

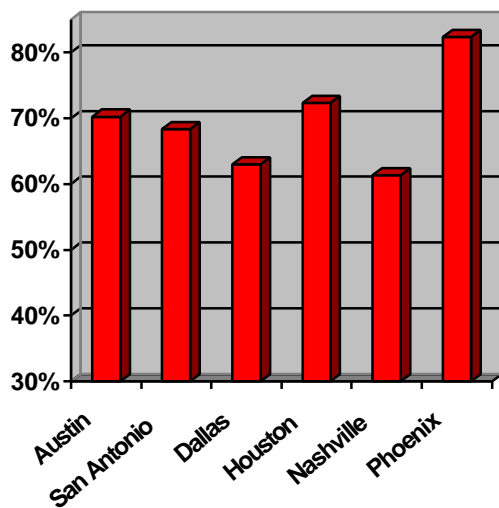


Monthly Industry Report March 2006

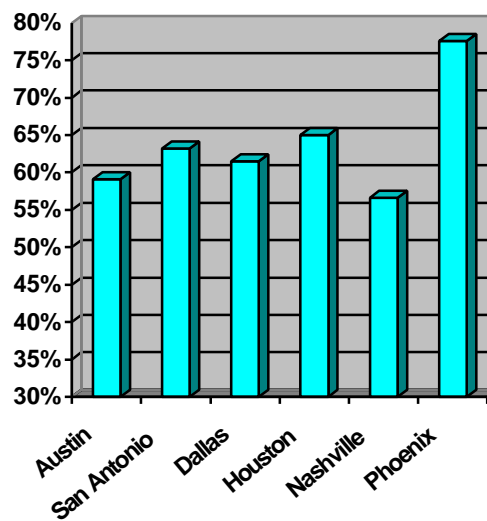
Lodging Industry Report

	February 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	78.1	1.3	122.71	8.1	9.6	1.4	67.1	8.3	117.05	8.8	18.0	8.4
City of Austin	70.2	5.7	89.73	8.1	14.2	6.1	59.1	10.5	86.63	8.7	20.0	10.8
Markets												
San Antonio	68.3	1.9	95.52	5.7	7.9	4.3	63.2	8.6	90.30	8.5	17.9	10.8
Dallas	63.0	5.4	56.11	5.4	11.0	7.2	61.5	8.7	85.70	7.5	16.7	10.5
Houston	72.3	17.6	89.64	17.8	38.50	17.4	65.0	18.3	85.92	13.8	34.5	18.0
Nashville	61.3	5.7	84.10	9.5	15.8	6.2	56.6	5.2	81.47	9.2	14.8	5.8
Phoenix	82.3	1.7	137.12	9.4	11.2	7.0	77.6	2.8	131.84	9.7	12.9	3.2

February Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers

	Feb 2006	Feb 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Total Passengers	576,736	519,544	+11	1,161,335	1,048,264	+11
Total Enplanements	294,764	264,753	+11	588,167	528,841	+11

Visitor Inquiries

	March 2006	March 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Visitor Guide Requests	11,168	5,739	+95%	39,484	33,726	+17%
Downtown Visitors	14,927	12,859	+16%	60,271	48,652	+24%
Phone Calls	2,530	2,300	+10%	10,021	10,646	- 06%
Retail Revenue-Gross	\$77,960.47	\$68,199.01	+14%	\$295,399.91	\$211,624.14	+40%

Website Traffic

	March 2006	March 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Website Visits	70,423	43,536	+62%	302,026	161,211	+87%
Hotel Reservations Booked	80	186	-57%	400	863	-54%

Group Leisure Travel

	March 2006	March 2005	2006 YTD	2005 YTD
Number of Leads*	42	30	139	35
Inquiries Fulfilled	36	131	189	372
Tours Booked	6	6	36	24
Room Night Total	420	298	1,440	790

* 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

	March 2006	March 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Meetings*	10	14	-29%	46	57	-19%
Room Nights	6,436	16,104	-60%	66,532	102,098	-35%
Attendance	85,500	42,073	+103%	263,750	253,573	+4%

*Includes Additional Rooms for Previously Booked "A" Definites
Source: Austin CVB Convention Sales Department

ALL CVB Definite Room Night Bookings

	March 2006	March 2005	% Ch
Number of Definite Bookings	38	64	-41%
Total Room Night Production	24,237	31,735	-24%
Total Attendance	128,475	66,257	+94%

A Meetings Lead Production

	March 2006	March 2005	% Ch	2005 YTD	2004 YTD	YTD % Ch
Number of Leads	21	19	+11%	103	91	+13%
Total Room Night Production	150,611	75,270	+100	394,122	252,480	+56%

ALL Meetings Lead Production

	March 2006	March 2005	% Ch	2005 YTD	2004 YTD	YTD % Ch
Number of Leads	91	94	-3%	539	504	+7%
Total Room Night Production	187,616	102,467	+83%	663,641	447,857	+48%

Tradeshows & Events

Event Name	Location	Department Attending
Chicago Sales Blitz	Chicago, IL	Sales
Unity Dinner	Hilton Austin Hotel	Tourism
ABA Fam Tour Meeting	Hilton Austin Hotel	Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
Customers of Dynix	2,265
TIMSS Annual Users Group	900
Motorola, Inc. Patent Meeting	1,200
IEEE Super Computer	3,500
National Association of Broadcasters	3,480
CIPTUG, Inc.	4,900
Convention Services	
Various Chemical Company (10/2006)	200
World Waterpark Association (10/2008)	2,126
CIPTUG (10/2007)	4,900
Republic of Texas Biker Rally (planning mtg.) (6/2006)	9,300
American Association For Affirmative Action (planning mtg.) (4/2007)	1,100
Keller Williams International (planning meeting) (9/2006)	4,610
Phi Eta Sigma (planning meeting) (10/2006)	230
Texas Transportation Institute (planning meeting) (6/2006)	525
IEEE (11/2008)	19,845
NAMM (Roland) (7/2006)	12,000
National Instruments (planning meeting) (8/2006)	2,860
Other Departmental Site Visits	
Badger Tours – Meet and Greet	Tourism
World Wide Country Tours – Meet and Greet	Tourism
German Golf Familiarization Tour	Tourism

Convention Center Bookings

Group	Dates	Estimated Attendance	Estimated Room Nights
Texas Heatwave	7/21-7/23/2006	25,000	2,015
Lone Star Soccer	9/01-9/03/2006	24,000	4,874

*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	58	237,098	163,141	3	4,650	12,589
2007	23	113,650	73,292	20	59,485	68,275
2008	13	72,250	44,984	22	53,100	102,641
2009	12	35,900	37,951	13	26,500	43,042
2010	4	16,350	10,666	7	34,300	36,337

Convention Services

	March 2006	March 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Meetings Serviced	131	72	+82%	495	344	+44%
Reservations Assigned	2,416	446	+442%	9,667	4,576	+111%
Registration Hours	349	515.50	-32%	2,791.25	2,226.50	+25%
Music Event Bookings	25	13	+92%	100	84	+19%

Film Production						
	March 2006	March 2005	%Ch	YTD 2006	YTD 2005	YTD % Ch
Production Leads	55	11	+400%	213	44	+384%
Production Starts	1	1	0%	7	5	+40%
Production Days	55	50	+10%	231	153	+51%
Film, TV, Commercial, Print and Miscellaneous Production						
<i>Grind House</i> – Feature Film – in production						
<i>Friday Night Lights</i> – TV Pilot – in production						
<i>Kim Peirce Untitled Project</i> – Feature Film – pre-production (pushed, 5-7 wk delay, actor availability)						
<i>Teeth</i> – Feature Film – pre-production						
<i>Trading Spaces</i> – TV Episodes – in production						
<i>Doublewide</i> – Feature Film – pre- production						
<i>Elvis and Annabelle</i> – Feature Film – pre-production						

Heritage Marketing Numbers						
	March 2006	March 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Walking Tour Participants	373	246	+52%	2,474	2,403	+03%
Speakers Bureau	50	0	+5,000%	316	237	+33%
Walking Tour Lead Referrals	4	4	0%	22	20	+10%

Public Relations/Advertising Production						
	March 2006	March 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Press Releases	8	9	-11%	52	49	+06%
Media Contacts	586	807	-27%	5,761	4,727	+22%
Media Queries	224	275	-19%	597	749	-20%
Media/Site Visits	8	10	-20%	31	42	-26%
Dollar impact of media	\$827,418	\$1,001,753	-17.40%	\$2,593,463	\$2,652,673	-2.23%
Images Issued	252	218	+16%	1,093	1,057	+03%
Advertising Responses	4,612	3,490	+32%	15,991	8,011	+100%