

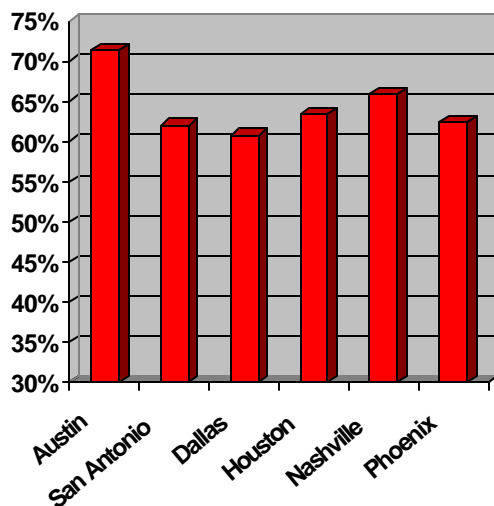


## Monthly Industry Report October 2006

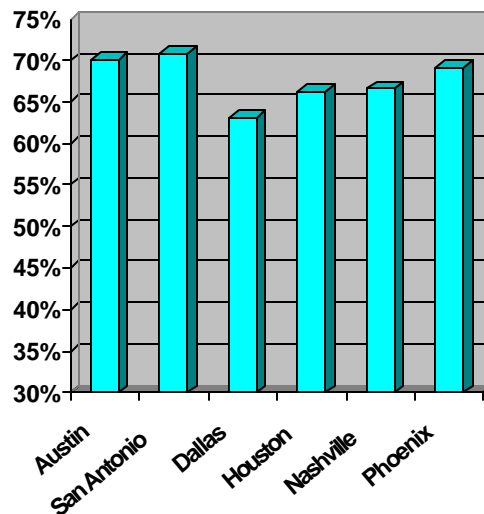
### Lodging Industry Report

	September 2006						September 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	74.4	0.4	141.24	22.5	30.6	7.0	74.1	3.5	123.37	13.4	17.4	3.8
City of Austin	71.4	1.7	103.12	21.6	27.8	5.1	70.1	5.2	92.90	14.4	20.5	5.9
<b>Markets</b>												
San Antonio	62.1	-6.6	97.88	17.6	9.9	-4.4	70.8	1.9	96.82	8.9	10.4	3.5
Dallas	60.8	-12.8	87.45	13.2	-1.3	-11.1	63.1	5.0	84.89	10.5	16.1	6.7
Houston	63.4	-19.9	84.88	11.0	-11.1	-19.0	66.2	4.1	84.16	12.1	16.6	4.3
Nashville	65.9	2.3	84.25	6.3	8.8	1.8	66.6	6.1	83.26	7.6	14.0	5.9
Phoenix	62.4	3.0	98.00	8.0	11.1	2.8	69.2	1.9	112.32	9.5	11.7	2.2

**September Occupancy**



**Calendar Year-to-Date Occupancy**



### Aviation Passengers

	September 2006	September 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Total Passengers	668,301	619,954	+08%	6,165,978	5,390,154	+14%
Total Enplanements	337,228	314,776	+07%	3,137,581	2,759,185	+14%

### Visitor Inquiries

	October 2006	October 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Visitor Guide Requests	5,138	6,690	-23%	5,138	6,690	-23%
Downtown Visitors	12,024	10,658	+13%	12,024	10,658	+13%
Phone Calls	1,676	878	+91%	1,676	858	+91%
Retail Revenue-Gross	\$69,003.17	\$57,647.46	+20%	\$69,003.17	\$57,647.46	+20%

### Website Traffic

	October 2006	October 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Website Visits	77,517	30,994	+150%	77,517	30,994	+150%
Hotel Reservations Booked	39	54	-28%	39	54	-28%

### Group Leisure Travel

	October 2006	October 2005	2006 YTD	2005 YTD
Number of Leads*	25	1	25	1
Inquiries Fulfilled	3	11	3	11
Tours Booked	2	1	2	1
Room Night Total	76	212	76	212

\* 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

	October 2006	October 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Meetings*	7	9	-22%	7	9	-22%
Room Nights	9,409	11,716	-20%	9,409	11,716	-20%
Attendance	31,300	42,600	-27%	31,300	42,600	-27%

\*Includes Additional Rooms for Previously Booked "A" Definites

### ALL CVB Definite Room Night Bookings

	October 2006	October 2005	% Ch
Number of Definite Bookings	62	50	+24%
Total Room Night Production	16,663	23,733	-30%
Total Attendance	39,990	53,580	-25%

### A Meetings Lead Production

	October 2006	October 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	41	27	+52%	41	27	+52%
Total Room Night Production	156,520	68,396	+129%	156,520	68,396	+129%

### ALL Meetings Lead Production

	October 2006	October 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	133	118	+13%	133	118	+13%
Total Room Night Production	196,389	114,442	+72%	196,389	114,442	+72%

### Tradeshows & Events

Event Name	Location	Department Attending
Natl. Assn. of College Admissions Counselors	Pittsburgh	Services
UIL Legislative Breakfast	Austin	Services/Sales/Admin.
Eric Clapton Client Event	Washington, DC	Sales
Hyland Group Bureaufest	Washington, DC	Sales
TEAMS Conference	Las Vegas, NV	ASC

### Site Visits

Group Name	Total Room Nights
<b>Convention Sales</b>	
Cisco Systems	370
Texas Newspapers in Education	88
F&W Publications	5,800
NTP Distribution (2008 & 2009)	1,400 (each year)
<b>Convention Services</b>	
American Bar Association (not Bureau booked – Bd. Meeting at Four Seasons – 11/07)	

### Convention Center and/or Citywide Event Bookings\*

Group	Dates	Estimated Attendance	Estimated Room Nights
Destination Imagination	4/03-4/05/2008	6,000	3,575

### 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	183,140	147,971			
2006	61	224,048	161,776	0	0	0
2007	37	162,775	131,125	30	56,650	50,022
2008	25	121,700	109,847	29	59,970	68,252
2009	17	46,400	57,929	29	82,550	108,408
2010	5	18,850	17,806	21	90,350	111,877

### Convention Services

	October 2006	October 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Meetings Serviced	132	86	+53%	132	86	+53%
Reservations Assigned	1,750	2,805	-38%	1,750	2,805	-38%
Registration Hours	327.50	523.50	-37%	327.50	523.50	-37%
Music Event Bookings	14	9	+56%	14	9	+56%

### Film Production

	October 2006	October 2005	%Ch	YTD 2006	YTD 2005	YTD % Ch
Production/ Referral Inquiries	48	12	+300%	48	12	+300%
Production Packages Fulfilled	5	7	-29%	5	7	-29%
Production Starts	2	2	0%	2	2	0%
Production Days	48	25	+92%	48	25	+92%

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

*Friday Night Lights* – TV Series – in production

*Grind House* – Feature Film – Austin portion wrapped

*Kim Peirce Untitled Project* – Feature Film – wrapped

*Gary the Tennis Coach* – Feature Film – in production

*The Hitcher* – Feature Film – reshoots/additional footage

### Heritage Marketing Numbers

	October 2006	October 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Walking Tour Participants	432	542	-20%	432	542	-20%
Speakers Bureau	29	25	+16%	29	25	+16%
Walking Tour Lead Referrals	5	4	+25%	5	4	+25%

### Public Relations/Advertising Production

	October 2006	October 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Press Releases	12	8	+50%	12	8	+50%
Media Contacts	965	839	+15%	965	839	+15%
Media Queries	155	100	+55%	155	100	+55%
Media/Site Visits	11	9	+22%	11	9	+22%
Dollar impact of media	\$486,368	\$454,961	+7%	\$486,368	\$454,961	+7%
Images Issued	299	168	+78%	299	168	+78%
Advertising Responses	1,718	2,213	-22%	1,718	2,213	-22%

<b><u>Major Daily Newspapers:</u></b>	<b><u>Magazines:</u></b>
<i>Austin American-Statesman</i>	<b>Consumer:</b>
<i>San Francisco Chronicle</i>	<i>Cowboys &amp; Indians</i>
<i>Washington Post</i>	<i>Food + Wine</i>
<i>Miami Herald</i>	<i>Robb Report Luxury Home</i>
<i>The Daily Telegraph (UK)</i>	<i>SmartMoney</i>
<i>Chicago Sun-Times</i>	<i>Endless Vacation</i>
<i>St. Paul Pioneer Press</i>	<i>O, The Oprah Magazine</i>
<i>Kansas City Star</i>	<i>Latina</i>
<i>The New York Times</i>	
<i>The Wall Street Journal</i>	
	<b>Trade:</b>
	<i>Daily Variety</i>
	<i>Today's Restaurant News</i>

Source: Bacon's Media Impact Report