

# Austin

## CONVENTION AND VISITORS BUREAU

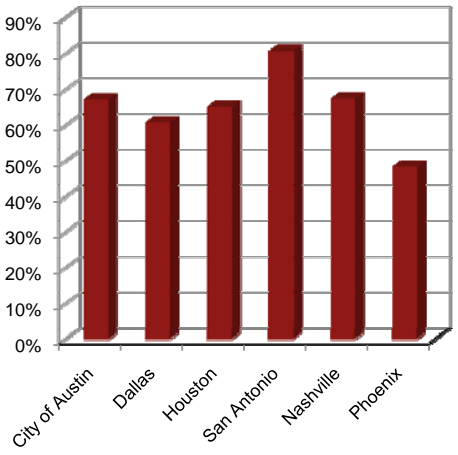
### MONTHLY INDUSTRY REPORT

### Industry Report – August 2008

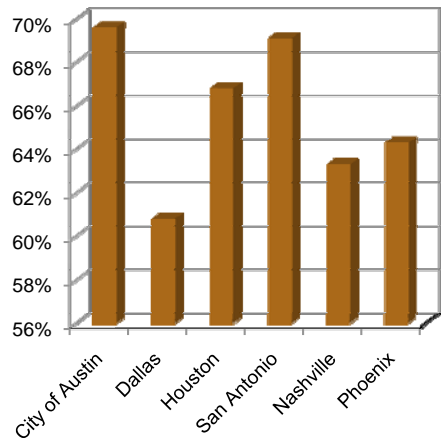
#### Lodging Industry Report

	July 2008						July 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	67.4%	-0.4	\$125.58	1.0	0.6	-0.2	73.7%	-0.8	\$147.09	6.8	5.9	-1.8
City of Austin	67.1%	-1.7	\$101.55	4.1	2.3	-0.4	69.6%	-3.6	\$110.14	6.4	2.5	-2.9
<b>Markets</b>												
Dallas	60.7%	0.3	\$87.58	2.7	3.0	3.2	60.8%	-2.5	\$95.37	3.8	1.2	0.1
Houston	65.1%	1.3	\$95.65	10.9	12.4	4.0	66.8%	-2.0	\$99.48	9.1	6.9	0.9
San Antonio	80.7%	3.9	\$105.73	3.3	7.4	9.8	69.1%	-0.6	\$108.59	4.7	4.1	4.6
Nashville	67.4%	-3.5	\$93.38	6.2	2.5	-1.5	63.3%	-5.4	\$96.29	7.2	1.4	-3.4
Phoenix	48.3%	-11.7	\$82.98	1.4	-10.4	-8.5	64.3%	-9.1	\$135.16	5.5	-4.1	-6.3

**July Occupancy**



**Year to Date Occupancy**





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### Aviation Passengers

	July 2008	July 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Total Passengers	855,607	832,455	3%	5,407,437	5,118,444	6%
Total Enplanements	442,947	430,257	3%	2,776,746	2,630,638	6%

Source: Austin-Bergstrom International Airport

### Visitor Inquiries

	August 2008	August 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Visitor Guide Requests	10,079	8,150	24%	92,832	85,339	9%
Downtown Visitors	14,103	14,027	1%	137,322	131,999	4%
Phone Calls	1,813	1,752	3%	19,083	17,183	11%
Retail Revenue-Gross	\$88,638.00	\$91,864.84	-4%	\$782,741.00	\$701,993.48	12%

### Website Traffic

	August 2008	August 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Website Visits	119,758	93,483	28%	1,125,554	1,019,577	10%
Hotel Reservations Booked	46	105	-56%	395	2,069	-81%

### Group Leisure Travel

	August 2008	August 2007	2008 YTD	2007 YTD
Number of Leads*	13	2	304	223
Inquiries Fulfilled	11	1	321	272
Tours Booked	2	1	48	39
Room Night Total	396	252	3,981	2,069

\* Change in numbers being reported is due to the fact that we are now following IACVB guidelines matrix for reporting.

\*\* Change in figures for 2007 Number of Leads and Inquiries fulfilled due to recalculation on reporting.

### A Meetings—CVB Booked

	August 2008	August 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Meetings*	7	4	75%	81	131	-38%
Room Nights	15,054	23,375	-36%	210,288	231,692	-9%
Attendance	11,540	23,200	-50%	223,270	531,850	-58%

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

### ALL CVB Definite Room Night Bookings

	August 2008	August 2007	% Ch
Number of Definite Bookings	42	46	-9%
Total Room Night Production	25,352	34,755	-27%
Total Attendance	18,549	33,798	-45%

  
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**A Meetings Lead Production**

	August 2008	August 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	17	29	-41%	302	362	-17%
Total Room Night Production	68,811	126,039	-45%	1,353,991	1,543,134	-12%

**ALL Meetings Lead Production**

	August 2008	August 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	105	102	3%	1,430	1,307	9%
Total Room Night Production	119,837	168,829	-29%	2,054,460	2,092,057	-2%

**Tradeshows & Events**

Event Name	Location	Department Attending
Meeting Professionals International World Education Congress (MPI-WEC)	Las Vegas, NV	Sales
American Society of Association Executives (ASAE) Annual	San Diego, CA	Sales, Admin
ACVB Customer Advisory Board	Austin, TX	All

**Site Visits**

Group Name	Total Room Nights
<b>Convention Sales</b>	
International Packaged Concrete Manufacturers Association	135
Fortigent	196
National Association of Civilian Oversight of Law Enforcement	435
American Association of Neurological Surgeons	1,277
Museum Store Association	1,978
Texas Association of School Nutrition	2,480
<b>Convention Services</b>	
Museum Store Association (J.Foster) 4/2010	1978
International Packaged Concrete Manufacturers Assn.(B.Richardson) 3/2009	135
Building Stone Institute (B.Richardson) 2/2010	435
Texas Assn. of Property & Evidence Inventory Technicians (N.Morgan)	880



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

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Region XIII Education Service Center	12/10/2008	12/12/2008	2,700	2,800
Texas Parent Teachers Association	7/22/2010	7/25/2010	3,500	1,700
Texas Parent Teachers Association	7/7/2011	7/10/2011	3,500	1,700
National Society for Histotechnology	8/22/2014	8/28/2014	1,500	5,050
Natural Products Association	4/24/2009	4/26/2009	340	559

\*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
2012	9	29,500	46,994	26	139,250	160,666
2011	13	40,200	65,223	25	95,800	93,981
2010	23	75,600	96,441	26	67,925	83,511
2009	42	138,940	142,895	22	49,225	44,956
2008	58	227,030	161,192	1	2,000	110
2007	56	185,325	144,570			
2006	61	225,090	161,776			
2005	56	183,140	149,253			
2004	51	241,750	190,220			
2003	47	144,800	147,648			

**Convention Services**

	August 2008	August 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Meetings Serviced bureau booked = 115 non bureau booked = 40	155	139	12%	1,287	1,335	-4%
Reservations Assigned	978	1,034	-5%	12,228	9,314	31%
Registration Hours	79.25	169.5	-53%	3,935	3,044	29%
Music Event Bookings	17	12	42%	213	173	23%

  
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**Film Production**

	August 2008	August 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Production/ Referral Inquiries*	276	661	-58%	4,219	3,959	7%
Production Packages Fulfilled	4	7	-43%	52	58	-10%
Production Starts	1	1	0%	23	17	35%
Production Days	50	45	11%	594	451	32%

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

*Friday Night Lights* – Television Series, NBC – renewed – in production

*Untitled Temple Grandin Project* – HBO Feature – in production

**Heritage Marketing**

	August 2008	August 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Walking Tour Participants	53	32	66%	622	4,424	-86%
Speakers Bureau	30	0	0%	658	628	5%
Walking Tour Lead Referrals	1	0	0%	7	47	-85%

  
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**Public Relations/Advertising Production**

	August 2008	August 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Press Releases/Media Outreach	12	8	50%	96	90	7%
Media Contacts	789	840	-6%	9,100	11,332	-20%
Media Queries	85	82	4%	778	1,025	-24%
Media/Site Visits	5	4	25%	138	104	33%
Dollar impact of media*	\$289,940*	\$379,317	-29%	\$5,492,845*	\$6,609,589	-17%
Images Issued	302	640	-53%	2,884	3,315	-13%
Advertising Responses	1,474	3,030	-51%	24,226	22,662	7%

\*Print media value only, does not reflect online and broadcast coverage

**Media Placements**

**Major Newspapers:**

*Denver Post*  
*Sydney Morning Herald*  
*The Dallas Morning News*  
*San Antonio Express-News*  
*Chicago Sun-Times*  
*Chicago Tribune*  
*Atlanta Journal-Constitution*  
*USA Today*  
*The Seattle Times*  
*Telegram & Gazette*

**Magazines:**

*Black Meetings & Tourism*  
*The Met Golfer*  
*Lucky*  
*Plate*  
*Sante*  
*Restaurant Business*  
*Newsweek*  
*M&C*  
*Spa*  
*Passport*  
*Country Lifestyle*  
*American Spa*  
*Flavor & the Menu*

**Online/Internet Outlets:**

*GolfVacationInsider.com*  
*USAToday.com*  
*NYTimes.com*  
*CNN.com*  
*MetGolfer.org*  
*SmarterTravel.com*  
*TakingtheKids.com*  
*Austinist.com*  
*GoodHealth.com*  
*NAB Pulse (online newsletter of the National Association of Broadcasters)*  
*ArticleAlley.com*  
*SmoothRadio.co.uk*

**Television/Radio coverage:**

*KNVA-TV (CW Austin)*  
*TSF Jazz Radio (France)*  
*KXAN-TV (NBC)*  
*Texas Gridiron Kickoff Coverage:*

Source: Cision Media Impact Report