

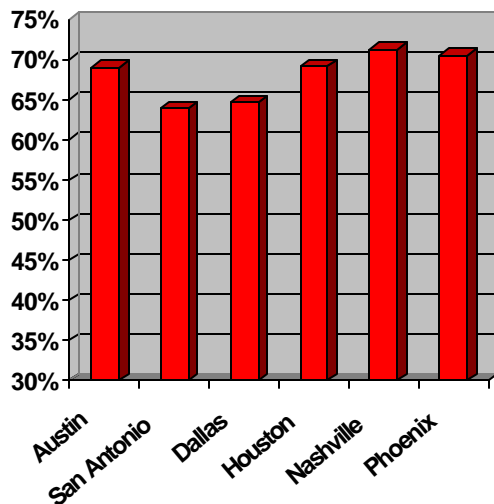


Monthly Industry Report November 2006

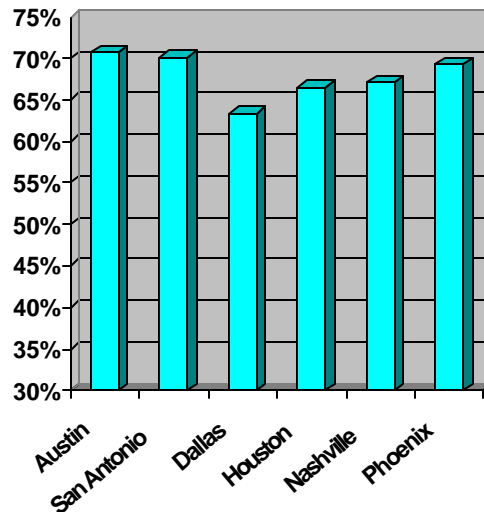
Lodging Industry Report

| | October 2006 | | | | | | October 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 | 73.8 | -8.0 | 134.06 | 16.4 | 7.1 | -2.5 | 74.1 | 2.2 | 124.53 | 13.7 | 16.2 | 3.1 |
| City of Austin | 69.0 | -7.4 | 99.68 | 17.0 | 8.4 | -3.5 | 70.7 | 4.0 | 93.59 | 14.6 | 19.1 | 4.9 |
| Markets | | | | | | | | | | | | |
| San Antonio | 63.9 | -8.5 | 101.61 | 13.1 | 3.5 | 1.1 | 70.1 | 0.4 | 97.31 | 9.3 | 9.7 | 2.5 |
| Dallas | 64.7 | -9.6 | 93.01 | 13.8 | 2.9 | -7.9 | 63.3 | 3.3 | 85.77 | 10.8 | 14.4 | 5.0 |
| Houston | 69.2 | -20.4 | 88.10 | 5.0 | -16.3 | -19.3 | 66.5 | 0.8 | 84.58 | 10.9 | 11.8 | 1.2 |
| Nashville | 71.3 | -2.7 | 88.70 | 5.5 | 8.4 | 2.9 | 67.1 | 5.7 | 83.79 | 7.2 | 13.3 | 5.7 |
| Phoenix | 70.6 | 1.0 | 115.38 | 11.1 | 12.3 | 12.3 | 69.3 | 1.9 | 112.46 | 9.7 | 11.8 | 2.1 |

October Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers

| | October 2006 | October 2005 | % Ch | 2006 YTD | 2005 YTD | YTD % Ch |
|--------------------|--------------|--------------|------|-----------|-----------|----------|
| Total Passengers | 708,722 | 669,939 | +6% | 6,874,700 | 6,393,212 | +8% |
| Total Enplanements | 359,457 | 340,478 | +6% | 3,497,038 | 3,258,682 | +7% |

Visitor Inquiries

| | November 2006 | November 2005 | % Ch | 2006 YTD | 2005 YTD | YTD % Ch |
|------------------------|---------------|---------------|------|--------------|--------------|----------|
| Visitor Guide Requests | 4,612 | 3,248 | +42% | 9,750 | 9,938 | -02% |
| Downtown Visitors | 11,825 | 11,557 | +2% | 23,849 | 22,215 | +07% |
| Phone Calls | 1,296 | 1,320 | -2% | 2,972 | 2,198 | +35% |
| Retail Revenue-Gross | \$62,865.76 | \$53,366.60 | +18% | \$131,868.93 | \$111,016.26 | +19% |

Website Traffic

| | November 2006 | November 2005 | % Ch | 2006 YTD | 2005 YTD | YTD % Ch |
|---------------------------|---------------|---------------|------|----------|----------|----------|
| Website Visits | 68,334 | 44,510 | +54% | 145,851 | 75,504 | +93% |
| Hotel Reservations Booked | 34 | 56 | -39% | 34 | 268 | -87% |

Group Leisure Travel

| | November 2006 | November 2005 | 2006 YTD | 2005 YTD |
|---------------------|---------------|---------------|----------|----------|
| Number of Leads* | 0 | 27 | 13 | 28 |
| Inquiries Fulfilled | 15 | 73 | 18 | 84 |
| Tours Booked | 0 | 10 | 2 | 11 |
| Room Night Total | 76 | 56 | 152 | 229 |

* 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

| | November 2006 | November 2005 | % Ch | 2006 YTD | 2005 YTD | YTD % Ch |
|---------------------|---------------|---------------|------|----------|----------|----------|
| Number of Meetings* | 5 | 7 | -43% | 12 | 13 | -8% |
| Room Nights | 4,584 | 7,823 | -41% | 13,993 | 19,539 | -28% |
| Attendance | 22,700 | 111,200 | -80% | 54,000 | 122,800 | -56% |

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

| | November 2006 | November 2005 | % Ch |
|-----------------------------|---------------|---------------|------|
| Number of Definite Bookings | 32 | 52 | -38% |
| Total Room Night Production | 13,691 | 34,892 | -76% |
| Total Attendance | 33,630 | 141,160 | -76% |

A Meetings Lead Production

| | November 2006 | November 2005 | % Ch | 2006 YTD | 2005 YTD | YTD % Ch |
|-----------------------------|---------------|---------------|-------|----------|----------|----------|
| Number of Leads | 26 | 10 | +160% | 67 | 37 | +81% |
| Total Room Night Production | 121,364 | 36,096 | +236% | 277,884 | 104,492 | +166% |

ALL Meetings Lead Production

| | November 2006 | November 2005 | % Ch | 2006 YTD | 2005 YTD | YTD % Ch |
|-----------------------------|---------------|---------------|-------|----------|----------|----------|
| Number of Leads | 98 | 80 | +23% | 231 | 198 | +17% |
| Total Room Night Production | 164,792 | 74,009 | +123% | 361,181 | 188,451 | +92% |

Tradeshows & Events

| Event Name | Location | Department Attending |
|---|----------------|----------------------|
| PMPI MACE (Potomac Ch. MPI Tradeshow) | Washington, DC | Sales |
| PCMA Bowl-A-Thon | Chicago, IL | Sales |
| NCBMP (Nat'l Coalition Black Meeting Professionals) | Las Vegas, NV | Sales |
| Nursing Organizations Alliance Fall Summit | Memphis, TN | Sales |
| IAEM Expo! Expo! (Intl Assn Exhibition Managers) | San Diego, CA | Sales |
| | | |
| | | |
| | | |

Site Visits

| Group Name | Total Room Nights |
|---|-------------------|
| Convention Sales | |
| Gospel Music Workshop of America | 15,000 |
| Employee Assistance Professionals Association | 2,555 |
| Society for Imaging Science & Technology | 2,280 |
| Biomedical Engineering Society | 2,200 |
| American Suzuki Motor Corporation | 1,740 |
| Savers, Inc. | 1,071 |
| Paralyzed Veterans of America | 644 |
| Convention Services | |
| Professional Retail Store Maintenance Association (A1) 4/2007 | 2,758 (currently) |
| National Intramural Recreational Sports Assn. 3/2008 | 3,086 |
| North American Spine Society (staff) 10/2007 | 7,576 |
| | |

Convention Center and/or Citywide Event Bookings*

| Group | Dates | Estimated Attendance | Estimated Room Nights |
|-------------------------------|--------------|----------------------|-----------------------|
| Congress for the New Urbanism | 4/04-06/2008 | 1,500 | 1,585 |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

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 | 0 | 0 | 0 |
| 2007 | 38 | 165,775 | 129,872 | 26 | 43,380 | 36,019 |
| 2008 | 26 | 123,200 | 111,432 | 30 | 58,890 | 83,933 |
| 2009 | 17 | 46,400 | 57,929 | 33 | 87,710 | 120,199 |
| 2010 | 5 | 18,850 | 17,806 | 23 | 115,350 | 132,469 |

Convention Services

| | November 2006 | November 2005 | % Ch | YTD 2006 | YTD 2005 | YTD % Ch |
|-----------------------|---------------|---------------|-------|----------|----------|----------|
| Meetings Serviced | 108 | 85 | +27% | 240 | 171 | +40% |
| Reservations Assigned | 1,956 | 746 | +162% | 3,706 | 3,551 | +04% |
| Registration Hours | 397 | 1,026 | -61% | 724.50 | 1,549.50 | -53% |
| Music Event Bookings | 16 | 9 | +78% | 30 | 19 | +58% |

Film Production

| | November 2006 | November 2005 | % Ch | YTD 2006 | YTD 2005 | YTD % Ch |
|-----------------------------------|---------------|---------------|-------|----------|----------|----------|
| Production/ Referral Inquiries | 52 | 34 | +53% | 100 | 43 | +132% |
| Production Packages Fulfilled | 7 | 8 | -12% | 12 | 15 | -20% |
| Production Starts | 3 | 1 | +200% | 5 | 3 | +67% |
| Production Days | 75 | 55 | +36% | 123 | 80 | +54% |

Film, TV, Commercial, Print and Miscellaneous Production

Friday Night Lights – TV Series – in production

Gary the Tennis Coach – Feature Film – in production

The Hitcher – Feature Film – reshoots – wrapped

This Old House – PBS TV series – in production

Extreme Home Makeover – TV episode – pre-production

Bill Engvall – 15 Degrees Off Cool – Comedy Central TV Special – wrapped

Demetri Martin – Comedy Central TV Special – wrapped

Heritage Marketing Numbers

| | November 2006 | November 2005 | % Ch | YTD 2006 | YTD 2005 | YTD % Ch |
|--------------------------------|---------------|---------------|-------|----------|----------|----------|
| Walking Tour Participants | 384 | 271 | +42% | 816 | 813 | - 0 - |
| Speakers Bureau | 40 | 40 | - 0 - | 69 | 65 | +6% |
| Walking Tour Lead Referrals | 5 | 2 | +150% | 10 | 6 | +67% |

Public Relations/Advertising Production

| | November 2006 | November 2005 | % Ch | YTD 2006 | YTD 2005 | YTD % Ch |
|---------------------------|---------------|---------------|-------|-------------|-----------|----------|
| Press Releases | 7 | 7 | - 0 - | 19 | 15 | +27% |
| Media Contacts | 887 | 915 | -03% | 1,852 | 1,754 | +06% |
| Media Queries | 97 | 75 | +29% | 252 | 175 | +44% |
| Media/Site Visits | 11 | 7 | +57% | 22 | 16 | +38% |
| Dollar impact of media | \$513,959 | \$394,221 | +30% | \$1,000,327 | \$849,182 | +18% |
| Images Issued | 200 | 116 | +72% | 499 | 284 | +76% |
| Advertising Responses | 1,740 | 1,163 | +50% | 3,458 | 3,376 | +02% |

| <u>Major Daily Newspapers:</u> | <u>Magazines:</u> |
|---------------------------------------|--|
| <i>Chicago Sun-Times</i> | Consumer: |
| <i>Chicago Tribune</i> | <i>Cottage Living</i> |
| <i>Houston Chronicle</i> | <i>Golf Digest</i> |
| <i>San Antonio Express-News</i> | <i>ForbesLife</i> |
| <i>Dallas Morning News</i> | <i>OK! Weekly</i> |
| <i>Austin American-Statesman</i> | <i>Texas Monthly</i> |
| | <i>Escapes</i> |
| | |
| | |
| | |
| | Trade: |
| | <i>Association News</i> |
| | <i>Corporate Meetings & Incentives</i> |
| | <i>Lodging Hospitality</i> |

Source: Bacon's Media Impact Report