

VISIT
Austin®



PROPOSED - 7/30/2026

MARKETING PLAN

FY26/27

TABLE OF CONTENTS

03

President & CEO's Message

04

We Are Visit Austin

05

Tourism by the Numbers

09

Tourism Outlook

13

Key Market Insights

17

Objectives

18

Plan of Action

29

26/27 Activities

35

Organizational Goals

37

Supplement



message from THE PRESIDENT & CEO

We are pleased to present the Fiscal Year 2026-2027 Visit Austin Marketing Plan.

Tourism does not just happen in Austin; it is created through intentional partnership and strategy across the community. Today, visitor spending injects \$11.4 billion into our local economy and supports more than 151,700 local jobs. This figure continues to grow and represents an increase of more than 2.5% since 2024. Looking ahead to our contract renewal with the City of Austin, Visit Austin is firmly focused on the future. Our commitment to protecting and advancing this vital industry has never been stronger.

This plan provides a strategic framework for the Visit Austin team to continue its mission of driving economic impact and supporting the long-term health and resilience of our destination. As we enter year two of the Austin Convention Center redevelopment, we are moving beyond the initial adaptation period and focusing on executing strategies that keep Austin at the forefront of the destination conversation. As traveler behavior continues to evolve, we are also optimizing our digital strategies to ensure Austin's story is discoverable as large language models and other AI tools transform how travelers find their next destination.

As the global and domestic travel landscape continues to evolve, our commitment remains unchanged. We will stay flexible, informed and relentless in championing Austin as a premier destination. We are aggressively pursuing immediate-booking opportunities through in-house bookings, sports tourism and campus-style events. The early milestones highlighted in these pages demonstrate that our strategy is working.

As we move beyond the first full fiscal year of Tourism Public Improvement District (TPID) supplemental funding, we have established always-on marketing strategies that help protect hotel revenues and keep Austin competitive on a global stage. With a clear focus on driving hotel demand and activity, the TPID enables our team to invest in these new and necessary initiatives and achieve more than \$1.7 billion in advertising-influenced visitor spend between May 2025-April 2026. The TPID provides a critical resource that allows us to invest and scale in ways that would not be possible with Hotel Occupancy Tax funding alone.

Together, these funding sources enable us to make strategic investments and execute the tactics outlined in this Plan of Action. This ensures Austin remains competitive as a premier meetings and leisure destination, helps us achieve our performance goals and creates a positive economic impact for the community.

As Austin's tourism industry navigates this period of transition, we remain focused on sustaining demand through domestic and international leisure travel and promoting the city as a top destination for film, television and commercial production. Our steadfast commitment is to support our creative industries and Austin musicians that help define our destination as Live Music Capital of the World®. The roadmap outlined in the pages ahead balances short-term revenue generation with the long-term work required to secure new business for the Austin Convention Center beginning in 2029 and beyond.

We are on the verge of expanding what Austin can be for our community and the more than 30 million people who visit each year. Guided by our boards, city leadership and community partners, we look forward to building the next chapter of Austin's tourism industry together.



Tom Noonan
President & CEO
Visit Austin



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.

Tourism doesn't happen *to* Austin – we believe it is created *for* Austin. By promoting Austin's world-class reputation and boosting tourism, Visit Austin helps 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
- 67 employees
- Founded in 1996, now in its 30th year of operation
- Accredited member of Destinations International
- Visit Austin Foundation is a nonprofit 501 (c)(3)
- Operates the Austin Visitor Center

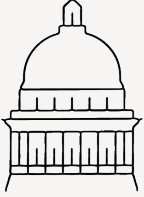


TOURISM

★ **by the numbers**

AUSTIN TOURISM BY THE NUMBERS

2025



Greater Austin

Source: Travel Texas Report 2025, Travel Texas Travel Dashboard, BLS > State and Metro Employment >

Annual Data

- **30.2 million** domestic visitors, **up 0.2% from 2024**
- **\$11.4 billion** economic impact generated from visitor spending supporting **151,700+ jobs**, generating **\$1.1 billion** in taxes and saving **\$1,603 per household in Travis County*** (refer to footnote)



Texas

Source: Travel Texas Report 2025

- **232.1 million** visitors
- **1.3 million** jobs supported by travel & tourism
- **201.8 billion** economic impact of travel



United States

Source: U.S. Travel Association, 2025

- **\$900 billion** (domestic) + **\$176 billion** (international) leisure traveler spending, representing **2.4%** of the National GDP
- **8 million** jobs directly supported by travel and **15 million** jobs supported by Travel
- **\$1.4 trillion** in direct travel spending, with **\$92 billion** in state and local tax revenue

New in 2025!



63

New Rooms Downtown



15,397

Total Rooms Downtown



493

New Rooms in Market



51,560 Total

Rooms in Market



Home2 Suites by Hilton South I-35



Four Points by Sheraton Austin Airport



Hilton Garden Inn Austin Central



Homewood Suites Austin Airport



The Inn at Green Pastures

Source: 2025 STR Global, Ltd.



Austin-Bergstrom International Airport Stats

- **21,666,852** total passenger count for 2025
- **4** new nonstop destinations and **21** new nonstop services
- Seasonal and Year-round nonstop flights from **80+** different destinations
- **1,087** live performances and spotlighting more than **2,200** bands and musicians throughout the terminal

Source: Austin-Bergstrom International Airport: Air Service 2025 Recap, Art and Music at AUS: A 2025 Rewind

*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.

#1

"City in the U.S. for BBQ"
- Yelp

#5

"Best Places to Visit in Summer"
- WalletHub

#11

"Top Meeting Destinations in North America"
- Cvent

#12

"Largest U.S. City"
- 2025 Census Bureau

#7

"Best Cities in America"
- Time Out

#1

"Friendliest City in America"
- RoughMaps

53

Total Awards & Restaurant Recognitions in the 2025 Texas VINELIN Guide

FY 2024-2025

VISIT AUSTIN BY THE NUMBERS

VisitAustin.org



4.8 Million
Unique Visitors



13.9 Million
Page Views

Media



39 Hosted Media
& Journalists

263,939,320
Media Impressions

Social Media



825,314

Total Followers on all
Accounts & Media

Music Office



112 Live Performances Coordinated

\$256,967 Paid Directly to Musicians

Austin Film Commission



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

Including: Brothers, Bad Thoughts, 1923, The Yogurt Shop Murders, Leads,
Commercials by major brands including Salesforce, HEB, Starbucks, Lowes, Target,
Verizon, Ford, Progressive, Facebook, Heineken, Remax, CVS, Dell, Lincoln, Pfizer,
Whole Foods, Toyota, Budweiser, Dodge, Clorox & many more!

Austin Sports Commission



159K+ Sports Room Nights

Including: Spurs in Austin, COPA America Tournament Matches,
NASCAR, WTA ATX Open, MLS All Star Game, Blast.TV, PBR Gambler
Days

Tourism Office



2,358 Destination Trainings
to Global Travel Trade

737 New Leads Between Local Suppliers
& Key Travel Trade Brokers

Convention Sales

751K+ Room Nights
Booked

1,018 Meetings Held

4.3m+ Lead Nights
Booked

Destination Services

210 Local Industry
Supplier Meetings

3,327 Conventions
Served

1,156 Supplier Referrals
& Leads

Visitor Services

207K+ Walk-In Visitors

\$1.19m+ In Retail Sales

50+ Local Businesses
& Artisans Sourced

ADVERTISING Effectiveness Study

Made possible by Austin TPID (Tourism Public Improvement District), Visit Austin uses SMARInsights, a leader in travel research trusted by 30 state travel offices and 75 local destination marketing organizations, to measure the effectiveness of our advertising through a methodology that accounts for the complex ways travelers make decisions. This industry-standard approach helps us evaluate and measure the true economic impact of paid media investments.

SMARInsights' methodology for measuring the impact of destination advertising relies on establishing a base rate of travel. Certainly, there would be some degree of travel, even without any paid advertising at all. Thus, not all visitation, not even all visitation by ad-aware households, is attributable to the ads alone. In this evaluation, the level of travel among unaware households is considered the base and what the area would see without the marketing campaign. Accordingly, any travel above that base by ad-aware households is what is considered influenced. As such, this is a conservative measure of influence.

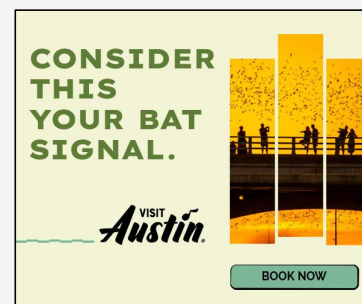
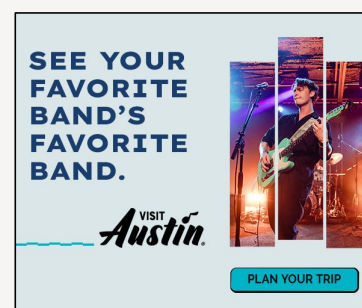
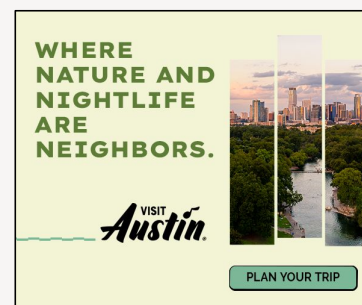
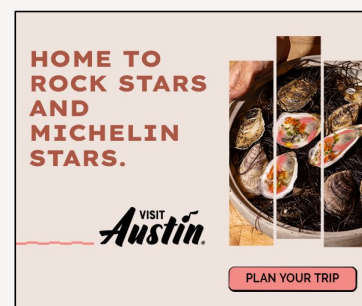
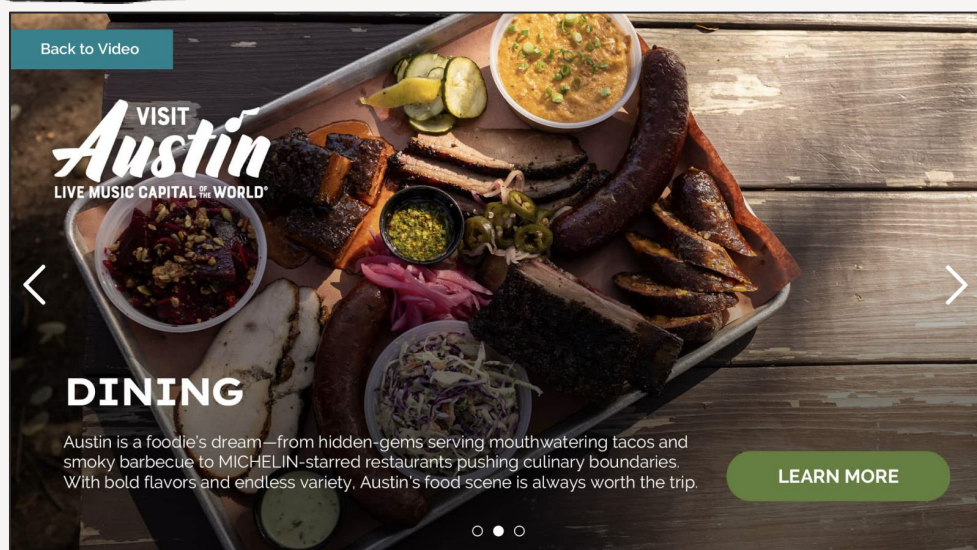
Between May 2025 - April 2026, the Visit Austin Advertising campaign has driven:

\$1.72 BILLION Advertising-Influenced Visitor Spending

\$477:\$1 Return on Investment

780,562 Advertising-Influenced Household Trips

\$2,205 Average Trip Spending across lodging & accommodations, food & beverage, retail & shopping, entertainment, attractions, tours, concerts, events, in-destination transportation and other expenses.





TOURISM

outlook

INDUSTRY LEADERS on the current landscape

Visit Austin leverages economic data and traveler insights to shape a flexible, forward-thinking marketing strategy that evolves alongside the global travel market. This includes a close watch on geopolitical shifts to ensure we remain responsive to changing travel behaviors both domestically and abroad.

Overall engagement with travel remains noticeably stronger than a year ago heading into the peak spring and summer travel seasons, though the role of high gas prices and airfare may begin to shift that landscape in the coming months.

— *State of The American Traveler, Future Partners, May 2026*

Travelers should be prioritized, not leveraged. Travel is the gateway to the American economy and Americans should not have their mobility, security or travel experience diminished because elected leaders fail to resolve their differences.

— *Geoff Freeman, President and CEO of U.S. Travel Association, March 2026*

We know uncertainty can feel like the new normal. In moments like these, as in the past, our greatest asset is our agility. Rest assured, we continue to use real-time market intelligence and performance metrics to ensure our efforts are centered on sharing a compelling invitation with the most moveable audiences. We do this while also keeping international travelers informed on current visa and entry policies.

— *Fred Dixon, CEO of Brand USA, March 2026*

national & international TOURISM OUTLOOK

Business travel, meetings & events

- The industry has hit a five-year high in optimism (**85%**), moving past "recovery" into a new era of intentional, high-interactivity gatherings.
- U.S. Business Travel spending is forecasted to reach **\$320.6 billion** in 2026, growing to **\$329.9 billion** by 2027.
- Demand is supported by projected stabilization of corporate budgets, and continued prioritization of in-person engagement.
- **69.6%** of planners use AI tools like ChatGPT to source meetings destinations.
- **Planners who use AI are more likely to value Destination Marketing Organization (DMO) services** – not less. AI users rate financial incentives (68% vs. 63%) and Request For Proposal (RFP) support (66% vs. 59%) as more important than non-AI users. Technology is augmenting the relationship, not replacing it.
- Presence at Industry Tradeshows/Events, Travel/Industry Blogs, Familiarization (FAM) Trips, and DMO Sales & Services Reps rank as the top channels and media sources meeting planners use for information about destination updates.

Sources: American Express GBT 2026 Meetings & Events Forecast; U.S. Travel Association (Fall 2025 Update), The Future of the Meetings Industry 2026, Future Partners, U.S. Travel Association Spring 2026 Travel Forecast.

Consumer & traveler insights - domestic leisure

- Domestic leisure spending is projected to reach **\$1.059 trillion** in 2026, accounting for roughly 11% of total consumer spending.
- **60.2%** of American travelers will make travel a financial priority in the next 12 months – up +1.3 percentage points compared to March 2026 and +1.7 points higher than a year prior.
- **45.1%** of luxury travelers have used an Official DMO Resources to plan a trip, compared to **34.8%** for the average American traveler.
- Travelers are expected to shift toward shorter-duration and lower-cost trips, including regional and drive markets, in response to greater costs.

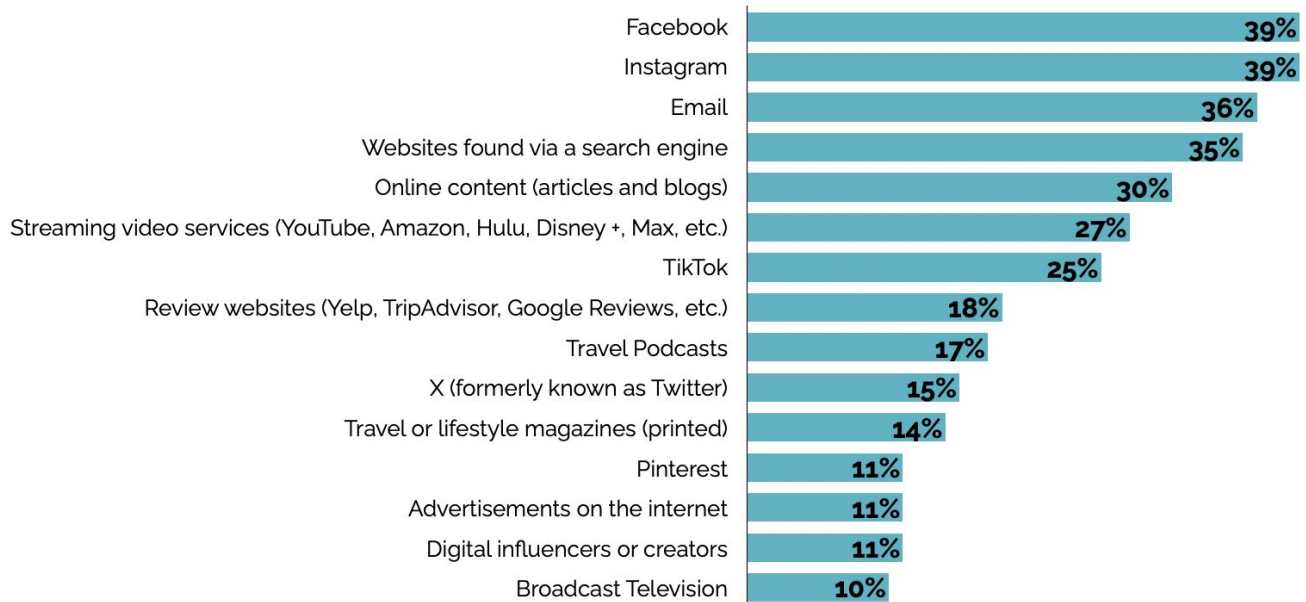
Source: U.S. Travel Association, Future Partners State of the American Traveler May 2026

International

- International visits are forecast to resume growth in 2026 with **70.6 million visits**, and surpass historic highs with 81.9 million in 2029.
- International inbound travel is projected to rebound from a 2.4% decline in 2025 to **1.6% growth in 2026**.
- **Total international visits to Texas increased 5.8% in 2025** over 2024 – with Mexico leading the growth up 9.2%.
- The influence of the political climate is the top deterrent to International visitors, followed by the desire to visit other countries first and perceptions that the United States has become an expensive vacation destination.

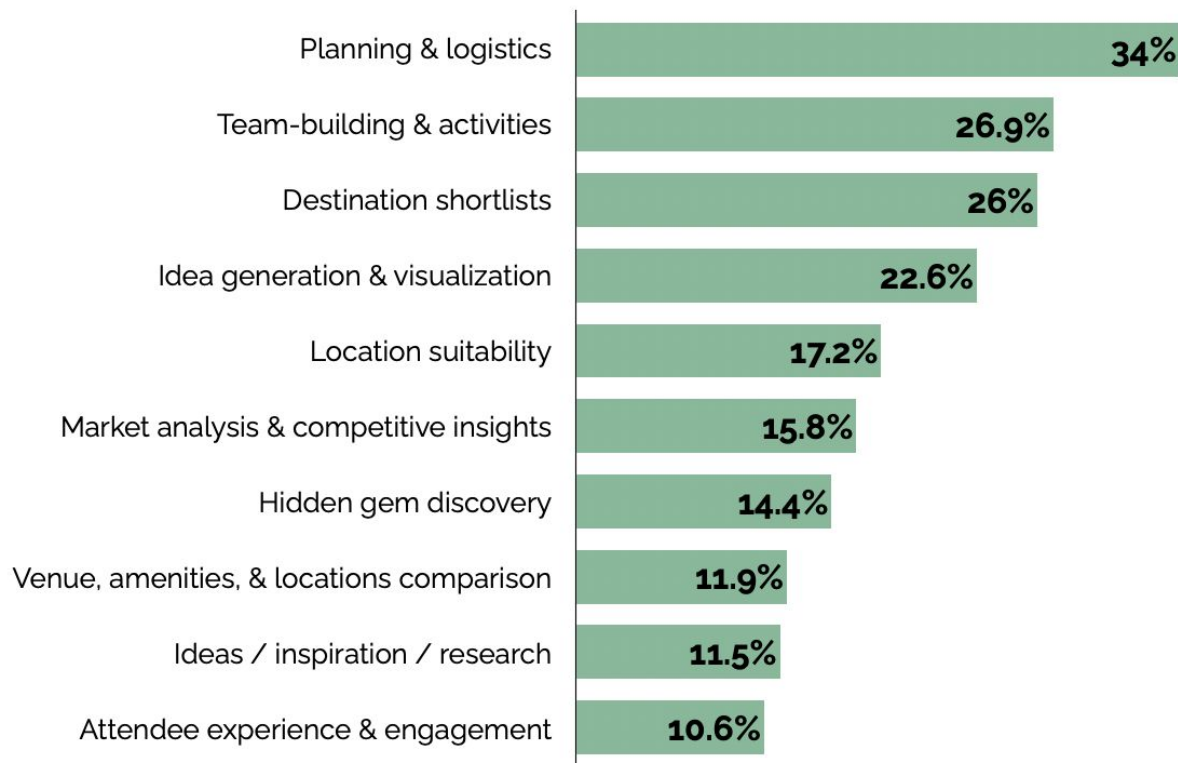
Source: U.S. Travel Association Spring 2026 Travel Forecast, Travel Texas 2025 International Visitor Report, Brand USA Travel Barometer March 2026

Social Media Ranks Highest as Effective Travel Planning Resources for Leisure



Source: Future Partners State of the American Traveler May 2026

Top 10 AI Use Cases for Inspiration Around Meetings Destinations (unaided)



Source: Future Partners, The Future of the Meetings Industry 2026



KEY

market insights

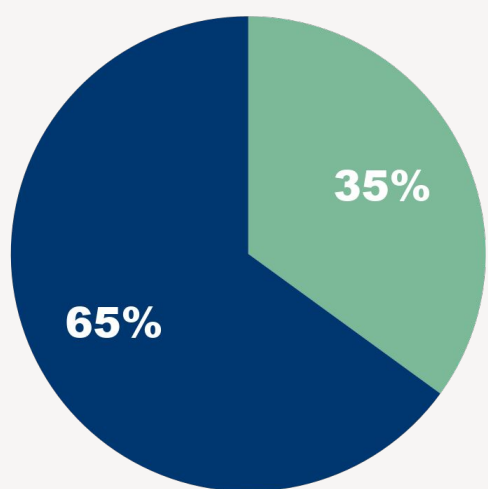
KEY AUSTIN market insights

international visitors

Overall, visitors from out-of-state are more likely to stay overnight. And while 35% of visitors to Austin are from out-of-state, those visitors represent 61% of visitor spending in Austin, reinforcing the importance of marketing nationally as these are the most valuable visitors to the destination.

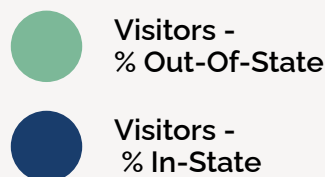
In 2025 Austin attracted visitors from the following countries

Australia
Brazil
Canada
China
France
Germany
India
Ireland
Italy
Japan
Mexico
Netherlands
South Korea
Spain
Taiwan
United Kingdom
Vietnam



in-state vs. out-of-state visitation to austin

Source: Zartico Geolocation Data > July 2026 (October 2025 - June 2026 visitation data)



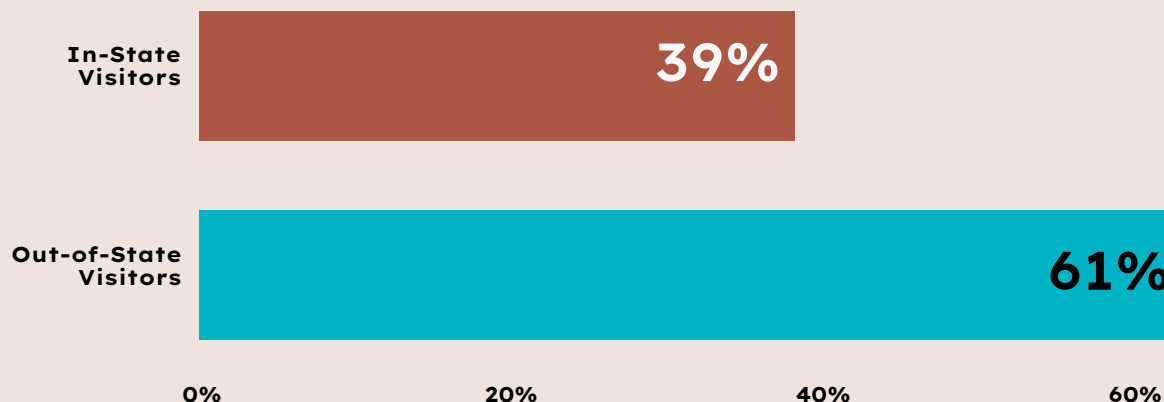
94.3% of international visitors stay overnight, compared to 88% of Domestic visitors

Source: Visit Austin Symphony Dashboard, > Azira > July 2026

Source: Visit Austin Symphony Dashboard, Tourism Economics, 2025

IN-STATE VS. OUT-OF-STATE SPENDING IN AUSTIN

Source: Zartico Spend Data, Zartico Geolocation Data, > July 2026 (October 2025-June 2026 spending data)





AUSTIN'S TOP 10 visitor spending markets

Source: Zartico Spend Data, Zartico Geolocation Data > July 2026 (October 2025 - June 2026 visitation data)

HOUSTON	15.97%
DALLAS-FORT WORTH	12.67%
SAN ANTONIO	4.01%
HARLINGEN	3.82%
NYC	3.06%
LA	3.01%
WACO	2.99%
1.93%	CHICAGO
1.87%	SAN FRANCISCO
1.67%	SEATTLE

45%

of of restaurant spend
came from visitors in 2025
(up from 35% in 2024)

Source: Zartico Spend Data, Zartico
Geolocation Data, 2025

Top Destination Attributes

(Percentage of respondents who rated the attributes within the top three positive response options ("Slightly Good" to "Extremely Good"))

Source: Future Partners State of the American Traveler Dashboard, Austin 2025



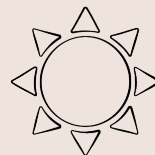
**FOOD AND
CUISINE (69.3%)**



**NEW
EXPERIENCES
(61.6%)**



**FUN
ATMOSPHERE
(60.7%)**



**WEATHER
(59.5%)**



**WELCOMING
ATMOSPHERE
(59%)**



**FESTIVALS &
SPECIAL EVENTS
(48.1%)**



CONVENTION CENTER REDEVELOPMENT & destination updates

During the first full fiscal year of the Austin Convention Center's closure in FY 25/26, Visit Austin has strategically focused on mitigating the loss of convention business and protecting the destination's visitor economy. Key initiatives include:

- **Increasing in-house business for hotels:** Deploying the sales team to target high-value, single-hotel meetings across the city, using data-driven lead generation to source high-impact U.S. accounts.
- **Booking campus-style / mini-wides:** Aggressively pursuing large, multi-hotel meetings distributed across various Austin properties and venues.
- **Driving more sports bookings:** Identifying and targeting new sporting events alongside large sports venue partners to fill non-peak times.
- **Developing a year-long advertising campaign:** Focusing paid media on critical need times to bolster leisure visitation.

These efforts help to sustain over 151,000 tourism jobs and drive revenue for local hotels, restaurants, and attractions. By simultaneously booking future convention center events and immediate need-time bookings, the team is successfully bridging the gap during the redevelopment phase. As of early 2026, the strategy is yielding measurable success across several key metrics:

- Visit Austin sales team secured 40 campus-style bookings totaling 160,000 Total Room Nights (TRNs) – all taking place between 2025 - 2029 during the closure years.
- Confirmed in-house (single hotels) bookings for 2026 are +18% ahead of pace against 2025 and +29% against 2024.
- "More Austin/Fly-In" Site Visit Incentive, launched in October 2025 and has already yielded results; 13 groups representing over 18,000 TRNs, taking place between 2026-2028.

Strong demand is evident for the new building. After only 9 months of contracting, Visit Austin's sales pipeline shows significant momentum with 27 groups now definite from 2029-2039. Additionally, we have secured 22 verbal definite bookings, representing 182,000 TRNs and an estimated \$186 million in economic impact. The overall sales pipeline continues to reflect steady demand for future growth, with 92 groups currently tentative, accounting for 885,000 TRNs and a projected economic impact of \$753.4 million.*

Page 16 of 43

*Sales Pipeline data from Visit Austin reporting, which is in a separate CRM (Customer Relationship Management) from the Austin Convention Center. Data current as of May 31, 2026.



2026-2027 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 in-house and 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 Partnerships

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



PLAN of action



Our roadmap for FY 26/27 is shaped by tactics proven to maximize immediate impact across meetings, sports and leisure visitation to grow hotel revenues and ensure destination resilience in a competitive landscape. With shifting complexities of the global and domestic travel landscape, our commitment remains the same: staying agile, informed, and relentlessly championing Austin as a premier destination to the world.

Visit Austin plans holistically for the fiscal year with funding from Hotel Occupancy Taxes (HOT) and additional supplemental funding from the Austin Tourism Public Improvement District (TPID). 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 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 26/27 will leverage a mix of paid, owned, and earned channels promoting Austin as a premier travel destination to drive leisure and group visitation. For the health of our destination's brand, marketing tactics will continue to balance brand with performance efforts to drive hotel night bookings. Based on insights from FY 25/26 campaigns, the Visit Austin marketing and communications teams will expand our reach through an always-on domestic leisure campaign, a dedicated meetings campaign, a focus on key and emerging international markets, and continued editorial coverage generation across domestic and international media.

Planned Activities in 2026-2027 Include:

- Start new advertising agency of record contract, and develop new paid media strategies to launch in late 2026 and early 2027.
- 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 leveraging learnings from the FY 25/26 campaign performance, SMARInsights Advertising Effectiveness Study and other syndicated data sources like Future Partners and Zartico.
- Develop new advertising campaign creative aligned with the brand refresh from 2025.
- 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.
- Evolve organic content programs to ensure easier discoverability by Large Language Models (LLMs) and AI-powered search engines, 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 & Brand USA campaigns in key international markets, focusing on current markets with nonstop air service and route expansion potential into AUS.
- 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.
- 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.



Visit Austin's Role

The Tourism department promotes the Austin travel product to 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 destination trainings 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 26/27, 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 2026-2027 Include:

- Pursue editorial coverage of the destination with key media and travel trade operators.
- Establish deeper presence in Latin America with in-market representation growing visitation via travel trade and media.
- Promote Austin as a luxury destination, targeting top international markets to highlight Austin's growing luxury offerings to high-impact travelers who spend more across Austin hotels and businesses.
- 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.



Visit Austin's Role

Continuing our mission of the last 40 years, the Austin Film Commission markets Austin and the Central Texas region for film, television and commercial production. This includes business outreach to network/studio executives, producers, and independent filmmakers. The department works to attract media production projects 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. Collaborating with local and regional partners, our office works 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 (TMIIIP) and the Austin Creative Content Incentive Program (ACCIP), which is vital for attracting film and television productions to our area. Alongside these efforts, the Austin Film Commission will also work to increase industry sectors, such as commercials, that do not depend on incentives. This diversifies the productions taking place locally and bolsters the overall resilience of Austin's film industry.

Planned Activities in 2026-2027 Include:

- Spearhead targeted Los Angeles campaigns focused on client development with industry decision makers, network/studio executives and production companies with potential 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, facilitating 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 studios. This includes participating in longstanding partnerships with industry vendors, 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 provide a stage to emerging local filmmakers whose work will promote Austin as a media production hub.

Music Marketing

Visit Austin's Role

The Visit Austin Music Office actively promotes Austin's music attractions, annual events, festivals and musicians to incoming visitors, meeting planners, corporate events, conventions and media. It also fully services the music needs of the organization including live performance opportunities, content licensing, media and speaking engagements and music community liaison work. This work directly supports immediate economic impact and opportunities for local musicians, as well as support the larger live event ecosystem, music nonprofits, music districts, music retail, venues and production teams.

Strategic Initiatives

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

Planned Activities in 2026-2027 Include:

- Produce Austin live music experiences for Visit Austin activations, including sponsored or branded events and onsite engagement with leisure and/or meetings audiences.
- Manage and grow the impact of the Hire an Austin Musician program (850+ Austin artist database, across 26 genres) to support more working local musicians with professional performance opportunities and domestic and international exposure to help grow their fanbase.
- Collaborate with the Visit Austin Sales team to incorporate Austin musician performances into client events, partnered conferences, sales missions and site tours.
- Support the Visit Austin Destination Services department with music commitments 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 and @MusicAustin social accounts, enhancing live music content and exploring partnerships for dedicated music-focused campaigns.
- Work with the Digital Marketing team on new video first strategy on @musicaustin socials, spotlighting musician storytelling moments, festival partnerships, giveaways and collaborative content.



Visit Austin's Role

The Convention Sales department actively promotes Austin to meeting and event professionals. When a future group event is confirmed for our community, hotels, entertainment venues, local businesses, and the Austin Convention Center all experience significant economic benefits.

Strategic Initiatives

Visit Austin will continue to drive high-impact revenue for our community during the Convention Center closure and for the post expansion. We will focus on soliciting and driving more incremental group hotel business during the traditionally slower visitor demand months and days of the week.

Planned Activities in 2026-2027 Include:

- The Visit Austin Sales team will target and maximize short-term, one hotel and multi-hotel (campus style) group opportunities.
- The business development manager will access our group database and other research tools to accelerate solicitation efforts and generate more leads for the next 2-3 years.
- Increase bookings for the new Austin Convention Center with extra emphasis on 2029 and 2030 (shortly after the Austin Convention Center opens).
- Continue to provide a robust incentive program to increase definite conversion of short-term and long-term leads for the new Austin Convention Center.
- Elevate partnerships with industry associations to deliver more visibility for Austin among key meetings and event stakeholders.
- Implement memorable, collaborative and first in class customer site visits and familiarization tours.
- Implement the citywide sales strategy to secure post-expansion Austin Convention Center groups.
- Increase on-the-road selling activities including trade shows, missions, and client events to promote group meetings and events for Austin and the new Austin Convention Center.

Destination Services

Visit Austin's Role

The role of Destination Services is to provide support, guidance, and resources for booked meetings, conventions, and sporting events, ensuring the highest level of success for clients and stakeholders across the Austin market.

Strategic Initiatives

During FY 26/27, the Destination Services team will proactively connect with booked conventions to offer tailored assistance and support. Building on the foundation established in FY 25/26, the team will transition from adaptation to optimization — deepening what's working, investing in tools and resources that enhance the client and staff experience, and continuing to lead our campus-style event approach as the Convention Center closure extends into a second year.

Planned Activities in 2026-2027 Include:

- Continue collaboration with Convention Sales to showcase Austin as a premier destination for meetings and events, emphasizing the city's unique culture, diverse venues, and exceptional hospitality offerings.
- Having successfully navigated the first year of the Convention Center closure, the team will continue managing in-house meetings and sporting events with the expertise and adaptability demonstrated this past year, delivering seamless support across a shifting business mix.
- Deepen partnerships with local suppliers through targeted outreach initiatives, reinforcing their essential role in event success and strengthening the network cultivated during the closure period.
- Position campus-style event setups as a signature Austin advantage, leading client conversations with the flexibility, creativity, and cohesive multi-venue experiences the team has refined over the past year.
- Enhance client survey efforts through targeted follow-up campaigns, generating actionable insights to improve satisfaction and encourage repeat business. In support of this initiative, the team is evaluating an investment in a new survey platform that would offer a more user-friendly experience for clients and greater automation for staff.
- Build on the successful addition of a second site vehicle in FY 25/26, which has meaningfully expanded the team's capacity to showcase Austin to clients. In FY 26/27, focus will shift toward refining fleet management through improved scheduling and driver coordination to sustain and grow the client satisfaction gains achieved this year.

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

Celebrating a landmark year at its new location at the historic Phillips Building on West Fifth Street, the Austin Visitor Center has successfully transitioned from a newcomer to a cornerstone of the downtown experience. Having solidified our presence in this permanent location, we remain dedicated to elevating the guest journey through sophisticated marketing strategies and seamless operational efficiencies that capitalize on our proximity to Austin's major hotels and tourist spots. The new location has cemented the Visitor Center as a hub for local organizations and residents that benefits the downtown ecosystem for meetings and events.

For FY 26/27, we are committed to deepening our impact by fully integrating Austin's unique cultural heritage into our retail and service offerings. Our focus shifts toward maximizing the momentum of this first year, utilizing advanced visitor service tools to maintain our high standard of customer satisfaction. This next chapter centers on maturing the 5th & Brew coffee brand into a local staple, expanding our curated tour programs, and driving consistent revenue through the high-demand rental of our enhanced meeting spaces. By optimizing engagement during off-peak windows and continuously refining our digital and physical touchpoints, we will ensure that the Austin Visitor Center continues to serve as an essential, high-energy gateway for every traveler exploring our city.

Planned Activities in 2026-2027 Include:

- Curate high-demand experiences for visitors at the store, including live music events in store, such as Local and Live and pop-up shops to showcase local vendors.
- Drive awareness and retail sales at Austin Visitor Center's 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 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.
- Grow audience engagement and followers on the @atxvisitorcenter Instagram account.
- 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 and offer heritage and a Black History Tours weekly.



Visit Austin's Role

Operating as an extension of the Visit Austin Sales team, the Austin Sports Commission focuses on attracting, supporting, and expanding sporting events throughout the Austin region.

Strategic Initiatives

Through targeted sales efforts, marketing initiatives, and collaboration with industry partners, in FY 26/27 the Austin Sports Commission will work to position Austin as a top-tier destination for sports events while generating significant economic impact through hotel room nights, visitor spending, and increased visibility for the destination through national and international broadcasts.

Planned Activities in 2026-2027 Include:

- Strategically utilize the Texas Event Trust Fund & Austin Tourism Public Improvement District programs to secure new sporting events for Austin and position the destination favorably against competing markets.
- With the three largest global sporting events set to take place in the United States between 2026 and 2031 (2026 FIFA World Cup, 2028 Summer Olympics, and 2031 Rugby World Cup), build relationships with international rights holders, global event promoters, and governing bodies. These efforts will focus on positioning Austin's premier venues as attractive options for ancillary and shoulder events connected to these global competitions.
- Cultivate strong partnerships with recreational facilities to create opportunities to drive tourism and generate hotel demand during traditionally off-peak periods.
- Provide best-in-class support to event organizers to strengthen long-term relationships with event organizers, improve retention rates, and increase the likelihood of repeat events.
- Identify and participate in new national and international industry trade shows, such as the TEAMS Conference, Host City Conference, and Smart Cities & Sport Summit, to expand the Austin Sports Commission's visibility, strengthen industry relationships, and connect with new event rights holders.
- Develop and host an inbound familiarization (FAM) experience tied to a marquee Austin event, such as F1 or PGA Tour, to showcase the destination and its event-hosting capabilities firsthand.
- Execute an in-market sales mission to key sports destinations such as Colorado Springs, New York City, or Indianapolis.

Partnerships

Visit Austin's Role

Formerly known as Strategic Alliances, the Partnerships department serves as the primary clearing house for all hospitality, workforce development, corporate and industry partnerships and agreements. The department also oversees the Visit Austin Foundation, an independent 501(c)(3) public charity dedicated to strengthening Austin's hospitality, music, and tourism workforce through education, job training, mentorship, and scholarships.

Strategic Initiatives

In FY 26/27, the Partnerships department will focus on three core priorities: advancing Austin's community and workforce through the Visit Austin Foundation's expanded programming and philanthropic reach; cultivating authentic brand partnerships that elevate local businesses and amplifying Austin's identity as a creative, cultural, and world-class destination; and investing in the professional development of Austin's hospitality workforce through expanded training, mentorship, and industry engagement. Together, these priorities reflect Visit Austin's commitment to serving not just the visitor economy, but the community, workforce, and local businesses that make Austin a destination worth experiencing.

Planned Activities in 2026-2027 Include:

- Complete an Asset Mapping Project to evaluate Visit Austin's current partnership landscape and identify opportunities to better align resources with Austin's community, cultural, and economic development priorities.
- Expand the Visit Austin Foundation's Heart of Hospitality program to deepen community impact through workforce training, scholarships, mentorship, and career development initiatives serving Austin's hospitality and tourism workforce.
- Cultivate meaningful partnerships across hospitality, technology, entertainment, and creative sectors that authentically represent Austin's brand, elevate local businesses, and strengthen the city's identity as a world-class destination.
- Develop co-branded partner experiences that align with Visit Austin's destination marketing campaigns and amplify Austin's unique culture, creative economy, and community assets in key markets.
- Grow the Visit Austin Foundation's community presence through signature events — including Give Back Gig and Thanks Fore Giving — while expanding philanthropic programming to include workforce grants, industry scholarships, and community-driven partnerships.
- Expand the Austin Tourism Insider program to invest in the professional development of Austin's hospitality workforce, deepening industry knowledge and community connections across cultural arts, sports, live music, and general hospitality sectors.

FY 2026-2027 VISIT AUSTIN ACTIVITIES

Event	Month	Location	Type
Austin City Limits Music Festival	Oct. 2026	Austin, TX	Marquee Tourism Event
Austin Film Festival	Oct. 2026	Austin, TX	Industry Event
Formula One United States Grand Prix	Oct. 2026	Austin, TX	Marquee Tourism Event
Brand USA Travel Week U.K. & Europe 2026	Oct. 2026	Amsterdam, the Netherlands	Industry Conference
IMEX (Worldwide Exhibition for Incentive Travel, Meetings and Events) America)	Oct. 2026	Las Vegas, NV	Industry Conference
World Routes	Oct. 2026	Riyadh, Saudi Arabia	Industry Conference
Visit Austin DFW Sales Mission	Oct. 2026	DFW area, TX	Visit Austin Sales Event
American Society of Association Executives (ASAE) Exceptional Boards	Oct. 2026	Austin, TX	Industry Event
Travel, Events and Management in Sports (TEAMS) Conference	Oct. 2026	Birmingham, AL	Industry Conference
PCMA (Professional Convention Management Association) Exhale	Oct. 2026	Austin, TX	Industry Conference
Formula 1 United States Grand Prix 2026 Familiarization (FAM) Event	Oct. 2026	Austin, TX	Marquee Tourism Event
Visit Austin Foundation/Austin Sports Commission Thanks FORE Giving Fundraiser	Nov. 2026	Austin, TX	Visit Austin Event
Austin Jewish Film Festival	Nov. 2026	Austin, TX	Industry Event
CRW Destination Celebration	Nov. 2026	San Francisco, CA	Industry Event
Visit Austin Southeast Sales Mission	Nov. 2026	Atlanta, GA	Visit Austin Sales Event
PCMA Fashion Show and Bowl-a-Thon	Nov. 2026	Chicago, IL	Industry Event
International Association of Exhibitions and Events (IAEE) Expo! Expo!	Nov. 2026	Milwaukee, WI	Industry Conference
Financial & Insurance Conference Professionals (FICP) Annual Meeting	Nov. 2026	New Orleans, LA	Industry Conference
International Luxury Travel Marketplace	Dec. 2026	Cannes, France	Industry Conference
ConferenceDirect CD Forum	Dec. 2026	Phoenix, AZ	Industry Conference
Texas Society of Association Executives (TSAE) Holiday Luncheon & Board Dinner	Dec. 2026	Austin, Texas	Industry Event
Association Forum Holiday Showcase	Dec. 2026	Chicago, IL	Industry Conference
Conference Direct CEO Forum	Dec. 2026	Phoenix, AZ	Industry Event
Visit Austin Chicago Holiday Client Event	Dec. 2026	Chicago, IL	Visit Austin Sales Event

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.

FY 2026-2027 VISIT AUSTIN ACTIVITIES

Event	Month	Location	Type
PCMA Convening Leaders	Jan. 2027	Miami, FL	Industry Conference
Event Service Professionals Association (ESPA)	Jan. 2027	Boston, MA	Industry Conference
FICP Winter Symposium	Jan. 2027	New York, NY	Industry Event
AMC (Association Management Companies) Institute Annual Meeting	Jan. 2027	To Be Announced	Industry Event
Brand USA Mexico Sales Mission	Jan. 2027	Mexico City, Monterrey & Guadalajara, Mexico	Travel Trade Meetings
Texas Travel Industry Association Unity Conference	Feb. 2027	To Be Announced	Industry Event
Destinations International Marketing & Communications Summit	Feb. 2027	Miami, FL	Industry Conference
Meet NY/Northeast CVB Reps Lunch	Feb. 2027	New York, NY	Industry Event
SXSW	Mar. 2027	Austin, TX	Marquee Tourism Event
Meeting Professionals International (MPI) NCC - Annual Conference Experience (ACE)	Mar. 2027	To Be Announced	Industry Conference
PCMA Awards & Association Forum - Women's Executive Forum	Mar. 2027	To Be Announced	Industry Event
Prestige Partnership Summit	Mar. 2027	To Be Announced	Industry Event
ITB (Internationale Tourismus-Börse)	Mar. 2027	Berlin, Germany	Industry Conference
NASCAR Customer Event	Mar. 2027	Austin, TX	Marquee Tourism Event
Simpleview Summit	Apr. 2027	To Be Announced	Industry Conference
Mack, Jack & McConaughey (MJ&M) Customer Event	Apr. 2027	Austin, TX	Marquee Tourism Event
SportsETA (Sports Events and Tourism Association) Symposium	Apr. 2027	Salt Lake City, UT	Industry Conference
IAEE Women's Forum	Apr. 2027	To Be Announced	Industry Event
Business Events Week - Visionary Awards/PCMA Fashion Show	Apr. 2027	Washington, D.C.	Industry Event
Destination Celebration Minneapolis	Apr. 2027	Minneapolis, MN	Industry Event
Indie Meme Film Festival	Apr. 2027	Austin, TX	Industry Event
Destination Celebration Kansas City	Apr. 2027	Kansas City, KS	Industry Event
TSAE Open	Apr. 2027	Austin, TX	Industry Event
Spurs and/or MotoGP Customer Event	Apr. 2027	Austin, TX	Marquee Tourism Event
HelmsBriscoe Annual Conference	May 2027	To Be Announced	Industry Conference
U.S. Travel Association IPW	May 2027	New Orleans, LA	Industry Conference
Visit Austin Local Customer Appreciation Event	May 2027	Austin, TX	Visit Austin Event
DC Sales Mission	May 2027	Washington, D.C.	Visit Austin Event
Give Back Gig	May 2027	Austin, TX	Visit Austin Event
National Travel & Tourism Week	May 2027	N/A	Virtual Industry Event
IMEX Frankfurt	May 2027	Frankfurt, Germany	Industry Conference
IAEE Women's Leadership Forum	May 2027	To Be Announced	Industry Event
Northeast Sales Mission	May 2027	Boston, MA & New York, NY	Visit Austin Event
Chicago Sales Mission	May 2027	Chicago, IL	Visit Austin Event
Brand USA Canada Connect Mission	May 2027	Calgary, Edmonton, and Vancouver, Canada	Travel Trade Meetings

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.

FY 2026-2027 VISIT AUSTIN ACTIVITIES

Event	Month	Location	Type
PCMA Business Events Summit (formerly PCMA EduCon)	Jun. 2027	To Be Announced	Industry Conference
ATX TV Festival	Jun. 2027	Austin, TX	Industry Event
Austin Asian American Film Festival	Jun. 2027	Austin, TX	Industry Event
Cine Las Americas	Jun. 2027	Austin, TX	Industry Event
Visit Austin West Coast Sales Mission	Jun. 2027	Austin, TX	Visit Austin Event
Meeting Planners International (MPI) WEC (World Education Conference)	Jun. 2027	To Be Announced	Industry Conference
Cvent Connect	Jun. 2027	To Be Announced	Industry Conference
Customer Advisory Board Meeting	Jun. 2027	Austin, TX	Visit Austin Event
Maritz Elevate	Jun. 2027	To Be Announced	Industry Conference
FICP Summer Conference	Jun. 2027	To Be Announced	Industry Conference
Visit USA Week - UK	Jul. 2027	London, England	Travel Trade Meetings
AMC Institute Engaged	Jul. 2027	Austin, TX	Industry Conference
Destinations International Annual Conference	Jul. 2027	To Be Announced	Industry Conference
Corporate Event Marketers Association (CEMA) Annual Meeting	Jul. 2027	To Be Announced	Industry Conference
TSAE Meeting Planner Power Lunch	Jul. 2027	Austin, TX	Industry Event
Southeastern Conference (SEC) Media Days	Jul. 2027	Atlanta, GA	Industry Event
Brand USA Asia Mission	Jul. 2027	Seoul, South Korea & Tokyo, Japan	Travel Trade Meetings
Colorado Springs Sales Mission	Jul. 2027	Colorado Springs, CO	Visit Austin Event
Celebrate Services Week	Aug. 2027	N/A	Virtual Industry Event
Educational Seminar for Tourism Organizations (ESTO)	Aug. 2027	To Be Announced	Industry Conference
ASAE Annual Meeting	Aug. 2027	Charlotte, NC	Industry Conference
Maritz Activate Conference	Aug. 2027	To Be Announced	Industry Conference
Professional Management Association - Foundation Partnership Summit	Aug. 2027	To Be Announced	Industry Conference
Connect Sports Conference	Aug. 2027	To Be Announced	Industry Conference
ConferenceDirect CDX	Aug. 2027	To Be Announced	Industry Event
Fantastic Fest	Sep. 2027	Austin, TX	Industry Event
TSAE New Ideas Annual Conference	Sep. 2027	To Be Announced	Industry Conference
ASAE CEO Conclave	Sep. 2027	To Be Announced	Industry Event
Visit Austin Annual Meeting	Sep. 2027	Austin, TX	Visit Austin Event

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.
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.

VISIT AUSTIN KEY ACTIVITIES 101

(continued)

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 24/25 Goals	FY 24/25 Results	FY 25/26 Goals	FY 25/26 Results Oct - April	FY 26/27 Goals
Convention Sales	Total Sales Room Night Production	636,000	751,811	777,000	508,265	777,000
	Total Room Night Production (HOT hotels only)	620,100	724,420	N/A	N/A	N/A
	Convention Center/Class A Room Nights	126,000	143,793	201,000	176,449	201,000
	Lead Room Night Production	4,290,000	4,393,821	4,620,000	2,934,669	4,620,000
	Sales Group Leads Sent	4,200	3,988	4,200	2,603	4,200
	Total Sports Room Night Production	132,000	159,609	171,000	130,022	171,000
	Sports Group Leads Sent	144	123	120	103	120
Tourism	Tourism Product Placement	75	116	75	39	75
	Tourism Destination Training	900	2,358	1,200	1,074	1,200
	Tourism Partner Leads	500	737	500	363	550
Dest. Services	Meetings Serviced	3,000	3,327	3,000	2,089	3,250
	Supplier Referrals and Leads	950	1,156	950	789	1,000
	Meetings with Local Business Suppliers	200	210	200	131	200
	Post-Convention Survey Results	95%	98%	95%	N/A	95%
Music	General Music Inquiries	600	790	650	424	660
	Confirmed Artist Bookings	125	135	115	79	115
Marketing & Media	Media Outreach and Press Releases/Pitches	5,000	5,587	8,000	7,616	8,000
	Media Circulation/Viewership /Impressions	157,500,000	263,939,320	300,000,000	241,230,501	400,000,000
	Web Page Views	13,950,000	14,125,535	N/A	N/A	N/A
	Unique Website Visitors	5,253,000	6,805,017	4,867,000	N/A	N/A
	Paid Media Attributed Hotel Room Night Searches *	N/A	N/A	180,000	94,950	135,000
	Average Engaged Sessions (%) **	N/A	N/A	50%	N/A	45%
	Visitor Guide Fulfillment	70,000	70,892	90,000	36,534	85,000
	General Events	6	8	8	8	7
	Film Production Packages Fulfilled	75	221	175	250	250
Visitor Center	Film Production Starts	30	115	75	114	115
	Film Production Days	400	1,015	700	970	1,000
	Visitors to Austin Visitor Center	197,000	207,779	197,000	128,952	210,000
	Phone Calls/Email Inquiries	20,200	18,717	20,200	11,487	20,200
	Historic Talks and Tour Participants	1,000	1,108	1,000	275	750

*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 FY 24/25, pacing for FY 25/26 and projections for total attributed advertising spend and media mix in FY 26/27. There is typically a 2-month lag for the paid media attributed searches. The values in this report for FY 25/26 Results Oct - April reflect February and the February YTD goal for this metric.

**The percentage of engaged sessions (Engaged sessions divided by sessions) as defined in Google Analytics. The goal was formerly known as Engaged Website Users. The new name matches how Google Analytics 4 tracks this metric.

ORGANIZATIONAL GOALS

Below is an overview of significant changes and updates
to our proposed FY 26/27 Goals from FY 25/26 levels.

Paid Media Attributed Hotel Room Night Searches

A new goal for the Visit Austin Marketing team in FY 25/26, Paid Media Attributed Hotel Room Night Searches are dependent on investment and advertiser pixel access in Adara Impact, a media attribution and reporting platform. This signals interest in the destination after being exposed to our digital media ads. Original goals were projected at higher media spend levels and different media tactics. Measuring and evaluating campaign effectiveness through hotel search gives our team insight into travel intent to Austin, however there are limitations in which media partners allow pixels and third-party tracking data to capture these conversions. Our team is continuing to monitor our media mix and investments and believe this update better reflects our future media mix for FY 26/27 and reduced budgets for FY 26/27 (from 180,000 to 135,000).

Average Engaged Sessions (Formerly Engaged Website Users)

Our projected Average Engaged Sessions goal has decreased for FY 26/27 due to the continuing rise of AI overviews and LLM-driven search engines, which directly answer user queries on the search results page and reduce high-intent organic traffic to our site. Additionally, a growing share of our overall traffic is being driven by paid acquisition channels like ad campaigns and paid social, which inherently attract users with lower baseline engagement than organic search. Consequently, this shift in our overall traffic mix naturally compresses our average session engagement metrics (from 50% to 45%).

Visitor Guide Fulfillment

Our Visitor Guide Fulfillment goal has been adjusted (from 90,000 to 85,000) due to lower website engagement across the industry, which has reduced the volume of organic users requesting mailed guides. This drop is compounded by a reduced budget for paid lead generation programs that previously drove targeted fulfillment requests.

Historic Talks and Tour Participants

The decrease in Historic Talks & Tour Participants (from 1,000 to 750) reflects a shift in both staffing capacity and program format. We currently have one guide supporting these experiences, and at the same time, we are seeing increased demand for more customized tours. These tours are intentionally smaller in size to provide a more tailored and high-quality visitor experience, which results in fewer participants per tour overall.



SUPPLEMENT

VISIT AUSTIN TEAM



Administration

Pressley	Bean	People & Culture Manager
Gloria	Gonzalez	Senior 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 Specialist
Lauren	Brown	Marketing & Social Media Manager
Christine	Felton	Director of Digital & Content Marketing
Brian	Gannon	Sr. Director of the Austin Film Commission
Kinsey	Gwinn	Digital & Content Marketing Specialist
Brianda	Fernandez	Marketing Events Specialist
Shelley	Hall	Vice President of Marketing
Cameron	Hill	Meetings Marketing Manager
Alison	Lamell	Senior Tourism Marketing Manager
Kim	LeBlanc	Film Marketing Manager
Jenna	Livingston	Senior 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 Specialist
Ashley	Zapata	Sr. Marketing & Project Manager

VISIT AUSTIN TEAM

(continued)



Partnerships & Visit Austin Foundation

Tina	Cannon	Vice President Partnerships & Executive Director Visit Austin Foundation
Heather	Hamilton	Director of Partnerships
Emily	Porter	Partnerships Specialist
Kathy	Wilson	Special Events Manager

Convention Sales & Austin Sports Commission

Jordyn	Almendarez	Senior Sales Manager, Sports
Walden	Agustin	Director of Midwest Regional Sales
Angela	Ashley	Sales Manager
Andrea	Bean	Director of Sales
Jasmine	Black	Senior Sales Manager
Arron	Brooks	Vice President of Sales
Shannon	Cannon	Sr. Director of Texas Accounts
Christine	Cramer	Director of Market Analysis & Research
Amber	Dodge	Sales Events Specialist
Jim	Doherty	Director of Eastern Regional Sales
Lindsey	Elliott	Director of West Coast Sales
Ailin	Fei	Data & Research Manager
Stephen	Genovesi	Executive Vice President
Marla	Grajeda	Sales Manager
Lily	Harris	Sales Event Manager
Nathan	Kopp	Executive Director, Austin Sports Commission
Ashley	Lamb	Sales Business Development Manager
Sarah	McCabe	Director of Northeast Regional Sales
Kristen	Parker	Director of Eastern Regional Sales
Maddy	Schad	Sales Manager
Alessandra	Urbina	Sales Coordinator
Kaitlyn	Vasquez	Sales Coordinator

VISIT AUSTIN TEAM

(continued)

Destination Services

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

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

Bella	Banda	Event and Social Media Coordinator
Veronica	Cavazos-Battye	Customer Experience Manager
Paige	Cox	Visitor Services Manager
Harrison	Eppright	Manager of Visitor Services/Tour Ambassador
Natalie	Pollan	Director of Retail & Visitor Services
Shelby	Ureste	Visitor Center Operations Manager
Angel	Williams	Retail Manager



Visit Austin Office

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

Executive Committee

Scott Blalock
JW Marriott Austin

Joe Bolash
Hilton Austin

Greg Chanon
Chanon Law

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

Katy Zamesnik
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

Greg Chanon
Chanon Law

Mike Culver
Fairmont Austin

Mark Duval
Greater Austin Asian Chamber
of Commerce

Christina Fry
Thompson Austin and tommie
Austin

Rob Gillette
Renaissance Austin Hotel

Tam Hawkins
Greater Austin Black Chamber
of Commerce

Todd Hogan
Austin LGBT 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

Anna Panossian
Circuit of The Americas

Theresa Parsons
TCASE (Texas Council of
Administrators of Special
Education)

Vijay Patel
Humble Origins
Hospitality Management

**Council Member
Zo Qadri**
City of Austin

Jim Ritts
Austin Theatre Alliance

Rodney Siebels
Hitachi Vantara

Dottie Watkins
CapMetro

Mayor Kirk Watson
City of Austin

Katy Zamesnik
Austin Convention Center



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

Joanna McCreary

W Austin

Joseph Pagone

Westin Domain

Andy Patel

Aloft Austin NW

Neal Patel

Extended Stay America -
North Central

Ex Officio

Tom Noonan

Visit Austin

Molly Primm

Austin Hotel & Lodging
Association

Katy Zamesnik

Austin Convention Center



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