

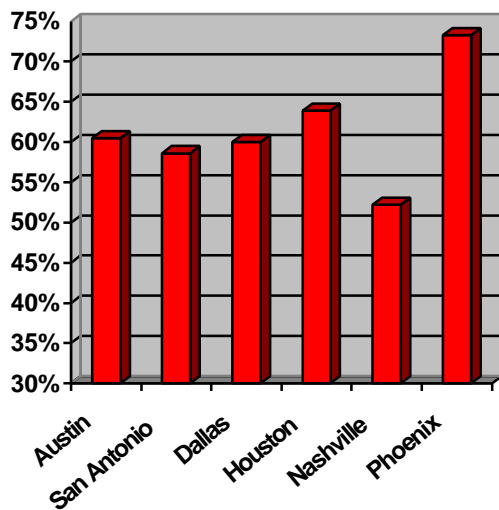


## Monthly Industry Report February 2006

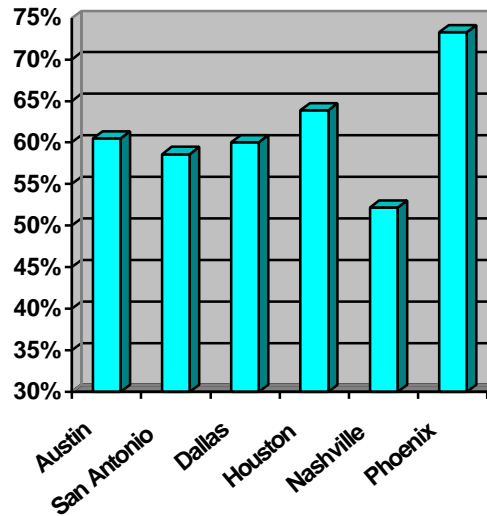
### Lodging Industry Report

	January 2006						Calendar 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	67.3	15.8	111.38	10.9	28.4	15.8	67.3	15.8	111.38	10.9	28.4	15.8
City of Austin	60.5	15.2	83.27	9.8	26.6	15.8	60.5	15.2	83.27	9.8	26.6	15.8
<b>Markets</b>												
San Antonio	58.6	16.7	87.97	12.6	31.4	18.8	58.6	16.7	87.97	12.6	31.4	18.8
Dallas	60.0	11.5	85.48	9.9	22.5	13.4	60.0	11.5	85.48	9.9	22.5	13.4
Houston	63.9	18.6	82.11	9.6	30.0	18.2	63.9	18.6	82.11	9.6	30.0	18.2
Nashville	52.2	4.2	78.81	9.0	13.5	4.9	52.2	4.2	78.81	9.0	13.5	4.9
Phoenix	73.3	3.7	126.59	10.2	14.3	3.9	73.3	3.7	126.59	10.2	14.3	3.9

**January Occupancy**



**Calendar Year-to-Date Occupancy**



### Aviation Passengers

	Jan 2006	Jan 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Total Passengers	584,599	578,720	+01%	584,599	578,720	+01%
Total Enplanements	293,403	264,088	+11%	293,403	264,088	+11%

### Visitor Inquiries

	February 2006	February 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Visitor Guide Requests	4,675	5,088	-08%	28,316	22,899	+24%
Downtown Visitors	6,690	6,416	+04%	22,855	29,377	-22%
Phone Calls	1,863	1,890	-01%	7,518	6,961	+08%
Retail Revenue-Gross	\$32,173.86	\$28,776.24	+12%	\$217,439.44	\$143,425.13	+52%

### Website Traffic

	February 2006	February 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Website Visits	58,054	38,046	+53%	231,603	117,675	+97%
Hotel Reservations Booked	119	171	-30%	320	677	-53%

### Group Leisure Travel

	February 2006	February 2005	2006 YTD	2005 YTD
Number of Leads*	9	0	97	5
Inquiries Fulfilled	47	209	153	241
Tours Booked	5	13	30	18
Room Night Total	181	460	1,020	492

\* 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

	February 2006	February 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Meetings	4	13	-69%	41	53	-23%
Room Nights	4,505	11,850	-62%	60,146	86,084	-30%
Attendance	23,850	84,583	-72%	208,050	242,933	-14%

### ALL CVB Definite Room Night Bookings

	February 2006	February 2005	% Ch
Number of Definite Bookings	40	69	-42%
Total Room Night Production	26,903	32,104	-16%
Total Attendance	49,025	100,589	-51%

### A Meetings Lead Production

	February 2006	February 2005	% Ch	2005 YTD	2004 YTD	YTD % Ch
Number of Leads	19	18	+06%	82	72	+14%
Total Room Night Production	56,486	31,231	+81%	243,511	177,210	+37%

### ALL Meetings Lead Production

	February 2006	February 2005	% Ch	2005 YTD	2004 YTD	YTD % Ch
Number of Leads	97	116	-16%	448	410	+09%
Total Room Night Production	110,766	78,260	+42%	477,440	345,390	+38%

### Tradeshows & Events

Event Name	Location	Department Attending
RCMA	San Jose, CA	Sales
TSAE Southwest Showcase	Austin, TX	Sales, Services
MPINCC Tradeshow	Oakland, CA	Sales
DMAI Foundation Dinner	Washington, DC	Sales
Destinations Showcase DC	Washington, DC	Sales
American Bus Association Conf.	Nashville, TN	Tourism

### Site Visits

Group Name	Total Room Nights
<b>Convention Sales</b>	
<b>Convention Services</b>	
American Association for Marriage and Family Therapy	2,937
Apache Software	1,568
Council of Development Finance Agencies (Planning Meeting)	403
Freescale Marathon (Planning Meeting)	4,500
888 Signal Company Reunion (Planning Meeting)	76
NAMM – (Planning Meeting)	13,000
Tx. Assn. for the Gifted and Talented (Planning Meeting)	3,800
North American Spine Association	7,576
<b>Other Departmental Site Visits</b>	<b>Department</b>
Connection Christian Tour – Tour Operator	Tourism

### Convention Center Bookings

Group	Dates	Estimated Attendance	Estimated Room Nights
Business Professionals of America—Texas Chapter	Mar. 4-7, 2009	2,800	2,865

\*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	55	183,098	156,715	3	4,650	5,305
2007	23	113,650	73,292	19	63,310	58,286
2008	13	72,250	44,984	17	42,650	56,277
2009	12	35,900	37,951	16	32,800	56,327
2010	4	16,350	10,666	4	31,000	24,034

### Convention Services

	February 2006	February 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Meetings Serviced	74	79	-06%	364	272	+34%
Reservations Assigned	2,614	124	+2,008%	7,251	4,130	+76%
Registration Hours	377	274.75	+37%	2,442.25	1,711	+43%
Music Event Bookings	22	15	+47%	75	71	+06%

### Film Production

	February 2006	February 2005	%Ch	YTD 2006	YTD 2005	YTD % Ch
Production Leads	36	8	+350%	158	44	+359%
Production Starts	1	2	-50%	6	4	+50%
Production Days	46	47	-2%	176	103	+71%

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

*Grind House* – Feature Film – in production

*Friday Night Lights* – TV Pilot – in production

*Kim Peirce Untitled Project* – Feature Film – pre-production

*Teeth* – Feature Film – pre-production

*Trading Spaces* – TV Episodes – pre-production

## Heritage Marketing Numbers

	February 2006	February 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Walking Tour Participants	307	579	-46.98%	2,101	2,157	-2.60%
Speakers Bureau	28	0	2,800%	266	237	-21.07%
Walking Tour Lead Referrals	4	4	0%	18	16	12.50%

## Public Relations/Advertising Production

	February 2006	February 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Press Releases	9	7	+29%	44	40	+10%
Media Contacts	1,032	960	+08%	5,175	3,920	+32%
Media Queries	78	103	-2%	373	474	-21%
Media/Site Visits	0	2	- 0 -	23	32	-28%
Dollar impact of media	\$313,357	\$300,189	+4.39%	\$1,766,045	\$1,650,920	+6.97%
Images Issued	200	160	+25%	841	839	- 0 -
Advertising Responses	1,063	1,504	-29%	11,379	3,803	+199%

<b>Major Daily Newspapers:</b>	<b>Magazines:</b>
<i>The Orange County Register</i>	<b>Consumer</b>
<i>Star Tribune</i>	<i>Continental</i>
<i>New York Post</i>	<i>Passport</i>
<i>The Columbus Dispatch</i>	<i>WHERE Toronto</i>
<i>Dallas Morning-News</i>	<i>Organic Gardening</i>
<i>Fort Worth Star-Telegram (3x)</i>	<i>Runner's World</i>
<i>Houston Chronicle (3x)</i>	<i>Pathfinders Travel Magazine</i>
	<i>Texas Highways</i>
<b>TV Stations:</b>	<i>American Way</i>
<i>KVUE</i>	<i>Southwest Art</i>
<i>KEYE</i>	
<i>News 8 Austin</i>	<b>Trade:</b>
<i>KTBC</i>	<i>Meetings South</i>
<i>KXAN</i>	<i>Black Meetings &amp; Tourism</i>
	<i>Corporate Meetings &amp; Incentives</i>
	<i>Travelweek</i>