

# Austin

CONVENTION AND VISITORS BUREAU

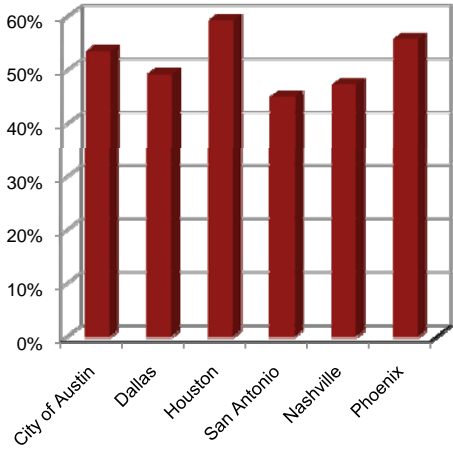
## MONTHLY INDUSTRY REPORT

### Industry Report – February 2009

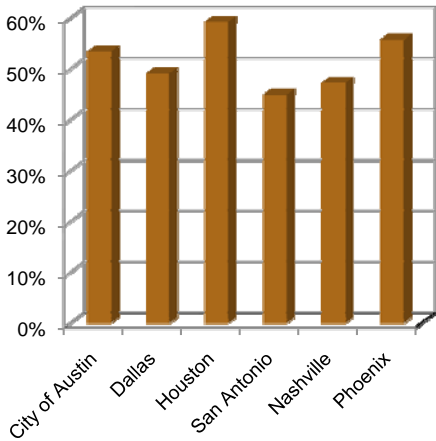
#### Lodging Industry Report

	January 2009						January 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	60.7%	-4.7	\$138.72	1.8	-2.9	-0.6	60.7%	-4.7	\$138.72	1.8	-2.9	-0.6
City of Austin	53.4%	-9.3	\$104.07	0.8	-8.6	-5.2	53.4%	-9.3	\$104.07	0.8	-8.6	-5.2
<b>Markets</b>												
Dallas	49.1%	-13.5	\$93.44	-6.2	-18.9	-11.2	49.1%	-13.5	\$93.44	-6.2	-18.9	-11.2
Houston	59.2%	-0.8	\$96.21	-1.1	-1.8	2.8	59.2%	-0.8	\$96.21	-1.1	-1.8	2.8
San Antonio	44.9%	-14.1	\$92.48	-4.8	-18.2	-6.5	44.9%	-14.1	\$92.48	-4.8	-18.2	-6.5
Nashville	47.2%	-7.6	\$87.73	-5.7	-12.9	-4.9	47.2%	-7.6	\$87.73	-5.7	-12.9	-4.9
Phoenix	55.7%	-14.8	\$133.52	-12.3	-25.2	-9.7	55.7%	-14.8	\$133.52	-12.3	-25.2	-9.7

**January Occupancy**



**Year to Date Occupancy**





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**Aviation Passengers\***

	January 2009	January 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Total Passengers	576,157	639,785	-10%	576,157	639,785	-10%
Total Enplanements	287,179	314,557	-9%	287,179	314,557	-9%

Source: Austin-Bergstrom International Airport

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

**Visitor Inquiries**

	February 2009	February 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Visitor Guide Requests	11,012	7,242	52%	39,704	30,532	30%
Downtown Visitors	8,788	9,675	-9%	51,021	47,118	8%
Phone Calls	1,328	1,570	-15%	6,074	7,099	-14%
Retail Revenue-Gross	\$46,850.00	\$42,992.47	9%	\$254,318.00	\$241,781.94	5%

**Website Traffic**

	February 2009	February 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Unique Web Visits	81,853	82,511	-1%	325,837	342,894	-5%
Avg. Time Spent on Website	4.12	4.34	-5%	4.08	4.16	-2%
Hotel Reservations Booked	5	34	-85%	38	169	-78%

**Group Leisure Travel**

	February 2009	February 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads*	29	32	467%	159	55	189%
Inquiries Fulfilled	23	25	-8%	130	109	19%
Tours Booked	9	3	200%	35	14	150%
Room Night Total	359	266	35%	14,556	667	2082%

\* 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**

	February 2009	February 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Meetings*	2	7	-71%	23	37	-38%
Room Nights	7,600	9,766	-22%	98,473	88,631	11%
Attendance	5,700	7,600	-25%	82,450	96,690	-15%

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

**ALL CVB Definite Room Night Bookings**

	February 2009	February 2008	% Ch
Number of Definite Bookings	42	29	45%
Total Room Night Production	18,261	17,103	7%
Total Attendance	12,264	16,625	-26%

  
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<b>A Meetings Lead Production</b>						
	February 2009	February 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads	26	50	-48%	102	132	-23%
Total Room Night Production	92,554	322,830	-71%	409,981	626,788	-35%

<b>ALL Meetings Lead Production</b>						
	February 2009	February 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Number of Leads	95	161	-41%	464	651	-29%
Total Room Night Production	131,680	388,910	-66%	610,209	942,122	-35%

<b>Tradeshows &amp; Events</b>		
Event Name	Location	Department Attending
MPI MeetDifferent	Atlanta, GA	Sales
ACVB Customer Advisory Board	Austin, TX	ALL
MPI NCC (Northern CA Chapter)	San Francisco, CA	Sales
Destinations Showcase DC	Washington, Dc	Sales

<b>Site Visits</b>	
Group Name	Total Room Nights
<b>Convention Sales</b>	
Coalition for Improving Maternity Services	151
Fluid Sealing Association	220
Gasket Fabricators Association	304
League of United Latin American Citizens	420
NFL Players Association	1,034
McKenzie Institute	1,450
Texas Association of Realtors	2,215
AACC (formerly known as the American Academy of Cereal Chemists)	2,560
Association of Professional Researchers for Advancement	3,173
<b>Convention Services</b>	
Assn. of Language Companies (planning visit)	365
American Society of Civil Engineers (planning visit)	1,032
Assn. of Texas Professional Educators (planning visit)	2,045
American College of Mohs Surgery (planning visit)	2,303



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

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Region XIII Education Service Center	9/29/2009	10/1/2009	2,700	2,900
Texas Department of State Health Services	11/16/2012	11/21/2012	3,000	4,700

\*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	23,450	43,875	7	68,200	89,322	19
2012	67,900	97,146	15	79,750	76,286	19
2011	61,200	80,055	16	41,800	50,659	17
2010	82,050	114,331	27	43,100	76,111	23
2009	156,891	160,121	54	5,950	7,100	7
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**

	February 2009	February 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Meetings Serviced bureau booked = 111 non bureau booked = 17	128	145	-12%	512	600	-15%
Reservations Assigned	1,892	645	193%	14,213	6,919	105%
Registration Hours	377	464.25	-19%	1,685	2,017	-16%
Music Event Bookings	15	19	-21%	102	82	24%

  
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**Film Production**

	February 2009	February 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Production/ Referral Inquiries*	303	734	-59%	1,286	3,281	-61%
Production Packages Fulfilled	7	3	133%	22	28	-21%
Production Starts	2	3	-33%	5	12	-58%
Production Days	50	75	-33%	196	212	-8%

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

*Friday Night Lights* -- NBC/Universal series -- hiatus

*Code Enforcer* -- Independent Feature -- in production

*CDC Youth Violence Video* -- Banyan -- wrapped

*Anthropologie* -- Catalog Shoot -- pre-production

*Planet You* --Educational 3D -- pre-production

**Heritage Marketing**

	February 2009	February 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Walking Tour Participants	58	1	5700%	309	217	42%
Brochure Distribution	455	0	4550%	7,000	0	7000%
Speakers Bureau	231	0	2310%	231	150	54%

  
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**Public Relations/Advertising Production**

	February 2009	February 2008	% Ch	2009 YTD	2008 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	16	10	60%	68	40	70%
# of Contacts Reached	227	951	-76%	2,072	4,477	-54%
Media/Site Visits	5	5	0%	39	41	-5%
Dollar impact of media*	\$267,800*	\$400,700		**	\$2,283,998	
Advertising Responses	3,289	785	319%	9,575	7,430	29%

\*Print media value only for clips captured online by Vocus. Print outlets reached at least 2,185,242 readers in February.

\*\*YTD not available as analysis for Jan. 2009 not yet complete

**Media Placements**

**Major Newspapers:**

*Atlanta Journal-Constitution*  
*The Tennessean*  
*The Arizona Republic*

**Print Magazines:**

*American Way*  
*Budget Travel*  
*Victoria*  
*AustinWoman*  
*Meetings & Conventions (M&C)*

**Online/Internet Outlets:**

*Agenda Magazine*  
*Away.com*  
*BudgetTravel.com*  
*GirlsGetawayGuide.net*  
*Courier-Journal.com*  
*Channel4.com (UK)*  
*Austin360.com*  
*ArizonaRepublic.com*  
*SmartMeetings.com*  
*TimesRecordNews.com*  
*AustinTidbits.com*  
*PopWatch.EW.com*  
*MSNBC.com*  
*PlanYourMeetingsOnline.com*

**Broadcast:**

*KXAN-TV (Rose Reyes, interview)*  
*KVUE-TV (Rose Reyes, interview)*  
*KTBC-TV (Kings of the Evening coverage)*  
*KVUE-TV (Bob Lander, interview)*

Source: Vocus Media Impact Report