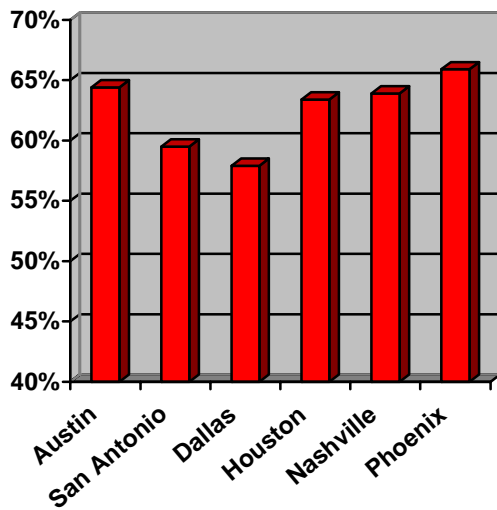




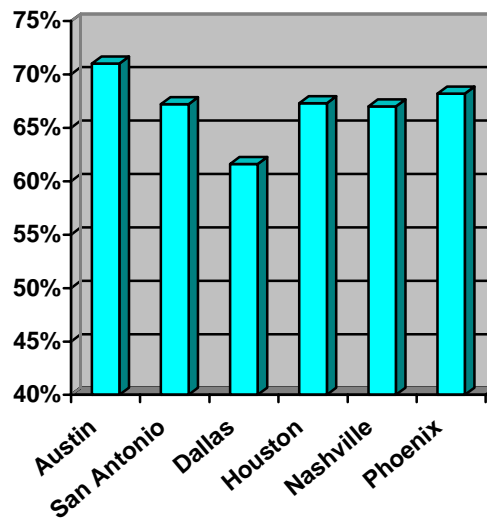
Monthly Industry Report December 2007

Lodging Industry Report												
	November 2007						November 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	67.2	0.3	139.73	6.4	6.4	0.4	74.0	1.0	138.05	9.9	10.9	5.5
City of Austin	64.4	-2.6	104.92	7.1	4.4	-2.0	71.0	1.4	104.46	10.1	11.6	3.8
Markets												
San Antonio	59.5	-4.3	96.07	2.4	-2.1	-0.6	67.2	-3.2	101.98	4.7	1.4	0.1
Dallas	57.9	-4.5	93.74	5.8	1.2	-2.7	61.6	-1.8	91.98	6.6	4.7	-0.7
Houston	63.4	-2.6	93.08	8.1	5.3	-1.2	67.3	1.7	91.58	7.8	9.7	2.4
Nashville	63.9	-5.8	94.74	7.4	1.3	-3.6	67.0	-0.9	91.05	8.1	7.2	0.4
Phoenix	65.9	-6.4	122.11	3.9	-2.8	-5.1	68.2	-1.6	121.41	6.6	5.0	-1.5

November Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers						
	November 2007	November 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Total Passengers	752,049	699,526	+08%	8,164,901	7,574,226	+08%
Total Enplanements	383,259	356,449	+08%	4,176,859	3,853,486	+08%

Visitor Inquiries						
	December 2007	December 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Visitor Guide Requests	4,145	4,291	-03%	15,216	14,041	+08%
Downtown Visitors	9,801	8,234	+19%	32,307	32,083	+01%
Phone Calls	1,207	1,176	+03%	4,321	4,148	+04%
Retail Revenue-Gross	\$45,349.51	\$42,402.64	+07%	\$177,218.44	\$174,271.57	+04%

Website Traffic						
	December 2007	December 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Website Visits	69,696	68,588	+02%	236,825	214,439	+10%
Hotel Reservations Booked	17	65	-74%	71	251	-72%

Group Leisure Travel				
	December 2007	December 2006	2007 YTD	2006 YTD
Number of Leads*	7	100	32	124
Inquiries Fulfilled	27	67	37	85
Tours Booked	1	11	3	13
Room Night Total	28	42	135	194

* 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						
	December 2007	December 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Meetings*	5	9	-44%	19	21	-10%
Room Nights	3,912	8,430	-54%	60,602	22,423	+170%
Attendance	4,850	65,800	-93%	55,750	119,800	-53%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings			
	December 2007	December 2006	% Ch
Number of Definite Bookings	43	41	+05%
Total Room Night Production	18,306	20,768	-12%
Total Attendance	19,245	77,925	-75%

A Meetings Lead Production

	December 2007	December 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	20	29	-31%	71	96	-26%
Total Room Night Production	92,143	144,199	-36%	239,163	422,083	-43%

ALL Meetings Lead Production

	December 2007	December 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	93	104	-11%	350	335	+04%
Total Room Night Production	158,622	185,054	-14%	418,059	546,235	-23%

Tradeshows & Events

Event Name	Location	Department Attending
IAEE Expo! Expo!	Las Vegas, NV	Sales
Hyland Group Client Luncheon	Chicago, IL	Sales
Assn Forum Holiday Showcase	Chicago, IL	Sales
WACBSO Networking Lunch	Washington, DC	Sales
TSAE Holiday Luncheon	Austin	Services, Sales
IAEE Holiday Gala	Austin	Services
MPI – Hill Country Chapter	Holiday Event	Sales/Services

Site Visits

Group Name	Total Room Nights
Convention Sales	
Wiesner Publications	700
State Farm of Texas	1,515
Sports Turf Mangers Association	2,824
Prudential Real Estate Affiliates	9,425
Convention Services	
IEEE – 11/2009 (planning visit)	2,900
The Medical Institute – 7/2008 (planning visit)	1,000
A Team Central – 1/2008 (planning visit) non-bureau booked	1,000
Other Departments Site Visits	
Aero Mexico FAM	Tourism

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
None			

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

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	56	183,397	144,570	0	0	0
2008	39	160,850	137,016	16	44,790	25,032
2009	30	98,650	113,116	28	91,800	72,806
2010	10	35,650	45,141	24	108,850	94,144
2011	8	29,300	50,964	17	91,250	86,199

Convention Services

	December 2007	December 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced bureau booked =65 non bureau booked =22	87	92	-05%	316	332	-05%
Reservations Assigned	377	255	+48%	5,174	3,961	+31%
Registration Hours	74	134.5	-45%	1,328	859	+55%
Music Event Bookings	16	22	-27%	45	52	-13%

Film Production						
	December 2007	December 2006	%Ch	YTD 2007	YTD 2006	YTD % Ch
Production/ Referral Inquiries*	474	35	+1,254%	1,771	135	+1,212%
Production Packages Fulfilled	3	6	-50%	18	18	- 0 -
Production Starts	3	2	+50%	8	7	+14%
Production Days	20	21	-05%	97	144	-33%
Film, TV, Commercial, Print and Miscellaneous Production						
* totals skewed by initiation of on-line directory, improved access to information						
<i>Friday Night Lights</i> – Television Series, NBC- WGA strike hiatus						
<i>Will</i> – Feature – 20 th Century Fox – pre-production						
<i>Tree of Life</i> – Independent Feature – pre-production						
<i>Guys</i> – Independent Feature – pre-production						

Heritage Marketing Numbers						
	December 2007	December 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Walking Tour Participants	49	1,119	-96%	216	1,935	-89%
Speakers Bureau	150	0	+150%	150	69	+117%
Walking Tour Lead Referrals	0	3	-100%	0	13	-100%

Public Relations/Advertising Production						
	December 2007	December 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Press Releases	6	8	-25%	22	27	-19%
Media Contacts	580	868	-33%	2,349	2,779	-15%
Media Queries	43	60	-28%	181	312	-42%
Media/Site Visits	9	12	-25%	30	34	-12%
Dollar impact of media	\$372,628	\$567,760	-34%	\$1,371,012	\$1,568,087	-13%
Images Issued	166	151	+10%	707	650	+09%
Advertising Responses	1,564	1,710	-09%	4,910	5,168	-05%

Media Placements

Media Placements	
<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>Miami Herald</i>	Consumer:
<i>USA Today</i>	<i>Travel + Leisure</i>
<i>Fort Worth Star-Telegram</i>	<i>Southern Living</i>
<i>The News & Observer</i>	<i>Teen Vogue</i>
<i>Seattle Times</i>	<i>Art In America</i>
<i>Houston Chronicle</i>	<i>002 Magazine</i>
<i>Chicago Tribune</i>	<i>Cooking Light</i>
<i>Dallas Morning News</i>	Trade:
	<i>M&C</i>
	<i>Bank Travel Management</i>
<u>Television and Radio:</u>	
KVUE – Beth Krauss – Unique Gift Ideas/Holiday CD	<u>International:</u>
	<i>Boletin Turistico</i>

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