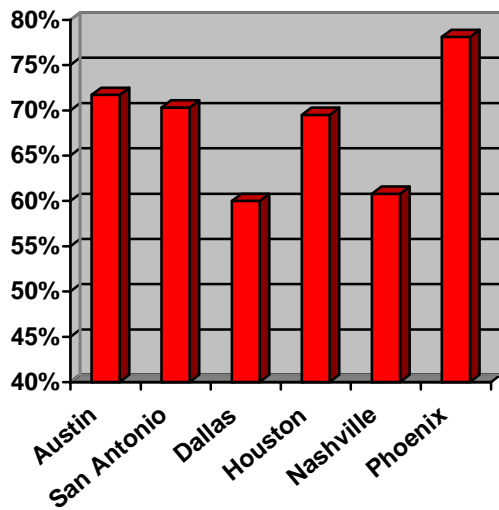




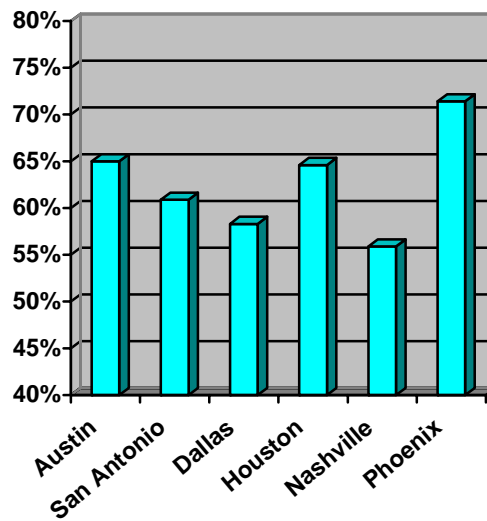
Monthly Industry Report March 2008

Lodging Industry Report												
	February 2008						February 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	77.1	-1.4	151.74	9.8	8.3	-2.2	70.1	-0.4	143.64	7.7	7.2	-1.3
City of Austin	71.7	-4.4	110.40	7.8	3.1	-3.9	65.0	-3.3	106.91	7.2	3.6	-3.0
Markets												
San Antonio	70.3	3.4	109.06	9.5	13.2	6.8	60.9	0.2	103.73	7.5	7.8	3.6
Dallas	60.0	-3.1	98.56	4.1	0.8	-1.2	58.3	-5.0	99.15	3.6	-1.7	-3.1
Houston	69.5	-0.6	101.80	10.9	10.3	1.9	64.6	-2.0	99.40	9.7	7.6	0.5
Nashville	60.8	0.0	97.32	9.8	9.8	2.6	55.9	-0.2	95.21	9.2	9.1	2.5
Phoenix	78.1	-1.3	172.63	17.9	16.3	1.5	71.4	-7.5	162.89	11.6	3.1	-5.3

February Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers						
	February 2008	February 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Total Passengers	654,632	610,992	+07%	1,312,448	1,210,292	+08%
Total Enplanements	333,860	311,345	+07%	666,448	613,502	+09%

Visitor Inquiries						
	March 2008	March 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Visitor Guide Requests	9,041	12,194	-26%	39,573	42,691	-07%
Downtown Visitors	18,279	16,385	+12%	65,397	62,671	+04%
Phone Calls	2,425	2,220	+09%	9,524	9,216	+03%
Retail Revenue-Gross	\$88,622.00	\$84,948.83	+04%	\$330,403.94	\$309,805.45	+07%

Website Traffic						
	March 2008	March 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Website Visits	122,454	87,044	+41%	566,043	503,897	+12%
Hotel Reservations Booked	38	71	-46%	169	226	-25%

Group Leisure Travel				
	March 2008	March 2007	2008 YTD	2007 YTD
Number of Leads*	48	56	118	1,342
Inquiries Fulfilled	39	67	146	1,319
Tours Booked	5	12	21	26
Room Night Total	178	199	842	587

* 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						
	March 2008	March 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Meetings*	9	17	-47%	46	67	-31%
Room Nights	36,935	23,273	+59%	125,566	81,227	+55%
Attendance	34,140	41,100	-17%	130,830	244,600	-47%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings			
	March 2008	March 2007	% Ch
Number of Definite Bookings	35	54	-35%
Total Room Night Production	46,843	37,680	+24%
Total Attendance	77,392	46,057	+68%

A Meetings Lead Production

	March 2008	March 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	42	57	-26%	174	201	-13%
Total Room Night Production	193,690	294,814	-34%	820,478	935,556	-12%

ALL Meetings Lead Production

	March 2008	March 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	144	179	-20%	795	738	+08%
Total Room Night Production	254,628	380,405	-33%	1,196,750	1,254,883	-05%

Tradeshows & Events

Event Name	Location	Department Attending
Meeting Industry Council Tradeshow	Denver, CO	Sales
Chicago Sales Mission/Client Event	Chicago, IL	Sales
Washington, DC Sales Mission/Client Event	Washington, DC	Sales
Southwest Airlines New Service Announcement Luncheon	Austin	Services, Sales
Austin Hotel & Lodging Assn. – City Council Forum	Austin	Services, Sales, Tourism, Admin.
Long Center Opening – Texas Music Tribute	Austin	Services, Music

Site Visits

Group Name	Total Room Nights
Convention Sales	
Association of Applied Clinical Sociologists	190
Construction Owners of America Association	485
Interstate Postgraduate Medical Association	750
Baxter Pharmaceuticals	890
Rutberg Media	1,200
Professional Convention Management Association (PCMA) Leadership Conference	1,226
American College of Sports Medicine	2,050
American College for Clinical Pharmacy	2,825
Ventyx (Definite; overflow block)	3,395
Senior Softball	8,000
The Enlightenment Tour	10,350
Convention Services	
American Bar Assn. – 10/08	1,878
Reinke Manufacturing – 10/09	750

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
Speedy Food Stores	4/22-24/2008	190	205
Keller Williams Realty	8/24-29/2008	6,000	5,540
Catholic Charities of Central Texas	10/17-18/2008	3,500	145
Keller Williams Realty	8/30-9/04/2009	6,000	5,922
Prudential Real Estate Affiliates	3/07-09/2010	7,000	9,425
American College of Sports Medicine	4/06-10/2010	1,300	2,050
Sports Turf Managers Association	1/12-15/2011	950	2,428
Texas Commission on Environmental Quality	4/29-5/02/2013	4,600	5,610
Texas Commission on Environmental Quality	5/05-08/2014	4,600	5,610

*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
2003	47	144,800	147,648			
2004	51	241,750	190,220			
2005	56	183,140	149,253			
2006	61	225,090	161,776			
2007	56	185,325	144,570			
2008	50	195,180	152,116	8	27,250	34,782
2009	36	118,650	131,842	33	78,150	29,234
2010	14	49,950	62,526	28	84,150	109,643
2011	10	32,250	56,392	20	92,650	84,842
2012	8	26,650	42,884	25	106,300	134,934

Convention Services

	March 2008	March 2007	% Ch	YTD 2008	YTD 2007	YTD % Ch
Meetings Serviced bureau booked =74 non bureau booked =45	119	139	-14%	719	723	-01%
Reservations Assigned	1,846	2,196	-16%	8,765	6,079	+44%
Registration Hours	152.5	498.5	-69%	2,169.25	1,803	+20%
Music Event Bookings	24	12	+100%	106	100	+06%

Film Production						
	March 2008	March 2007	%Ch	YTD 2008	YTD 2007	YTD % Ch
Production/ Referral Inquiries*	738	54	+1,267%	4,019	389	+933%
Production Packages Fulfilled	9	6	+50%	37	34	+09%
Production Starts	2	3	-33%	14	10	+40%
Production Days	67	70	+04%	282	269	+05%
Film, TV, Commercial, Print and Miscellaneous Production						
* totals skewed by initiation of on-line directory, improved access to information						
<i>Friday Night Lights</i> – Television Series, NBC – renewed – pre-production						
<i>Will</i> – Feature – 20th Century Fox – in production						
<i>Tree of Life</i> – Independent Feature – in production						
<i>Guys</i> – Independent Feature – wrapped						
<i>Friday the 13th</i> – Feature – pre- production						
<i>Ex-Terminators</i> – Independent Feature – pre-production						
<i>The Two Bobs</i> – Feature – pre-production						

Heritage Marketing Numbers						
	March 2008	March 2007	% Ch	YTD 2008	YTD 2007	YTD % Ch
Walking Tour Participants	96	668	-86%	313	3,142	-90%
Speakers Bureau	25	63	-60%	175	379	-54%
Walking Tour Lead Referrals	1	5	-80%	1	27	-96%

Public Relations/Advertising Production*

	March 2008	March 2007	% Ch	YTD 2008	YTD 2007	YTD % Ch
Press Releases/Media Outreach	9	7	+29%	49	47	+04%
Media Contacts	983	902	+09%	5,460	6,018	-09%
Media Queries	77	73	+05%	420	547	-23%
Media/Site Visits	40	33	+21%	81	76	+07%
Dollar impact of media	\$912,573**	\$1,023,792	-11%	\$3,196,571	\$3,664,445	-13%
Images Issued	356	322	+11%	1,621	1,536	+06%
Advertising Responses	1,280	2,853	-55%	8,710	11,543	-25%

Media Placements

<u>Major Newspapers:</u>	<u>Magazines:</u>
<i>Miami Herald</i>	<i>Triathlete</i>
<i>Miami Herald – International Edition</i>	<i>Billboard</i>
<i>Atlanta Journal-Constitution</i>	<i>GQ: Gentleman’s Quarterly</i>
<i>Kansas City Star</i>	<i>Traditional Home</i>
<i>New York Times – City Edition</i>	<i>Market Watch</i>
<i>Chicago Tribune - City</i>	<i>Time Out Chicago</i>
<i>Minneapolis Star-Tribune</i>	<i>Southwest Spirit</i>
	<i>Arthur Frommer’s Budget Travel</i>
	<i>Hollywood Reporter</i>
	<i>Endless Vacation</i>
	<i>Continental</i>
<u>Online/Internet Outlets</u>	<u>Television/Radio coverage</u>
<i>EdgeBoston.com</i>	<i>KXAN – GPS Tour</i>
<i>Pandora.com</i>	<i>News 8 Austin – SXSW</i>
<i>Modernagent.com</i>	<i>BBC – SXSW live from Austin</i>
<i>Artdaily.com</i>	<i>KVUE – March Madness</i>
<i>Travelandleisure.com</i>	<i>Univision – SXSW</i>
<i>BBC.co.uk</i>	
<i>Earthtimes.com</i>	
<i>Guardian.co.uk</i>	<u>Trade</u>
<i>Film.com</i>	<i>Corporate Meetings & Incentives</i>
<i>WiredNews.com</i>	<i>USAE</i>
<i>SFgate.com</i>	<i>Travel Agent Magazine</i>
<i>Variety.com</i>	<i>Medical Meetings</i>