

Austin

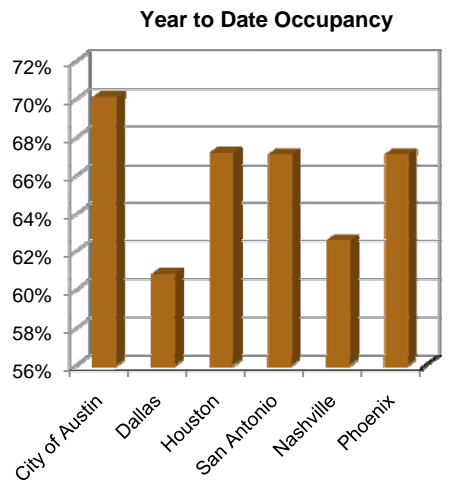
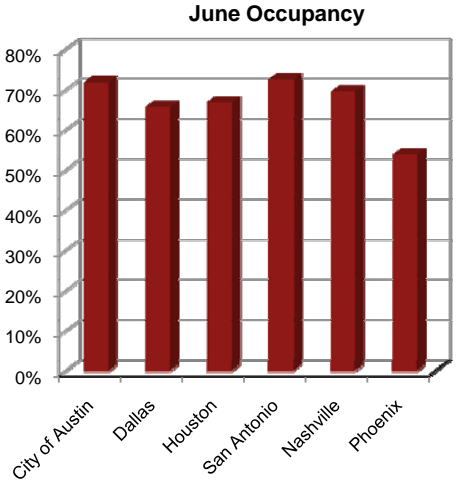
CONVENTION AND VISITORS BUREAU

MONTHLY INDUSTRY REPORT

Industry Report – July 2008

Lodging Industry Report

	June 2008						June 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	75.3%	6.5	\$144.83	12.2	19.5	5.2	74.8%	-0.8	\$150.40	7.6	6.7	-2.0
City of Austin	71.8%	0.7	\$110.08	7.7	8.5	1.6	70.1%	-4.0	\$111.55	6.8	2.5	-3.3
Markets												
Dallas	65.7%	0.8	\$92.90	2.6	3.4	3.4	60.8%	-3.0	\$96.71	4.0	0.9	-0.5
Houston	66.9%	-0.7	\$96.80	8.6	7.8	1.8	67.2%	-2.5	\$100.08	8.8	6.1	0.3
San Antonio	72.6%	-3.6	\$105.52	1.8	-1.8	1.8	67.1%	-1.6	\$109.26	5.1	3.5	3.4
Nashville	69.6%	-8.4	\$97.86	4.6	-4.2	-6.8	62.6%	-5.9	\$96.84	7.4	1.2	-3.7
Phoenix	53.7%	-12.7	\$90.73	1.6	-11.4	-9.7	67.1%	-8.8	\$141.63	5.7	-3.6	-6.0





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Aviation Passengers

	June 2008	June 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Total Passengers	869,308	801,185	9%	4,551,830	4,285,989	6%
Total Enplanements	452,073	413,894	9%	2,333,799	2,200,372	6%

Source: Austin-Bergstrom International Airport

Visitor Inquiries

	July 2008	July 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Visitor Guide Requests	10,079	7,036	43%	82,753	77,189	7%
Downtown Visitors	13,774	13,448	2%	123,219	117,972	4%
Phone Calls	2,277	1,224	86%	17,270	15,431	12%
Retail Revenue-Gross	\$80,099.00	\$62,598.10	28%	\$694,103.00	\$610,128.64	14%

Website Traffic

	July 2008	July 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Website Visits	128,779	102,119	26%	1,005,786	926,094	9%
Hotel Reservations Booked	70	952	-93%	443	1007	-56%

Group Leisure Travel

	July 2008	July 2007	2008 YTD	2007 YTD
Number of Leads*	99	4	276	219
Inquiries Fulfilled	86	10	312	271
Tours Booked	3	0	44	38
Room Night Total	943	903	3,588	1,817

* 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

	July 2008	July 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Meetings*	7	17	-59%	74	127	-42%
Room Nights	15,445	18,100	-15%	195,234	208,317	-6%
Attendance	12,000	67,350	-82%	211,730	508,650	-58%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	July 2008	July 2007	% Ch
Number of Definite Bookings	40	60	-33%
Total Room Night Production	28,915	36,248	-20%
Total Attendance	21,480	82,512	-74%


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A Meetings Lead Production

	July 2008	July 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	32	40	-20%	285	333	-14%
Total Room Night Production	138,456	124,606	11%	1,285,180	1,417,095	-9%

ALL Meetings Lead Production

	July 2008	July 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	124	123	1%	1,325	1,205	10%
Total Room Night Production	194,531	168,016	16%	1,935,073	1,923,228	1%

Tradeshows & Events

Event Name	Location	Department Attending
Texas High School Coaches Assn. (attendance booster)	San Antonio	Services
Destination Marketing Association International	Las Vegas, NV	Sales, Administration

Site Visits

Group Name	Total Room Nights
Convention Sales	
American Academy of Chest Physicians	12,000
American Institute for Graphic Arts	3,510
Public Broadcasting Service	2,535
National Assn of Children's Hospitals and Related Institutions	555
Society of Critical Care Medicine	1,100
McKesson	7,470
Convention Services	
AIGA (Tentative Oct. 2011) (Janice Foster)	3,510
Academy of Certified Hazardous Materials Managers (Tentative Aug. 2011) planning meeting (Janice Foster & Betsy Richardson)	1,600
Nat'l Assn for Bilingual Education (Feb. 2009) (Betsy Richardson)	8,320
SHARE (March 2009) (Linda Atkins)	6,165
American Society for Engineering Education (June 2009) (Linda Atkins)	



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Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
CMP Technology	9/15/2009	9/17/2009	3,000	2,712
Texas Counseling Association	11/8/2010	11/13/2010	2,000	2,179
Texas Association of Secondary School Principals	6/11/2013	6/14/2013	2,850	4,110

**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	139,350	163,606
2011	12	36,700	63,523	27	98,300	92,714
2010	22	72,100	94,741	24	65,350	69,394
2009	41	138,600	142,336	19	36,540	31,547
2008	56	219,030	157,408	3	9,800	4,094
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

	July 2008	July 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Meetings Serviced bureau booked =61 non bureau booked =28	89	121	-26%	1,132	1,196	-5%
Reservations Assigned	418	176	138%	11,250	8,280	36%
Registration Hours	70	385.5	-82%	3,856	2,874	34%
Music Event Bookings	20	10	100%	196	161	22%


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Film Production

	July 2008	July 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Production/ Referral Inquiries*	422	594	-29%	3,943	3,298	20%
Production Packages Fulfilled	2	5	-60%	48	51	-6%
Production Starts	3	3	0%	22	16	38%
Production Days	22	50	-56%	544	406	34%

Film, TV, Commercial, Print and Miscellaneous Production

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

Shorts – Feature – wrapped

Untitled Temple Grandin Project – HBO Feature – in production

Killer School Girls from Outer Space – Independent Feature – in production

Heritage Marketing

	July 2008	July 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Walking Tour Participants	8	38	-79%	569	4,392	-87%
Speakers Bureau	0	0	0%	379	628	-40%
Walking Tour Lead Referrals	0	0	0%	5	47	-89%


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Public Relations/Advertising Production

	July 2008	July 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Press Releases/Media Outreach	7	6	17%	84	82	2%
Media Contacts	451	863	-48%	8,311	10,492	-21%
Media Queries	89	76	17%	693	942	-26%
Media/Site Visits	1	1	0%	133	100	33%
Dollar impact of media*	\$679,876	\$536,924	27%	\$5,223,905	\$6,230,272	-16%
Images Issued	228	290	-21%	2,582	2,675	-3%
Advertising Responses	3,276	1,407	133%	22,752	19,632	16%

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

Media Placements

Major Newspapers:

San Antonio Express-News
Miami Herald
Chicago Sun-Times
USA Today
RedEye
Financial Times
Houston Chronicle
The New Hampshire Union Leader

Magazines:

Time Out London
MovieMaker
Gentry
Nebraska Beverage Analyst
Sky
Restaurant Hospitality
Cooking Light
Chain Leader

Online/Internet Outlets:

Huffington Post.com
SFGate.com (San Francisco Chronicle)
Fodors.com
TravelAgeWest.com
TravelMole.com
TheNation.com
USNews.com (US News & World Report)

Television/Radio coverage:

TSF Jazz Radio (France)

Source: Cision Media Impact Report