

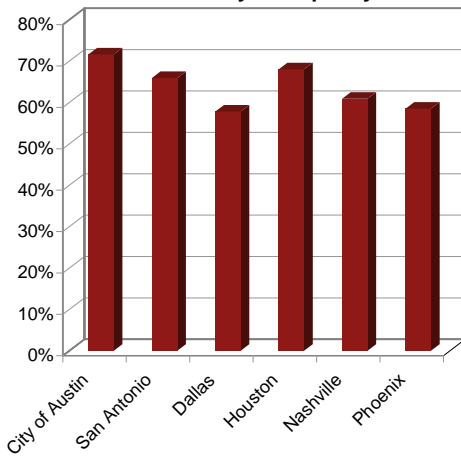
*Austin*  
 CONVENTION AND VISITORS BUREAU  
**MONTHLY INDUSTRY REPORT**

**Industry Report – June 2008**

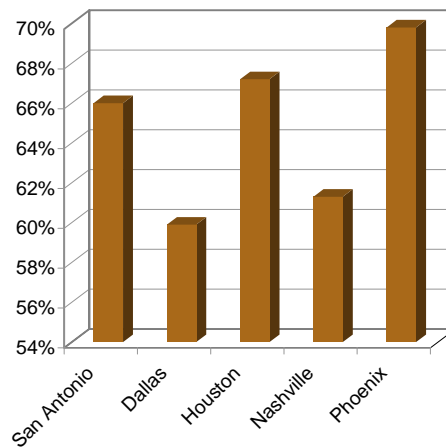
**Lodging Industry Report**

	May 2008						May 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	76.1%	-0.8	\$ 149.93	7.0	6.3	-2.1	74.7%	-2.2	\$ 151.51	6.9	4.5	-3.3
City of Austin	71.6%	-3.8	\$ 111.86	4.8	0.8	-2.9	69.8%	-4.8	\$ 111.86	6.6	1.4	-4.3
<b>Markets</b>												
San Antonio	65.9%	0.3	\$ 107.78	2.3	2.7	6.3	66.0%	-1.2	\$ 110.09	6.0	4.7	3.6
Dallas	57.8%	-6.0	\$ 93.18	2.7	-3.5	-3.2	59.9%	-3.7	\$ 97.50	4.3	0.4	-1.3
Houston	68.0%	-2.0	\$ 104.82	11.1	8.9	0.6	67.2%	-2.9	\$ 100.75	8.9	5.8	-0.5
Nashville	60.9%	-12.2	\$ 94.49	3.9	-8.8	-10.6	61.3%	-5.1	\$ 96.59	8.1	2.6	-2.9
Phoenix	58.5%	-9.6	\$ 115.69	2.0	-7.7	-6.5	69.8%	-8.2	\$ 149.42	5.9	-2.7	-5.4

**May Occupancy**



**Year to Date Occupancy**





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

### Aviation Passengers

	May 2008	May 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Total Passengers	836,689	781,855	7%	3,693,019	3,484,804	6%
Total Enplanements	419,416	408,044	3%	1,875,714	1,786,487	5%

Source: Austin-Bergstrom International Airport

### Visitor Inquiries

	June 2008	June 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Visitor Guide Requests	12,365	7,498	65%	72,674	70,153	4%
Downtown Visitors	15,530	13,970	11%	109,445	104,524	5%
Phone Calls	1,894	1,553	22%	14,993	14,207	6%
Retail Revenue-Gross	\$98,700.00	\$76,748.14	29%	\$614,004.00	\$547,530.54	12%

### Website Traffic

	June 2008	June 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Website Visits	102,799	94,170	9%	877,007	823,975	6%
Hotel Reservations Booked	110	55	100%	373	393	-5%

### Group Leisure Travel

	June 2008	June 2007	2008 YTD	2007 YTD
Number of Leads*	35	2	177	215
Inquiries Fulfilled	28	4	226	261
Tours Booked	17	0	41	38
Room Night Total	1,603	99	2,645	914

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

### A Meetings—CVB Booked

	June 2008	June 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Meetings*	6	15	-60%	67	110	-39%
Room Nights	26,956	78,293	-66%	179,789	190,217	-5%
Attendance	19,100	53,250	-64%	199,730	441,300	-55%

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

### ALL CVB Definite Room Night Bookings

	June 2008	June 2007	% Ch
Number of Definite Bookings	58	45	29%
Total Room Night Production	49,700	64,050	-22%
Total Attendance	42,850	67,895	-37%

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

**A Meetings Lead Production**

	June 2008	June 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	17	25	-32%	253	293	-14%
Total Room Night Production	77,825	122,700	-37%	1,146,724	1,292,489	-11%

**ALL Meetings Lead Production**

	June 2008	June 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	107	95	13%	1,201	1082	11%
Total Room Night Production	129,853	161,430	-20%	1,740,452	1,755,212	-1%

**Tradeshows & Events**

Event Name	Location	Department Attending
American Society of Engineering Education	Pittsburgh, PA	Services
Assn. for Convention Operations Management	Chicago, IL	Services
TSAE Golf Tournament	Austin, TX	Sales
Destinations Showcase Chicago	Chicago, IL	Sales

**Site Visits**

Group Name	Total Room Nights
<b>Convention Sales</b>	
Professional Association of Innkeepers International	1,695
Association of Small Foundations	1,045
American Association of Tissue Banks	886
National Grain & Feed Assn	1,385
National Council of Teachers of English	11,424
National Association of Insurance Commissioners	1,500
YMCA of the USA	715
KEHE Food Distributors	1,435
National Association of Neonatal Nurses	2,045
Academy of Eating Disorders	1,680
University of Texas Big 12 Black Student Government Association	750
Industrial Asset Management Council	1,335
<b>Convention Services</b>	
<b>National Association of Insurance Commissioners 3/2011 4395 (tentative)</b>	
<b>National Council of Teachers of English 11424 (tentative) 11/2014</b>	
KEHE 1/2009 1435	
NACHA - The Electronics Payment Assn. 4/2011	6,525
American Educational Service Agencies 12/2009	3,950



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

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Keller Williams Realty	8/7/2010	8/13/2010	6,000	6,000
John Deere Corp.	12/5/2010	12/15/2010	6,000	11,600
Texas Association of Secondary School Principals	6/15/2011	6/17/2011	2,850	4,110
Texas Association of Secondary School Principals	6/13/2012	6/15/2012	2,850	4,110

\*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	25	124,350	155,156
2011	11	35,100	60,607	25	101,900	100,645
2010	20	67,800	89,674	23	62,600	60,858
2009	38	132,650	138,984	23	40,590	45,748
2008	56	219,030	157,408	4	13,600	19,734
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**

	June 2008	June 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Meetings Serviced bureau booked =61 non bureau booked =45	106	145	-27%	1043	1,075	-3%
Reservations Assigned	244	221	10%	10,832	8,104	34%
Registration Hours	705.5	182	288%	3,786	2,489	52%
Music Event Bookings	21	12	75%	176	151	17%

  
**CONVENTION AND VISITORS BUREAU**  
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**Film Production**

	June 2008	June 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Production/ Referral Inquiries*	386	557	-31%	5,557	2,704	106%
Production Packages Fulfilled	3	4	-25%	46	46	0%
Production Starts	1	1	0%	19	13	46%
Production Days	50	5	900%	522	358	46%

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

*Friday Night Lights* – Television Series, NBC – renewed – pre-production

*Shorts* – Feature – in production

*Tree of Life* – Independent Feature – wrapped

*The Two Bobs* – Feature – wrapped

*Friday the 13<sup>th</sup>* – Feature – wrapped

*Ex-Terminators* – Independent Feature – wrapped

**Heritage Marketing**

	June 2008	June 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Walking Tour Participants	28	425	-93%	561	4,354	-87%
Speakers Bureau	2	65	-97%	379	628	-40%
Walking Tour Lead Referrals	2	3	-33%	5	37	-86%

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

**Public Relations/Advertising Production**

	June 2008	June 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Press Releases/Media Outreach	13	7	86%	77	76	1%
Media Contacts	767	1,049	-27%	7,860	9,629	-18%
Media Queries	55	87	-37%	640	866	-26%
Media/Site Visits	5	12	-58%	132	99	33%
Dollar impact of media*	\$439,330	\$497,716	-12%	\$4,544,030	\$5,693,348	-20%
Images Issued	188	378	-50%	2,354	2,385	-1%
Advertising Responses	2,403	2,064	16%	19,476	18,225	7%

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

**Media Placements**

**Major Newspapers:**

*New York Times*  
*Knoxville News-Sentinel*  
*Attleboro Sun-Chronicle*  
*The Cincinnati Enquirer*  
*The Oklahoman*  
*USA Today*  
*Atlanta Journal-Constitution*  
*Houston Chronicle*  
*Chicago Tribune*  
*The Wall Street Journal*  
*Fort Worth Star-Telegram*  
*Denver Post*  
*Minneapolis Star-Tribune*

**Magazines:**

*Travel + Leisure*  
*Phoenix Magazine*  
*Essence*  
*Bon Appetit*  
*Spa*  
*Down Beat*  
*Hotels*  
*NWA World Traveler*  
*Texas Highways*

**Online/Internet Outlets:**

*MeetingsMedia - online newsletter*  
*Clutch & Chrome*  
*USAToday.com*  
*The Burnt Orange Report*  
*American Chronicle.com*  
*US News.com (US News & World Report)*  
*Texas Meetings & Events - online newsletter*  
*MSN.com*  
*TravelandLeisure.com*

**Trade:**

*Travel Weekly (UK)*  
*Black Meetings & Tourism*  
*Tradeshaw Week*  
*Travel Agent Magazine*

**Television/Radio coverage:**

*News 8 Austin - Rose Reyes/Pachanga Festival*  
*Rock y Roll Radio - Rose Reyes/Pachanga Festival*  
*KLBJ-FM - Beth Krauss/TX Democratic Convention*  
*News 8 Austin - Roy Benear/TX Democratic Convention*  
*KEYE-TV - Roy Benear/TX Democratic Convention*  
*NBC - The Today Show - Affordable Getaways*  
*NBC - The Today Show - Free Attractions*  
*KXAN-TV - Downtown Plan Press Conference*  
*KTBC-TV - Downtown Plan Press Conference*  
*KVUE-TV - Downtown Plan Press Conference*  
*KEYE-TV - Downtown Plan Press Conference*

Source: Cision Media Impact Report