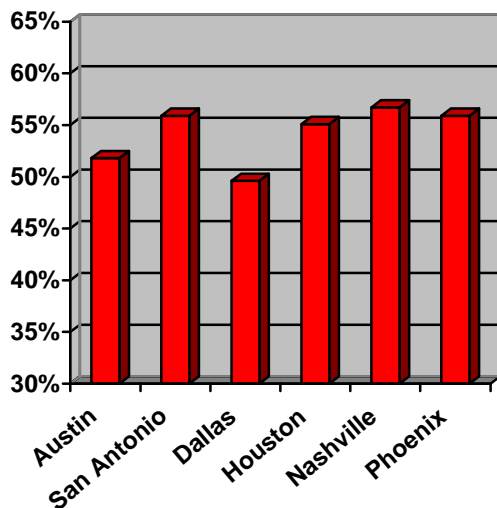




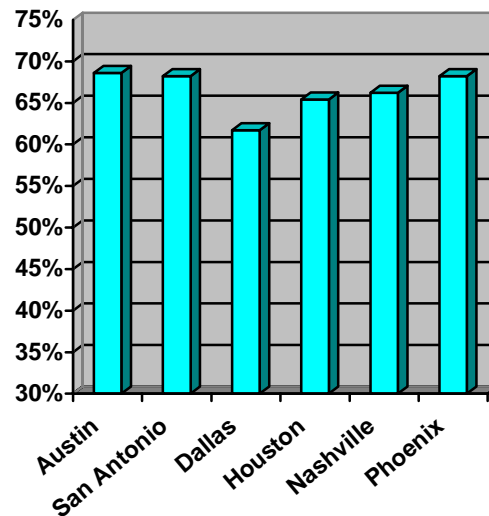
Monthly Industry Report January 2007

Lodging Industry Report												
	December 2006						December 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	50.6	-4.5%	116.04	16.4	11.1	12	71.4	1.0	124.49	14.3	15.3	2.7
City of Austin	51.8	0.6	86.79	15.7	16.5	4.5	68.6	3.5	93.3	14.9	18.9	4.9
Markets												
San Antonio	55.9	-1.9	94.15	9.7	7.5	-0.4	68.2	0.3	96.86	9.4	9.7	2.2
Dallas	49.6	0.0	81.33	10.6	10.7	1.8	61.7	2.0	85.52	9.9	12.1	3.6
Houston	55.1	-9.8	80.70	6.4	-3.9	-9.4	65.4	-1.4	84.50	10.3	8.9	-1.0
Nashville	56.7	11.8	86.39	9.7	22.6	12.3	66.2	6.4	84.4	7.6	14.5	6.5
Phoenix	55.9	1.6	105.15	8.8	10.5	1.0	68.2	1.8	112.55	9.7	11.6	1.5

December Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers						
	January 2007	January 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Total Passengers	687,084	629,602	+09%	8,261,310	7,238,645	+14%
Total Enplanements	357,822	326,573	+10%	4,211,309	3,707,864	+14%

Visitor Inquiries						
	January 2007	January 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Visitor Guide Requests	8,791	10,593	-17%	22,832	23,641	-03%
Downtown Visitors	4,987	8,585	-42%	37,070	40,668	-09%
Phone Calls	1,338	1,917	-30%	5,486	5,628	-03%
Retail Revenue-Gross	\$16,368.97	\$40,155.55	-59%	\$190,640.54	\$214,427.12	-11%

Website Traffic						
	January 2007	January 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Website Visits	98,937	60,528	+63%	313,376	173,549	+81%
Hotel Reservations Booked	51	68	-25%	108	201	-46%

Group Leisure Travel				
	January 2007	January 2006	2007 YTD	2006 YTD
Number of Leads*	2	14	126	198
Inquiries Fulfilled	7	18	92	194
Tours Booked	1	11	14	5
Room Night Total	111	478	305	321

* 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						
	January 2007	January 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Meetings*	8	13	-38%	29	40	-28%
Room Nights	8,333	17,911	-53%	30,716	55,731	-45%
Attendance	40,675	155,800	-74%	160,475	238,200	-33%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings			
	January 2007	January 2006	% Ch
Number of Definite Bookings	30	40	-25%
Total Room Night Production	13,832	44,018	-69%
Total Attendance	61,985	184,645	-66%

A Meetings Lead Production

	January 2007	January 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	22	15	+47%	118	64	+84%
Total Room Night Production	78,677	50,200	+57%	500,760	180,598	+177%

ALL Meetings Lead Production

	January 2007	January 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	100	77	+30%	431	348	+24%
Total Room Night Production	122,289	83,924	+46%	668,524	358,747	+86%

Tradeshows & Events

Event Name	Location	Department Attending
PCMA Annual Meeting and Client Event	Toronto, ONT-- Canada	Sales, Music, Communications
MPI-PEC	New Orleans, LA	Sales
RCMA Annual Conference	Louisville, KY	Sales
Association for Convention Operations Management	Toronto, Ontario, Canada	Convention Services
Aeromexico Sales Mission	Mexico City	Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
National Conference of State Legislatures	10,000
SHARE (IBM Users Group)	6,365
Convention Services	
Society of Vertebrate Paleontology – October 2007	1,830

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
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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	40	169,200	131,322	21	15,605	23,531
2008	27	123,950	112,824	28	62,650	58,435
2009	18	57,400	58,154	36	81,860	116,398
2010	6	22,350	20,391	19	83,550	102,027
2011	1	3,800	6,192	17	97,400	89,904

Convention Services

	January 2007	January 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced	140	95	+47%	472	290	+63%
Reservations Assigned	154	812	-81%	4,115	4,637	-11%
Registration Hours	89.50	402.25	-78%	948.50	1,463.25	-35%
Music Event Bookings	20	19	+05%	60	53	+13%

Film Production						
	January 2007	January 2006	%Ch	YTD 2007	YTD 2006	YTD % Ch
Production/ Referral Inquiries	58	44	+32%	293	122	+140%
Production Packages Fulfilled	5	4	+25%	23	25	-08%
Production Starts	0	1	N/A	7	5	+40%
Production Days	30	20	+50%	174	130	+34%
Film, TV, Commercial, Print and Miscellaneous Production						
<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						

Heritage Marketing Numbers						
	January 2007	January 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Walking Tour Participants	356	355	- 0 -	2,291	1,794	+28%
Speakers Bureau	0	125	-100%	69	238	-71%
Walking Tour Lead Referrals	2	4	-50%	15	14	+07%

Public Relations/Advertising Production						
	January 2007	January 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Press Releases	6	13	-54%	33	35	-06%
Media Contacts	1,105	1,568	-30%	3,831	4,143	-08%
Media Queries	111	71	+56%	423	295	+43%
Media/Site Visits	4	4	-	38	23	+65%
Dollar impact of media	\$539,978	\$427,728	+26%	\$2,108,065	\$1,644,688	+28%
Images Issued	288	235	+23%	938	641	+46%
Advertising Responses	2,445	5,597	-56%	7,613	10,316	-26%

Major Daily Newspapers and Magazines	
<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>Austin American-Statesman</i>	Consumer:
<i>Chicago Tribune</i>	<i>Cooking Light</i>
<i>Kansas City Star</i>	<i>Skateboarder</i>
<i>The New York Times – City Edition</i>	<i>Trailer Life</i>
<i>The New York Times – National Edition</i>	<i>Southwest Art</i>
<i>Dallas Morning News</i>	<i>Natural Home</i>
<i>Fort Worth Star-Telegram</i>	<i>Every Day with Rachel Ray</i>
<i>Houston Chronicle</i>	<i>Travel + Leisure</i>
	<i>Ohio Motorist</i>
	Trade:
	<i>Executive Traveler</i>
	<i>Corporate & Incentive Travel</i>
	<i>Today's Restaurant News</i>
	<i>Plate</i>
	<i>Food Industry News</i>
	<i>Nightclub & Bar</i>
	<i>Physician's Travel & Meeting Guide</i>
	<i>The Meeting Professional</i>
	<i>QSR</i>
	<i>Resort & Recreation Magazine</i>

Source: Bacon's Media Impact Report