

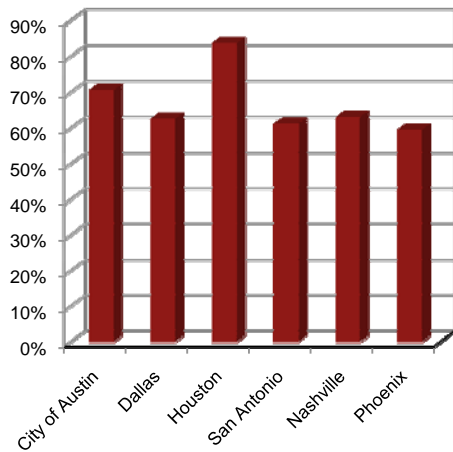
Austin
 CONVENTION AND VISITORS BUREAU
MONTHLY INDUSTRY REPORT

Industry Report – November 2008

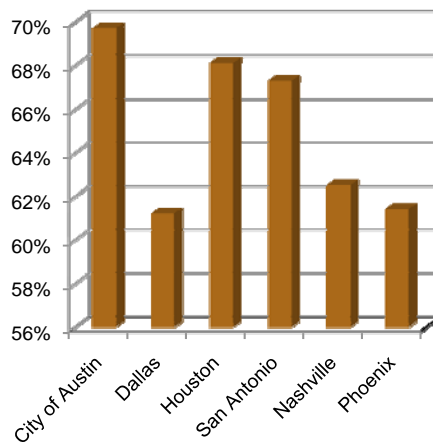
Lodging Industry Report

	October 2008						October 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	76.0%	-0.4	\$156.99	2.5	2.0	3.8	73.9%	-0.9	\$148.72	6.2	5.3	-0.3
City of Austin	70.5%	-0.6	\$115.73	3.3	2.6	3.5	69.7%	-2.8	\$111.13	6.1	3.2	-1.4
Markets												
Dallas	62.5%	-1.1	\$98.00	-0.1	-1.2	0.9	61.2%	-0.7	\$94.70	2.9	2.2	1.7
Houston	83.6%	19.0	\$109.98	12.4	33.8	22.6	68.1%	1.2	\$100.72	9.8	11.1	4.1
San Antonio	61.1%	-4.0	\$110.55	9.0	4.6	3.7	67.3%	-0.8	\$107.08	4.5	3.6	5.1
Nashville	63.0%	-12.3	\$100.10	3.5	-9.1	-9.4	62.5%	-7.1	\$95.91	6.0	-1.6	-4.9
Phoenix	59.4%	-15.1	\$122.14	-0.8	-15.8	-10.1	61.4%	-10.2	\$127.02	4.4	-6.2	-6.7

October Occupancy



Year to Date Occupancy





CONVENTION AND VISITORS BUREAU
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Aviation Passengers

	October 2008	October 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Total Passengers	756,553	775,487	-2.00%	7,643,500	7,412,852	3%
Total Enplanements	385,337	394,327	-2%	3,903,948	3,793,600	3%

Source: Austin-Bergstrom International Airport

Visitor Inquiries

	November 2008	November 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Visitor Guide Requests	5,269	6,634	-21%	12,941	11,071	17%
Downtown Visitors	12,347	10,583	17%	27,597	22,506	23%
Phone Calls	1,325	1,283	3%	2,750	3,114	-12%
Retail Revenue-Gross	\$61,261.00	\$61,995.26	-1%	\$137,517.00	\$131,442.41	5%

Website Traffic

	November 2008	November 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Unique Web Visits	57,216	62,574	-9%	118,024	131,947	-11%
Avg. Time Spent on Website*	3.54	4	-12%	3.79	4.06	-7%
Hotel Reservations Booked	16	54	-70%	24	92	-74%

Group Leisure Travel

	November 2008	November 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads*	10	0	0%	65	5	1200%
Inquiries Fulfilled	10	7	43%	50	12	317%
Tours Booked	1	0	600%	7	0	600%
Room Night Total	222	76	192%	1,271	110	1055%

* 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

	November 2008	November 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Meetings*	4	7	-43%	6	14	-57%
Room Nights	1,516	34,310	-96%	6,197	56,690	-89%
Attendance	2,400	37,900	-94%	5,400	50,900	-89%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	November 2008	November 2007	% Ch
Number of Definite Bookings	32	42	-24%
Total Room Night Production	14,152	48,568	-71%
Total Attendance	9,592	48,852	-80%


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A Meetings Lead Production

	November 2008	November 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	14	22	-36%	38	51	-25%
Total Room Night Production	82,715	85,718	-4%	172,659	147,020	17%

ALL Meetings Lead Production

	November 2008	November 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	92	117	-21%	184	257	-28%
Total Room Night Production	133,775	139,125	-4%	247,666	259,437	-5%

Tradeshows & Events

Event Name	Location	Department Attending
Rejuvenate Marketplace	Virginia Beach, VA	Sales
PCMA Midwest Bowl-a-Thon	Chicago, IL	Sales
ASC Golf Tournament	Austin, TX	Austin Sports Comm.
Local Client Event	Malaga	Sales, Services

Site Visits

Group Name	Total Room Nights
Convention Sales	
HAPPY Software	190
Pervasive Software	267
National Multi Housing Council	410
Independent Petroleum Association of America	720
National Council for Geographic Education	800
National Rural Health Association	1,730
COMMON	6,300
Convention Services	



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Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights

**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
2012	10	31,500	50,075	25	119,550	130,182
2011	13	40,200	65,223	22	92,100	90,100
2010	25	76,400	104,067	25	59,730	90,354
2009	50	147,091	149,371	14	23,750	34,815
2008	61	232,330	164,684	0	0	0
2007	56	185,325	144,570			
2006	61	225,090	161,776			
2005	56	183,140	149,253			
2004	51	241,750	190,220			
2003	47	144,800	147,648			

Convention Services

	November 2008	November 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Meetings Serviced bureau booked = 54 non bureau booked = 30	84	91	-8%	193	229	-16%
Reservations Assigned	3,702	1,912	94%	7,642	4,797	59%
Registration Hours	494	253.25	95%	968	1,254	-23%
Music Event Bookings	26	12	117%	48	29	66%


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Film Production

	November 2008	November 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Production/ Referral Inquiries*	217	603	-64%	476	1,297	-63%
Production Packages Fulfilled	4	7	-43%	8	15	-47%
Production Starts	0	2	-100%	1	5	-80%
Production Days	45	37	22%	101	77	31%

Film, TV, Commercial, Print and Miscellaneous Production

Friday Night Lights – Television Series, NBC – renewed – in production

Untitled Temple Grandin Project – HBO Feature – in production

Code Enforcer -- Independent Feature -- preproduction

Heritage Marketing

	November 2008	November 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Walking Tour Participants	42	82	-49%	150	167	-10%
Brochure Distribution	4,500	0	0%	5,660	0	0%
Speakers Bureau	0	0	0%	0	0	0%


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Public Relations/Advertising Production

	November 2008	November 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	20	7	186%	28	16	75%
# of Contacts Reached	774	794	-3%	1,488	1,769	-16%
Media/Site Visits	8	9	-11%	17	21	-19%
Dollar impact of media*	\$565,051	\$472,636	20%	\$1,009,533	\$998,384	1%
Advertising Responses	1,562	1,740	-10%	4,412	3,346	32%

*Print media value only, does not reflect online and broadcast coverage

Media Placements

Major Newspapers:

Atlanta Journal-Constitution
 USA Today
 The Cincinnati Enquirer
 San Antonio Express-News
 Rochester Post-Bulletin

Magazines:

Executive Travel
 Wine Enthusiast
 Parents
 Southwest Brewing News
 Private Clubs
 Texas Highways
 AmericanStyle
 MarketWatch
 Newsweek (International edition)
 American Cowboy
 USAE

Online/Internet Outlets:

Travel.yahoo.com
 Suite101.com
 MSNBC.msn.com
 Money.cnn.com
 MPIweb.org
 Live-broadcast.org
 Glam.com
 Newsweek.com

Television/Radio coverage:

News 8 Austin - Rose Reyes interview
 ESPN Radio Austin - Matthew Payne interview
 NY1 - New York 1 News - Austin travel feature