

Austin

CONVENTION AND VISITORS BUREAU

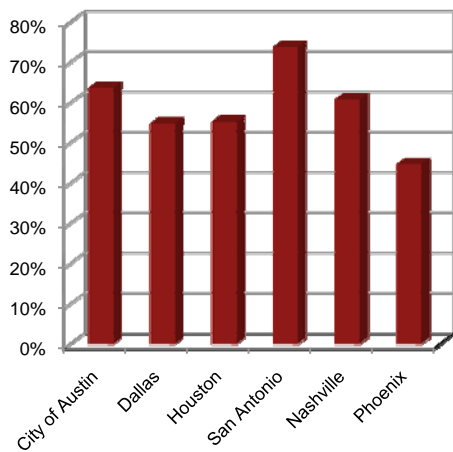
MONTHLY INDUSTRY REPORT

Industry Report – August 2009

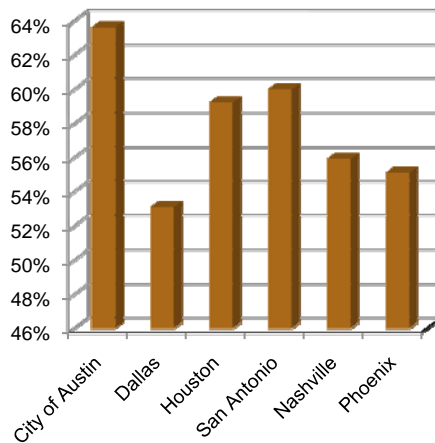
Lodging Industry Report

	July 2009						July 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	66.8%	-1.0	\$114.70	-8.6	-9.6	5.5	69.0%	-6.4	\$138.15	-6.1	-12.1	-0.6
City of Austin	63.6%	-5.0	\$93.30	-8.2	-12.8	0.3	63.6%	-8.6	\$103.82	-5.8	-13.9	-4.6
Markets												
Dallas	54.8%	-9.1	\$80.34	-8.0	-16.4	-6.4	53.1%	-12.4	\$87.60	-8.0	-19.5	-10.1
Houston	55.2%	-15.1	\$85.59	-10.6	-24.1	-9.5	59.2%	-10.9	\$94.80	-4.9	-15.3	-6.5
San Antonio	73.8%	-8.6	\$95.40	-9.4	-17.1	-1.7	60.0%	-13.1	\$97.82	-9.8	-21.6	-7.0
Nashville	60.8%	-9.4	\$85.41	-8.4	-17.0	-5.5	55.9%	-11.0	\$90.65	-5.4	-15.8	-8.1
Phoenix	44.7%	-7.5	\$74.71	-10.3	-17.1	-0.9	55.1%	-14.4	\$114.47	-15.5	-27.7	-8.4

July Occupancy



Year to Date Occupancy





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Aviation Passengers*

	July 2009	July 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Total Passengers	786,248	837,409	-6.1%	4,701,931	5,287,588	-11.1%
Total Enplanements	395,256	424,749	-6.9%	2,358,178	2,656,897	-11.2%

Source: Austin-Bergstrom International Airport

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

Visitor Inquiries

	August 2009	August 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Visitor Guide Requests	7,317	10,079	-27%	92,892	92,832	0%
Downtown Visitors	15,459	14,103	10%	144,813	137,322	5%
Phone Calls	1,798	1,813	-1%	17,261	19,083	-10%
Retail Revenue-Gross	\$91,774.00	\$88,638.00	4%	\$808,592.00	\$782,741.00	3%

Website Traffic

	August 2009	August 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Unique Web Visits	87,123	96,864	-10%	875,857	866,862	1%
Avg. Time Spent on Website	3.53	3.51	1%	3.57	4.18	-15%
Hotel Reservations Booked	178	46	287%	506	395	28%

Group Leisure Travel

	August 2009	August 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads*	26	13	100%	392	304	29%
Inquiries Fulfilled	32	11	191%	308	321	-4%
Tours Booked	16	2	700%	87	48	81%
Room Night Total	3,105	396	684%	25,574	3,981	542%

* 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

	August 2009	August 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Meetings*	2	7	-71%	62	81	-23%
Room Nights	30,543	15,054	103%	222,113	210,288	6%
Attendance	7,700	11,540	-33%	217,500	223,270	-3%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	August 2009	August 2008	% Ch
Number of Definite Bookings	37	42	-12%
Total Room Night Production	54,701	25,352	116%
Total Attendance	46,732	18,549	152%


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A Meetings Lead Production

	August 2009	August 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads	37	17	118%	240	302	-21%
Total Room Night Production	123,956	68,811	80%	1,034,349	1,353,991	-24%

ALL Meetings Lead Production

	August 2009	August 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads	88	105	-16%	1,032	1,430	-28%
Total Room Night Production	152,810	119,837	28%	1,502,948	2,054,460	-27%

Tradeshows & Events

Event Name	Location	Department Attending
American Society of Association Executives (ASAE) Annual	Toronto, ON	Sales, Admin

Site Visits

Group Name	Total Room Nights
Convention Sales	
Utility Wind Integration Group	125
American Academy of Disability Evaluating Physicians	130
Chevron Texaco Petroleum Marketers Association	460
Hispanic American Police Command Officers Association (HAPCOA)	542
Delta Theta Tau	290
USA Poultry Egg & Export Council	730
United Country Real Estate	1,005
RESNET	1,120
American Association of Cardiovascular Pulmonary Rehabilitation	1,470
Utilimetrics	2,300
IAEE Expo!Expo!	4,000
Convention Services	
Chevron and Texaco petroleum Marketers Assn. (tentative) 5/2010	460



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Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
USA Volleyball	6/30/2010	7/7/2010	5,200	21,722
Association for Computing Machinery	5/4/2012	5/11/2012	2,500	4,821

*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	43,950	59,404	9	72,800	82,524	20
2012	73,400	108,523	17	61,400	71,106	22
2011	65,600	90,180	18	60,900	84,200	25
2010	96,300	154,555	34	23,850	43,768	16
2009	145,491	161,385	58	500	3,520	2
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

	August 2009	August 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Meetings Serviced bureau booked = 88 non bureau booked = 9	97	155	-37%	1,300	1,287	1%
Reservations Assigned	124	978	-87%	18,311	12,228	50%
Registration Hours	68	79.25	-15%	4,243	3,935	8%
Music Event Bookings	13	17	-24%	212	213	0%


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Film Production

	August 2009	August 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Production/ Referral Inquiries*	285	276	3%	2,915	4,219	-31%
Production Packages Fulfilled	3	4	-25%	43	52	-17%
Production Starts	2	1	0%	14	23	-39%
Production Days	48	50	-4%	477	594	-20%

Film, TV, Commercial, Print and Miscellaneous Production

Friday Night Lights -- NBC/Universal series -- in production

Zapata, Texas - TNT pilot, scouting

Machete -- Feature -- in production

Heritage Marketing

	August 2009	August 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Walking Tour Participants	68	53	28%	728	622	17%
Brochure Distribution*	770	*	*	26,695	*	*
Speakers Bureau	0	30	-100%	231	658	-65%

* New Category for 2008-2009

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Public Relations/Advertising Production

	August 2009	August 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	5	12	-58%	156	96	63%
Contacts	876	789	11%	7,438	9,100	-18%
Media/Site Visits	4	5	-20%	128	138	-7%
Dollar impact of media*	\$338,798	\$289,940	17%	\$4,004,214	\$5,492,845	-27%
Advertising Responses	4,587	1,474	211%	25,267	22,426	13%

*Represents local media, plus selected clips captured online by Vocus. Vocus does not provide ad value equivalency for all clips, so this is a low estimate.

Media Placements

Newspapers:

Austin American-Statesman
 Star-Ledger
 Dallas Morning News
 Tampa Tribune

Online/Internet Outlets:

TravelPod
 Portfolio.com
 Examiner.com
 AP.com (Associated Press)
 CNN.com
 PreservationNation.org
 NYMag.com
 ShermansTravel.com
 USAToday.com
 AAA.com

Print Magazines:

Southern Living
 Alaska (in-flight of Alaska Airlines)
 Texas Monthly
 Elle Korea New York Magazine
 USAE
 Association News
 Black Meetings & Tourism
 Meetings South

Broadcast:

News 8 Austin KLBJ-AM
 KTBC-TV (Fox) NBC - The Today Show
 KVUE-TV (ABC)
 KXAN-TV (NBC)
 KXFA-TV (Fox affiliate, Cedar Rapids, IA)
 KPTV-TV (Fox affiliate, Portland, OR)