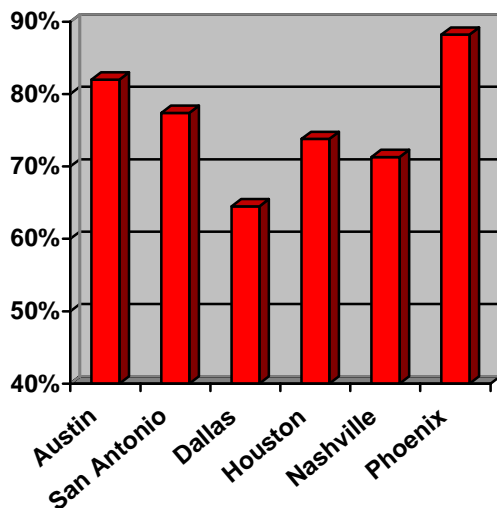




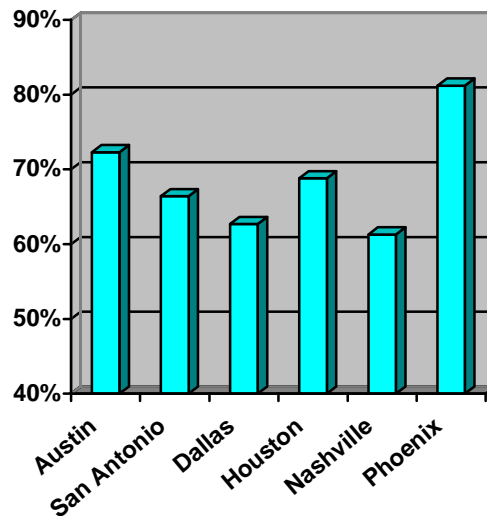
Monthly Industry Report April 2007

Lodging Industry Report												
	March 2007						March 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	85.9	4.9	149.81	14.4	20.1	11.7	75.7	0.8	139.10	13.8	14.7	7.0
City of Austin	82.0	5.8	109.92	14.4	21.0	10.0	72.3	4.6	103.52	13.8	19.1	8.6
Markets												
San Antonio	77.4	-0.6	112.56	10.5	9.8	2.9	66.4	-2.6	102.95	8.6	5.8	0.2
Dallas	64.5	-2.9	92.37	5.7	2.8	-1.6	62.7	-0.8	94.65	9.1	8.2	0.4
Houston	73.8	2.6	92.00	7.0	9.8	3.3	68.8	-0.4	90.96	5.9	5.4	0.0
Nashville	71.3	1.4	90.00	5.4	6.8	2.1	61.3	-0.5	88.27	6.1	5.5	0.1
Phoenix	88.2	0.2	154.14	8.0	8.2	-0.4	81.2	0.1	148.38	9.0	9.1	-0.6

March Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers						
	March 2007	March 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Total Passengers	767,364	740,685	+04%	1,977,656	1,902,020	+04%
Total Enplanements	388,247	369,263	+05%	1,001,749	957,430	+05%

Visitor Inquiries						
	April 2007	April 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Visitor Guide Requests	10,284	10,747	-04%	52,975	50,231	+05%
Downtown Visitors	13,548	15,078	-10%	76,219	52,860	+44%
Phone Calls	1,787	2275	-21%	11,003	12,323	-11%
Retail Revenue-Gross	\$78,973.94	\$90,617.49	-13%	\$388,779.39	\$386,017.40	+.01%

Website Traffic						
	April 2007	April 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Website Visits	121,381	65,135	+86%	625,278	367,161	+70%
Hotel Reservations Booked	59	71	-17%	285	746	-62%

Group Leisure Travel				
	April 2007	April 2006	2007 YTD	2006 YTD
Number of Leads*	15	1	1,346	97
Inquiries Fulfilled	30	48	1,349	225
Tours Booked	7	2	33	38
Room Night Total	127	180	714	1,620

* 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						
	April 2007	April 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Meetings*	15	9	+67%	82	53	+55%
Room Nights	24,398	13,875	+76%	105,625	80,407	+31%
Attendance	72,700	82,050	-11%	317,300	304,800	+04%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings			
	April 2007	April 2006	% Ch
Number of Definite Bookings	53	32	+66%
Total Room Night Production	38,015	29,178	+30%
Total Attendance	96,510	121,694	-21%

A Meetings Lead Production

	April 2007	April 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	34	20	+70%	235	124	+90%
Total Room Night Production	134,657	78,053	+73%	1,070,213	473,843	+126%

ALL Meetings Lead Production

	April 2007	April 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	135	107	+26%	873	640	36%
Total Room Night Production	202,097	114,076	+77%	1,456,980	777,110	+87%

Tradeshows & Events

Event Name	Location	Department Attending
National Association of Sports Commissions	Dallas, TX	Austin Sports Commission
Greater Atlanta MPI Tradeshaw	Atlanta, GA	Sales
PCMA Leadership Conference	Jacksonville, FL	Sales
Express Jet Launch	Austin Bergstrom Intl. Airport	Sales, Services
National Intramural Recreation and Sports Association	Minneapolis	Services
International POW WOW	Anaheim California	Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
Spiral Duct Manufacturers Association	40
Southwest Regional Conference of Seventh Day Adventists	200
National Council for Continuing Education and Training	670
American Academy of Pediatrics	700
Society of Wine Educators	1,277
American Membrane Technology Association	1,357
Ventyx	3,725
Academy of General Dentistry	7,974
National Cattlemen's Beef Association	9,113 (each yr./2 yr. bid)
Convention Services	
Academy of General Dentistry (June 2010)	7,974
Cattleman's Beef Assn. (Feb. 2010, 2015, 2020 tentative)	9,400
Planning Meetings:	
Alpha Kappa Alpha (11/07)	3,100
Texas Computer Education Assn. (2/08)	7,900
Science Teachers Assn. of Texas (11/07)	2,350
Texas Association of School Boards (9/11)	13,500

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
Texas High School Coaches Association	7/15-22/2009	12,500	9,675
Society of Gynecologic Oncologists	3/21-29/2012	1,600	3,562

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	51	178,975	139,192	4	4,350	3,056
2008	29	125,800	123,900	15	69,450	50,389
2009	21	78,000	83,009	30	64,550	93,482
2010	6	22,350	22,581	23	88,350	112,133
2011	2	6,000	12,717	29	135,000	161,318

Convention Services

	April 2007	April 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced	92	84	+10%	815	579	+41%
Reservations Assigned	1,158	2,653	-56%	7,237	12,320	-41%
Registration Hours	196.50	300	-34%	1,999.50	3,091.25	-35%
Music Event Bookings	17	15	+13%	122	170	-28%

Film Production						
	April 2007	April 2006	%Ch	YTD 2007	YTD 2006	YTD % Ch
Production/Referral Inquiries	1,118	135	+728%	1,507	366	+312%
Production Packages Fulfilled	4	14	-71%	38	55	-31%
Production Starts	2	2	0%	12	9	+33%
Production Days	45	60	-25%	329	291	+13%
Film, TV, Commercial, Print and Miscellaneous Production						
* totals skewed by initiation of on-line directory, improved access to information						
<i>Swingtown</i> – TV Pilot, CBS – wrapped						
<i>Fireflies in the Garden</i> – Feature Film – in production						
<i>Kings of the Evening</i> – Feature Film – in production						

Heritage Marketing Numbers						
	April 2007	April 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Walking Tour Participants	463	492	-06%	3,605	2,966	+22%
Speakers Bureau	75	50	+50%	454	366	+24%
Walking Tour Lead Referrals	4	4	- 0 -	31	26	+19%

Public Relations/Advertising Production						
	April 2007	April 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Press Releases	9	8	+13%	56	60	-7%
Media Contacts	844	884	-05%	6,873	7,195	-04%
Media Queries	84	109	-23%	631	705	-10%
Media/Site Visits	3	13	-77%	79	45	+76%
Dollar impact of media	\$771,898	\$954,389	-19%	\$4,436,343	\$3,835,852	+16%
Images Issued	275	250	+10%	1,811	1,343	+35%
Advertising Responses	1,293	5,406	-76%	12,836	21,397	-40%

Media Placements

Media Placements	
<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>Austin American-Statesman</i>	Consumer:
<i>Dallas Morning News</i>	<i>Maxim</i>
<i>USA Today</i>	<i>Wine & Spirits</i>
<i>Fort Worth Star-Telegram</i>	<i>American Way</i>
<i>Houston Chronicle</i>	<i>People</i>
<i>Austin Chronicle</i>	<i>Rhythms</i>
	<i>Estates West Golf Living</i>
	<i>Texas Journeys</i>
	<i>Texas Highways</i>
	<i>Southern Living</i>
<u>Local TV/Radio Interviews</u>	<i>Chile Pepper</i>
<i>KSEV radio (Houston): Beth Krauss/Austin attractions</i>	<i>Men's Journal</i>
	<i>Texas Co-op Power</i>
	<i>Life & Style Weekly</i>
	Trade:
	<i>The New Brewer</i>
	<i>Medical Meetings</i>
	<i>Trade Show Executive</i>
	<i>SMERF Meetings Journal</i>
	<i>Insurance & Financial Meetings Management</i>

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