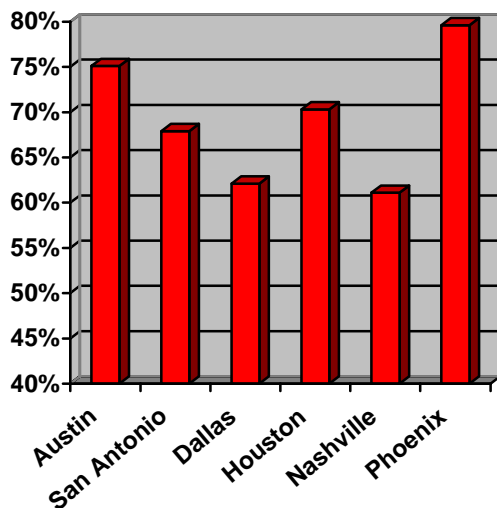




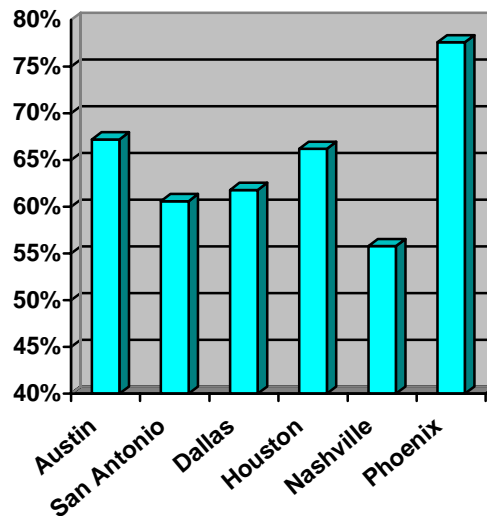
## Monthly Industry Report March 2007

Lodging Industry Report												
	February 2007						February Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown Austin	78.3	2.1	136.85	11.6	13.8	8.1	70.4	-1.7	132.20	13.0	11.0	4.2
City of Austin	75.1	7.9	102.17	13.1	21.9	11.8	67.2	4.0	99.52	14.0	18.5	7.8
<b>Markets</b>												
San Antonio	67.9	-0.4	99.34	8.0	7.5	2.5	60.6	-4.0	96.29	6.8	2.7	-1.5
Dallas	62.1	-1.3	95.24	10.4	9.0	-0.2	61.8	0.7	95.91	11.6	12.2	1.7
Houston	70.3	-2.1	92.22	2.4	0.0	-2.0	66.2	-2.1	90.76	5.5	3.3	-1.8
Nashville	61.1	-0.7	88.91	5.8	5.0	0.0	55.8	-1.6	87.29	7.2	5.5	-0.9
Phoenix	79.6	-3.3	145.28	5.9	2.4	-3.9	77.6	0.1	144.83	9.9	9.9	-0.6

**February Occupancy**



**Calendar Year-to-Date Occupancy**



<b>Aviation Passengers</b>						
	<b>February 2007</b>	<b>February 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Total Passengers	610,992	576,736	+06%	1,210,292	1,161,335	+04%
Total Enplanements	311,345	294,764	+06%	613,502	588,167	+04%

<b>Visitor Inquiries</b>						
	<b>March 2007</b>	<b>March 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Visitor Guide Requests	12,194	11,168	+09%	42,691	39,484	+08%
Downtown Visitors	16,385	14,927	+10%	62,671	37,782	+66%
Phone Calls	2,220	2,530	-12%	9,216	10,048	-08%
Retail Revenue-Gross	\$84,948.83	\$77,960.47	+09%	\$309,805.45	\$295,399.91	+05%

<b>Website Traffic</b>						
	<b>March 2007</b>	<b>March 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Website Visits	87,044	70,423	+24%	503,897	302,026	+67%
Hotel Reservations Booked	71	80		226	400	

<b>Group Leisure Travel</b>				
	<b>March 2007</b>	<b>March 2006</b>	<b>2007 YTD</b>	<b>2006 YTD</b>
Number of Leads*	56	0	1,342	138
Inquiries Fulfilled	67	36	1,319	189
Tours Booked	12	6	26	36
Room Night Total	199	420	587	1,440

\* The change in numbers being reported is due to the fact that we are now following IACVB guidelines matrix for Tourism Sales reporting.

<b>A Meetings—CVB Booked</b>						
	<b>March 2007</b>	<b>March 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Number of Meetings*	17	10	+70%	67	46	+46%
Room Nights	23,273	6,436	+262%	81,227	66,532	+22%
Attendance	41,100	85,500	-52%	244,600	263,750	-07%

\*Includes Additional Rooms for Previously Booked "A" Definites

<b>ALL CVB Definite Room Night Bookings</b>			
	<b>March 2007</b>	<b>March 2006</b>	<b>% Ch</b>
Number of Definite Bookings	54	38	+42%
Total Room Night Production	37,680	24,237	+55%
Total Attendance	46,057	128,475	-64%

### A Meetings Lead Production

	March 2007	March 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	57	21	+171%	201	103	+95%
Total Room Night Production	294,814	150,611	+96%	935,556	394,122	137%

### ALL Meetings Lead Production

	March 2007	March 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	179	91	+97%	738	539	+37%
Total Room Night Production	380,405	187,616	+103%	1,254,883	663,641	+89%

### Tradeshows & Events

Event Name	Location	Department Attending
Destinations Showcase DC	Washington, DC	Sales
Meeting Industry Council Tradeshaw	Denver, CO	Sales
Burke Christian Tours	Austin	Tourism
Time Tours	Austin	Tourism
World Wide Country Tours	Austin	Tourism
Glamer Trade Show	San Antonio	Tourism
UK Fam Tour	Austin	Tourism
ITB Berlin	Berlin, Germany	Tourism

### Site Visits

Group Name	Total Room Nights
<b>Convention Sales</b>	
American Red Cross	120
AIR	224
American Membrane Technology Association	240/1,315
Emerson Process Management	300
American Dance Therapy Association	475
Broadway Dance Company	500
Association of Legal Administrators	580
American Petroleum Institute	620
Perfect Plan It	805
American Society of Civil Engineers	1,032/2,191
American Association of State Highway and Transportation Officials	2,506
National Ground Water Association	3,624
Property Casualty Insurers Association of America	5,583
Million Dollar Roundtable	9,940
<b>Convention Services</b>	
National Association of College Admission Counseling (College Fair) 9/2007	6,790
American Payroll Association 5/2008	8,650
International Right of Way Association 6/2008	3,270
Texas Association of Chicano's in Higher Education 2/2008, 2009, 2011, 2013	600

### Convention Center and/or Citywide Event Bookings\*

Group	Dates	Estimated Attendance	Estimated Room Nights
Texas Commission on Environmental Quality	5/9-14/2009	4,600	5,005
NACHA The Electronic Payments Association	5/12-18/2011	2,200	6,525

### Citywide Report-Convention Center Business

Year	# of Definite Groups	Definite Attendance	Definite Room Nights	# of Tentative Groups	Tentative Attendance	Tentative Room Nights
2002	41	204,400	91,989			
2003	47	144,800	147,648			
2004	51	241,750	190,220			
2005	56	183,140	149,253			
2006	61	225,090	161,776			
2007	46	172,625	135,897	9	9,600	6,548
2008	28	125,550	121,084	19	82,950	56,827
2009	19	60,900	66,139	32	76,200	110,027
2010	6	22,350	20,391	24	99,250	118,923
2011	2	6,000	12,717	26	110,800	142,994

### Convention Services

	March 2007	March 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced	139	131	+06%	723	495	+46%
Reservations Assigned	2,196	2,416	-09%	6,079	9,667	-37%
Registration Hours	498.50	349	+43%	1,803	2,791.25	-35%
Music Event Bookings	12	25	-52%	100	100	- 0 -

<b>Film Production</b>						
	<b>March 2007</b>	<b>March 2006</b>	<b>%Ch</b>	<b>YTD 2007</b>	<b>YTD 2006</b>	<b>YTD % Ch</b>
Production/ Referral Inquiries	54	55	-02%	389	213	+83%
Production Packages Fulfilled	6	12	-50%	34	41	-17%
Production Starts	3	1	+200%	10	7	+43%
Production Days	70	55	+27%	269	231	+16%
<b>Film, TV, Commercial, Print and Miscellaneous Production</b>						
<i>Friday Night Lights</i> – TV Series – in production						
<i>Swingtown</i> – TV Pilot, CBS – pre-production						
<i>Fireflies in the Garden</i> – Feature Film – pre-production						
<i>Kings of the Evening</i> – Feature Film – pre-production						

<b>Heritage Marketing Numbers</b>						
	<b>March 2007</b>	<b>March 2006</b>	<b>% Ch</b>	<b>YTD 2007</b>	<b>YTD 2006</b>	<b>YTD % Ch</b>
Walking Tour Participants	668	373	+79%	3,142	2,474	+27%
Speakers Bureau	63	50	+26%	379	316	+20%
Walking Tour Lead Referrals	5	4	+25%	27	22	+23%

<b>Public Relations/Advertising Production</b>						
	<b>March 2007</b>	<b>March 2006</b>	<b>% Ch</b>	<b>YTD 2007</b>	<b>YTD 2006</b>	<b>YTD % Ch</b>
Press Releases	7	8	-12%	47	52	-10%
Media Contacts	964	1,136	-15%	6,029	6,311	-04%
Media Queries	73	224	-67%	547	597	-08%
Media/Site Visits	33	8	313%	76	31	+145%
Dollar impact of media	\$1,023,792	\$875,418	+17%	\$3,664,445	\$2,881,463	+27%
Images Issued	322	252	+28%	1,536	1,093	+41%
Advertising Responses	2,853	4,612	-38%	11,543	15,991	-28%

Media Impact Report	
<b><u>Major Daily Newspapers:</u></b>	<b><u>Magazines:</u></b>
<i>San Francisco Chronicle</i>	<b><u>Consumer:</u></b>
<i>New York Daily News</i>	<i>Better Homes &amp; Gardens</i>
<i>Atlanta Journal-Constitution</i>	<i>Arthur Frommer's Budget Travel</i>
<i>Cincinnati Enquirer</i>	<i>Maxim</i>
<i>Chicago Sun-Times</i>	<i>Passport</i>
<i>Baltimore Sun</i>	<i>Wine &amp; Spirits</i>
<i>Dallas Morning News</i>	<i>Links Magazine</i>
<i>Fort Worth Star-Telegram</i>	<i>D Magazine</i>
<i>USA Today</i>	<i>Spin</i>
<i>San Antonio Express-News</i>	<i>Where to Retire</i>
<b><u>National Television:</u></b>	<i>Skateboarder</i>
<i>NBC: The Today Show</i>	<i>Resort &amp; Recreation</i>
<i>NBC: The Tonight Show with Jay Leno</i>	<i>Continental</i>
<b><u>Local TV/Radio Interviews</u></b>	<i>GQ</i>
Cynthia Maddox, re: March Madness –	<i>Cooking with Paula Deen</i>
FOX 7	<i>Continental</i>
KVUE	<b><u>Trade:</u></b>
KLBJ	<i>Markee</i>
News 8 Austin	<i>The Meeting Professional</i>
	<i>Corporate Meetings &amp; Incentives</i>
	<i>Patterson's California Beverage</i>
	<i>Meetings South</i>
	<i>NFPA Journal</i>
	<i>The Daily Record</i>
	<i>Meetings &amp; Conventions</i>
	<i>Billboard</i>

Source: Cision (formerly Bacon's) Media Impact Report