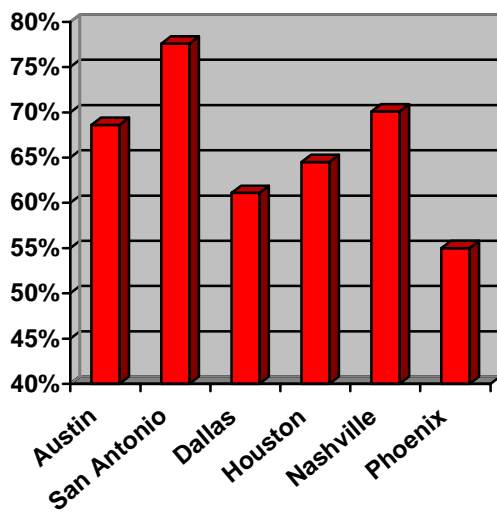




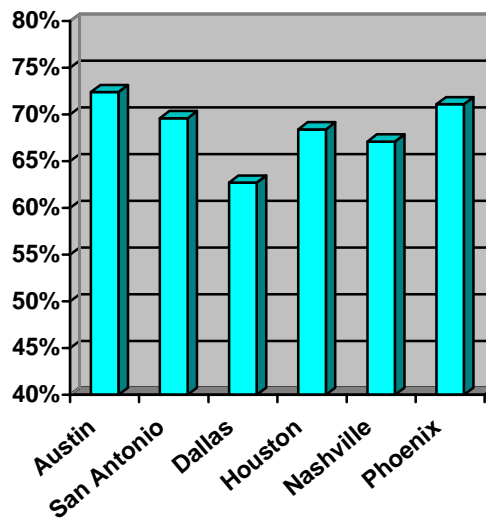
Monthly Industry Report August 2007

Lodging Industry Report												
	July 2007						July 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	68.1	-3.8	120.85	6.0	2.0	2.5	74.4	-0.7	135.01	11.2	10.5	5.5
City of Austin	68.6	-3.2	96.99	6.9	3.5	-1.1	72.4	1.5	103.24	11.3	13.0	5.0
Markets												
San Antonio	77.6	-7.2	102.29	3.0	-4.5	-3.1	69.6	-4.5	103.51	6.2	1.5	-1.3
Dallas	61.1	-0.7	84.73	4.7	4.0	0.3	62.7	-1.4	91.58	7.5	6.0	-0.6
Houston	64.5	0.3	86.28	6.7	7.0	0.8	68.4	1.9	91.04	7.4	9.4	2.2
Nashville	70.1	-2.2	88.38	9.0	6.6	-0.7	67.1	0.0	90.07	8.2	8.3	1.1
Phoenix	55.0	-1.4	81.51	4.5	4.5	-1.0	71.1	-0.8	127.63	7.4	6.5	-1.4

July Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers						
	July 2007	July 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Total Passengers	832,455	742,779	+12%	5,118,444	4,800,139	+07%
Total Enplanements	430,257	379,354	+13%	2,630,638	2,452,148	+07%

Visitor Inquiries						
	August 2007	August 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Visitor Guide Requests	8,150	9,494	-14%	85,339	83,186	+03%
Downtown Visitors	14,027	9,728	+44%	131,999	114,193	+16%
Phone Calls	1,752	1,955	-10%	17,183	20,559	-16%
Retail Revenue-Gross	\$91,864.84	\$59,431.96	+55%	\$701,993.48	\$712,288.00	-01%

Website Traffic						
	August 2007	August 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Website Visits	93,483	79,920	+17%	1,019,577	687,417	+48%
Hotel Reservations Booked	105	54	94%	2,069	39	5205%

Group Leisure Travel				
	August 2007	August 2006	2007 YTD	2006 YTD
Number of Leads*	2	25	1,363	25
Inquiries Fulfilled	1	3	1,388	3
Tours Booked	1	2	39	2
Room Night Total	252	76	2,069	76

* 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						
	August 2007	August 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Meetings*	4	18	-78%	131	86	+52%
Room Nights	23,375	8,545	+174%	231,692	154,758	+50%
Attendance	23,200	87,850	-74%	531,850	433,275	+23%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings			
	August 2007	August 2006	% Ch
Number of Definite Bookings	46	67	-31%
Total Room Night Production	34,755	21,581	+61%
Total Attendance	33,798	100,006	-66%

A Meetings Lead Production

	August 2007	August 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	29	17	+71%	362	198	+83%
Total Room Night Production	126,039	59,332	+112%	1,543,134	803,400	+92%

ALL Meetings Lead Production

	August 2007	August 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	102	117	-13%	1,307	1,075	+22%
Total Room Night Production	168,829	108,270	+56%	2,092,057	1,289,343	+62%

Tradeshows & Events

Event Name	Location	Department Attending
American Society of Association Executives (ASAE) Annual	Chicago, IL	Sales
Gibson Tour Bus Client Event	Chicago, IL	Sales
ACVB Customer Advisory Board	Austin, TX	ALL
TACVB	Corpus Christi	Services, Sales, Admin.

Site Visits

Group Name	Total Room Nights
Convention Sales	
Uptime Institute	135
ASM International	792
American Neuropsychiatric Association	850
Giant Screen Cinema Association	1,110
Ingram Micro	1,128
USA Rugby	1,200
CSTV College Nationals	2,500
Senior Softball	5,000; 10,000
Benevolent and Protective Order of the Elks	22,000
TRIAD Conferences	General site
Convention Services	
National League of Cities 1/2008	165
ASM International 6/2008	792
American Astronomical 1/2008 & 1/2012	6,480
Giant Screen Cinema 9/2009	1,110
Academy of Computerized Dentistry 3/2009	2,025
National Association of Tax Professionals 6/2010	2,650
American Payroll Association 5/2008	8,650
IEEE – Super Computing 11/2008	22,740
Uptime Institute 2/2008	135
International Association of Professional Security Consultants	205

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
National Guard Association of the United States	8/19-24/2010	4,000	10,788
Texas Commission on Environmental Quality	5/2-5/2011	4,600	5,580
Texas Commission on Environmental Quality	4/30-5/3/2012	4,600	5,580

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	55	185,325	141,725	2	2,500	3,686
2008	30	111,000	115,289	18	60,850	46,228
2009	26	89,750	100,530	29	94,650	85,616
2010	9	34,950	43,381	31	118,050	110,536
2011	5	16,100	27,027	23	109,950	121,345

Convention Services

	August 2007	August 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced	139	133	+05%	1,335	1,050	+27%
Reservations Assigned	1,034	1,591	-35%	9,314	19,811	-53%
Registration Hours	169.50	160.50	-06%	3,043.50	4,725.25	-36%
Music Event Bookings	12	15	-20%	173	241	-28%

Film Production

	August 2007	August 2006	%Ch	YTD 2007	YTD 2006	YTD % Ch
Production/ Referral Inquiries*	661	49	+1,249%	3,959	554	+615%
Production Packages Fulfilled	7	2	+250%	58	75	-23%
Production Starts	1	1	0%	17	13	+31%
Production Days	45	76	-41%	451	572	-21%

Film, TV, Commercial, Print and Miscellaneous Production

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

Prayer of the Bone – Cable Television Feature/BBC/HBO – wrapped

Forgiveness – Independent Feature Film – wrapped

Friday Night Lights – Television Series, NBC- in production

Heritage Marketing Numbers

	August 2007	August 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Walking Tour Participants	32	378	-92%	4,424	4,707	-06%
Speakers Bureau	0	24	-100%	628	735	-15%
Walking Tour Lead Referrals	0	3	-100%	47	37	-27%

Public Relations/Advertising Production

	August 2007	August 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Press Releases	8	8	- 0 -	90	92	-02%
Media Contacts	840	885	-05%	11,332	11,003	+03%
Media Queries	82	69	+19%	1,025	1,042	-02%
Media/Site Visits	4	10	-60%	104	73	+42%
Dollar impact of media	\$379,317	\$400,385	-05%	\$6,609,589	\$6,056,242	+09%
Images Issued	640	626	+02%	3,315	2,696	+23%
Advertising Responses	3,030	2,327	+30%	22,662	33,217	-32%

Media Placements

<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>Denver Post</i>	Consumer:
<i>Miami Herald- International Edition</i>	<i>The Celebrator Beer News</i>
<i>St. Petersburg Times</i>	<i>Hispanic</i>
<i>Atlanta Journal-Constitution</i>	<i>Avid Golfer</i>
<i>Chicago Tribune-West</i>	<i>Eating Well</i>
<i>The Baltimore Sun</i>	<i>Southwest Airlines' Spirit</i>
<i>Star Tribune</i>	<i>Midwest Express' ExpressLane</i>
<i>The Dallas Morning News</i>	Trade:
<i>Fort Worth Star</i>	<i>Wine Business Monthly</i>
<i>The Toronto Star</i>	<i>Music Trades</i>
	<i>American Brewer</i>
<u>Interviews:</u>	<i>Southwest Brewing News</i>
Beth Krauss – <i>News 8 Austin</i> “Capital of Cool”	<i>Fast Company</i>
Beth Krauss – KGSR, “Batini”	<i>The Meeting Professional</i>
	<i>USAE</i>
	<i>Association News</i>
	<i>Texas Contractor</i>

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