

Austin

CONVENTION AND VISITORS BUREAU

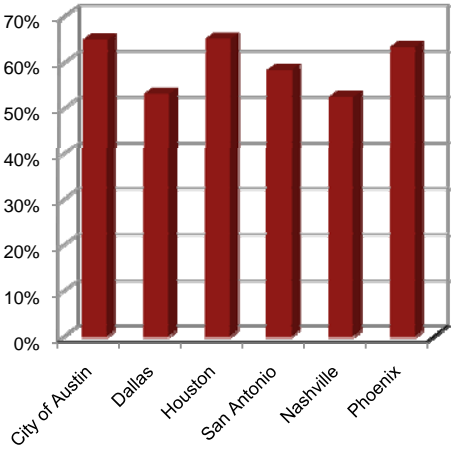
MONTHLY INDUSTRY REPORT

Industry Report – March 2009

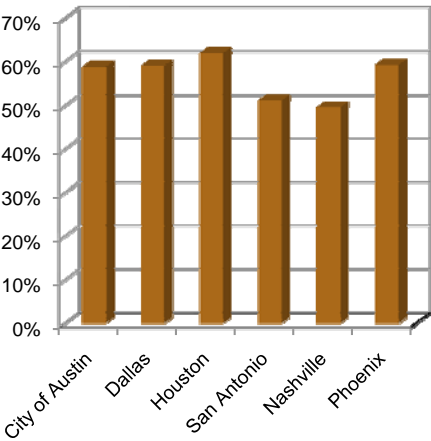
Lodging Industry Report

	February 2009						February 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	71.7%	-7.1	\$147.54	-3.9	-10.7	-1.0	65.5%	-6.5	\$142.76	-1.7	-8.1	-1.5
City of Austin	64.8%	-9.1	\$108.64	-2.0	-11.0	-5.4	58.8%	-9.3	\$106.33	-0.8	-10.1	-5.8
Markets												
Dallas	53.0%	-11.8	\$93.22	-5.3	-16.5	-9.3	59.0%	-12.7	\$93.34	-12.7	-17.7	-10.3
Houston	65.0%	-6.1	\$100.74	-1.3	-7.3	-2.5	61.9%	-3.8	\$98.33	-3.8	-5.1	-0.2
San Antonio	58.2%	-17.1	\$99.85	-8.5	-24.2	-10.0	51.1%	-16.0	\$96.34	-16.0	-22.0	-8.7
Nashville	52.3%	-13.1	\$93.23	-4.2	-16.8	-10.4	49.5%	-10.8	\$90.72	-10.8	-15.1	-8.4
Phoenix	63.2%	-19.1	\$138.88	-19.6	-34.9	-14.2	59.2%	-17.1	\$136.27	-17.1	-30.6	-12.1

February Occupancy



Year to Date Occupancy





CONVENTION AND VISITORS BUREAU
MONTHLY INDUSTRY REPORT

Aviation Passengers*

	February 2009	February 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Total Passengers	547,746	637,339	-14%	1,123,903	1,277,124	-12%
Total Enplanements	272,337	316,567	-14%	559,516	631,124	-11%

Source: Austin-Bergstrom International Airport

*2009 stats no longer include through passengers; the 2008 figures have been adjusted to reflect this.

Visitor Inquiries

	March 2009	March 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Visitor Guide Requests	15,100	9,041	67%	54,804	39,573	38%
Downtown Visitors	14,945	18,279	-18%	65,966	65,397	1%
Phone Calls	1,936	2,425	-20%	8,010	9,524	-16%
Retail Revenue-Gross	\$82,839.00	\$88,622.00	-7%	\$337,157.00	\$330,403.94	2%

Website Traffic

	March 2009	March 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Unique Web Visits	115,183	99,443	16%	435,600	439,096	-1%
Avg. Time Spent on Website	3.55	4.36	-19%	4.04	4.21	-4%
Hotel Reservations Booked	7	38	-82%	45	207	-78%

Group Leisure Travel

	March 2009	March 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads*	4	48	-92%	163	103	58%
Inquiries Fulfilled	3	39	-92%	133	148	-10%
Tours Booked	3	5	-40%	38	19	100%
Room Night Total	332	178	87%	14,888	845	1662%

* 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

	March 2009	March 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Meetings*	12	9	33%	35	46	-24%
Room Nights	24,284	36,935	-34%	122,757	125,566	-2%
Attendance	60,600	34,140	78%	143,050	130,830	9%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	March 2009	March 2008	% Ch
Number of Definite Bookings	60	35	71%
Total Room Night Production	45,917	46,843	-2%
Total Attendance	86,893	77,392	12%


Austin
 CONVENTION AND VISITORS BUREAU
MONTHLY INDUSTRY REPORT

A Meetings Lead Production

	March 2009	March 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads	18	42	-57%	120	174	-31%
Total Room Night Production	100,348	193,690	-48%	508,059	1,820,478	-72%

ALL Meetings Lead Production

	March 2009	March 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads	104	144	-28%	568	795	-29%
Total Room Night Production	159,307	254,628	-37%	767,246	1,196,750	-36%

Tradeshows & Events

Event Name	Location	Department Attending
Meeting Industry Council (Denver) Tradeshow	Denver, CO	Sales
Chicago Client Event/Sales Mission	Chicago, IL	Sales
Attendance Booster - Prudential	Las Vegas	Services

Site Visits

Group Name	Total Room Nights
Convention Sales	
Ben E Keith	176
Democratic Attorney Generals Association	250
American Bar Association	281
Girls on the Run	370
Americana Music Association	635
Resource Recycling	948/1,234
iNet Interactive	1,455
Society of Behavioral Medicine	1,960
Society for Social Work Research	3,100
American College of Chest Physicians	12,000
Convention Services	
Ben E. Keith (site)	176
American Bar Association (planning visit)	281
Museum Store (planning visit)	2,110
Association of Educational Service Agencies (planning visit)	3,950
Airports Council International (planning visit)	4,945



Austin
 CONVENTION AND VISITORS BUREAU
MONTHLY INDUSTRY REPORT

Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	2/13/2010	Estimated Attendance	Est. Room Nights
Austin Marathon	2/11/2010	2/13/2010	24,000	9,252
Association of Texas Professional Educators	3/23/2010	3/28/2010	1,500	1,260
Texas Computer Education Association	2/2/2013	2/8/2013	15,000	8,450

*NEW Definite Bookings only; does not include Additional Rooms for Previously Booked Definites

Citywide Report-Convention Center Business

Year	Definite Attendance	Definite Room Nights	# of Definite Groups	Tentative Attendance	Tentative Room Nights	# of Tentative Groups
2013	38,450	52,325	8	51,700	78,117	17
2012	67,900	97,702	15	83,050	84,266	21
2011	61,200	80,055	16	41,800	50,679	17
2010	83,850	126,045	31	38,850	69,750	21
2009	156,891	160,321	56	14,300	6,275	5
2008	232,330	164,684	62			
2007	185,325	144,570	56			
2006	225,090	161,776	61			
2005	183,140	149,253	56			
2004	241,750	190,220	51			

Convention Services

	March 2009	March 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Meetings Serviced bureau booked = 130 non bureau booked = 20	150	119	26%	662	719	-8%
Reservations Assigned	1,425	1,846	-23%	15,638	8,765	78%
Registration Hours	267	152.50	75%	1,602	2,159	-26%
Music Event Bookings	22	24	-8%	124	106	17%



Austin
 CONVENTION AND VISITORS BUREAU
MONTHLY INDUSTRY REPORT

Film Production

	March 2009	March 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Production/ Referral Inquiries*	292	738	-60%	1,578	4,019	-61%
Production Packages Fulfilled	5	9	-44%	27	37	-27%
Production Starts	2	2	0%	7	14	-50%
Production Days	80	67	19%	276	282	-2%

Film, TV, Commercial, Print and Miscellaneous Production

Friday Night Lights -- NBC/Universal series -- renewed, two seasons

Code Enforcer -- Independent Feature -- in production

Album Cover Shoot -- Still shoot --wrapped

Anthropologie -- Catalog Shoot -- in production

Planet You --Educational 3D -- pre-production

Heritage Marketing

	March 2009	March 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Walking Tour Participants	59	96	-39%	368	313	18%
Brochure Distribution*	675	0	675%	7,675	0	7675%
Speakers Bureau	0	25	-100%	231	175	32%

* New Category for 2008-2009


 CONVENTION AND VISITORS BUREAU
MONTHLY INDUSTRY REPORT

Public Relations/Advertising Production

	March 2009	March 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	24	9	167%	92	49	88%
# of Contacts Reached	2,278	9,883	-77%	4,350	5,460	-20%
Media/Site Visits	42	40	5%	81	81	0%
Dollar impact of media*	\$323,510*	\$912,573		**	\$3,196,571	
Advertising Responses	765	1,280	-40%	10,340	8,710	19%

*Print media value only for clips captured online by Vocus. Communications is working with Vocus on a new way to measure media coverage. **YTD not available as analysis for Jan. 2009 not yet complete

Media Placements

Major Newspapers:

Indianapolis Star
 Arizona Republic
 Fort Worth Star-Telegram
 Daily Express (UK)

USA Today
 Columbus Dispatch
 Austin Chronicle
 Austin American-Statesman

Print Magazines:

Texas Golfer
 Out Traveler

Wire Service Special:

AP writer Jay Root's story "SXSW Music Festival a Big Draw Despite Economic Woes" ran in at least 25 major outlets including:

Houston Chronicle moneycentral.msn.com
 El Paso Times USA Today
 Forbes.com The Examiner (LA)

...and others

Online/Internet Outlets:

Austinist.com
 IndyStar.com
 AZCentral.com
 RachaelRay.com
 DFW.com
 Accessmag.com (+ footage on their YouTube channel)
 SeattleTimes.com
 news.cnet.com
 MTV.com
 News.yahoo.com
 Travel.MSN.com
 IndieSoundNY.com
 USAToday.PopCandy.com
 Examiner.com

Broadcast:

KVUE-TV (ABC)
 KHOU-TV (Houston)
 KTBC-TV (Fox 7)
 KUT-FM
 News 8 Austin