

Austin

CONVENTION AND VISITORS BUREAU

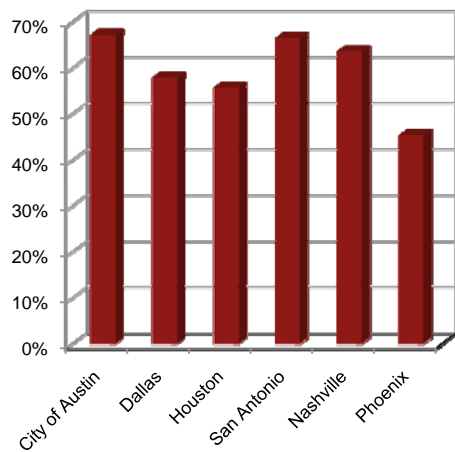
MONTHLY INDUSTRY REPORT

Industry Report – July 2009

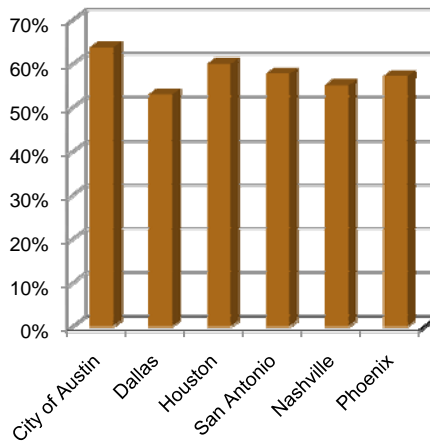
Lodging Industry Report

	June 2009						June Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Room Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown Austin	70.9%	-5.9	\$129.36	-10.6	-15.9	0.3	69.4%	-7.3	\$142.03	-5.6	-12.4	-1.5
City of Austin	67.2%	-6.3	\$100.38	-8.8	-14.5	-2.1	63.6%	-9.2	\$105.65	-5.3	-14.0	-5.4
Markets												
Dallas	57.9%	-11.3	\$83.97	-9.5	-19.7	-8.7	52.9%	-12.9	\$88.87	-8.0	-19.9	-10.7
Houston	55.7%	-16.3	\$89.64	-7.7	-22.7	-11.3	59.9%	-10.3	\$96.26	-4.0	-13.9	-5.9
San Antonio	66.5%	-8.2	\$97.21	-7.5	-15.1	-2.3	57.6%	-14.1	\$98.37	-9.8	-22.6	-8.2
Nashville	63.6%	-8.5	\$93.53	-4.1	-12.3	-4.9	55.0%	-11.4	\$91.72	-4.8	-15.6	-8.7
Phoenix	45.4%	-15.7	\$80.00	-12.0	-25.8	-9.7	57.0%	-15.2	\$119.80	-15.4	-28.3	-9.3

June Occupancy



Year to Date Occupancy





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Aviation Passengers*

	June 2009	June 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Total Passengers	765,577	850,641	-10.0%	3,915,683	4,449,640	-12.0%
Total Enplanements	390,675	431,685	-9.5%	1,962,922	2,230,593	-12.0%

Source: Austin-Bergstrom International Airport

*2009 stats no longer include through passengers; the 2008 figures have been adjusted to reflect this.

Visitor Inquiries

	July 2009	July 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Visitor Guide Requests	13,239	10,079	31%	91,997	82,753	11%
Downtown Visitors	17,485	13,774	27%	115,000	123,219	-7%
Phone Calls	2,130	2,277	-6%	16,000	17,270	-7%
Retail Revenue-Gross	\$109,395.00	\$80,099.00	37%	\$716,818.00	\$694,103.00	3%

Website Traffic

	July 2009	July 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Unique Web Visits	98,466	107,406	-8%	794,895	776,066	2%
Avg. Time Spent on Website	3.52	4.12	-15%	3.58	4.21	-15%
Hotel Reservations Booked	179	70	156%	328	443	-26%

Group Leisure Travel

	July 2009	July 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads*	50	99	-49%	366	276	33%
Inquiries Fulfilled	49	86	-43%	276	312	-12%
Tours Booked	13	3	333%	71	44	61%
Room Night Total	2,600	943	176%	22,469	3,588	526%

* Change in numbers being reported is due to the fact that we are now following IACVB guidelines matrix for reporting.

** Change in figures for 2007 Number of Leads and Inquiries fulfilled due to recalculation on reporting.

A Meetings—CVB Booked

	July 2009	July 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Meetings*	3	7	-57%	60	74	-19%
Room Nights	9,857	15,445	-36%	191,570	195,234	-2%
Attendance	16,250	12,000	35%	209,800	211,730	-1%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	July 2009	July 2008	% Ch
Number of Definite Bookings	43	40	8%
Total Room Night Production	24,680	28,915	-15%
Total Attendance	25,401	21,480	18%


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A Meetings Lead Production

	July 2009	July 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads	22	32	-31%	203	285	-29%
Total Room Night Production	107,046	138,456	-23%	910,393	1,285,180	-29%

ALL Meetings Lead Production

	July 2009	July 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads	90	124	-27%	944	1,325	-29%
Total Room Night Production	143,317	194,531	-26%	1,350,138	1,935,073	-30%

Tradeshows & Events

Event Name	Location	Department Attending
Destination Marketing Association International	Atlanta, GA	Sales, Administration

Site Visits

Group Name	Total Room Nights
Convention Sales	
Lance Armstrong Foundation	200
National Foundation for Women Legislators	845
Society for American Mosaic Artists	950
Radiology Business Management Association	1,022
Blue Cross Blue Shield (4 programs)	3,335
Convention Services	
UTC - Aging Aircraft Conference May 2010	3,424
Assn. of College and Univeristy Housing Officers - International - June 2010	4,100



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Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Armstrong McCall	9/25/2010	9/28/2010	10,000	1,590
Texas Art Education Association	11/11/2010	11/14/2010	750	1,188
National Funeral Directors Association	10/20/2013	10/23/2013	5,500	7,079

*NEW Definite Bookings only; does not include Additional Rooms for Previously Booked Definites

Citywide Report-Convention Center Business

Year	Definite Attendance	Definite Room Nights	# of Definite Groups	Tentative Attendance	Tentative Room Nights	# of Tentative Groups
2013	43,950	59,404	9	66,100	76,882	18
2012	70,900	103,702	16	61,700	76,213	23
2011	65,600	90,180	18	50,700	64,738	21
2010	91,100	128,833	33	16,150	56,098	16
2009	145,491	161,385	58	500	3,520	2
2008	232,330	164,684	62			
2007	185,325	144,570	56			
2006	225,090	161,776	61			
2005	183,140	149,253	56			
2004	241,750	190,220	51			

Convention Services

	July 2009	July 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Meetings Serviced bureau booked = 120 non bureau booked = 21	141	89	58%	1,203	1,132	6%
Reservations Assigned	203	418	-51%	18,187	11,250	62%
Registration Hours	235	385.50	-39%	4,175	3,856	8%
Music Event Bookings	16	20	-20%	200	196	2%


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Film Production

	July 2009	July 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Production/ Referral Inquiries*	263	422	-38%	2,630	3,943	-33%
Production Packages Fulfilled	3	2	50%	40	48	-17%
Production Starts	1	3	0%	12	22	-45%
Production Days	40	22	82%	429	544	-21%

Film, TV, Commercial, Print and Miscellaneous Production

Friday Night Lights -- NBC/Universal series -- pre-production

Killer School Girls From Outer Space - in production

Machete -- Feature -- in production

Heritage Marketing

	July 2009	July 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Walking Tour Participants	68	8	750%	660	569	16%
Brochure Distribution*	4,460		*	25,925		*
Speakers Bureau	0	0	0%	231	379	-39%

* New Category for 2008-2009

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Public Relations/Advertising Production

	July 2009	July 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	9	7	29%	151	84	80%
Contacts	391	451	-13%	6,562	8,311	-21%
Media/Site Visits	4	1	300%	124	133	-7%
Dollar impact of media*	\$537,091	\$679,876	-21%	\$3,665,416	\$5,223,905	-30%
Advertising Responses	5,456	3,276	67%	20,680	22,752	-9%

*As of November 2008: represents local media, plus selected clips captured online by Vocus. Vocus does not provide ad value equivalency for all clips, so this is a low estimate.

Media Placements

Newspapers:

Baltimore Sun
 Los Angeles Times
 Austin American-Statesman

Print Magazines:

OK! Weekly
 MILK (Conde Nast publication, France)
 Southern Living
 Taste of the South

Online/Internet Outlets:

TravelIndustryToday.com
 AssociatedContent.org (wire service)
 OutsideMag.com
 MatadorTrips.com
 BudgetTravel.com
 GoodLifeReview.com
 BoomerGolfNews.com
 LATimes.com
 TastingTable.com

Broadcast:

KTBC-TV (Fox)