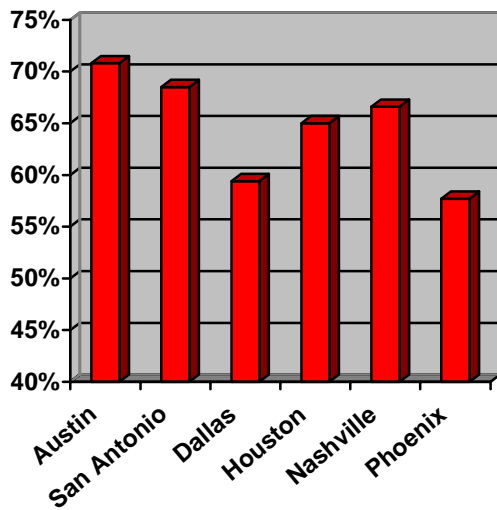




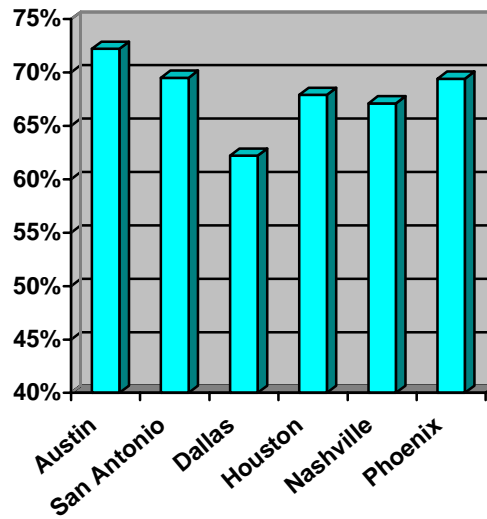
## Monthly Industry Report September 2007

Lodging Industry Report												
	August 2007						August 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	74.8	11.1	122.15	8.1	20.1	18.4	74.5	0.8	133.36	10.7	11.5	7.0
City of Austin	70.8	7.3	98.65	8.6	16.5	9.6	72.2	2.3	102.68	11.0	13.4	5.5
<b>Markets</b>												
San Antonio	68.5	5.1	97.76	4.4	9.8	9.0	69.5	-3.3	102.79	5.9	2.5	-0.1
Dallas	59.4	-0.3	86.51	4.8	4.6	1.2	62.2	-1.3	91.05	7.2	5.8	-0.4
Houston	65.0	6.6	57.88	7.4	14.4	7.5	67.9	2.4	90.67	7.4	10.0	2.8
Nashville	66.6	-1.8	88.15	7.3	5.4	-0.3	67.1	-0.1	89.79	8.1	7.9	0.9
Phoenix	57.7	1.1	82.30	5.1	6.2	1.6	69.4	-0.7	122.84	7.2	6.4	-1.0

**August Occupancy**



**Calendar Year-to-Date Occupancy**



<b>Aviation Passengers</b>						
	<b>August 2007</b>	<b>August 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Total Passengers	814,060	697,538	+17%	5,932,504	5,497,677	+08%
Total Enplanements	409,276	348,204	+18%	3,039,914	2,800,353	+09%

<b>Visitor Inquiries</b>						
	<b>September 2007</b>	<b>September 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Visitor Guide Requests	4,939	6,470	-24%	90,278	89,656	+1%
Downtown Visitors	12,712	11,543	+10%	144,711	125,736	+15%
Phone Calls	1688	1835	-08%	18,871	22,394	-16%
Retail Revenue-Gross	\$76,042.94	\$61,990.87	+23%	\$778,036.42	\$774,278.87	- 0 -

<b>Website Traffic</b>						
	<b>September 2007</b>	<b>September 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Website Visits	88,347	85,228	+4%	1,107,924	772,645	+43%
Hotel Reservations Booked	35	48	-27%	477	1,585	-70%

<b>Group Leisure Travel</b>				
	<b>September 2007</b>	<b>September 2006</b>	<b>2007 YTD</b>	<b>2006 YTD</b>
Number of Leads*	5	0	1,366	127
Inquiries Fulfilled	4	5	1,391	405
Tours Booked	1	0	39	66
Room Night Total	59	100	1,876	4,521

\* 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>September 2007</b>	<b>September 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Number of Meetings*	14	24	-42%	145	97	+49%
Room Nights	51,060	42,128	+21%	282,752	196,228	+44%
Attendance	71,950	108,800	-34%	603,800	489,675	+23%

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

<b>ALL CVB Definite Room Night Bookings</b>			
	<b>September 2007</b>	<b>September 2006</b>	<b>% Ch</b>
Number of Definite Bookings	57	64	-11%
Total Room Night Production	70,807	59,279	+19%
Total Attendance	92,654	140,817	-34%

### A Meetings Lead Production

	September 2007	September 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	24	22	+09%	386	219	+76%
Total Room Night Production	91,764	63,745	+44%	1,634,898	864,350	+89%

### ALL Meetings Lead Production

	September 2007	September 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	108	122	-11%	1,415	1,195	+18%
Total Room Night Production	139,676	119,457	+17%	2,231,733	1,406,169	+59%

### Tradeshows & Events

Event Name	Location	Department Attending
Affordable Meetings National	Washington, DC	Sales
Out & Equal (attendance booster)	Washington, DC	Sales w/ arrangements by Services
TTIA Travel SUMMIT	Houston, Texas	Tourism

### Site Visits

Group Name	Total Room Nights
<b>Convention Sales</b>	
Arbonne	478
F&W Publications	740
Association for Free Community Papers	1,500
Metametrics	1,550
American Academy of Hospice & Palliative Medicine	3,930
Benevolent and Protective Order of the Elks	22,700
<b>Convention Services</b>	
Savers 1/2008	1,071
American Society for Microbiology (planning visit) 11/2007	4,225
Sigma Nu (planning visit) 7/2008	975

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

Group	Dates	Estimated Attendance	Estimated Room Nights
Republic of Texas Biker Rally	6/12-15/2008	30,000	10,800
National Instruments	7/31-8/08/2009	3,000	6,035
National Institute for Staff and Organizational Development (NISOD)	5/29-31/2011	2,000	6,860
NISOD	5/27-29/2012	2,000	6,860
NISOD	5/26-28/2013	2,000	6,860
American Society for Healthcare Risk Management	10/27-30/2013	2,000	6,985

### 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	56	185,325	144,570	2	2,800	1,500
2008	34	154,250	130,924	13	31,700	20,704
2009	27	92,750	106,924	28	95,700	88,656
2010	9	34,950	43,381	29	115,750	97,386
2011	6	18,100	33,887	23	112,600	115,890

### Convention Services

	September 2007	September 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced	120	96	+25%	1,455	1,146	+27%
Reservations Assigned	471	661	-29%	9,785	20,472	-52%
Registration Hours	62	465.50	-87%	3,105.50	5,190.75	-40%
Music Event Bookings	12	19	-37%	122	260	-53%

### Film Production

	September 2007	September 2006	%Ch	YTD 2007	YTD 2006	YTD % Ch
Production/ Referral Inquiries*	563	39	+1344%	4522	593	+663%
Production Packages Fulfilled	6	4	+50%	64	77	-17%
Production Starts	2	1	+100%	19	14	+36%
Production Days	40	50	-20%	491	522	-06%

### Film, TV, Commercial, Print and Miscellaneous Production

\* totals skewed by initiation of on-line directory, improved access to information

*Friday Night Lights* – Television Series, NBC- in production

*Replay Jeans* – Still Shoot – wrapped

*Felt Hat* – Fashion Shoot – wrapped

*40 Love* – Feature – pushed to 04/08

### Heritage Marketing Numbers

	September 2007	September 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Walking Tour Participants	56	303	-82%	4,480	5,010	-11%
Speakers Bureau	0	150	-100%	628	885	-29%
Walking Tour Lead Referrals	0	3	-100%	47	40	+18%

### Public Relations/Advertising Production

	September 2007	September 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Press Releases	9	17	-47%	99	109	-09%
Media Contacts	1,273	880	+45%	12,605	11,883	+06%
Media Queries	90	562	-84%	1,115	1,604	-30%
Media/Site Visits	7	6	+17%	111	79	+41%
Dollar impact of media	\$896,573	\$1,114,661	-20%	\$7,506,162	\$7,170,903	+05%
Images Issued	200	308	-35%	3,515	3,004	+17%
Advertising Responses	1,514	3,104	-51%	24,176	36,321	-33%

## Media Placements

Media Placements	
<b><u>Major Daily Newspapers:</u></b>	<b><u>Magazines:</u></b>
<i>Dallas Morning News</i>	<b>Consumer:</b>
<i>Fort Worth Star-Telegram</i>	<i>Cooking Light</i>
<i>Atlanta Journal-Constitution</i>	<i>National Geographic Adventure</i>
<i>Chicago Tribune</i>	<i>The Hollywood Reporter</i>
<i>San Antonio Express-News</i>	<i>Voyageur</i>
<i>The Wall Street Journal</i>	<i>Texas Journey</i>
<i>Detroit Free Press</i>	<i>Texas Contractor</i>
<i>Houston Chronicle</i>	<i>Business Today</i>
	<b>Trade:</b>
	<i>Southwest Food Service News</i>
<b><u>Notable Internet Media:</u></b>	<i>JAX FAX Travel Marketing Magazine</i>
<i>cnn.com</i>	<i>Southwest Airlines Spirit</i>
<i>Fodors.com</i>	<i>MeetingsSouth</i>
<i>msn.com</i>	<i>USAE</i>

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