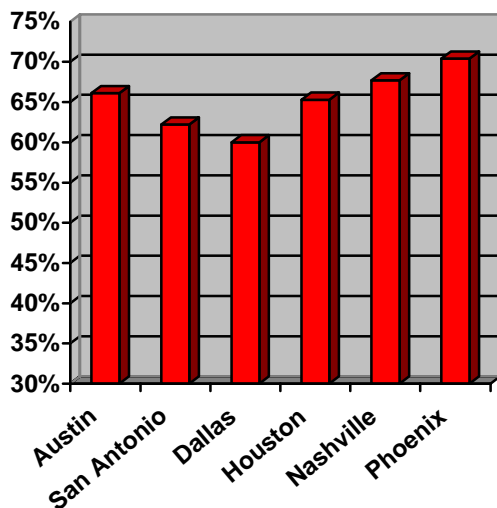




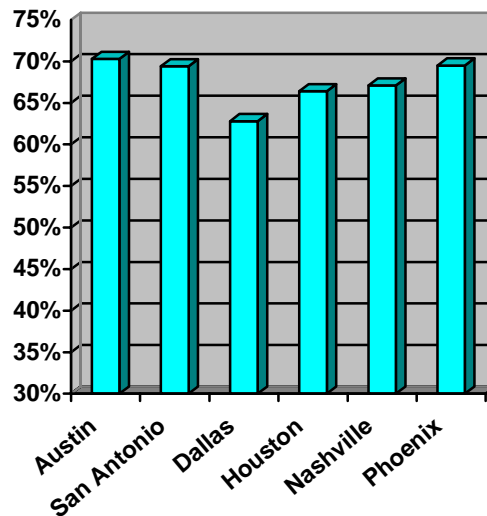
Monthly Industry Report December 2006

Lodging Industry Report												
	November 2006						November 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	67.0	5.6	130.69	18.1	11.4	0.0	73.4	1.4	125.06	14.1	15.8	2.8
City of Austin	66.1	1.4	97.39	17.5	19.2	5.2	70.3	3.8	93.91	14.9	19.2	5.0
Markets												
San Antonio	62.2	0.5	93.62	9.5	10.0	1.8	69.4	0.4	97.04	9.3	9.8	2.5
Dallas	60.0	-6.1	89.19	3.7	-2.5	-4.3	62.8	2.1	85.99	9.9	12.2	3.8
Houston	65.3	-12.9	85.65	7.3	-6.7	-12.4	66.4	-0.6	84.66	10.5	9.8	-0.2
Nashville	67.7	9.9	88.54	9.2	20.0	10.1	67.1	6.0	84.20	7.4	13.9	6.1
Phoenix	70.4	2.0	116.72	9.0	11.3	2.1	69.5	2.1	112.90	9.6	11.7	2.1

November Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers						
	November 2006	November 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Total Passengers	699,526	685,425	+02%	7,574,226	7,051,637	+07%
Total Enplanements	356,449	335,176	+06%	3,853,486	3,593,858	+07%

Visitor Inquiries						
	December 2006	December 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Visitor Guide Requests	4,291	3,110	+38%	14,041	13,048	+08%
Downtown Visitors	8,234	7,854	+05%	32,083	30,069	+07%
Phone Calls	1,176	1,513	-22%	4,148	3,711	+12%
Retail Revenue-Gross	\$42,402.64	\$34,080.89	+24%	\$174,271.57	\$145,097.15	+20%

Website Traffic						
	December 2006	December 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Website Visits	68,588	37,517	+83%	214,439	113,021	+90%
Hotel Reservations Booked	65	39	+67%	251	133	+89%

Group Leisure Travel				
	December 2006	December 2005	2006 YTD	2005 YTD
Number of Leads*	100	1	124	66
Inquiries Fulfilled	67	4	85	88
Tours Booked	11	3	13	14
Room Night Total	42	93	194	322

* 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						
	December 2006	December 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Meetings*	9	22	-59%	21	31	-32%
Room Nights	8,430	18,266	-54%	22,423	37,820	-41%
Attendance	65,800	129,500	-49%	119,800	169,600	-29%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings			
	December 2006	December 2005	% Ch
Number of Definite Bookings	41	51	-20%
Total Room Night Production	20,768	30,610	-32%
Total Attendance	77,925	148,010	-47%

A Meetings Lead Production

	December 2006	December 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	29	10	+190%	96	46	+109%
Total Room Night Production	144,199	33,671	+328%	422,083	129,758	+225%

ALL Meetings Lead Production

	December 2006	December 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	104	82	+27%	335	277	+21%
Total Room Night Production	185,054	97,492	+90%	546,235	277,353	+97%

Tradeshows & Events

Event Name	Location	Department Attending
IAEM Expo! Expo!	San Diego	Sales
Hyland Group Client Luncheon	Chicago, IL	Sales
Assn Forum Holiday Showcase	Chicago, IL	Sales
WACBSO Networking Lunch	Washington, DC	Sales
TSAE Holiday Luncheon	Austin	Services, Sales
IAEM Holiday Gala	Austin	Services

Site Visits

Group Name	Total Room Nights
Convention Sales	
Biomedical Engineering Society	2,200
Handyman Matters	400
Surfaces and Biomaterials Foundation	200
Convention Services	
North American Spine Society – (Board) – 10/2007 (planning visit)	7,576
BioMedical Engineering Society – 2010 (planning visit)	2,200
NAMM - 7/2007 – (planning visit)	13,825

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
Austin Marathon	2/12-20/2007	17,000	1,317
Government Technology Conference	1/23-30/2009	11,000	825

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	147,971			
2006	61	225,090	161,776			
2007	38	165,775	129,872	24	22,350	22,141
2008	26	123,200	111,492	29	59,550	72,520
2009	18	57,400	58,744	37	87,310	133,789
2010	6	22,350	17,806	20	90,350	113,818

Convention Services

	December 2006	December 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Meetings Serviced	92	24	+283%	332	195	70%
Reservations Assigned	255	274	-07%	3,961	3,825	+04%
Registration Hours	134.5	113.50	+19%	859	1,663	-48%
Music Event Bookings	22	55	-60%	52	139	-63%

Film Production						
	December 2006	December 2005	%Ch	YTD 2006	YTD 2005	YTD % Ch
Production/ Referral Inquiries	35	35	0%	135	78	+73%
Production Packages Fulfilled	6	6	0%	18	21	-14%
Production Starts	2	1	+100%	7	4	+75%
Production Days	21	30	-30%	144	110	+31%
Film, TV, Commercial, Print and Miscellaneous Production						
<i>Friday Night Lights</i> – TV Series – in production						
<i>Gary the Tennis Coach</i> – Feature Film – wrapped						
<i>This Old House</i> – PBS TV series – in production						
<i>Extreme Home Makeover</i> – TV episode – wrapped						
<i>Guilty</i> – Independent Feature – in production						

Heritage Marketing Numbers						
	December 2006	December 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Walking Tour Participants	1,119	626	+79%-	1,935	1,439	+34%
Speakers Bureau	0	48	-100%	69	113	-39%
Walking Tour Lead Referrals	3	4	-25%	13	10	+30%

Public Relations/Advertising Production						
	December 2006	December 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Press Releases	8	7	+14%	27	22	+23%
Media Contacts	874	821	+06%	2,726	2,575	+06%
Media Queries	60	102	-41%	312	224	+39%
Media/Site Visits	12	3	+300%	34	19	+79%
Dollar impact of media	\$567,760	\$367,778	+54%	\$1,568,087	\$1,216,960	+29%
Images Issued	151	122	+24%	650	406	+60%
Advertising Responses	1,710	1,343	+27%	5,168	4,719	+10%

<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>Austin American-Statesman</i>	Consumer:
<i>The Philadelphia Inquirer</i>	<i>Southern Living</i>
<i>Dallas Morning News</i>	<i>Spa</i>
<i>Fort Worth Star-Telegram</i>	<i>National Geographic Traveler</i>
	<i>Southwest Airlines Spirit</i>
	<i>Conde Nast Traveler</i>
	<i>Lucky</i>
	<i>Private Clubs</i>
	Trade:
	<i>Tradeshaw Week</i>
	<i>TravelAge West</i>
	<i>Black Meetings & Tourism</i>
	<i>Today's Restaurant News</i>

Source: Bacon's Media Impact Report