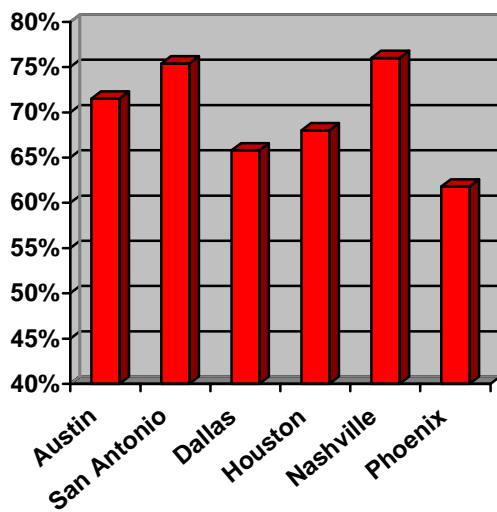




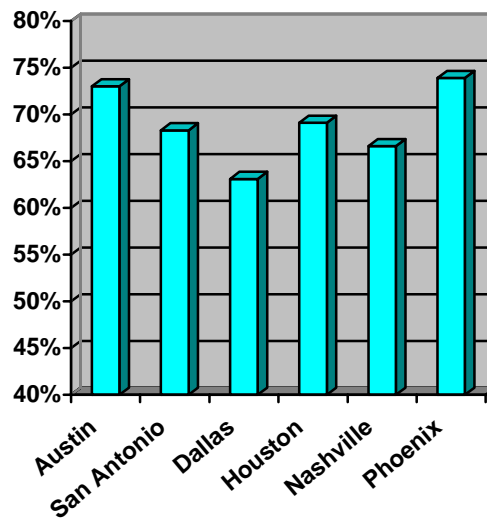
Monthly Industry Report July 2007

Lodging Industry Report												
	June 2007						June 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	70.7	-4.6	125.96	4.0	-0.9	1.6	75.4	-0.3	136.47	11.3	11.0	5.8
City of Austin	71.5	-2.2	101.64	7.6	5.2	0.2	73.0	2.2	104.05	11.5	14.3	6.1
Markets												
San Antonio	75.4	-3.1	103.42	3.4	0.1	0.8	68.3	-3.8	103.74	6.8	2.7	-0.9
Dallas	65.8	0.2	90.50	7.3	7.5	1.1	63.1	-1.3	92.94	7.9	6.5	-0.2
Houston	68.0	3.7	89.13	7.5	11.4	4.0	69.1	2.2	91.82	7.5	9.9	2.5
Nashville	76.0	1.5	91.14	11.5	13.2	3.1	66.6	0.5	90.41	8.1	8.7	1.4
Phoenix	61.8	-1.6	89.04	4.9	3.1	-1.1	73.9	-0.8	133.53	7.7	6.9	-1.4

June Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers						
	July 2007	July 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Total Passengers	801,185	743,459	+08%	4,285,989	4,057,360	+06%
Total Enplanements	413,894	383,290	+08%	2,200,372	2,072,795	+06%

Visitor Inquiries						
	July 2007	July 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Visitor Guide Requests	7,036	6,225	+13%	77,189	73,692	+05%
Downtown Visitors	13,448	16,720	-20%	117,972	104,465	+13%
Phone Calls	1,224	2,263	-46%	15,431	18,604	-17%
Retail Revenue-Gross	\$62,598.10	\$102,946.16	-39%	\$610,128.64	\$652,856.04	-07%

Website Traffic						
	July 2007	July 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Website Visits	102,119	87,463	+17%	926,094	607,497	+52%
Hotel Reservations Booked	952	323	+195%	1,007	1,370	-26%

Group Leisure Travel				
	July 2007	July 2006	2007 YTD	2006 YTD
Number of Leads*	4	1	1,262	46
Inquiries Fulfilled	10	5	1,387	365
Tours Booked	0	3	38	56
Room Night Total	903	921	1,817	3,627

* 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						
	July 2007	July 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Meetings*	17	14	+21%	127	79	+61%
Room Nights	18,100	25,326	-29%	208,317	146,213	+42%
Attendance	67,350	46,300	+45%	508,650	414,175	+23%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings			
	July 2007	July 2006	% Ch
Number of Definite Bookings	60	60	0%
Total Room Night Production	36,248	41,065	-12%
Total Attendance	82,512	94,793	-13%

A Meetings Lead Production

	July 2007	July 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	40	19	+111%	333	181	+84%
Total Room Night Production	124,606	103,566	+20%	1,417,095	733,145	+93%

ALL Meetings Lead Production

	July 2007	July 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	123	85	+45%	1,205	959	+26%
Total Room Night Production	168,016	142,348	+18%	1,923,228	1,189,976	+62%

Tradeshows & Events

Event Name	Location	Department Attending
Council of Engineering and Scientific Society Executives (CESSE)	Halifax, QC	Sales
Destination Marketing Assn Intl (DMAI) Annual Meeting	Pittsburgh, PA	Sales, Administration
Meeting Professionals Intl (MPI) World Education Congress	Montreal, QB	Sales
TX Tourism Advisory Board	Galveston, Texas	Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
American Academy of Pediatric Dentistry	285; 5,500
National Safety Council	400
Pro Duffers USA	400
Commerce Lexington, KY	465
Securitas	560
Triad Conferences (meeting services)	General site
Convention Services	
Woodmen of the World Life Insurance Society 7/2009	1,460
National Trust for Historic Preservation 10/2010	4,075
American Society for Healthcare Human Resources Administration 10/2008	3,655
Texas Middle School Assn. (planning) – 3/2008	1,870

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
Texas Girls Coaches Association	7/12-17/2009	5,000	2,235
National Association of Insurance Commissioners	3/25-29/2011	1,500	4,290

Citywide Report-Convention Center Business

Year	# of Definite Groups	Definite Attendance	Definite Room Nights	# of Tentative Groups	Tentative Attendance	Tentative Room Nights
2002	41	204,400	91,989			
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	55	185,325	141,725	3	3,000	4,509
2008	30	111,000	115,289	14	68,250	42,361
2009	26	89,750	100,530	32	92,940	86,311
2010	8	30,950	32,601	30	115,050	125,536
2011	4	11,500	21,447	25	121,550	124,048

Convention Services

	July 2007	July 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced	121	105	+15%	1,196	917	+30%
Reservations Assigned	176	2,589	-93%	8,280	18,220	-55%
Registration Hours	385.50	778.50	-50%	2,874	4,564.75	-37%
Music Event Bookings	10	20	-50%	161	226	-29%

Film Production

	July 2007	July 2006	%Ch	YTD 2007	YTD 2006	YTD % Ch
Production/ Referral Inquiries*	594	44	+1250%	3,298	505	+553%
Production Packages Fulfilled	5	8	-37%	51	73	-30%
Production Starts	3	1	+200%	16	12	+33%
Production Days	50	55	-09%	406	396	+03%

Film, TV, Commercial, Print and Miscellaneous Production

* totals skewed by initiation of on-line directory, improved access to information

Prayer of the Bone – Cable Television Feature/BBC/HBO – in production

Forgiveness – Independent Feature Film – in production

Friday Night Lights – Television Series, NBC

Heritage Marketing Numbers

	July 2007	July 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Walking Tour Participants	38	290	-87%	4,392	4,329	+01%
Speakers Bureau	0	20	-100%	628	711	-12%
Walking Tour Lead Referrals	0	2	-100%	47	34	+38%

Public Relations/Advertising Production

	July 2007	July 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Press Releases	6	8	-25%	82	84	-02%
Media Contacts	863	1,031	-36%	10,492	10,118	-05%
Media Queries	76	99	-23%	942	973	-03%
Media/Site Visits	1	12	-92%	100	63	+59%
Dollar impact of media	\$536,924	\$393,752	+36%	\$6,230,272	\$5,655,857	+10%
Images Issued	290	193	+50%	2,675	2,070	+29%
Advertising Responses	1,407	2,338	-40%	19,632	30,890	-36%

Media Placements

Media Placements	
<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>Chicago Tribune</i>	Consumer:
<i>Fort Worth Star-Telegram</i>	<i>Men's Journal</i>
<i>Austin Chronicle</i>	<i>Golf Digest</i>
<i>South Florida Sun-Sentinel</i>	<i>Southern Living</i>
<i>National Post</i>	<i>ExpressLane</i>
	<i>AAA Home & Away</i>
<u>Interviews:</u>	Trade:
Cynthia Maddox – <i>KVUE</i> (NAMM)	<i>Music Trades</i>
	<i>Tradeshaw Week</i>
	<i>Canadian Music Trade</i>
	<i>Insurance & Financial Meetings Management</i>

Source: Cision (formerly Bacon's) Media Impact Report