

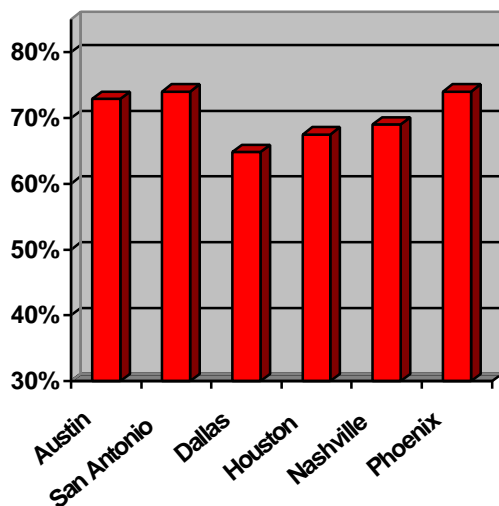


Monthly Industry Report May 2006

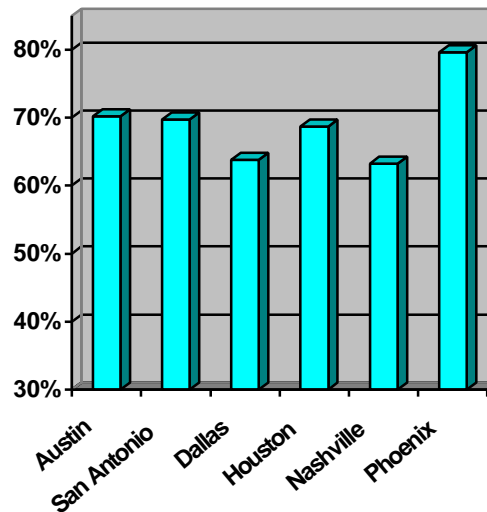
Lodging Industry Report

	April 2006						Calendar 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	72.4	-4.7	126.17	9.8	4.6	-5.4	75.9	3.1	123.6	9.9	13.5	3.0
City of Austin	72.9	-3.7	93.61	11.7	7.7	-3.9	70.2	5.4	90.99	11.0	16.9	5.1
Markets												
San Antonio	74.0	4.7	98.80	4.3	9.2	7.0	69.7	6.1	95.60	8.1	14.6	8.3
Dallas	64.8	3.5	85.14	7.0	10.9	5.0	63.8	8.5	85.84	8.5	17.8	10.2
Houston	67.5	2.7	85.02	11.3	14.4	0.0	68.7	12.6	85.57	13.1	7.4	12.4
Nashville	69.0	2.8	84.89	4.2	7.2	7.0	63.2	6.0	83.52	8.2	14.7	6.3
Phoenix	74.0	-1.1	130.17	11.3	10.2	-0.2	79.6	1.5	134.24	9.9	11.6	1.9

March Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers

	April 2006	April 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Total Passengers	675,874	622,836	+09%	2,577,894	2,337,905	+10%
Total Enplanements	348,884	321,157	+09%	1,306,314	1,188,914	+10%

Visitor Inquiries

	May 2006	May 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Visitor Guide Requests	8,085	7,189	+12%	58,316	46,654	+25%
Downtown Visitors	13,448	10,608	+27%	73,870	70,639	+5%
Phone Calls	1,960	1,789	+10%	14,283	14,893	-4%
Retail Revenue-Gross	\$79,792.02	\$66,966.04	+19%	\$465,809.42	\$337,566.25	+38%

Website Traffic

	May 2006	May 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Website Visits	74,280	41,446	+79%	441,441	241,758	+83%
Hotel Reservations Booked	98	280	-65%	844	1,208	-30%

Group Leisure Travel

	May 2006	May 2005	2006 YTD	2005 YTD
Number of Leads*	5	9	102	242
Inquiries Fulfilled	8	114	233	575
Tours Booked	7	0	45	30
Room Night Total	233	679	1,853	1,779

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

A Meetings—CVB Booked

	May 2006	May 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Meetings*	17	16	+06%	63	75	-16%
Room Nights	13,030	11,103	+17%	103,974	129,075	-19%
Attendance	63,125	75,150	-16%	330,375	347,773	-05%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	May 2006	May 2005	% Ch
Number of Definite Bookings	61	64	-05%
Total Room Night Production	36,378	30,023	+21%
Total Attendance	641,613	158,426	+305%

A Meetings Lead Production

	May 2006	May 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	20	17	+18%	146	115	+27%
Total Room Night Production	108,324	82,914	+31%	587,301	359,257	+63%

ALL Meetings Lead Production

	May 2006	May 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	126	80	+58%	763	655	+16%
Total Room Night Production	173,729	106,656	+63%	947,928	603,938	+57%

Tradeshows & Events

Event Name	Location	Department Attending
Denver Sales Calls	Denver, CO	Sales
SGMP National	Denver, CO	Sales
ASAE Springtime Expo	Washington, DC	Sales
POW WOW International	Orlando, FL	Tourism
National Tourism Week	Austin	Tourism/All Staff
World Congress on Information Technology	Austin	Convention Services, Convention Sales, Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
Convention Services	
The Association of Legal Career Professionals – NALP (April 2012)	3,185
Texas Farm Bureau (July 2006) Planning Meeting	140
Institute of Internal Auditors (October 2007) Planning Meeting	Non bureau booked
Society for American Archaeology (April 2007)	3,798
Texas Municipal League (Oct. 2006) Planning Meeting	4,450
National Society for Black Engineers (March 2011)	14,370
NAMM – International Music Products Association (July 2006)	12,000
Other Departmental Site Visits	Department
MJ Keeting, MJ Tours	Tourism Sales

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
USA Volleyball	5/20-6/03/2007	5,000	8,680
CIPTUG	10/28-11/02/2007	1,100	4,900
American Payroll Association	5/13-17/2008	3,000	8,650
IEEE SC Conference	11/09-22/2008	5,300	19,845

*NEW Definite Bookings only; does not include Additional Rooms for Previously Booked Definites

Citywide Report-Convention Center Business

Year	# of Definite Groups	Definite Attendance	Definite Room Nights	# of Tentative Groups	Tentative Attendance	Tentative Room Nights
2001	38	121,200	107,131			
2002	41	204,400	91,989			
2003	47	144,800	147,648			
2004	51	241,750	190,220			
2005	56	181,740	149,253	0	0	0
2006	59	239,598	167,520	1	2,700	2,200
2007	27	121,025	88,459	16	65,025	51,796
2008	19	82,850	61,918	16	45,520	42,972
2009	12	35,900	38,143	20	40,500	67,311
2010	4	16,350	10,666	11	44,000	49,623

Convention Services

	May 2006	May 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Meetings Serviced	124	72	+72%	703	536	+31%
Reservations Assigned	1,766	693	+155%	14,086	5,836	+141%
Registration Hours	268.25	357.25	-25%	3,359.50	3,218.75	+04%
Music Event Bookings	10	25	-60%	192	124	+55%

Film Production

	May 2006	May 2005	%Ch	YTD 2006	YTD 2005	YTD % Ch
Production Leads	57	6	+850%	423	68	+522%
Production Starts	1	0	N/A	10	6	+167%
Production Days	28	24	+17%	291	242	+20%

Film, TV, Commercial, Print and Miscellaneous Production

Grind House – Feature Film – in production

Friday Night Lights – TV series – pre-production

Kim Peirce Untitled Project – Feature Film – pre-production

Doublewide – Feature Film – pre- production (pushed, indefinite)

Elvis and Annabelle – Feature Film – wrapped

Kabluey – Feature Film – in production

The Hitcher- Feature Film – pre-production

Heritage Marketing Numbers

	May 2006	May 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Walking Tour Participants	514	413	+24%	3,480	3,483	0
Speakers Bureau	250	230	+09%	616	767	-20%
Walking Tour Lead Referrals	3	4	-25%	29	29	0

Public Relations/Advertising Production

	May 2006	May 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Press Releases	9	10	-10%	69	69	0
Media Contacts	390	1,061	-63%	6,485	7,012	-08%
Media Queries	92	88	+05%	797	944	-16%
Media/Site Visits	3	1	+200%	48	63	-24%
Dollar impact of media	\$932,143	\$398,068	+134%	\$4,463,995	\$3,625,472	+23%
Images Issued	285	166	+72%	1,628	1,363	+19%
Advertising Responses	3,927	5,027	-22%	25,324	54,351	-53%

