

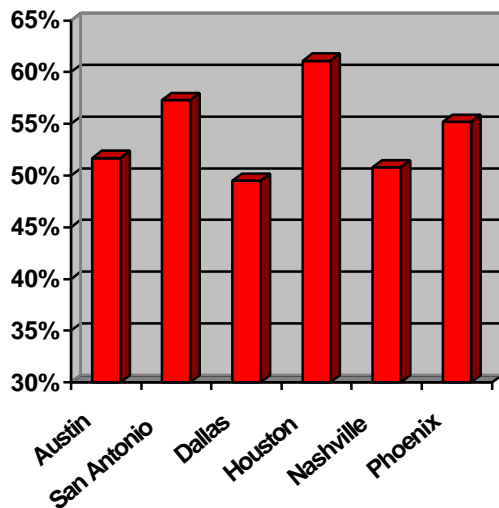


Monthly Industry Report January 2006

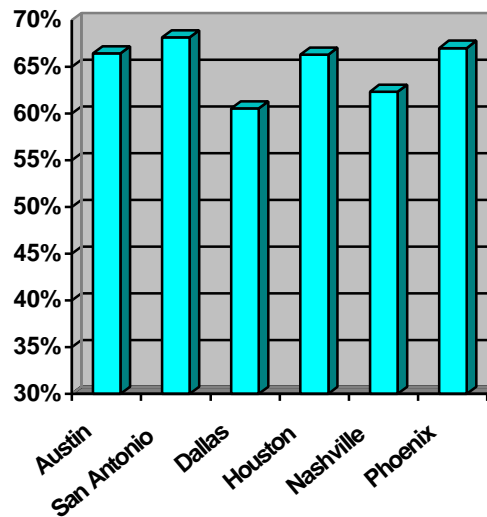
Lodging Industry Report

	December 2005						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	52.9	22.5	99.38	9.1	33.7	20.4	70.8	10.8	108.95	9.7	21.5	8.8
City of Austin	51.7	17.0	74.91	8.6	27.2	16.8	66.4	13.3	81.12	6.3	20.5	12.6
Markets												
San Antonio	57.3	8.3	85.81	10.5	19.6	10.9	68.1	6.9	88.41	5.4	12.8	8.5
Dallas	49.5	11.2	73.36	6.0	19.8	13.1	60.5	7.7	77.79	4.7	12.7	8.0
Houston	61.1	36.1	75.54	10.8	51.0	36.1	66.3	16.9	76.53	1.7	19.2	17.2
Nashville	50.8	3.9	78.62	7.6	11.7	4.5	62.3	2.8	78.24	4.6	7.5	3.5
Phoenix	55.2	0.7	96.36	7.7	8.6	0.9	67.0	5.2	102.69	7.0	12.6	4.6

December Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers

	Dec 2006	Dec 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Total Passengers	629,602	605,919	+4%	7,681,239	7,238,645	+6%
Total Enplanements	326,573	316,826	+3%	3,920,431	3,707,864	+6%

Visitor Inquiries

	January 2006	January 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Visitor Guide Requests	10,593	6,195	+71%	23,641	22,899	+03%
Downtown Visitors	8,585	5,002	+72%	16,439	29,377	-44%
Phone Calls	1,917	1,918	- 0 -	5,628	6,961	-19%
Retail Revenue-Gross	\$40,155.55	\$12,475.53	+222%	\$185,252.70	\$114,648.89	+62%

Website Traffic

	January 2006	January 2005	% Ch	2005 YTD	2004 YTD	YTD % Ch
Website Visits	60,528	39,415	+54%	173,549	136,531	+27%
Hotel Reservations Booked	68	266	-74%	201	506	-60%

Group Leisure Travel

	January 2006	January 2005	2005 YTD	2004 YTD
Number of Leads*	14	33	88	198
Inquiries Fulfilled	18	32	106	194
Tours Booked	11	0	25	5
Room Night Total	478	32	839	321

* 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

	January 2006	January 2005	% Ch	2005 YTD	2004 YTD	YTD % Ch
Number of Meetings	13	13	- 0 -	40	45	-11%
Room Nights	17,911	13,396	+34%	55,731	74,234	-25%
Attendance	155,800	90,300	+73%	238,200	198,850	+20%

ALL CVB Definite Room Night Bookings

	January 2006	January 2005	% Ch
Number of Definite Bookings	59	64	-08%
Total Room Night Production	44,018	37,303	+18%
Total Attendance	184,645	128,269	+44%

A Meetings Lead Production

	January 2006	January 2005	% Ch	2005 YTD	2004 YTD	YTD % Ch
Number of Leads	15	15	- 0 -	64	54	+19%
Total Room Night Production	50,200	46,932	+7%	196,310	145,979	+34%

ALL Meetings Lead Production

	January 2006	January 2005	% Ch	2005 YTD	2004 YTD	YTD % Ch
Number of Leads	77	75	+3%	348	294	+18%
Total Room Night Production	83,924	76,100	+10%	358,747	267,130	+34%

Tradeshows & Events

Event Name	Location	Department Attending
NAMM Attendance Booster	Anaheim, CA	Sales, Music
MPI-PEC Conference/Tradeshow	Charlotte, NC	Sales
TACVB Educational Conference	Austin, Texas	Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
National Home Builders Association	567
American Bar Association	2,765
Convention Services	
The Nature Conservancy	1,570
Texas Department of Public Safety-Motorcycle Safety Unit (planning meeting)	800
St. Edward's University – Hilltopper Softball Classic (planning meeting)	840
American Wood Preservers Association (planning meeting)	1,085
Rotary International (planning meeting)	940
Republic of Texas Biker Rally (planning meeting)	8,595
Borders (site with Sales)	1,215
Other Departmental Site Visits	

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	54	218,848	155,165	6	31,350	9,228
2007	23	113,650	73,292	19	65,350	57,109
2008	13	72,250	44,984	24	68,150	104,646
2009	11	33,100	35,086	18	40,500	60,856
2010	4	16,350	10,666	6	55,500	38,984

Convention Center Bookings

Group	Dates	Estimated Attendance	Estimated Room Nights
Government Technology Conference	1/26-2/03/2006	12,000	815
Borders Books & Music	3/31-4/05/2006	600	1,215
Republic of Texas Biker Rally	6/01/2006	37,000	9,300
Percussive Arts Society	11/07-12/2006	7,000	5,200
Texas Turfgrass Association	12/11-13/2006	1,200	885
Government Technology Conference	1/25-2/02/2007	12,000	815
Texas Computer Education Association	2/03-09/2007	12,000	5,710
Republic of Texas Biker Rally	5/30-6/03/2007	37,000	9,300
Texas Association of Secondary School Principals	6/10-15/2007	1,000	2,815
Texas Computer Education Association	2/02-08/2008	12,000	5,710
Texas Computer Education Association	1/31-2/06/2009	12,000	5,710
Texas Computer Education Association	2/06-12/2010	12,000	5,710

Convention Services

	January 2006	January 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Meetings Serviced	95	67	+42%	290	193	+50%
Reservations Assigned	812	666	+22%	4,637	4,006	+16%
Registration Hours	402.25	266	+51%	2,065.25	1,463.25	+41%
Music Event Bookings	19	19	- 0 -	53	39	+36%

Film Production

	January 2006	January 2005	%Ch	YTD 2006	YTD 2005	YTD % Ch
Production Leads	44	7	+529%	122	24	+408%
Production Starts	1	1	- 0 -	5	2	+150%
Production Days	20	15	+33%	130	66	+97%

Film, TV, Commercial, Print and Miscellaneous Production

Grind House – Feature Film – in production

Friday Night Lights – TV Pilot – pre-production

Heritage Marketing Numbers

	January 2006	January 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Walking Tour Participants	355	278	+28%	1,794	1,578	+14%
Speakers Bureau	125	20	+525%	238	237	- 0 -
Walking Tour Lead Referrals	4	3	+33%	14	12	+17%

Public Relations/Advertising Production

	January 2006	January 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Press Releases	13	10	+30%	35	33	+06%
Media Contacts	1,568	777	+102%	4,143	2,960	+40%
Media Queries	71	91	-22%	295	371	-20%
Media/Site Visits	4	2	+100%	23	30	-23%
Dollar impact of media	\$379,728	\$411,135	-7.64%	\$1,452,688	\$1,350,731	+7.55%
Images Issued	235	230	+02%	641	679	-06%
Advertising Responses	5,597	2,299	+143%	10,316	9,262	+11%

Major Daily Newspapers:		Magazines:	
<i>Boston Globe</i>		Consumer	
<i>Dallas Morning News (4X)</i>		<i>House Beautiful</i>	
<i>Fort Worth Star Telegram</i>			
Interviews:		Trade:	
<i>KVUE (Rosebowl)- Craig Jenkins</i>		<i>Meetings and Conventions (3X)</i>	
<i>KVUE (Hotel Developments)- Tom Segesta</i>		<i>Nightclub & Bar</i>	
<i>ABJ (Industry Projection)- Bob Lander</i>		<i>Beverage Industry</i>	