

Austin

CONVENTION AND VISITORS BUREAU

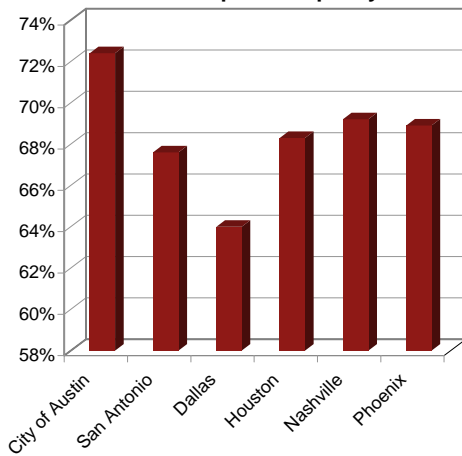
MONTHLY INDUSTRY REPORT

Industry Report – May 2008

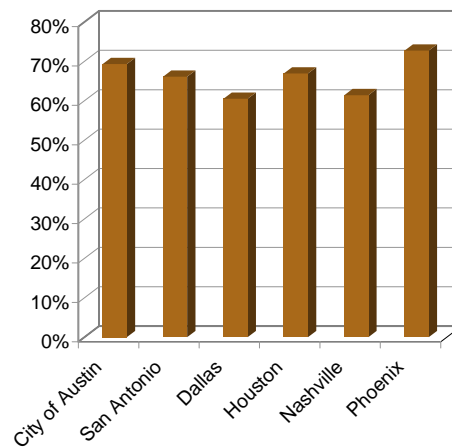
Lodging Industry Report

	April 2008						April 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	78.3%	0.1	\$ 153.83	7.5	7.7	-1.2	74.0%	-2.6	\$ 151.99	6.9	4.1	-3.6
City of Austin	72.4%	-3.7	\$ 115.35	9.2	5.1	-3.2	69.3%	-5.1	\$ 111.86	7.1	1.6	-4.7
Markets												
City of Austin	72.4%	-3.7	\$ 115.35	9.2	5.1	-3.2	69.3%	-5.1	\$ 111.86	7.1	1.6	-4.7
San Antonio	67.6%	-1.7	\$ 121.48	16	13.9	4.1	66.1%	-1.5	\$ 110.65	6.9	5.2	3
Dallas	64.0%	1.4	\$ 99.03	6.8	8.3	3.9	60.5%	-3.4	\$ 98.56	4.7	1.2	-1.3
Houston	68.3%	-3.7	\$ 100.75	6.8	2.9	-1.3	66.9%	-3.2	\$ 99.65	8.3	4.9	-0.9
Nashville	69.2%	-0.4	\$ 101.53	11.9	11.5	2.1	61.4%	-3	\$ 97.05	9.2	5.9	-0.7
Phoenix	68.9%	-5.6	\$ 142.30	2.7	-3.1	-2.6	72.7%	-7.9	\$ 156.47	6.5	-1.9	-5.1

April Occupancy



Year to Date Occupancy





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Aviation Passengers

	April 2008	April 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Total Passengers	747,509	725,393	3%	2,856,330	2,702,949	6%
Total Enplanements	382,550	376,734	2%	1,456,298	1,378,483	6%

Source: ABIA

Visitor Inquiries

	May 2008	May 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Visitor Guide Requests	12,308	9,680	27%	60,309	62,655	-4%
Downtown Visitors	15,247	14,335	6%	93,915	93,554	0%
Phone Calls	1,791	1,651	8%	13,099	12,654	4%
Retail Revenue-Gross	\$103,468.00	\$82,003.91	26%	\$515,304.00	\$470,783.30	9%

Website Traffic

	May 2008	May 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Website Visits	98,993	104,527	-5%	774,208	729,805	6%
Hotel Reservations Booked	22	53	-58%	191	238	-20%

Group Leisure Travel

	May 2008	May 2007	2008 YTD	2007 YTD
Number of Leads*	14	9	157	95
Inquiries Fulfilled	13	24	196	1373
Tours Booked	1	5	26	38
Room Night Total	59	101	1039	815

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

A Meetings—CVB Booked

	May 2008	May 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Meetings*	5	13	-62%	61	95	-36%
Room Nights	5,481	36,299	-85%	152,833	141,924	8%
Attendance	13,300	70,750	-81%	180,630	388,050	-53%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	May 2008	May 2007	% Ch
Number of Definite Bookings	56	47	19%
Total Room Night Production	28,276	47,713	-41%
Total Attendance	37,258	87,925	-58%


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A Meetings Lead Production

	May 2008	May 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	21	33	-36%	236	268	-12%
Total Room Night Production	66,254	99,576	-33%	1,068,899	1,169,789	-9%

ALL Meetings Lead Production

	May 2008	May 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	117	114	3%	1,094	987	11%
Total Room Night Production	121,135	136,802	-11%	1,610,289	1,593,782	1%

Tradeshows & Events

Event Name	Location	Department Attending
ACVB Annual Luncheon	Hyatt Regency Austin	All
Arlag	Guadalajara, Mexico	Tourism
Pow Wow	Las Vegas, Nevada	Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
North American Small Business International Trade Educators	330
National Association of Trial Lawyer Executives	335
Independent Office Products & Furniture Dealers Association	860
International Association for Yoga Therapists	1,050
Affordable Comfort, Inc	1,210
National Gay & Lesbian Task Force	2,389
National Society for Histotechnology	5,050
National Sheriffs' Association	6,455

Convention Services

AAOE – American Association of Orthopedic Executives 5/09	2,202
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Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
itSMF USA	5/19/2004	140	16
CMP Technology	9/15-17/2008	3,000	1,388
Association of Texas Professional Educators	7/09-11/2009	800	935
PennWell Corporation	2/20-26/2010	2,750	2,348

*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	56	219,030	157,408	3	9,800	4,534
2009	38	132,650	138,318	23	39,990	44,087
2010	18	55,800	72,074	29	76,090	87,486
2011	10	32,250	56,392	25	103,238	94,610
2012	8	26,650	42,884	25	121,126	150,964

Convention Services

	May 2008	May 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Meetings Serviced bureau booked =39 non bureau booked =36	75	115	-35%	937	930	1%
Reservations Assigned	868	646	34%	10,588	10,328	3%
Registration Hours	381	307	24%	3,080	2,664	16%
Music Event Bookings	25	18	39%	155	139	12%


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Film Production

	May 2008	May 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Production/ Referral Inquiries*	533	640	-17%	5,171	2,147	141%
Production Packages Fulfilled	2	2	0%	43	40	8%
Production Starts	3	0	300%	18	12	50%
Production Days	100	24	317%	472	353	34%

Film, TV, Commercial, Print and Miscellaneous Production

Friday Night Lights – Television Series, NBC – renewed – pre-production

Shorts – Feature – in production

Tree of Life – Independent Feature – in production

The Two Bobs – Feature – in production

Friday the 13th – Feature – in production

Ex-Terminators – Independent Feature – in production

Heritage Marketing Numbers

	May 2008	May 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Walking Tour Participants	66	360	-82%	533	3,965	-87%
Speakers Bureau	175	109	61%	377	563	-33%
Walking Tour Lead Referrals	2	3	-33%	3	34	-91%


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Public Relations/Advertising Production*						
	May 2008	May 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Press Releases/Media Outreach	7	13	-46%	64	69	-7%
Media Contacts	531	1,283	-59%	7,093	8,580	-17%
Media Queries	84	148	-43%	585	779	-25%
Media/Site Visits	18	8	125%	127	87	46%
Dollar impact of media	*	\$759,289	-	*	\$5,195,632	-
Images Issued	257	196	31%	2,166	2,007	8%
Advertising Responses	4,983	3,325	50%	17,073	16,161	6%

*Number not yet available

Media Placements

Major Newspapers:

San Antonio Express-News
Houston Chronicle
Milwaukee Journal-Sentinel
USA Today
Orlando Sentinel
The New York Times
New York Post

Magazines:

Passport
Passenger Transport
Collectors Journal
H Texas
American Spa
Lifestyle
Canadian Living

Online/Internet Outlets:

Jaunted.com
Weather.com (Austin feature-length video)
Austinist.com
News.100.com
CorporateLeaderDaily.com
Statesman.com
TRO TravelGram
LSMagazine.com
NYPPost.com

Trade:

SMERF Meetings Journal
Associations Now

Television/Radio coverage:

FOX 7 – Roy Benear (National Tourism Week)
KXAN – Roger Dow (National Tourism Week)
KGSR – Latino Music Month/Pachanga Festival
KUT – National Tourism Week
Mix 94.7 – Latino Music Month
News 8 Austin – Latino Music Month

Source: Cision Media Impact Report