

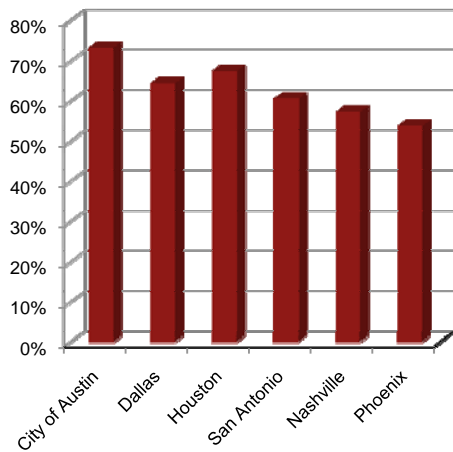
*Austin*  
 CONVENTION AND VISITORS BUREAU  
**MONTHLY INDUSTRY REPORT**

**Industry Report – October 2008**

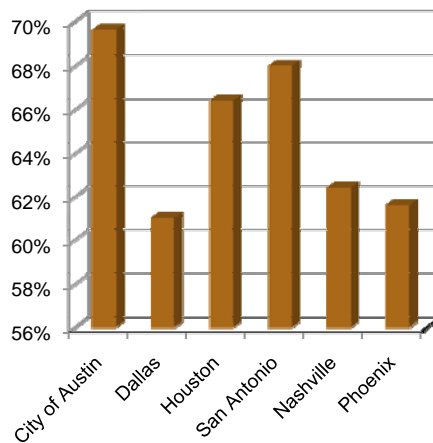
**Lodging Industry Report**

	September 2008						September Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Room Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown Austin	75.9%	1.2	\$166.70	6.5	7.7	5.5	73.7%	-1.0	\$147.72	6.7	5.7	-0.8
City of Austin	73.2%	5.5	\$118.90	6.6	12.4	8.2	69.6%	-3.0	\$110.59	6.4	3.2	-1.9
<b>Markets</b>												
Dallas	64.5%	13.0	\$94.98	3.3	16.7	15.2	61.0%	-0.7	\$94.29	3.3	2.6	1.8
Houston	67.5%	7.6	\$105.46	15.2	23.9	10.4	66.4%	-1.1	\$99.29	9.2	8.0	1.6
San Antonio	60.6%	2.5	\$100.30	0.0	2.5	9.8	68.0%	-0.4	\$106.70	4.0	3.5	5.1
Nashville	57.3%	-11.7	\$94.49	2.6	-9.4	-8.7	62.4%	-6.5	\$95.42	6.3	-0.6	-4.3
Phoenix	53.7%	-11.5	\$107.63	2.7	-9.1	-5.3	61.6%	-9.6	\$127.58	5.1	-5.1	-6.3

**September Occupancy**



**Year to Date Occupancy**



  
**CONVENTION AND VISITORS BUREAU**  
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**Aviation Passengers**

	September 2008	September 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Total Passengers	664,083	704,861	-5.79%	6,886,947	6,637,365	4%
Total Enplanements	337,005	359,359	-6%	3,518,611	3,399,273	4%

Source: Austin-Bergstrom International Airport

**Visitor Inquiries**

	October 2008	October 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Visitor Guide Requests	7,672	4,437	73%	7,672	4,437	73%
Downtown Visitors	15,250	11,923	28%	15,250	11,923	28%
Phone Calls	1,425	1,831	-22%	1,425	1,831	-22%
Retail Revenue-Gross	\$76,256.00	\$69,447.00	10%	\$76,256.00	\$69,447.00	10%

**Website Traffic**

	October 2008	October 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Unique Web Visits	62,878	71962	-13%	62,878	71,962	-13%
Avg. Time Spent on Website*	4.04	4.11	-2%	4.04	4.11	-2%
Hotel Reservations Booked	8	38	-79%	8	38	-79%

**Group Leisure Travel**

	October 2008	October 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads*	55	10	450%	55	10	450%
Inquiries Fulfilled	40	5	700%	40	5	700%
Tours Booked	6	0	600%	6	0	600%
Room Night Total	1,049	79	1228%	1,049	79	1228%

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

\*\* Change in figures for 2007 Number of Leads and Inquiries fulfilled due to recalculation on reporting.

**A Meetings—CVB Booked**

	October 2008	October 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Meetings*	2	7	-71%	2	7	-71%
Room Nights	4,681	22,380	-79%	4,681	22,380	-79%
Attendance	3,000	13,000	-77%	3,000	13,000	-77%

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

**ALL CVB Definite Room Night Bookings**

	October 2008	October 2007	% Ch
Number of Definite Bookings	34	40	-15%
Total Room Night Production	22,718	42,735	-47%
Total Attendance	12,886	29,505	-56%

  
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**A Meetings Lead Production**

	October 2008	October 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	24	29	-17%	24	29	-17%
Total Room Night Production	89,944	61,302	47%	89,944	61,302	47%

**ALL Meetings Lead Production**

	October 2008	October 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	92	140	-34%	92	140	-34%
Total Room Night Production	113,891	120,312	-5%	113,891	120,312	-5%

**Tradeshows & Events**

Event Name	Location	Department Attending
UIL Legislative Breakfast	Austin, TX	Sales
TEAMS USA	Pittsburgh, PA	ASC
DC Client Event	Washington, DC	Sales

**Site Visits**

Group Name	Total Room Nights
<b>Convention Sales</b>	
E.W. Scripps	345
Nuclear Energy Institute	805
Geospatial Information Technology Association	4,875
Occam Networks	958
<b>Convention Services</b>	
National Association for Bilingual Education - February 2009	8,320
Southern Seed Association - Planning Visit- January 2009	216
National Association of School Resource Officers - July 2012	6,380



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

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Region X111 Education Service Center	1/20/2009	1/21/2009	1,000	1,600
Texas Association for School Nutrition	6/17/2012	6/21/2012	2,000	3,081

\*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
2012	10	31,500	50,075	27	120,950	140,409
2011	13	40,200	65,223	26	98,300	98,299
2010	25	76,400	104,067	25	63,050	92,253
2009	47	145,190	149,337	18	33,250	24,364
2008	60	235,230	164,642	0	0	0
2007	56	185,325	144,570			
2006	61	225,090	161,776			
2005	56	183,140	149,253			
2004	51	241,750	190,220			
2003	47	144,800	147,648			

**Convention Services**

	October 2008	October 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Meetings Serviced bureau booked = 73 non bureau booked = 36	109	138	-21%	109	138	-21%
Reservations Assigned	3,940	2,885	37%	3,940	2,885	37%
Registration Hours	474	1,000.75	-53%	474	1,001	-53%
Music Event Bookings	22	17	29%	22	17	29%

  
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**Film Production**

	October 2008	October 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Production/ Referral Inquiries*	259	694	-63%	259	694	-63%
Production Packages Fulfilled	4	8	-50%	4	8	-50%
Production Starts	1	3	0%	1	3	-67%
Production Days	56	40	40%	56	40	40%

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

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

*Untitled Temple Grandin Project* – HBO Feature – in production

*Code Enforcer* -- Independent Feature -- preproduction

**Heritage Marketing**

	October 2008	October 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Walking Tour Participants	108	85	27%	108	85	27%
Brochure Distribution	1,160	0	0%	1,160	0	0%
Speakers Bureau	0	0	0%	0	0	0%

  
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**Public Relations/Advertising Production**

	October 2008	October 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	8	9	-11%	8	9	-11%
# of Contacts Reached	714	975	-27%	714	975	-27%
Media/Site Visits	9	12	-25%	9	12	-25%
Dollar impact of media*	\$444,482	\$525,748	-15%	\$444,482	\$525,748	-15%
Advertising Responses	2,850	1,127	153%	2,850	1,127	153%

\*Print media value only, does not reflect online and broadcast coverage

**Media Placements**

**Major Newspapers:**

*New York Daily News*  
*Port Arthur News*  
*San Antonio Express-News*  
*Corpus Christi Caller-Times*  
*USA Today*  
*The New York Times*  
*Fort Worth Star-Telegram*  
*Houston Chronicle*

**Magazines:**

*Convencione (PCMA)*  
*Market Watch*  
*Tendencias Fashion Mag (MX)*  
*Wild Blue Yonder*  
*Passport*  
*Association News*  
*Outside Magazine*  
*Meeting News*  
*Midwest Living*  
*MARQ Twin Cities*  
*bRILLIANT*  
*Travel + Leisure*  
*Texas Bar Journal*

**Online/Internet Outlets:**

*InFactDaily.com*  
*NYDailyNews.com*  
*SoulCiti.com*  
*SI.com (Sports Illustrated)*  
*Robots.net*  
*TravelWeekly.co.uk*  
*MSN.com*  
*ShermansTravel.com*  
*BlackBook.com*

**Television/Radio coverage:**

*KXAN-TV*