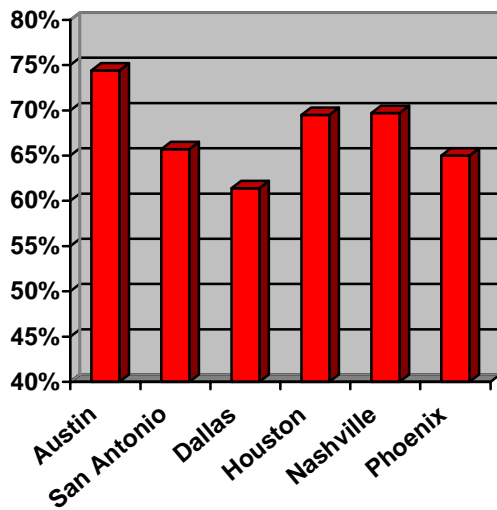




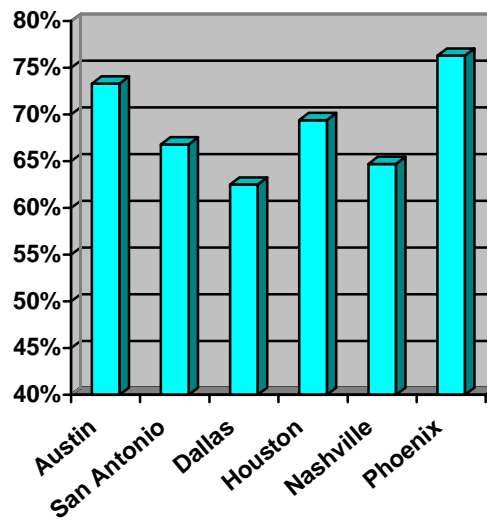
## Monthly Industry Report June 2007

Lodging Industry Report												
	May 2007						May 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	76.6	-0.8	136.69	9.2	8.3	6.2	76.3	0.5	138.06	12.3	13.0	7.1
City of Austin	74.4	-0.5	106.23	11.2	10.6	3.9	73.3	3.2	104.44	12.5	16.2	7.4
<b>Markets</b>												
San Antonio	65.7	-5.7	105.39	7.4	1.2	-2.3	66.8	-4.2	103.84	7.7	3.3	-1.1
Dallas	61.4	-3.9	90.71	4.9	0.8	-2.8	62.5	-1.6	93.54	8.2	6.4	-0.6
Houston	69.5	5.1	94.32	8.8	14.5	5.2	69.4	2.1	92.30	7.4	9.8	2.5
Nashville	69.7	3.3	91.38	10.6	14.2	4.7	64.7	0.2	59.59	7.4	7.7	1.0
Phoenix	65.0	-2.3	113.37	5.5	3.1	-2.5	76.3	-0.7	140.69	8.0	7.4	-1.6

**May Occupancy**



**Calendar Year-to-Date Occupancy**



<b>Aviation Passengers</b>						
	<b>June 2007</b>	<b>June 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Total Passengers	781,855	736,007	+06%	3,484,804	3,313,901	+05%
Total Enplanements	408,004	383,191	+06%	1,786,487	1,689,505	+06%

<b>Visitor Inquiries</b>						
	<b>June 2007</b>	<b>June 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Visitor Guide Requests	7,498	9,151	-18%	70,153	67,467	+04%
Downtown Visitors	13,970	13,875	+01%	104,524.00	87,745.00	+19%
Phone Calls	1553	2058	-25%	14,207	16,341	-13%
Retail Revenue-Gross	\$76,748.14	\$84,100.46	-09%	\$547,530.54	\$549,909.88	- 0 -

<b>Website Traffic</b>						
	<b>June 2007</b>	<b>June 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Website Visits	94,170	78,593	+20%	823,975	520,034	+58%
Hotel Reservations Booked	55	144	-62%	393	1,047	-62%

<b>Group Leisure Travel</b>				
	<b>June 2007</b>	<b>June 2006</b>	<b>2007 YTD</b>	<b>2006 YTD</b>
Number of Leads*	2	7	1,357	109
Inquiries Fulfilled	4	127	1,377	360
Tours Booked	0	8	38	53
Room Night Total	99	853	914	2,706

\* 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>June 2007</b>	<b>June 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Number of Meetings*	15	19	-21%	110	72	+53%
Room Nights	48,293	16,913	+186%	190,217	120,887	+57%
Attendance	53,250	47,250	+13%	441,300	351,425	+26%

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

<b>ALL CVB Definite Room Night Bookings</b>			
	<b>June 2007</b>	<b>June 2006</b>	<b>% Ch</b>
Number of Definite Bookings	45	50	-10%
Total Room Night Production	64,050	26,512	+142%
Total Attendance	67,895	101,038	-33%

### A Meetings Lead Production

	June 2007	June 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	25	15	+67%	293	161	+82%
Total Room Night Production	122,700	57,171	+115%	1,292,489	645,369	+100%

### ALL Meetings Lead Production

	June 2007	June 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	95	111	-14%	1,082	874	+24%
Total Room Night Production	161,430	95,144	+70%	1,755,212	1,043,857	+68%

### Tradeshows & Events

Event Name	Location	Department Attending
PCMA Foundation Dinner	Washington, DC	Sales
ASAE Springtime Expo	Washington, DC	Sales
Destinations Showcase Chicago	Chicago, IL	Sales

### Site Visits

Group Name	Total Room Nights
<b>Convention Sales</b>	
Meister Meeting Services	General site, several events
National Council of Structural Engineers Association	160
Merkel, Inc.	425
National Association for Chicano & Chicana Studies	745
International Chain Association	1,070
American Bar Association	1,119
American Institute for Conservation of Historic Works	1,312
U.S. Dressage Federation	1,575
NTP Distribution	1,651
American Association of Directors of Psychiatric Residency Training	1,665
American College of Mohs Surgery	2,303
American Orff Schulwerk Association	2,905
IEEE International Test Conference	2,910 (each year/2 years)
National Guard Association of the U.S.	10,780
TX Assn of School Administrators/TX Assn of School Boards	13,492
<b>Convention Services</b>	
American Public Transportation Association – Bus & Paratransit Conference 5/2008	4,085
International Claim Association –9/2010	1,070
ACM/IEEE SC08 – 11/2008	22,400

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

Group	Dates	Estimated Attendance	Estimated Room Nights
Austin Marathon	2/15-17/2008	11,500	5,467
NTP Distribution	2/17-20/2009	750	1,651
SHARE	3/1-6/2009	2,400	6,165
Texas Association of School Administrators	1/22-27/2010	4,000	4,440
Texas Commission on Environmental Quality	5/3-6/2010	4,600	5,580
Texas Association of School Administrators	1/28-2/2/2011	4,000	4,440
Texas Association of School Administrators	1/27-2/1/2012	4,000	4,440
Texas Association of School Administrators	1-25-30/2013	4,000	4,440
Texas Association of School Administrators	1/24-29/2014	4,000	4,440
Texas Association of School Administrators	1/23-28/2015	4,000	4,440

### 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	55	185,325	141,725	2	2,500	3,686
2008	30	121,000	116,535	12	68,750	48,132
2009	25	84,750	98,205	28	77,040	96,397
2010	8	30,950	32,601	28	69,250	123,010
2011	3	10,000	17,157	22	104,500	119,739

### Convention Services

	June 2007	June 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced	145	109	+33%	1,075	675	+59%
Reservations Assigned	221	1,545	-86%	8,104	10,125	-20%
Registration Hours	182	426.75	-57%	2,488.50	2,925	-15%
Music Event Bookings	12	17	-29%	151	209	-28%

<b>Film Production</b>						
	<b>June 2007</b>	<b>June 2006</b>	<b>%Ch</b>	<b>YTD 2007</b>	<b>YTD 2006</b>	<b>YTD % Ch</b>
Production/Referral Inquiries*	557	38	+1366%	2704	461	+487%
Production Packages Fulfilled	6	4	+50%	46	65	-29%
Production Starts	1	1	- 0 -	13	11	+18%
Production Days	5	50	-90%	358	391	-08%
<b>Film, TV, Commercial, Print and Miscellaneous Production</b>						
* totals skewed by initiation of on-line directory, improved access to information						
<i>Prayer of the Bone</i> – Cable Television Feature /BBC/HBO – pre-production						
<i>Forgiveness</i> – Independent Feature Film – pre-production						

<b>Heritage Marketing Numbers</b>						
	<b>June 2007</b>	<b>June 2006</b>	<b>% Ch</b>	<b>YTD 2007</b>	<b>YTD 2006</b>	<b>YTD % Ch</b>
Walking Tour Participants	425	559	-26.12%	4,354	4,039	7.50%
Speakers Bureau	65	75	-13.33%	628	691	-9.12%
Walking Tour Lead Referrals	3	3	- 0 -	37	32	15.63%

<b>Public Relations/Advertising Production</b>						
	<b>June 2007</b>	<b>June 2006</b>	<b>% Ch</b>	<b>YTD 2007</b>	<b>YTD 2006</b>	<b>YTD % Ch</b>
Press Releases	7	7	- 0 -	76	76	- 0 -
Media Contacts	839	952	-12%	8,910	9,087	-02%
Media Queries	87	77	+13%	866	874	-01%
Media/Site Visits	12	3	+300%	99	51	+94%
Dollar impact of media	\$497,716	\$478,110	+04%	\$5,693,348	\$5,262,105	+08%
Images Issued	378	249	+52%	2,385	1,877	+27%
Advertising Responses	2,064	3,228	-36%	18,225	28,552	-36%

## Media Placements

Media Placements	
<b><u>Major Daily Newspapers:</u></b>	<b><u>Magazines:</u></b>
<i>Miami Herald</i>	<b>Consumer:</b>
<i>Chicago Tribune</i>	<i>Southern Living</i>
<i>New York Post</i>	<i>Upscale</i>
<i>Dallas Morning News</i>	<i>Texas Highways</i>
<i>Fort Worth Star-Telegram</i>	<i>Texas Monthly</i>
<i>Houston Chronicle</i>	<i>Celebrated Living</i>
<i>San Antonio Express-News</i>	<i>Wired</i>
<i>USA Today</i>	<i>Chile Pepper</i>
	<i>Private Clubs</i>
	<b>Trade:</b>
	<i>GSA Travel Magazine</i>
	<i>Tradeshaw Week</i>
	<i>Patterson's The Tasting Panel</i>
	<i>Hospitality Technology</i>
	<i>Meeting News</i>

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