

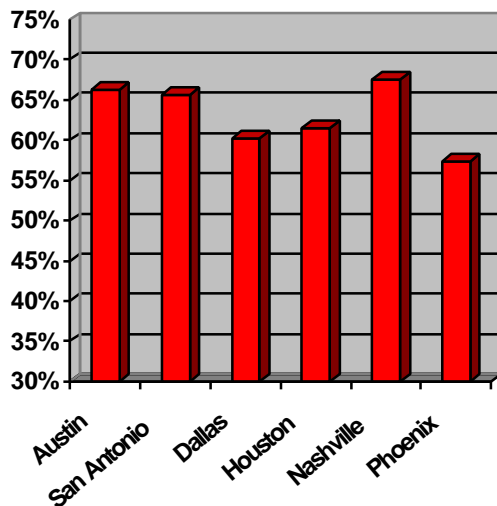


Monthly Industry Report September 2006

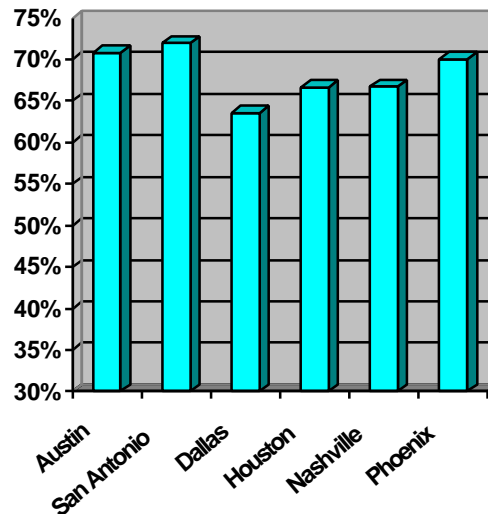
Lodging Industry Report

	August 2006						August 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	67.3	3.4	112.17	13.2	17.1	2.7	74.1	3.9	120.99	12.2	16.5	3.4
City of Austin	66.3	5.7	89.97	16.2	23.0	7.4	70.8	5.8	91.71	13.5	20.0	5.9
Markets												
San Antonio	65.6	3.0	93.09	13.0	16.4	5.3	71.9	2.4	96.67	7.9	10.5	4.5
Dallas	60.2	2.9	82.54	10.7	13.9	4.7	63.5	7.8	84.64	10.2	18.8	9.4
Houston	61.5	-3.1	81.41	9.0	6.2	-1.9	66.6	7.8	84.15	12.3	21.1	8.0
Nashville	67.6	9.7	82.34	9.3	20.0	9.3	66.7	6.5	83.16	7.8	14.8	6.5
Phoenix	57.4	2.5	77.93	8.0	10.5	2.4	70.0	1.9	114.08	9.7	11.7	2.1

August Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers						
	August 2006	August 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Total Passengers	697,538	668,300	+04%	5,497,677	5,103,319	+08%
Total Enplanements	348,204	332,709	+05%	2,800,353	2,603,428,	+08%

Visitor Inquiries						
	September 2006	September 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Visitor Guide Requests	6,470	3,446	+88%	89,656	64,777	+38%
Downtown Visitors	11,543	12,150	-05%	125,736	123,384	+02%
Phone Calls	1835	994	+85%	22,394	19,972	+12%
Retail Revenue-Gross	\$61,990.67	\$51,314.89	+21%	\$774,278.87	\$614,717.41	+26%

Website Traffic						
	September 2006	September 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Website Visits	85,228	43,165	+97%	772,645	411,506	+88%
Hotel Reservations Booked	48	173	-72%	1,585	1,875	-15%

Group Leisure Travel				
	September 2006	September 2005	2006 YTD	2005 YTD
Number of Leads*	0	1	127	222
Inquiries Fulfilled	5	9	405	624
Tours Booked	0	9	66	54
Room Night Total	100	230	4,521	4,023

* 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						
	September 2006	September 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Meetings*	24	16	+50%	97	105	-08%
Room Nights	42,128	20,705	+103%	196,228	197,413	-01%
Attendance	108,800	126,915	-14%	489,675	517,038	-05%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings			
	September 2006	September 2005	% Ch
Number of Definite Bookings	64	43	+49%
Total Room Night Production	59,279	31,867	+86%
Total Attendance	140,817	140,690	0

A Meetings Lead Production

	September 2006	September 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	22	14	+57%	219	166	+32%
Total Room Night Production	63,745	33,097	+93%	864,350	524,456	+65%

ALL Meetings Lead Production

	September 2006	September 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	122	77	+58%	1,195	988	+21%
Total Room Night Production	119,457	62,563	+91%	1,406,169	936,355	+50%

Tradeshows & Events

Event Name	Location	Department Attending
Affordable Meetings National	Washington, DC	Sales
ITME The Motivation Show (Incentive Travel)	Chicago, IL	Sales
Courtyard/Residence Inn Opening	Austin	Convention Services
IAEM-CTC Annual Meeting	Hyatt Lost Pines	Convention Services/Convention Sales
North American Spine Society	Seattle, WA	Convention Services
TTIA Summitt	Grapevine, Texas	Tourism
Dallas Sales Mission	Dallas, Texas	Tourism
Texas Tourism Advisory Board	Dallas, Texas	Tourism
Discover the World Marketing	Hyatt Lost Pines	Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
Baptist General Convention of Texas/African American Fellowship	455
State of Texas Gospel Announcers Guild	425
American Association of Equine Practitioners	9,964
USA Volleyball	8,680
American Society of Agronomy	5,961
Convention Services	
Council of Science Editors	930
American Society of Agronomy	5,900

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
Austin Junior Volleyball	5/4-7/2007	5,000	250
International Spa Association	10/2-9/2009	1,800	5,114
Government Technology Conference	1/25-2/1/2008	11,000	225
Texas Association of Secondary School Principals	6/11-13/2008	2,500	3,299
Texas Association of Secondary School Principals	6/10-12/2009	2,500	3,355
Texas Association of Secondary School Principals	6/9-11/2010	2,500	3,355
NAMM The International Music Products Association	7/27-29/2007	22,000	10,013

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	183,140	149,253			
2006	61	286,848	173,532	1	50,000	12,500
2007	36	161,075	119,618	14	43,550	24,467
2008	24	115,700	85,800	18	40,350	43,045
2009	17	46,400	54,237	35	80,850	108,331
2010	5	18,850	16,041	18	81,400	95,947

Convention Services

	September 2006	September 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Meetings Serviced	96	79	+22%	1,146	808	+42%
Reservations Assigned	661	391	+69%	20,472	8,392	+144%
Registration Hours	465.50 (included 72 hours omitted from Aug. report)	174	+168%	5,190.75	4,309.50	+20%
Music Event Bookings	19	15	+27%	260	228	+14%

Film Production

	September 2006	September 2005	%Ch	YTD 2006	YTD 2005	YTD % Ch
Production Leads	39	12	+225%	593	107	+454%
Production Starts	1	1	0%	14	14	0%
Production Days	50	20	+150%	522	399	+31%

Film, TV, Commercial, Print and Miscellaneous Production

Friday Night Lights – TV Series – in production

Grind House – Feature Film – in production

Kim Peirce Untitled Project – Feature Film – in production

Gary the Tennis Coach – Feature Film – pre-production

Heritage Marketing Numbers

	September 2006	September 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Walking Tour Participants	303	382	-21%	5,010	5,205	-04%
Speakers Bureau	150	0	+150%	885	930	-05%
Walking Tour Lead Referrals	3	2	+50%	40	41	-02%

Public Relations/Advertising Production

	September 2006	September 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Press Releases	17	13	+31%	109	106	+03%
Media Contacts	880	966	-09%	11,883	10,908	+09%
Media Queries	562	169	+233%	1,604	1,423	+13%
Media/Site Visits	6	1	+500%	79	78	+01%
Dollar impact of media	\$1,114,661	\$772,548	+44%	\$7,170,903	\$6,515,101	+10%
Images Issued	308	210	+47%	3,004	2,265	+33%
Advertising Responses	3,104	2,080	+49%	36,321	65,056	-44%

<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>Austin American-Statesman</i>	Consumer:
<i>The New York Times</i>	<i>Arthur Frommer's Budget Travel</i>
<i>The Wall Street Journal</i>	<i>Hispanic</i>
<i>The Lost Angeles Times</i>	<i>National Geographic Adventure</i>
	<i>Texas Highways</i>
	<i>Food + Wine</i>
	<i>Triathlete</i>
	<i>Motorcyclist</i>
	<i>Art & Antiques</i>
<u>Interviews:</u>	<u>Trade:</u>
<i>KVUE – Matthew Payne re: UT Football</i>	
<i>KVUE – Roy Benear re: new hotels opening</i>	
<i>FOX 7 – Craig Jenkins re: UT Football</i>	

Source: Bacon's Media Impact Report