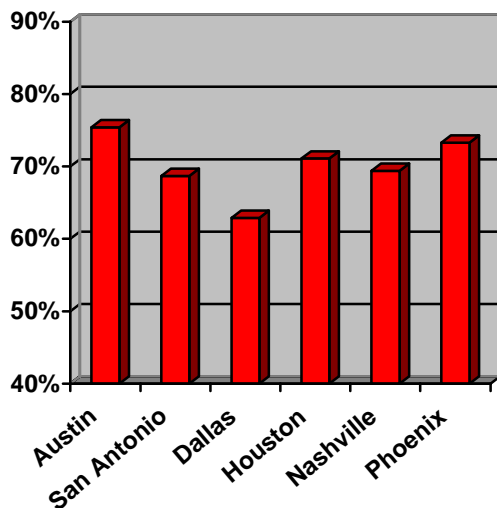




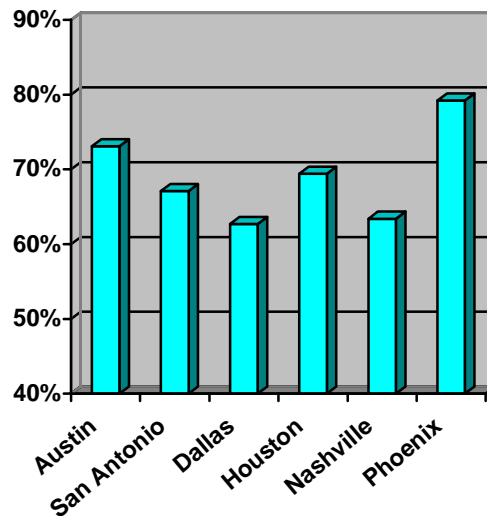
## Monthly Industry Report May 2007

Lodging Industry Report												
	April 2007						April 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	78.1	0.9	140.35	11.2	12.2	8.1	76.3	0.8	139.41	13.1	14.1	7.3
City of Austin	75.4	3.3	105.09	10.7	14.3	7.5	73.1	4.3	103.96	13.0	17.8	8.3
<b>Markets</b>												
San Antonio	68.7	-7.0	105.26	6.0	-1.5	-3.9	67.1	-3.7	103.56	7.9	3.8	-0.8
Dallas	62.9	-2.0	93.00	8.6	6.4	-0.9	62.7	-1.1	94.24	9.0	7.8	0.0
Houston	71.1	6.8	94.18	10.6	18.0	7.2	69.4	1.5	91.79	7.1	8.6	1.8
Nashville	69.4	-1.1	91.36	7.8	6.6	-0.3	63.4	-0.6	89.13	6.6	6.0	-0.1
Phoenix	73.3	-1.2	137.53	5.1	3.9	1.5	79.2	-0.3	134.86	8.2	7.9	-0.8

**April Occupancy**



**Calendar Year-to-Date Occupancy**



<b>Aviation Passengers</b>						
	<b>April 2007</b>	<b>April 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Total Passengers	725,393	675,874	+07%	2,702,949	2,577,894	+05%
Total Enplanements	376,734	348,884	+08%	1,378,483	1,306,314	+06%

<b>Visitor Inquiries</b>						
	<b>May 2007</b>	<b>May 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Visitor Guide Requests	9,680	8,085	+20%	62,655	58,316	+07%
Downtown Visitors	14,335	13,448	+07%	90,554	73,870	+23%
Phone Calls	1,651	1,960	-16%	12,654	14,283	-11%
Retail Revenue-Gross	\$82,003.01	\$79,792.02	+03%	\$470,782.40	\$465,809.42	+01%

<b>Website Traffic</b>						
	<b>May 2007</b>	<b>May 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Website Visits	104,527	74,280	+41%	729,805	441,441	+65%
Hotel Reservations Booked	53	98	-46%	338	844	-60%

<b>Group Leisure Travel</b>				
	<b>May 2007</b>	<b>May 2006</b>	<b>2007 YTD</b>	<b>2006 YTD</b>
Number of Leads*	9	5	95	102
Inquiries Fulfilled	24	8	1373	575
Tours Booked	5	7	38	45
Room Night Total	101	233	815	1779

\* 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>May 2007</b>	<b>May 2006</b>	<b>% Ch</b>	<b>2007 YTD</b>	<b>2006 YTD</b>	<b>YTD % Ch</b>
Number of Meetings*	13	17	-24%	95	63	+51%
Room Nights	36,299	23,030	+58%	141,924	103,974	+36%
Attendance	70,750	63,125	+12%	388,050	330,375	+17%

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

<b>ALL CVB Definite Room Night Bookings</b>			
	<b>May 2007</b>	<b>May 2006</b>	<b>% Ch</b>
Number of Definite Bookings	47	61	-23%
Total Room Night Production	47,713	36,378	+31%
Total Attendance	87,925	91,813	-04%

### A Meetings Lead Production

	May 2007	May 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	33	20	+65%	268	146	+84%
Total Room Night Production	99,576	108,324	-08%	1,169,789	587,301	+99%

### ALL Meetings Lead Production

	May 2007	May 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	114	126	-10%	987	763	+29%
Total Room Night Production	136,802	173,729	-21%	1,593,782	947,928	+68%

### Tradeshows & Events

Event Name	Location	Department Attending
Society of Government Meeting Professionals	Atlantic City, NJ	Sales
ACVB Inaugural Luncheon	Four Seasons	All
Multi-Cultural Luncheon	Omni Southpark	Tourism, Sales, Services, Admin.
PRSA Travel & Tourism Conference	Los Angeles, CA	Communications

### Site Visits

Group Name	Total Room Nights
<b>Convention Sales</b>	
American Wind Energy Association	180
Argo Systems	240
Minor League Baseball	600
Veterinary Cancer Society	680
Tyler Technologies	1,220
FastSigns	1,460
Association of Fish and Wildlife Agencies	1,775
American Society for Healthcare Risk Management	6,985
American Statistical Association	10,700
Benevolent & Protective Order of the Elks	16,550
<b>Convention Services</b>	
Veterinary Cancer Society 10/2009	680
Assn. of Fish & Wildlife Agencies 9/2009	1,775
American Statistical 7/2013	10,700

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

Group	Dates	Estimated Attendance	Estimated Room Nights
Region XIII Education Service Center	12/4-6/2007	2,700	2,200
Out and Equal Workplace Advocates	9/10-13/2008	1,700	3,200
Airports Council International-North America	10/7-15/2009	2,200	4,945

### 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	53	181,975	141,565	4	3,850	4,216
2008	30	127,500	127,525	18	77,750	46,356
2009	22	80,200	87,954	34	83,150	108,530
2010	6	22,350	22,581	26	92,250	123,663
2011	2	6,000	12,717	29	128,400	161,318

### Convention Services

	May 2007	May 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced	115	124	-07%	930	703	+32%
Reservations Assigned	646	1,766	-63%	7,883	14,086	-44%
Registration Hours	307	268.25	+14%	2,306.50	3,359.50	-31%
Music Event Bookings	18	10	+80%	139	192	-28%

### Film Production

	May 2007	May 2006	%Ch	YTD 2007	YTD 2006	YTD % Ch
Production/ Referral Inquiries	640	57	+1,023%	2,147	423	+408%
Production Packages Fulfilled	2	6	-67%	40	61	-34%
Production Starts	0	1	N/A	12	10	+20%
Production Days	24	28	-14%	353	319	+11%

### Film, TV, Commercial, Print and Miscellaneous Production

\* totals skewed by initiation of on-line directory, improved access to information

*Fireflies in the Garden* – Feature Film – wrapped

*Kings of the Evening* – Feature Film – wrapped


### Heritage Marketing Numbers

	May 2007	May 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Walking Tour Participants	360	514	-30%	3,965	3,480	+14%
Speakers Bureau	109	250	-56%	563	616	-09%
Walking Tour Lead Referrals	3	3	- 0 -	34	29	+17%

### Public Relations/Advertising Production

	May 2007	May 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Press Releases	13	9	+44%	69	69	- 0 -
Media Contacts	1,198	940	+27%	8,071	8,135	-01%
Media Queries	148	92	+61%	779	797	-02%
Media/Site Visits	8	3	+167%	87	48	+81%
Dollar impact of media	\$759,289	\$948,143	-20%	\$5,195,632	\$4,783,995	+09%
Images Issued	196	285	-31%	2,007	1,628	+23%
Advertising Responses	3,325	3,927	-15%	16,161	25,324	-36%

## Media Placements

<b><u>Major Daily Newspapers:</u></b>	<b><u>Magazines:</u></b>
<i>Chicago Tribune</i>	<b>Consumer:</b>
<i>Dallas Morning News</i>	<i>Private Clubs</i>
<i>Houston Chronicle</i>	<i>Los Angeles Family</i>
<i>San Antonio Express-News</i>	<i>EnCompass</i>
<i>USA Today</i>	<i>Chile Pepper Magazine</i>
	<i>Conde Nast Traveler</i>
	<i>American Way</i>
<b><u>Local Television:</u></b>	<i>Passport</i>
<i>KVUE – National Tourism Week coverage</i>	<i>Texas Journey</i>
	<i>Travel + Leisure Golf</i>
<b><u>Local TV/Radio Interviews</u></b>	<i>SCOREGolf</i>
<i>Bob Lander – KVUE – Hotel Occupancy</i>	<i>Dallas Child</i>
<i>Beth Krauss – KLBJ-AM – ROT Rally</i>	<i>Texas Golfer</i>
<i>Peter Yesawich (National Tourism Week guest) – KTBC Daybreak</i>	<i>Golf Digest</i>
	<b>Trade:</b>
	<i>Associations Now</i>
	<i>SMERF Meetings Journal</i>
	<i>Architectural Record</i>
	<i>Beverage Media</i>
	<i>Texas Banking</i>
	<i>Texas Co-Op Power</i>

Source: Cision (formerly Bacon's) Media Impact Report