

Austin

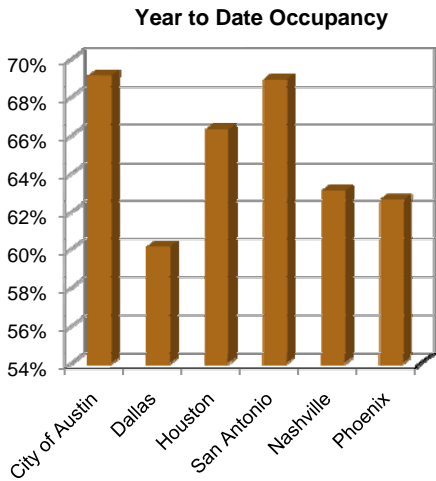
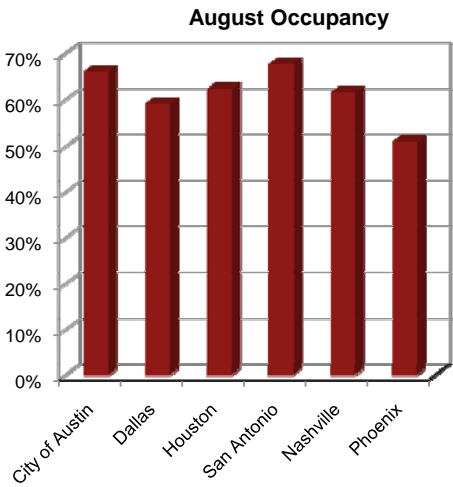
CONVENTION AND VISITORS BUREAU

MONTHLY INDUSTRY REPORT

Industry Report – September 2008

Lodging Industry Report

	August 2008						August 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	71.1%	-4.4	\$132.65	5.7	1.1	-0.1	73.4%	-1.3	\$145.21	6.6	5.3	-1.5
City of Austin	66.0%	-6.4	\$104.88	5.8	-1.0	-4.1	69.1%	-4.0	\$109.49	6.3	2.0	-3.1
Markets												
Dallas	59.1%	-0.1	\$86.27	0.1	0.0	2.1	60.1%	-2.3	\$94.21	3.3	0.9	0.2
Houston	62.3%	-4.0	\$91.13	3.3	-0.8	-1.6	66.3%	-2.2	\$98.46	8.4	6.0	0.6
San Antonio	67.7%	-1.2	\$99.57	1.9	0.7	5.2	68.9%	-0.7	\$107.42	4.4	3.6	4.7
Nashville	61.6%	-7.7	\$90.07	2.9	-5.1	-5.6	63.1%	-5.8	\$95.51	6.7	0.5	-3.7
Phoenix	51.0%	-11.4	\$83.62	1.0	-10.4	-7.5	62.6%	-9.4	\$129.77	5.3	-4.6	-6.4





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Aviation Passengers

	August 2008	August 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Total Passengers	815,427	814,060	0.17%	6,222,864	5,932,504	5%
Total Enplanements	404,860	409,276	-1%	3,181,606	3,039,914	5%

Source: Austin-Bergstrom International Airport

Visitor Inquiries

	September 2008	September 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Visitor Guide Requests	5,582	4,939	13%	98,414	90,278	9%
Downtown Visitors	14,266	12,712	12%	151,588	144,711	5%
Phone Calls	1,296	1,668	-22%	20,379	18,851	8%
Retail Revenue-Gross	\$59,060.00	\$76,042.94	-22%	\$841,801.00	\$778,036.42	8%

Website Traffic

	September 2008	September 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Website Visits	90,061	88,347	2%	1,215,615	1,107,924	10%
Hotel Reservations Booked	38	48	-21%	433	477	-9%

Group Leisure Travel

	September 2008	September 2007	2008 YTD	2007 YTD
Number of Leads*	46	5	353	228
Inquiries Fulfilled	42	4	363	276
Tours Booked	6	1	54	39
Room Night Total	791	59	4,772	1,876

* 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

	September 2008	September 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Meetings*	9	14	-36%	90	97	-7%
Room Nights	16,257	51,060	-68%	226,545	196,228	15%
Attendance	10,500	71,950	-85%	233,770	489,675	-52%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	September 2008	September 2007	% Ch
Number of Definite Bookings	44	57	-23%
Total Room Night Production	39,435	70,807	-44%
Total Attendance	29,855	92,654	-68%


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A Meetings Lead Production

	September 2008	September 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	24	24	0%	326	386	-16%
Total Room Night Production	108,363	91,764	18%	1,462,354	1,634,898	-11%

ALL Meetings Lead Production

	September 2008	September 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	109	108	1%	1,539	1,415	9%
Total Room Night Production	147,259	139,676	5%	2,201,719	2,231,733	-1%

Tradeshows & Events

Event Name	Location	Department Attending
Affordable Meetings National	Washington, DC	Sales
ASAE Foundation Dinner	Washington, DC	Sales

Site Visits

Group Name	Total Room Nights
Convention Sales	
National Industries for the Severely Handicapped (NISH)	181
Foster Care Alumni of America	280
Institutional Investor	563
National Cable Television Cooperatives	1,030
North American Society for Pediatric Gastroenterology Hepatology and Nutrition	2,048
John Deere Aftermarket Expo Exhibitor Block	7,000
International Society for Magnetic Resonance in Medicine	15,353
Convention Services	
F+W Media - HOW Design Conference 6/2009	5,800
Foster Care Alumni of America (tentative) 8/2009	280
Institutional Investors 4/2010	563
Baxter Healthcare Corp. 1/2009	828



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Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Lance Armstrong Foundation	10/24/2008	10/26/2008	2,500	3,249
GSD&M	2/13/2009	2/15/2009	3,000	2,260
John Deere Aftermarket Expo Exhibitor Block	12/1/2010	12/10/2010	700	7,206

*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	9	29,500	46,994	49	122,750	157,044
2011	13	40,200	65,223	62	103,100	152,096
2010	25	76,400	104,067	109	75,475	184,636
2009	46	144,190	147,737	195	40,550	122,514
2008	60	235,230	164,642	50	0	14,238
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

	September 2008	September 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Meetings Serviced bureau booked = 138 non bureau booked = 30	168	120	40%	1,455	1,455	0%
Reservations Assigned	4792	471	917%	17,020	9,785	74%
Registration Hours	284.5	62	359%	4,219	3,106	36%
Music Event Bookings	14	12	17%	227	122	86%


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Film Production

	September 2008	September 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Production/ Referral Inquiries*	258	563	-54%	4,477	4,522	-1%
Production Packages Fulfilled	2	6	-67%	54	64	-16%
Production Starts	2	2	0%	25	19	32%
Production Days	45	40	13%	699	491	42%

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

	September 2008	September 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Walking Tour Participants	35	56	-38%	657	4,480	-85%
Speakers Bureau	9	0	0%	667	628	6%
Walking Tour Lead Referrals	0	0	0%	7	47	-85%


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Public Relations/Advertising Production

	September 2008	September 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Press Releases/Media Outreach	15	9	67%	111	99	12%
Media Contacts	1,758	1,273	38%	10,858	12,605	-14%
Media Queries	88	90	-2%	866	1,115	-22%
Media/Site Visits	6	7	-14%	144	111	30%
Dollar impact of media*	\$966,465*	\$896,573	8%	\$6,459,310*	\$7,506,162	-14%
Images Issued	279	200	40%	3,163	3,515	-10%
Advertising Responses	2,045	1,514	35%	26,271	24,176	9%

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

Media Placements

Major Newspapers:

San Antonio Express-News
Atlanta Journal-Constitution
Washington Post
Houston Chronicle
The New York Times
Edmonton Sun
Austin American-Statesman

Magazines:

Ty Pennington At Home
TravelAge West
Golf Digest
Every Day with Rachael Ray
National Geographic Traveler
Nylon
Daily Variety
Stratos
Successful Meetings
Meetings South
Southwest Airlines Spirit
R&R: Radio & Records
Black Meetings & Tourism

Online/Internet Outlets:

AirCanada.com
FamilyTravelForum.com
Bizjournals.com
Grandparents.com
USAEnews.com
Glam.com
Chron.com
MySanAntonio.com
NYTimes.com
BlackBookMagazine.com

Television/Radio coverage:

News 8 Austin, interview with Bob Lander (Ike)
KXAN-TV, interview with Bob Lander (Ike)
KEYE-TV, phone interview with Bob Lander (Ike)
KVUE-TV, interview with Bob Lander (UT football)
KLBJ-AM, phone interview with Bob Lander (Ike)
KXAN-TV, interview with Jennifer Walker (ACL)
KUT-FM, interview with Jennifer Walker (ACL)
KEYE-TV, interview with Jennifer Walker (ACL)

Source: Cision Media Impact Report