

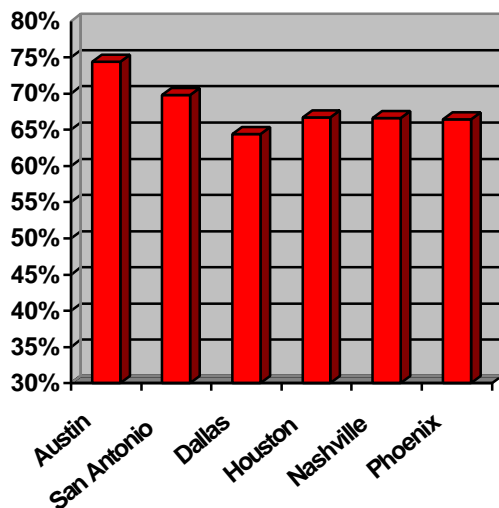


Monthly Industry Report June 2006

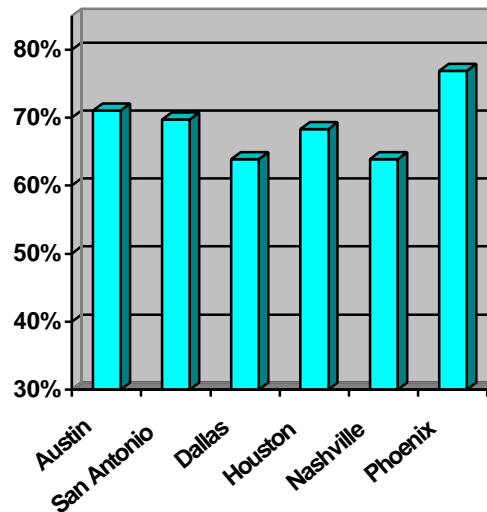
Lodging Industry Report

	May 2006						Calendar 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	77.0	7.8	126.20	16.8	25.9	7.1	76.2	4.2	123.79	11.3	15.9	3.9
City of Austin	74.4	10.5	94.71	16.5	28.6	9.8	71.0	6.4	91.78	12.2	19.4	6.1
Markets												
San Antonio	69.8	-1.0	97.86	1.3	0.4	0.9	69.7	4.5	96.08	6.5	11.3	6.6
Dallas	64.4	13.8	85.93	12.8	28.4	15.2	63.9	9.6	85.85	9.3	19.9	11.2
Houston	66.7	7.6	86.58	11.8	20.1	7.8	68.3	11.6	85.80	12.8	25.8	11.4
Nashville	66.6	11.9	83.04	8.0	21.0	11.8	63.9	7.2	83.37	8.1	16.0	7.5
Phoenix	66.4	2.9	106.41	8.0	11.2	3.1	76.9	1.9	129.37	9.6	11.6	2.1

May Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers

	May 2006	May 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Total Passengers	736,007	673,030	+9.5%	3,313,901	3,009,935	+10%
Total Enplanements	383,191	227,184	+9.5%	1,689,505	1,538,715	+10%

Visitor Inquiries

	June 2006	June 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Visitor Guide Requests	9,151	5,847	+57%	67,467	52,501	+129%
Downtown Visitors	13,875	13,741	+1%	87,745	84,380	+04%
Phone Calls	2,058	1,500	+37%	16,341	16,393	-.32%
Retail Revenue-Gross	\$84,100.46	\$74,755.51	+13%	\$549,909.88	\$412,321.76	+33%

Website Traffic

	June 2006	June 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Website Visits	78,593	41,474	+89%	520,034	283,232	+84%
Hotel Reservations Booked	144	262	-45%	1,047	2,521	-58%

Group Leisure Travel

	June 2006	June 2005	2006 YTD	2005 YTD
Number of Leads*	7	61	109	303
Inquiries Fulfilled	127	49	360	624
Tours Booked	8	5	53	35
Room Night Total	853	742	2,706	2,521

* 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

	June 2006	June 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Meetings*	19	14	+36%	72	82	-12%
Room Nights	16,913	12,704	+33%	120,887	141,779	-15%
Attendance	47,250	27,900	+69%	351,425	364,873	-04%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	June 2006	June 2005	% Ch
Number of Definite Bookings	50	42	+19%
Total Room Night Production	26,512	27,018	-02%
Total Attendance	101,038	96,985	+04%

A Meetings Lead Production

	June 2006	June 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	15	11	+36%	161	127	+27%
Total Room Night Production	57,171	29,763	+92%	645,369	389,020	+66%

ALL Meetings Lead Production

	June 2006	June 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	111	74	+50%	874	729	+20%
Total Room Night Production	95,144	79,544	+20%	1,043,857	683,456	+53%

Tradeshows & Events

Event Name	Location	Department Attending
TSAE Foundation Masters	Austin, TX	Sales
Cities of the Big 12 Conference	Dallas, TX	Sales

Site Visits

Group Name	Total Room Nights
Convention Sales	
Educational Services Association (2011)	6,192
Disease Management Association of America (2008)	2,315
CMP Media, LLC (2006)	50
Convention Services	
International Spa Association – 2009	4,686
CMP Media – 10/2006	50
National Poetry Slam 8/06 (planning meeting)	570
American Institute of Certified Public Accounts 7/06 (planning meeting)	1,225
Eaton Aerospace (non-bureau booked)	
Ecological Society of America – 8/2011 (tentative)	6,100
Natl. Assn. of College Admission Counselors – 8/2007	6,700
Other Departmental Site Visits	Department

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
No new citywide bookings			

*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
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	181,740	149,253	0	0	0
2006	61	244,298	170,710	1	50,000	12,500
2007	30	125,825	95,955	16	64,700	46,302
2008	21	98,900	67,920	21	53,970	56,132
2009	13	37,400	39,098	24	52,700	87,393
2010	4	16,350	10,666	14	69,700	74,034

Convention Services

	June 2006	June 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Meetings Serviced	109	77	+42%	812	577	+41%
Reservations Assigned	1,125	799	+41%	15,631	6,635	+136%
Registration Hours	426.25	357	+19%	3,786.25	3,575.75	+12%
Music Event Bookings	17	33	-48%	209	157	+33%

Film Production

	June 2006	June 2005	%Ch	YTD 2006	YTD 2005	YTD % Ch
Production Leads	38	6	+533%	461	72	+540%
Production Starts	1	0	N/A	11	6	+83%
Production Days	50	12	+317%	341	254	+34%

Film, TV, Commercial, Print and Miscellaneous Production

Grind House – Feature Film – in production

Friday Night Lights – TV series – pre-production

Kim Peirce Untitled Project – Feature Film – pre-production

Kabluey – Feature Film – wrapped

The Hitcher- Feature Film – in production

Heritage Marketing Numbers

	June 2006	June 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Walking Tour Participants	559	481	+16%	4,039	3,964	+02%
Speakers Bureau	75	10	+650%	691	777	-11%
Walking Tour Lead Referrals	3	4	-25%	32	33	-03%

Public Relations/Advertising Production

	June 2006	June 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Press Releases	7	7	- 0 -	76	76	- 0 -
Media Contacts	402	885	-55%	6,887	7,832	-12%
Media Queries	77	140	-45%	874	1,084	-19%
Media/Site Visits	3	8	-62%	51	71	-28%
Dollar impact of media	\$430,110	\$201,683	+113%	\$4,894,105	\$3,827,155	+28%
Images Issued	249	187	+33%	1,877	1,665	+13%
Advertising Responses	3,228	3,161	+02%	28,552	57,512	-50%

<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>Austin Business Journal</i>	
<i>Austin American-Statesman</i>	Consumer:
<i>San Antonio Express News</i>	<i>Texas TravelLog</i>
<i>Dallas Morning News</i>	<i>Capital City Sports Report</i>
	<i>Endless Vacation</i>
	<i>Chili Pepper Magazine</i>
	<i>Wild Blue Yonder</i>
<u>TV Stations:</u>	
News 8 Austin – Roy Benear Interview and Sports Commission Luncheon	
FOX 7 – Sports Commission Luncheon	
KEYE CBS 42- Sports Commission Luncheon	
KXAN (NBC) – Sports Commission Luncheon	Trade:
	<i>Destinations</i>
<u>Interviews:</u>	
Roy Benear – News 8 Austin, Re: Record Convention Month	

Source: Bacon's Media Impact Report