry professionals and members.

Educational Seminar for Tourism Organizations (ESTO)

U.S. Travel Association's ESTO is a leading national forum where destination marketing professionals at the state, regional and local levels can walk away with critical tools, tips and information to help them better market and grow their destinations.

Event Service Professionals Association (ESPA)

For 30 years, ESPA has represented event service professionals from destination marketing organizations, hotels and convention centers from across North America. ESPA advocates for the role and impact event service professionals have on the success of events and of destinations, hotels and convention centers.

VISIT AUSTIN KEY ACTIVITIES 101

(Continued)

Financial & Insurance Conference Professionals (FICP)

FICP is a community of financial services and insurance industry meetings and events professionals dedicated to developing members, and advocating the positive impact and value of their work. They elevate the profession by leveraging partnerships and our members' collective skills and experiences to create purposeful interactions for its stakeholders.

HelmsBriscoe

HelmsBriscoe is a global leader in hotel site selection and the placement of meetings and events. They support meeting planners by streamlining the RFP process.

IMEX

IMEX stands for Worldwide Exhibition for Incentive Travel, Meetings, and Events. They hold domestic international conferences that bring together more than 10,000 buyers and suppliers from the global business events community. Each year, events in the United States and Germany bring together exhibitors from hotel groups, event technology providers, convention bureaus, airlines to event management agencies... and many more.

International Association of Exhibitions and Events (IAEE)

IAEE is the leading trade association for the global exhibitions and events industry. Today, IAEE represents more than 12,000 individuals in over 50 countries who conduct and support exhibitions around the world.

International Luxury Travel Marketplace (ILTM)

ILTM has an extensive network of hand-picked luxury travel advisors and hosts global flagship events in Cannes, Asia Pacific, Latin America, North America and Africa. These events include bespoke appointment programs and networking sessions.

Maritz Global Events

Maritz is an experience design company that provides event consulting, strategy and design services. They partner with meeting and event industry professionals to design and deliver face-to-face, digital and hybrid experiences for clients and their guests.

Meetings Industry Council (MIC) of Colorado

This is a member organization that fosters the growth of the meetings and events industry in Colorado.

Meeting Professionals International (MPI)

MPI strives to lead the world in education, networking and innovative solutions that advance not only the meeting and event industry, but the careers of the professionals in it. Through MPI's global network of local chapters, it activates, educates, supports and connects the connectors — people who are passionate about bringing people together.

National Coalition of Black Meeting Professionals (NCBMP)

Founded in 1983, NCBMP is a non-profit organization dedicated primarily to the training needs of African American meeting planners. The organization is committed to the improvement of the meetings, conferences, exhibitions, and conventions they manage. Since its founding, NCBMP has made a significant impact in the hospitality community by identifying the sizable purchasing power and impact of the African American convention.

Professional Convention Management Association (PCMA)

PCMA is a professional organization for business events strategists, providing senior-level education, networking, and market intelligence for the global business events industry. It has more than 8,400 members, and branches in 37 countries located in North America, Europe, Asia, the Middle East, Australia and New Zealand.

VISIT AUSTIN KEY ACTIVITIES 101

(Continued)

Simpleview Summit

Simpleview Summit, an annual conference for online tourism marketing and sales for destination marketing organizations.

SportsETA Symposium

The Sports ETA Symposium is the annual meeting of the Sports Events & Tourism Association, the only non-profit 501(c)3 association for the sports events and tourism industry in the United States. The Symposium features dozens of education sessions, countless networking opportunities, and business development appointments in the Sports Marketplace, all to help our members produce measurable ROI for their organization, elevate their sports events, and improve the quality of life in their destinations.

Southwest Showcase

Southwest Showcase is the premier event for those in meetings, education and exhibits. The event is designed for CEOs, meeting planners, education directors, exhibition managers and other support staff from associations, government entities and corporations. It provides them with the opportunity to receive professional development and meet with suppliers who can address their meeting and event needs in one day, at one place.

Texas Association of Convention & Visitors Bureaus (TACVB)

TACVB connects destination organizations and tourism partners to the best in professional development, timely industry resources, and opportunities for collaboration and networking. TACVB provides its members with peer-to-peer idea exchanges, tips on increasing reach through new technology, and tools to meet the changing demands of meeting planners and tourists to the great State of Texas.

Texas Society of Association Executives (TSAE)

TSAE has more than 1,100 association professionals who represent Texas-based associations and societies as well as corporations and firms that provide services to associations. TSAE serves association professionals by creating strong connections – to peers, information, resources, inspiration and innovation – to advance careers and organizations.

Texas Travel Alliance (TTA)

TTA is the primary advocate and voice for the Texas Travel industry, representing membership of Texas travel destinations, accommodations, attractions, transportation and support businesses. TTA strives to offer its members and their employees industry-leading education and professional development, while advocating to strengthen travel in Texas.

Travel, Events and Management in Sports (TEAMS) Conference

TEAMS is the world's leading conference and expo for the sports-event industry. Launched in 1998, TEAMS attracts more than 1,000 attendees including CEOs, executive directors and event managers from sports organizations as well as representatives from sports commissions and convention bureaus, corporate sponsors, event suppliers and other hospitality industry opinion leaders.

U.S. Travel Association IPW

U.S. Travel's IPW is the leading international inbound travel trade show, with past IPWs driving \$5.5 billion in future travel to the United States, and securing America's position as a foremost global travel destination. Held in a different U.S. city each year, IPW provides a cost-effective, in-person platform to conduct business, build relationships and fortify connections around the world. At IPW, travel buyers (including international tour operators, wholesalers and receptive operators) meet face to-face with sellers of U.S. travel product (representing accommodations, destinations, attractions, retail, transportation companies and more).

World Routes

World Routes brings together airlines, airports and aviation stakeholders from across the world to build air services and global economic growth. This event creates a platform for conversations between senior network planners that will define the industry's global future.

ORGANIZATIONAL GOALS

This chart reflects Visit Austin's annual goals. Due to changing market conditions, Visit Austin will continually evaluate organizational goals and adjust if necessary.

	Goals	FY 23/24 Goals	FY 23/24 Results	FY 24/25 Goals	FY 24/25 Results Oct - April	FY 25/26 Goals*
Convention Sales	Total Sales Room Night Production	540,000	635,204	636,000	416,935	636,000
	Total Room Night Production (HOT hotels only)	495,000	582,972	620,100	390,174	636,000
	Convention Center/Class A Room Nights *	84,000	92,684	126,000	83,022	126,000
	Lead Room Night Production	3,600,000	4,209,775	4,290,000	2,407,855	4,290,000
	Sales Group Leads Sent	3,900	4,158	4,200	2,235	4,200
	Total Sports Room Night Production	108,000	130,578	132,000	88,624	132,000
Tourism	Sports Group Leads Sent	90	143	144	77	144
	Tourism Product Placement	75	112	75	62	75
	Tourism Destination Training	700	1,200	900	1,248	1,000
Dest. Services	Tourism Partner Leads	500	520	500	395	500
	Meetings Serviced	2,500	3,263	3,000	1,903	3,000
	Supplier Referrals and Leads	725	1,094	950	625	950
	Meetings with Local Business Suppliers	165	180	200	110	200
Music	Post-Convention Survey Results	95%	100%	95%	92%	95%
	General Music Inquiries	580	770	600	448	585
Marketing & Media	Confirmed Artist Bookings	100	182	125	74	120
	Media Outreach and Press Releases/Pitches	3,000	6,131	5,000	5,199	5,250
	Media Circulation/Viewership /Impressions	150,000,000	261,728,189	157,500,000	187,725,832	165,375,000
	Web Page Views	13,950,000	17,890,935	13,950,000	8,084,760	N/A - removing
	Unique Website Visitors	5,253,000	6,805,017	4,867,000	2,875,012	N/A - removing
	Paid Media Attributed Hotel Room Night Searches **	N/A	N/A	N/A	N/A	600,000
	Engaged Website Users (%) ***	N/A	N/A	N/A	N/A	65%
	Visitor Guide Fulfillment	61,800	71,550	70,000	33,020	70,000
Film	General Events	6	8	6	3	6
	Film Production Packages Fulfilled	70	161	75	129	100
	Film Production Starts	30	62	30	62	50
Visitor Center	Film Production Days	400	745	400	625	550
	Visitors to Austin Visitor Center	197,000	205,485	197,000	116,961	197,000
	Phone Calls/Email Inquiries	20,200	20,181	20,200	10,571	20,200
	Historic Talks and Tour Participants	1,421	1,078	1,000	779	1,000

*Flat Austin Convention Center goal reflects the announcement of the Austin Convention Center closing in Spring of 2025.

**Paid Media Attributed Hotel Room Night Searches are dependent on investment in Adara Impact, a media attribution and reporting platform. This estimate is based on final advertising campaign performance from FY23/24 and projections for total attributed advertising spend in FY25/26.

***The percentage of engaged sessions (Engaged sessions divided by sessions) as defined in Google Analytics.

SUPPLEMENT



VISIT AUSTIN TEAM

Visit Austin Office

111 Congress Avenue, Ste. 700, Austin, TX 78701
Main: 512-474-5171 | Toll Free: 1-800-926-2282
www.VisitAustin.org

Administration

Pressley	Bean	Human Resources Specialist
Gloria	Gonzalez	Finance Manager
Julie	Hart	Vice President & CFO
Heather	Lang	Director of People & Culture
Kim	Livingston	Office Manager & Receptionist
Holland	Millham	Director of Executive & Board Operations
Tom	Noonan	President & CEO
Gina	Palmertree	Director of Finance
Rickey	Palmertree	Operations Manager
Brad	Watts	Director of Information Technology

Marketing, Communications, Music, Film & Tourism

Megan	Andrews	Graphic Design Coordinator
Lauren	Brown	Marketing & Social Media Specialist
Christine	Felton	Director of Digital & Content Marketing
Brian	Gannon	Sr. Director of the Austin Film Commission
Kinsey	Gwinn	Marketing Coordinator
Shelley	Hall	Vice President of Marketing
Tiffany	Kerr	SVP & Chief Marketing Officer
Alison	Lamell	Tourism Marketing Manager
Kim	LeBlanc	Film Marketing Manager
Jenna	Livingston	Marketing Manager, Digital & Content
Omar	Lozano	Director of Music Marketing
Wesley	Lucas	Director of Communications
Emily	MacMullen	Graphic Designer & Multimedia Manager
Polo	Perez	Communications and Tourism Coordinator
Andrew	Vela	Marketing Events Specialist
Ashley	Zapata	Sr. Marketing & Project Manager

Strategic Alliances & Visit Austin Foundation

Tomas	Bernedo	Partner Relations Specialist
Heather	Hamilton	Sr. Partnership & Development Manager
Kathy	Wilson	Special Events Manager

Convention Sales & Austin Sports Commission

Jordyn	Almendarez	Sales Manager, Sports
Walden	Agustin	Director of Midwest Regional Sales
Angela	Ashley	Sales Manager
Jasmine	Black	Sales Manager
Shannon	Cannon	Sr. Director of Texas Accounts
Christine	Cramer	Director of Market Analysis & Research
Amber	Dodge	Sales Coordinator
Jim	Doherty	Director of Eastern Regional Sales
Savannah	Easton	Sales Manager
Lindsey	Elliott	Director of West Coast Sales
Stephen	Genovesi	Executive Vice President
Marla	Grajeda	Sales Manager
Lily	Harris	Sales Event Manager
Drew	Hays	Executive Director, Austin Sports Commission
Sarah	McCabe	Director of Northeast Regional Sales
Kristen	Parker	Director of Eastern Regional Sales
Emily	Porter	Sales Coordinator
Alysia	Roden	Vice President of Sales
Maddy	Schad	Sales Events Specialist
Kelly	Thomas	Director of Sales
Alessandra	Urbina	Sales Coordinator

Destination Services

Megan	Fietz	Destination Services Manager
Sarah	McKinney	Sr. Destination Services Manager
Christina	Ogle	Sr. Destination Services Manager
Dana	Perez	Destination Services Manager
Brooke	Perry	Destination Services Coordinator
Dane	Piper	Vice President of Destination Services
Jenn	Shira	Sr. Destination Services Manager

Visitor Center | 103 East 5th Street, Austin, TX 78701

Veronica	Cavazos-Battye	Customer Experience Manager
Paige	Cox	Visitor Services Manager
Harrison	Epwright	Manager of Visitor Services/Tour Ambassador
Natalie	Pollan	Director of Retail & Visitor Services
Shelby	Ureste	Visitor Center Operations Manager
Angel	Williams	Retail Manager

EXECUTIVE COMMITTEE

Scott Blalock

JW Marriott Austin

Joe Bolash

Hilton Austin

Greg Chanon

Chanon Law

Jennifer Currier

Sonesta Select Austin North

Rob Gillette

Renaissance Austin Hotel

Cindy Lo

RED VELVET | Strong Events

Andy Loughnane

Austin FC

Joanna McCreary

W Austin

Skeeter Miller

The County Line, Inc

Tom Noonan

Visit Austin

Vijay Patel

Humble Origins Hospitality
Management

Rodney Siebels

Hitachi Vantara

Trisha Tatro

Austin Convention Center

VISIT AUSTIN BOARD OF DIRECTORS

Elizabeth Alderson

Austin Detours

Monica Andry

Greater Austin Hispanic
Chamber of Commerce

Ghizlane Badawi

Austin Bergstrom International
Airport

Dianne Bangle

Real Estate Council of Austin

Davon Barbour

Downtown Austin Alliance

Will Bridges

Antone's Nightclub

City Manager T.C. Broadnax

City of Austin

Scott Blalock

JW Marriott Austin

Joe Bolash

Hilton Austin

Tina Cannon

Austin LGBT Chamber
of Commerce

Greg Chanon

Chanon Law

Mike Culver

Fairmont Austin

Mark Duval

Greater Austin Asian Chamber
of Commerce

Rob Gillette

Renaissance Austin Hotel

Nate Hardesty

THOMPSON Austin | tommie
Austin

Tam Hawkins

Greater Austin Black Chamber
of Commerce

Cindy Lo

RED VELVET | Strong Events

Andy Loughnane

Austin FC

Beverly Magee

Four Seasons Austin

Jeremy Martin

Austin Chamber of
Commerce

David Masters

Standard Proof Whiskey
Co.

Joanna McCreary

W Austin

Skeeter Miller

The County Line, Inc

Tom Noonan

Visit Austin

Vijay Patel

Humble Origins Hospitality
Management

Dewitt "De" Peart

Downtown Austin Alliance

Council Member

Zo Qadri

City of Austin

Jim Ritts

Austin Theatre Alliance

Rodney Siebels

Hitachi Vantara

Steven Stout

Texas Society of
Association Executives

Trisha Tatro

Austin Convention Center

Jordan Uppleger

PGA TOUR

Dottie Watkins

CapMetro

Mayor Kirk Watson

City of Austin



Austin Tourism Public Improvement District Board of Directors

Alison Berg

AT&T Conference Center

Scott Blalock

JW Marriott Austin

Joe Bolash

Hilton Austin

Mike Culver

Fairmont Austin

Jeff Donahoe

Hyatt Regency Austin

Rob Gillette

Renaissance Austin Hotel

Corynn Hansen

Hampton Inn & Suites Austin
Downtown

Elizabeth Jackson

Hampton Inn South

Santosh Khanjee

Aiden Austin City Hotel

Joanna McCreary

W Austin

Joseph Pagone

Westin Domain

Andy Patel

Aloft Austin NW

Neal Patel

Extended Stay America - North
Central

Ex Officio

Denise Eisman

Austin Hotel & Lodging
Association

Tom Noonan

Visit Austin

Paul Barnes

Austin Convention Center

DRAFT



visitaustin.org

866-Go-Austin or 512-474-5171

Austin Visitor Center: 103 E. Fifth St., Austin, TX 78701

Visit Austin Admin: 111 Congress Ave., Ste. 700, Austin, TX 78701