

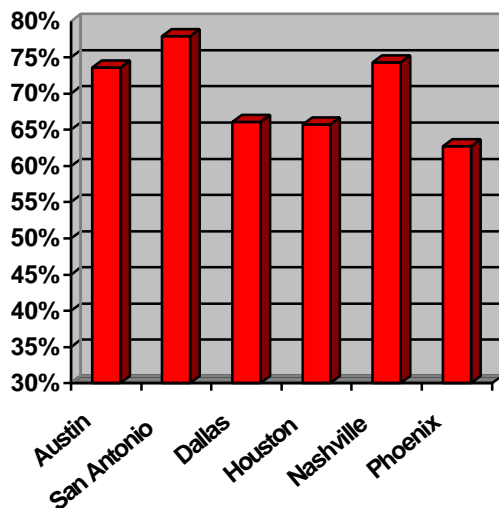


Monthly Industry Report July 2006

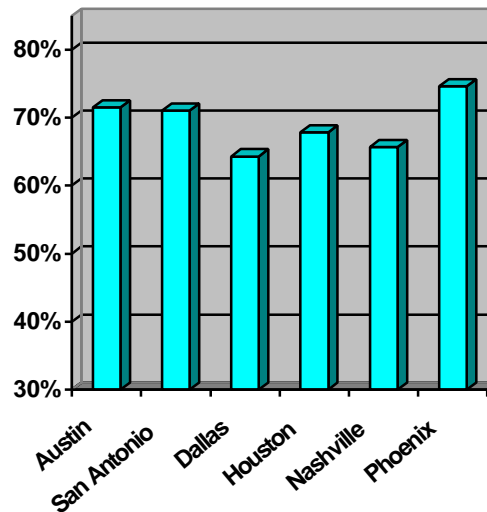
Lodging Industry Report

	June 2006						June 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	74.0	3.6	121.91	13.2	17.3	3.0	78.8	4.1	123.48	11.6	16.1	3.7
City of Austin	73.6	4.5	93.71	15.0	20.1	6.0	71.5	6.2	92.10	12.6	19.6	6.2
Markets												
San Antonio	77.9	-2.0	99.60	8.0	5.9	-0.1	71.0	3.2	96.73	6.8	10.2	5.3
Dallas	66.1	6.1	84.16	1.1	17.9	8.1	64.3	9.0	85.59	9.7	19.6	10.6
Houston	65.7	4.3	82.29	10.9	15.6	4.7	67.8	10.2	85.18	12.5	23.9	10.1
Nashville	74.3	1.0	84.77	5.4	6.5	0.7	65.7	6.1	83.62	7.5	14.1	6.2
Phoenix	62.7	2.8	84.80	12.0	15.1	3.1	74.6	2.1	123.21	9.8	11.9	2.2

June Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers

	June 2006	June 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Total Passengers	743,459	703,932	+06%	4,057,360	3,713,867	+09%
Total Enplanements	383,290	362,650	+06%	2,072,795	1,901,365	+09%

Visitor Inquiries

	July 2006	July 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Visitor Guide Requests	6,225	3,838	+62%	73,692	56,339	+31%
Downtown Visitors	16,720	15,605	+07%	104,465	99,985	+04%
Phone Calls	2,263	1,419	+59%	18,604	18,318	+02%
Retail Revenue-Gross	\$102,946.16	\$88,844.37	+16%	\$652,856.04	\$501,166.13	+30%

Website Traffic

	July 2006	July 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Website Visits	87,463	42,827	+104%	607,497	326,059	+86%
Hotel Reservations Booked	323	235	+37%	1,370	1,705	-20%

Group Leisure Travel

	July 2006	July 2005	2006 YTD	2005 YTD
Number of Leads*	1	19	46	322
Inquiries Fulfilled	5	26	365	650
Tours Booked	3	10	56	45
Room Night Total	921	684	3,627	3,205

* 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

	July 2006	July 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Meetings*	14	9	+56%	79	86	-08%
Room Nights	25,326	14,044	+80%	146,213	155,823	-06%
Attendance	46,300	23,400	+98%	414,175	378,873	+09%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	July 2006	July 2005	% Ch
Number of Definite Bookings	60	67	-10%
Total Room Night Production	41,065	32,469	+26%
Total Attendance	94,793	115,319	-18%

A Meetings Lead Production

	July 2006	July 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	19	13	+46%	181	140	+29%
Total Room Night Production	103,566	60,798	+70%	733,145	449,818	+63%

ALL Meetings Lead Production

	July 2006	July 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	85	94	-10%	959	823	+17%
Total Room Night Production	142,348	104,047	+37%	1,189,976	788,143	+51%

Tradeshows & Events

Event Name	Location	Department Attending
Meeting Professionals Intl. (MPI) World Education Congress	Dallas, TX	Sales
Fraternity Executives Assn (FEA)	Tucson, AZ	Sales
Council of Engineering and Scientific Society Executives (CESSE)	Salt Lake City, UT	Sales
Destination Marketing Assn Intl (DMAI)	Austin, TX	All ACVB staff

Site Visits

Group Name	Total Room Nights
Convention Sales	
Orange County Choppers	12,000
National Apartment Association (educational site)	205-6,252
McKesson (educational site)	10-2,000
National Association of Floor Covering Distributors/Smith Bucklin	950
Convention Services	
United Telecom Council 5/2007	2,540
IEEE – Super Computing 11/2008	19,845
National Assn. Of Floor Covering Distributors	900
Other Departmental Site Visits	Department

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
Keller Williams Realty	8/19-24/2007	3,000	3,500
National Instruments	8/01-09/2008	1,300	1,590
Percussive Arts Society	11/05-08/2008	7,000	2,930
Texas Medical Association	4/29-5/03/2009	3,500	1,770
Association of Educational Service Agencies	12/03-05/2009	1,200	2,420

*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
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	181,740	149,253	0	0	0
2006	60	286,448	171,478	2	50,400	13,000
2007	33	133,175	102,985	15	64,700	55,458
2008	23	107,200	78,444	21	53,970	59,349
2009	15	42,100	43,288	25	54,500	93,467
2010	4	16,350	10,666	14	69,700	74,034

Convention Services

	July 2006	July 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Meetings Serviced	105	64	+64%	917	641	+43%
Reservations Assigned	2,589	419	+518%	18,220	7,054	+158%
Registration Hours	778.50	622	+25%	4,564.75	4,197.75	+09%
Music Event Bookings	20	25	-20%	226	182	+24%

Film Production

	July 2006	July 2005	%Ch	YTD 2006	YTD 2005	YTD % Ch
Production Leads	44	5	+780%	505	77	+556%
Production Starts	1	3	-66%	12	9	+33%
Production Days	55	40	+38%	396	294	+35%

Film, TV, Commercial, Print and Miscellaneous Production

Friday Night Lights – TV Series – in production

Grind House – Feature Film – in production

The Hitcher – Feature Film – wrapped

Kim Peirce Untitled Project – Feature Film – pre-production

Heritage Marketing Numbers

	July 2006	July 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Walking Tour Participants	290	431	-33%	4,329	4,395	-02%
Speakers Bureau	20	75	-73%	711	853	-17%
Walking Tour Lead Referrals	2	4	-50%	34	37	-08%

Public Relations/Advertising Production

	July 2006	July 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Press Releases	8	10	-20%	84	86	-2%
Media Contacts	481	1,218	-61%	7,368	9,050	-19%
Media Queries	99	81	+22%	973	1,165	-16%
Media/Site Visits	12	7	+71%	63	77	-18%
Dollar impact of media	\$345,752	\$1,181,374	-71%	\$5,239,857	\$5,008,529	+5%
Images Issued	193	200	-04%	2,070	1,855	+12%
Advertising Responses	2,338	1,942	+20%	30,890	59,454	-48%

<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>Austin American-Statesman</i>	
<i>USA Today</i>	Consumer:
<i>Houston Chronicle</i>	<i>Midwest Living</i>
<i>Chicago Tribune</i>	<i>American Way</i>
<i>Dallas Morning News</i>	<i>Redbook</i>
<i>The Cincinnati Enquirer</i>	
<i>The Globe and Mail (Toronto, Ontario)</i>	
<i>Des Moines Register</i>	
<u>TV Stations:</u>	
FOX 7	
KVUE (ABC affiliate)	
News 8 Austin	
CBS (national)	Trade:
Interviews:	<i>Meetings South</i>
Bill Peeper (Orlando CVB) – CBS re: tourism/DMAI	<i>USAE</i>
Cynthia Maddox – KUT Radio, re: new hotels	<i>Association Meetings</i>
Jon Hutchison (Sydney, Australia CVB)– KVUE Daybreak, re: DMAI	<i>Corporate and Incentive Travel</i>
Rose Reyes – FOX 7 News re: July 4/Music	
Rose Reyes – News 8 Austin re: Rolling Stones	
Rose Reyes – FOX 7 News re: Rolling Stones	
Roy Benear – USAE Magazine re: new hotels	
Roy Benear – News 8 Austin re: July conventions	

Source: Bacon's Media Impact Report