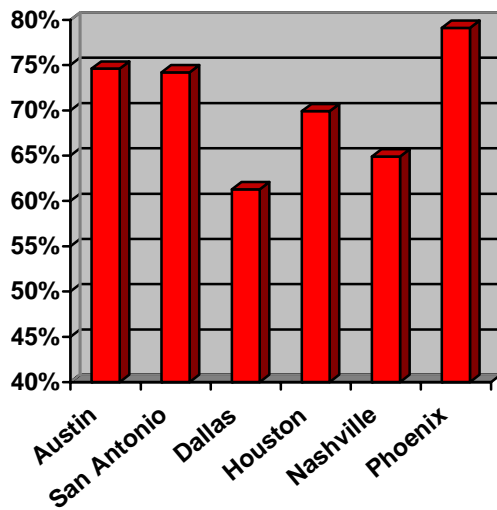




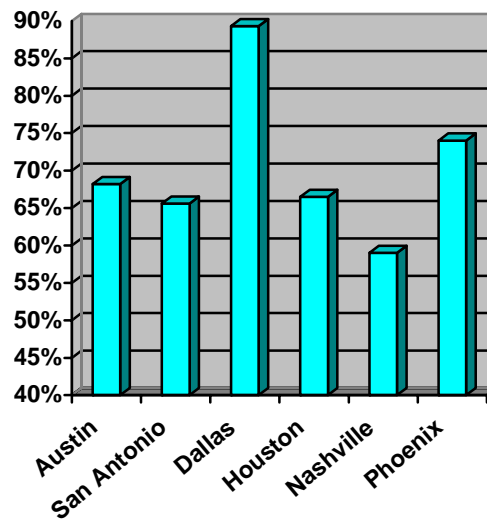
Monthly Industry Report April 2008

Lodging Industry Report												
	March 2008						March 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	78.5	-8.7	161.68	6.0	-3.2	-9.9	73.0	-3.6	151.33	6.6	2.9	-4.5
City of Austin	74.6	-8.9	116.49	5.5	-3.9	-8.7	68.2	-5.7	110.71	6.4	0.5	-5.3
Markets												
San Antonio	74.2	-4.4	111.24	-1.3	-5.6	1.2	65.6	-1.5	106.73	3.5	2.0	2.7
Dallas	61.3	-4.4	97.18	.9	0.3	-2.4	59.3	-5.0	98.41	4.0	-1.0	-2.9
Houston	69.9	-5.0	98.92	7.2	1.9	-2.5	66.5	-3.1	99.28	8.9	5.6	-0.7
Nashville	64.9	-9.4	95.05	6.2	-3.7	-7.4	59.0	-3.9	95.22	8.0	3.8	-1.6
Phoenix	79.1	-10.0	157.34	1.3	-8.9	-7.2	74.0	-8.5	160.76	7.6	-1.7	-6.0

March Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers						
	March 2008	March 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Total Passengers	796,373	767,364	+04%	2,108,821	1,977,656	+07%
Total Enplanements	407,300	388,247	+05%	1,073,748	1,001,749	+07%

Visitor Inquiries						
	April 2008	April 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Visitor Guide Requests	8,428	10,284	-18%	48,001	52,975	-09%
Downtown Visitors	13,271	13,548	-02%	78,668	79,219	-01%
Phone Calls	1,784	1,787	- 0 -	11,308	11,003	+03%
Retail Revenue-Gross	\$81,432.00	\$78,973.94	+03%	\$411,836.00	\$388,779.39	+06%

Website Traffic						
	April 2008	April 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Website Visits	109,172	121,381	-10%	675,215	625,278	+8%
Hotel Reservations Booked	34	59	-42%	169	285	-41%

Group Leisure Travel				
	April 2008	April 2007	2008 YTD	2007 YTD
Number of Leads*	17	15	143	1,346
Inquiries Fulfilled	37	30	183	1,349
Tours Booked	4	7	25	33
Room Night Total	138	127	980	714

* 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						
	April 2008	April 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Meetings*	10	15	-33%	56	82	-32%
Room Nights	21,786	24,398	-11%	147,352	105,625	+40%
Attendance	36,500	72,700	-50%	167,330	317,300	-47%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings			
	April 2008	April 2007	% Ch
Number of Definite Bookings	47	53	-11%
Total Room Night Production	36,321	38,015	-04%
Total Attendance	50,286	96,510	-48%

A Meetings Lead Production

	April 2008	April 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	41	34	+21%	215	235	-09%
Total Room Night Production	182,167	134,657	+35%	1,002,645	1,070,213	-06%

ALL Meetings Lead Production

	April 2008	April 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	182	135	+35%	977	873	+12%
Total Room Night Production	292,804	202,097	+45%	1,489,554	1,456,980	+02%

Tradeshows & Events

Event Name	Location	Department Attending
ASAE Springtime Expo	Washington, DC	Sales
National Association of Sports Commissions	Dallas, TX	Austin Sports Commission
Greater Atlanta MPI Tradeshow	Atlanta, GA	Sales
ARLAG	Guadalajara, Mexico	Tourism
Mexico Fam	Austin, Texas	Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
Southern Seed Association	216
Texas Association of Chicanos in Higher Education	380
MediaTec Publishing, Inc.	460
Independent Office Product & Furniture Dealers Association	860
Southern Association of College and University Business Officials	1,800
John Deere	11,000
Convention Services	
Tyler Technologies 2/2009	1,220
IEEE – EMC 8/2009	2,985
Out & Equal – 9/2008	4,351

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
Austin Marathon	2/12-14/2009	13,200	5,467
Association of College and University Housing Officials	6/26-29/2010	1,500	4,100
Texas Commission on Environmental Quality	5/04-07/2015	4,600	5,610

*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
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	185,325	144,570			
2008	53	204,280	155,616	6	20,550	22,577
2009	37	131,850	137,383	31	57,790	71,457
2010	17	53,050	69,726	26	89,040	94,175
2011	10	32,250	56,392	24	99,238	92,437
2012	8	26,650	42,884	25	124,426	165,485

Convention Services

	April 2008	April 2007	% Ch	YTD 2008	YTD 2007	YTD % Ch
Meetings Serviced bureau booked =91 non bureau booked =52	143	92	+55%	862	815	+06%
Reservations Assigned	955	1,158	-18%	9,720	7,237	+34%
Registration Hours	529.75	196.5	+170%	2,699.00	1,999.50	+35%
Music Event Bookings	31	17	+82%	130	122	+07%

Film Production						
	April 2008	April 2007	%Ch	YTD 2008	YTD 2007	YTD % Ch
Production/ Referral Inquiries*	619	1,118	-45%	4,638	1,507	+208%
Production Packages Fulfilled	4	4	- 0 -	41	38	+08%
Production Starts	2	2	- 0 -	16	12	+33%
Production Days	90	45	+100%	372	329	+13%
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 – renewed – pre-production						
<i>Will</i> – Feature – 20 th Century Fox – wrapped						
<i>Tree of Life</i> – Independent Feature – in production						
<i>The Two Bobs</i> – Feature – in production						
<i>Friday the 13th</i> – Feature – pre- production						
<i>Ex-Terminators</i> – Independent Feature – pre-production						

Heritage Marketing Numbers						
	April 2008	April 2007	% Ch	YTD 2008	YTD 2007	YTD % Ch
Walking Tour Participants	154	463	-67%	467	3,605	-87%
Speakers Bureau	27	75	-64%	202	454	-56%
Walking Tour Lead Referrals	0	4	-100%	1	31	-97%

Public Relations/Advertising Production*

	April 2008	April 2007	% Ch	YTD 2008	YTD 2007	YTD % Ch
Press Releases/Media Outreach	8	9	-11%	57	56	+2%
Media Contacts	1,102	1,279	-14%	6,562	7,297	-10%
Media Queries	81	84	-04%	501	631	-21%
Media/Site Visits	28	3	+833%	109	79	+38%
Dollar impact of media	\$524,950	\$771,898	-32%	\$3,721,521	\$4,436,343	-16%
Images Issued	288	275	+05%	1,909	1,811	+05%
Advertising Responses	3,380	1,293	+161%	12,090	12,836	-06%

Media Placements

Major Newspapers:	Magazines:
<i>Martinsburg Journal</i>	<i>Markee</i>
<i>Contra Costa Times</i>	<i>Texas Co-op Power</i>
<i>Chicago Tribune</i>	<i>Texas TraveLog</i>
<i>News & Observer</i>	<i>bRILLIANT</i>
<i>South Florida Sun Sentinel</i>	<i>Country Home</i>
<i>Houston Chronicle</i>	<i>Texas Monthly</i>
<i>San Antonio Express-News</i>	<i>Filter</i>
<i>Cincinnati Enquirer</i>	<i>Rolling Stone</i>
<i>Washington Blade</i>	<i>Specialty Food</i>
	<i>Continental</i>
Online/Internet Outlets	<i>M Magazine</i>
<i>ShermansTravel.com/MSN.com</i>	<i>Paytech</i>
<i>Gayot.com</i>	<i>American Way</i>
<i>AmericanChronicle.com</i>	<i>Food Arts</i>
<i>Billboard.biz</i>	Television/Radio coverage:
<i>Journal-news.com</i>	<i>The CW Morning Show (New York)</i>
<i>BoletinTuristico.com (MX)</i>	<i>KXAN – Brush Square Cleanup/It's My Park! Day</i>
<i>TXMeetingsMag.com</i>	
	Trade:
	<i>Medical Meetings</i>
	<i>The Meeting Professional</i>
	<i>USAE</i>
	<i>MPG</i>
	<i>Tradeshaw Week</i>