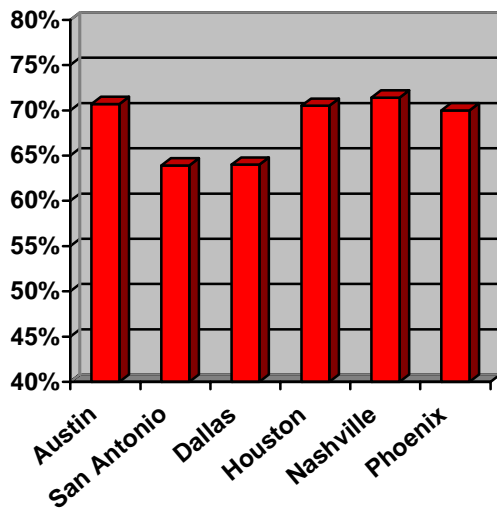




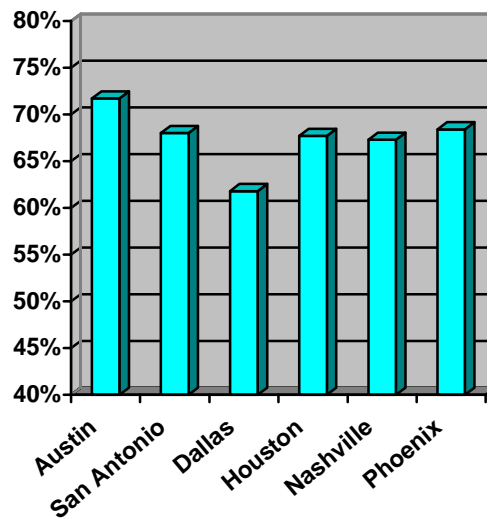
Monthly Industry Report November 2007

Lodging Industry Report												
	October 2007						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	76.2	3.3	150.40	11.6	15.1	3.3	74.6	0.8	137.90	10.4	11.4	5.9
City of Austin	70.7	2.2	111.78	11.9	14.2	2.1	71.7	1.7	104.4	11.0	12.8	4.3
Markets												
San Antonio	63.9	-0.8	101.56	-0.3	-1.0	2.9	68.0	-3.0	102.51	5.0	1.7	0.2
Dallas	64.0	-0.9	97.59	5.2	4.3	0.8	61.8	-1.7	91.80	7.1	5.3	-0.7
Houston	70.5	1.7	97.96	11.7	13.6	2.9	67.7	2.1	91.58	7.9	10.1	2.6
Nashville	71.4	-0.3	96.93	9.6	9.3	1.7	67.3	-0.3	90.64	8.1	7.8	0.8
Phoenix	70.0	-0.8	122.77	5.7	4.8	0.6	68.4	-1.2	121.41	7.2	5.9	-1.2

October Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers						
	October 2007	October 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Total Passengers	775,487	708,722	+09%	7,412,852	6,874,700	+08%
Total Enplanements	394,327	359,457	+10%	3,793,600	3,497,038	+08%

Visitor Inquiries						
	November 2007	November 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Visitor Guide Requests	6,634	4,612	+44%	11,071	9,750	+14%
Downtown Visitors	10,583	11,825	-11%	22,506	23,876	-06%
Phone Calls	1,283	1,296	-01%	3,114	2,972	-05%
Retail Revenue-Gross	\$61,995.26	\$62,865.76	-01%	\$131,442.41	\$131,868.93	- 0 -

Website Traffic						
	November 2007	November 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Website Visits	77,096	68,334	+13%	167,129	145,851	+15%
Hotel Reservations Booked	15	34	-56%	54	34	+59%

Group Leisure Travel				
	November 2007	November 2006	2007 YTD	2006 YTD
Number of Leads*	0	0	24	13
Inquiries Fulfilled	7	15	10	18
Tours Booked	0	0	2	2
Room Night Total	31	76	107	152

* 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						
	November 2007	November 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Meetings*	7	5	+40%	14	12	+17%
Room Nights	34,310	4,584	+648%	56,690	13,993	+305%
Attendance	37,900	22,700	+67%	50,900	54,000	-06%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings			
	November 2007	November 2006	% Ch
Number of Definite Bookings	42	32	+31%
Total Room Night Production	48,568	13,691	+255%
Total Attendance	45,852	33,630	+36%

A Meetings Lead Production

	November 2007	November 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	22	26	-15%	51	67	-24%
Total Room Night Production	85,718	121,364	-29%	147,020	277,884	-47%

ALL Meetings Lead Production

	November 2007	November 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	117	98	+19%	257	231	+11%
Total Room Night Production	139,125	164,792	-16%	259,437	361,181	-28%

Tradeshows & Events

Event Name	Location	Department Attending
Rejuvenate Marketplace	Houston, TX	Sales
PCMA Midwest Bowl-A-Thon	Chicago, IL	Sales
National Coalition of Black Meeting Planners (NCBMP)	Miami, FL	Sales
Austin Sports Commission Golf Tournament	Austin	Sales, ASC
Blacks in Government Board Reception	Austin	Services/Sales
Sports Commission Golf Tournament	Austin	Services/Sales
IEEE Super Computing Attendance Booster	Reno	Services
World Travel Market	London, England	Tourism
National Tour Association	Kansas City, Kansas	Tourism
German Fam Tour	Austin, Texas	Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
Orthopedic Research Society	5,640
Convention Services	
National Assn. of Broadcasters (planning visit) – 11/08	4,440
American Bar Association (planning visit) – 10/2008	1,878
Assn. of Lutheran Development Executives (planning visit)– 2/09	1,470
Other Departments Site Visits	
Tourism – Personal Touch Holidays from the UK – Amtrak Tour	40

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
TASA/TASB Annual Convention	9/28-10/02/2011	10,000	13,492
TASA/TASB Annual Convention	9/26-30/2012	10,000	13,492

*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
2002	41	204,400	91,989			
2003	47	144,800	147,648			
2004	51	241,750	190,220			
2005	56	183,140	149,253			
2006	61	225,090	161,776			
2007	56	183,397	144,570	0	0	0
2008	36	156,050	133,564	15	44,290	21,432
2009	30	98,650	113,116	27	90,950	70,870
2010	10	35,650	45,141	24	109,250	83,797
2011	8	29,300	50,964	19	94,350	93,109

Convention Services

	November 2007	November 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced bureau booked =54 non bureau booked =84	91	108	-16%	229	240	-05%
Reservations Assigned	1,912	1,956	-02%	4,797	3,706	+29%
Registration Hours	253.25	397	-36%	1,254	724.50	+73%
Music Event Bookings	12	16	-25%	12	30	-60%

Film Production						
	November 2007	November 2006	%Ch	YTD 2007	YTD 2006	YTD % Ch
Production/ Referral Inquiries*	603	52	+1,060%	1,297	100	+1,197%
Production Packages Fulfilled	7	7	- 0 -	15	12	+25%
Production Starts	2	3	-33%	5	5	- 0 -
Production Days	37	75	-51%	77	123	-37%
Film, TV, Commercial, Print and Miscellaneous Production						
* totals skewed by initiation of on-line directory, improved access to information						
<i>Friday Night Lights</i> – Television Series, NBC- preparing for WGA strike hiatus						
<i>40 Love</i> – Feature – pushed to 2008						

Heritage Marketing Numbers						
	November 2007	November 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Walking Tour Participants	82	384	-79%	167	816	-80%
Speakers Bureau	0	40	-100%	0	69	-100%
Walking Tour Lead Referrals	0	5	-100%	0	10	-100%

Public Relations/Advertising Production						
	November 2007	November 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Press Releases	7	7	- 0 -	16	19	-16%
Media Contacts	794	940	-16%	1,769	1,911	-07%
Media Queries	45	97	-54%	138	252	-45%
Media/Site Visits	9	11	-18%	21	22	-05%
Dollar impact of media	\$472,636	\$513,959	-08%	\$998,384	\$1,000,327	- 0 -
Images Issued	240	200	+20%	541	499	+08%
Advertising Responses	2,219	1,740	+28%	3,346	3,458	-03%

Media Placements

<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>Charlotte Observer</i>	Consumer:
<i>San Antonio Express-News</i>	<i>Travel + Leisure</i>
<i>St. Louis Post-Dispatch</i>	<i>The Rotarian</i>
<i>Seattle Times</i>	<i>The Hollywood Reporter</i>
<i>Tampa Tribune</i>	<i>Texas Monthly</i>
<i>Chicago Sun-Times</i>	
<i>Wall Street Journal</i>	
<i>New York Times</i>	Trade:
<i>Houston Chronicle</i>	<i>USAE</i>
<i>Fort Worth Star-Telegram</i>	<i>M&C</i>
<i>El Paso Times</i>	
<u>Notable Internet Media:</u>	<u>International:</u>
<i>CNN.com</i>	<i>Golf Journal</i> (Germany)
<i>Golf.com</i>	<i>Golf.de</i> (Germany)
<i>T+L.com</i>	
<u>Television:</u>	
Film Discount Program covered by: News 8, KXAN, Fox 7, KLBJ – AM, KGSR	
Austin Holiday CD release covered by: KGSR – FM, KLBJ – AM, KEYE	

Source: Cision (formerly Bacon's) Media Impact Report