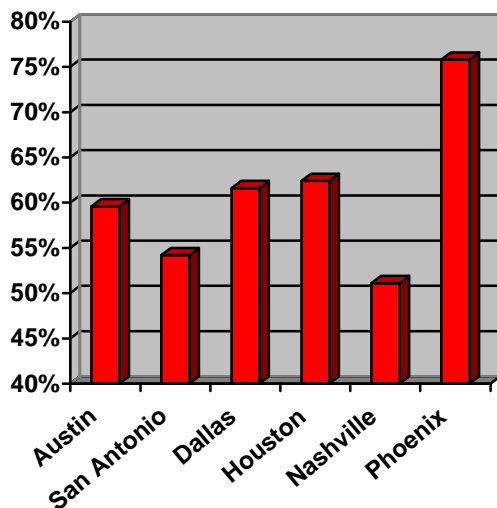




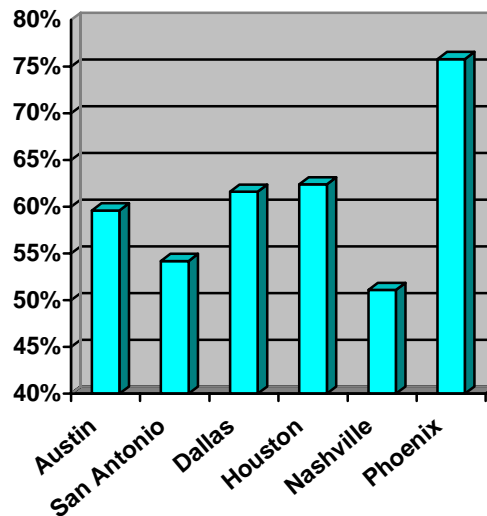
## Monthly Industry Report February 2007

Lodging Industry Report												
	January 2007						January 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	63.2	-5.5	127.00	14.2	7.9	0.1	63.2	-5.5	127.00	14.2	7.9	0.1
City of Austin	59.6	-0.8	96.79	15.1	14.1	2.8	59.6	-0.8	96.79	15.1	14.1	2.8
<b>Markets</b>												
San Antonio	54.2	-7.2	92.51	4.8	-2.7	-5.4	54.2	-7.2	92.51	4.8	-2.7	-5.4
Dallas	61.6	2.5	96.35	12.4	15.1	3.6	61.6	2.5	96.35	12.4	15.1	3.6
Houston	62.4	-2.0	89.64	9.5	7.4	-1.1	62.4	-2.0	89.64	9.5	7.4	-1.1
Nashville	51.1	-2.3	85.61	8.7	6.2	-1.8	51.1	-2.3	85.61	8.7	6.2	-1.8
Phoenix	75.8	3.6	144.45	14.3	18.2	2.7	75.8	3.6	144.45	14.3	18.2	2.7

**January Occupancy**



**Calendar Year-to-Date Occupancy**



<b>Aviation Passengers</b>						
	<b>January 2007</b>	<b>January 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Total Passengers	599,300	584,599	+03%	599,300	584,599	+03%
Total Enplanements	302,157	293,403	+03%	302,157	293,403	+03%

<b>Visitor Inquiries</b>						
	<b>February 2007</b>	<b>February 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Visitor Guide Requests	7,665	4,675	+64%	30,497	28,316	+08%
Downtown Visitors	9,216	6,690	+38%	46,286	22,855	+103%
Phone Calls	1,510	1,863	-19%	6,996	7,518	-07%
Retail Revenue-Gross	\$34,216.08	\$32,173.86	+06%	\$224,856.62	\$217,439.44	+03%

<b>Website Traffic</b>						
	<b>February 2007</b>	<b>February 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Website Visits	103,477	58,054	+78%	416,853	231,603	+80%
Hotel Reservations Booked	47	119	-39%	155	320	-52%

<b>Group Leisure Travel</b>				
	<b>February 2007</b>	<b>February 2006</b>	<b>2007 YTD</b>	<b>2006 YTD</b>
Number of Leads*	1,160	9	1,186	97
Inquiries Fulfilled	1,160	47	1,252	153
Tours Booked	0	5	14	30
Room Night Total	83	181	388	1,020

\* The change in numbers being reported is due to the fact that we are now following IACVB guidelines matrix for Tourism Sales reporting.

<b>A Meetings—CVB Booked</b>						
	<b>February 2007</b>	<b>February 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Number of Meetings*	21	4	+425%	50	41	+22%
Room Nights	27,198	4,505	+504%	57,954	60,146	-04%
Attendance	47,025	23,850	+97%	207,500	208,050	-01%

\*Includes Additional Rooms for Previously Booked "A" Definites

<b>ALL CVB Definite Room Night Bookings</b>			
	<b>February 2007</b>	<b>February 2006</b>	<b>% Ch</b>
Number of Definite Bookings	58	40	+45%
Total Room Night Production	38,541	26,903	+43%
Total Attendance	64,200	49,025	+31%

### A Meetings Lead Production

	February 2007	February 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	26	19	+37%	144	82	+76%
Total Room Night Production	139,982	56,486	+148%	640,742	243,511	+163%

### ALL Meetings Lead Production

	February 2007	February 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	128	97	+32%	559	448	+25%
Total Room Night Production	205,954	110,766	+86%	874,478	477,440	+83%

### Tradeshows & Events

Event Name	Location	Department Attending
Southwest Showcase	Austin, TX	Sales, Services
ConferenceDirect Annual Meeting	Chicago, IL	Sales
MPINCC Tradeshow	San Francisco, CA	Sales
ACVB Customer Advisory Board Inaugural Meeting	Austin, TX	All Departments
PCMA Mix-N-Bowl	Washington, DC	Sales
DMAI Foundation Dinner	Washington, DC	Sales
American Bus Association	Grapevine, TX	Tourism
ABA FAM Tour	Austin, TX	Tourism
Expo Vacaciones	Mexico City, Mexico	Tourism

### Site Visits

Group Name	Total Room Nights
<b>Convention Sales</b>	
American Tort Reform Association	195
National Electronic Commerce Coordinating Council	305
Ace Hardware	320
Baptist General Convention, African American Fellowship	455
Cervical Spine Research Society	1,435
Universal Technology Aging Aircraft Conference	2,190
Out and Equal Workplace Advocates	3,185
American Society of Nuclear Cardiologists	3,785
<b>Convention Services</b>	
Ace Hardware 8/2007	200
Out & Equal Workplace Advocates 9/2008	3,185
Cervical Spine Research Society 12/2008	1,435
Association of Water Technologies 11/2008	1,565
IEEE 11/2008	19,845

### Convention Center and/or Citywide Event Bookings\*

Group	Dates	Estimated Attendance	Estimated Room Nights
Texas A&M University	6/25-26/2007	500	1,000
F&W Publications, Inc.	6/27-29/2009	3,500	6,855

### 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	46	172,625	135,427	15	14,250	15,318
2008	27	123,950	112,824	28	100,750	81,109
2009	18	57,400	58,154	33	76,360	112,540
2010	6	22,350	20,391	18	83,150	92,051
2011	1	3,800	6,192	19	104,000	101,479

### Convention Services

	February 2007	February 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced	112	74	+51%	584	364	+60%
Reservations Assigned	673	2,614	-74%	4,788	7,251	-34%
Registration Hours	356	377	-06%	1,304.50	2,442.25	-47%
Music Event Bookings	16	22	-27%	88	75	+17%

<b>Film Production</b>						
	<b>February 2007</b>	<b>February 2006</b>	<b>%Ch</b>	<b>YTD 2007</b>	<b>YTD 2006</b>	<b>YTD % Ch</b>
Production/ Referral Inquiries	42	36	+17%	335	158	+112%
Production Packages Fulfilled	5	4	+25%	28	29	-03%
Production Starts	0	1	-	7	6	+17%
Production Days	25	46	-46%	199	176	+13%
<b>Film, TV, Commercial, Print and Miscellaneous Production</b>						
<i>Friday Night Lights</i> – TV Series – in production						
<i>Swingtown</i> – TV Pilot, CBS – pre-production						
<i>Fireflies in the Garden</i> – Feature Film – pre-production						
<i>Kings of the Evening</i> – Feature Film – pre-production						

<b>Heritage Marketing Numbers</b>						
	<b>February 2007</b>	<b>February 2006</b>	<b>% Ch</b>	<b>YTD 2007</b>	<b>YTD 2006</b>	<b>YTD % Ch</b>
Walking Tour Participants	309	307	+01%	2,600	2,101	+24%
Speakers Bureau	45	28	+61%	114	266	-57%
Walking Tour Lead Referrals	5	4	25%	20	18	+11%

<b>Public Relations/Advertising Production</b>						
	<b>February 2007</b>	<b>February 2006</b>	<b>% Ch</b>	<b>YTD 2007</b>	<b>YTD 2006</b>	<b>YTD % Ch</b>
Press Releases	7	9	-22%	40	44	-09%
Media Contacts	1,234	1,032	+20%	5,065	5,175	-02%
Media Queries	102	78	+31%	525	373	+41%
Media/Site Visits	5	0	-	43	23	+87%
Dollar impact of media	\$532,588	\$361,357	+47%	\$2,640,653	\$2,006,045	+32%
Images Issued	276	200	+38%	1,214	841	+44%
Advertising Responses	1,077	1,063	+01%	8,690	11,379	-24%

Major Daily Newspapers:	
<b>Major Daily Newspapers:</b>	<b>Magazines:</b>
<i>Arkansas Democrat-Gazette</i>	<b>Consumer:</b>
<i>Chicago Sun-Times</i>	<i>Sky</i>
<i>Chicago Tribune-City</i>	<i>Food + Wine</i>
<i>The Kansas City Star</i>	<i>Texas Highways</i>
<i>The Dallas Morning News</i>	<i>Texas Monthly</i>
<i>San Antonio Express-News</i>	<i>Every Day with Rachael Ray</i>
<i>USA Today</i>	
	<b>Trade:</b>
	<i>Meetings South</i>
	<i>Corporate &amp; Incentive Travel</i>
	<i>EXPO</i>
	<i>Travel Weekly</i>
	<i>Successful Meetings</i>
	<i>MPG* Meeting Planners Guide</i>

Source: Bacon's Media Impact Report