

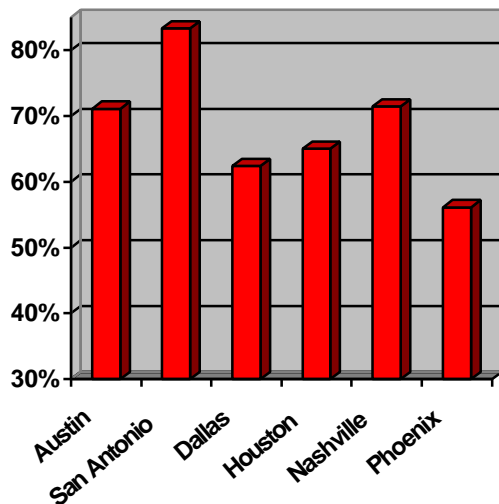


## Monthly Industry Report August 2006

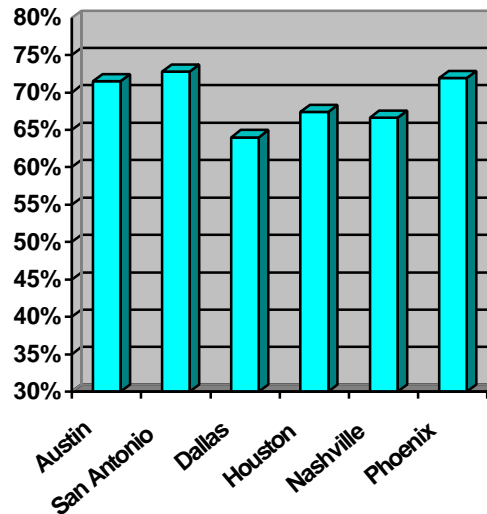
### Lodging Industry Report

	July 2006						July 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	70.7	2.8	113.59	15.2	18.3	2.0	75.1	3.9	122.14	12.0	16.4	3.5
City of Austin	71.1	3.6	89.86	16.2	20.6	5.3	71.5	5.9	91.83	13.2	19.9	5.9
<b>Markets</b>												
San Antonio	83.3	-2.6	99.19	10.2	7.4	-0.7	72.8	2.2	97.17	7.4	9.7	4.2
Dallas	62.4	6.1	80.77	12.2	19.0	7.6	64.0	8.5	84.90	10.0	19.5	10.1
Houston	65.0	6.0	80.32	13.5	20.4	6.5	67.4	9.6	84.51	12.7	23.4	9.5
Nashville	71.4	5.8	81.52	7.8	14.1	5.3	66.6	6.1	83.27	7.6	14.1	6.1
Phoenix	56.1	1.6	77.63	9.9	11.6	1.9	71.9	1.8	118.11	9.8	11.9	2.2

**July Occupancy**



**Calendar Year-to-Date Occupancy**



### Aviation Passengers

	July 2006	July 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Total Passengers	742,779	721,152	+03%	4,800,139	4,435,019	+08%
Total Enplanements	379,354	369,354	+03%	2,452,148	2,270,690	+08%

### Visitor Inquiries

	August 2006	August 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Visitor Guide Requests	9,494	4,992	+90%	83,186	61,331	+36%
Downtown Visitors	9,728	11,249	-14%	114,193	111,234	+03%
Phone Calls	1,955	660	+196%	20,559	18,978	+08%
Retail Revenue-Gross	\$59,431.96	\$62,236.39	-05%	\$712,288.00	\$563,402.52	+26%

### Website Traffic

	August 2006	August 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Website Visits	79,920	42,282	+89%	687,417	368,341	+87%
Hotel Reservations Booked	167	596	-72%	1,537	1,702	-10%

### Group Leisure Travel

	August 2006	August 2005	2006 YTD	2005 YTD
Number of Leads*	17	8	127	470
Inquiries Fulfilled	35	9	400	221
Tours Booked	10	2	66	47
Room Night Total	794	183	4,421	3,793

\* 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

	August 2006	August 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Meetings*	18	14	+29%	86	96	-10%
Room Nights	8,545	20,885	-59%	154,758	173,978	-11%
Attendance	87,850	48,550	+81%	433,275	410,923	+05%

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

### ALL CVB Definite Room Night Bookings

	August 2006	August 2005	% Ch
Number of Definite Bookings	67	54	+24%
Total Room Night Production	21,581	48,497	-56%
Total Attendance	100,006	140,649	-29%

### A Meetings Lead Production

	August 2006	August 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	17	13	+31%	198	153	+29%
Total Room Night Production	59,332	41,541	+43%	803,400	491,359	+64%

### ALL Meetings Lead Production

	August 2006	August 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	117	89	+31%	1,075	912	+18%
Total Room Night Production	108,270	85,799	+26%	1,289,343	873,942	+48%

### Tradeshows & Events

Event Name	Location	Department Attending
Destinations Showcase Chicago	Chicago, IL	Sales
ASAE Annual Meeting	Boston, MA	Sales
ACVB Client Dinner @ ASAE	Boston, MA	Sales
Passkey User Group Meeting	Boston	Convention Services

### Site Visits

Group Name	Total Room Nights
<b>Convention Sales</b>	
Red Bull	3,400
Dine America	358
North American Spine Assn	9,200
Congress for the New Urbanism	1,810
The College Board	8,670
Airport Council Intl—North America	4,945
Natl Assn of Insurance Commissioners	4,225
NACHA—The Electronics Payments Assn	6,525
Society of Gynecological Oncologists	4,100
Continental Airlines	32
Tag & Labels Manufacturers Institute	33
Cisco Systems	265
<b>Convention Services</b>	
Continental Airlines 9/2006	35
Software Engineering Institute 3/05	4,720
Congress for the New Urbanism 4/08	1,585
American Society for Microbiology 11/07	4,225

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

Group	Dates	Estimated Attendance	Estimated Room Nights
TX Commission on Environmental Quality (TCEQ)	9/25-29/2006	400	515
TX State Florists' Assn	7/12-16/2007	900	225
Ecological Society of America	8/06-12/2011	3,800	6,192

\*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
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	181,740	149,253	0	0	0
2006	61	286,848	171,900	1	50,000	12,500
2007	34	134,075	103,799	16	68,107	53,294
2008	23	103,100	76,399	17	37,550	42,729
2009	15	42,100	43,748	31	68,350	114,914
2010	4	16,350	10,666	18	83,900	94,107

### Convention Services

	August 2006	August 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Meetings Serviced	133	88	+51%	1,050	729	+44%
Reservations Assigned	1,591	758	+110%	19,811	7,812	+154%
Registration Hours	160.50	74	+117%	4,725.25	4,271.75	+11%
Music Event Bookings	15	31	-52%	241	213	+13%

### Film Production

	August 2006	August 2005	%Ch	YTD 2006	YTD 2005	YTD % Ch
Production Leads	49	18	+172%	554	95	+483%
Production Starts	1	1	0%	13	10	+30%
Production Days	76	25	+204%	472	319	+48%

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

*Friday Night Lights* – TV Series – in production

*Grind House* – Feature Film – in production

*Kim Peirce Untitled Project* – Feature Film – in production

Ford – Commercial – wrapped

Chevrolet – Commercial – wrapped

### Heritage Marketing Numbers

	August 2006	August 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Walking Tour Participants	378	428	-12%	4,707	4,823	-02%
Speakers Bureau	24	78	-69%	735	930	-21%
Walking Tour Lead Referrals	3	2	+50%	37	39	-05%

### Public Relations/Advertising Production

	August 2006	August 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Press Releases	8	7	+14%	92	79	+16%
Media Contacts	885	892	-01%	11,003	6,104	+80%
Media Queries	69	89	-22%	1,042	1,215	-14%
Media/Site Visits	10	0	-	73	67	+9%
Dollar impact of media	\$336,385	\$734,024	-54%	\$5,576,242	\$7,492,715	-26%
Images Issued	626	200	+213%	2,696	2,055	+31%
Advertising Responses	2,327	3,522	-34%	33,217	62,976	-47%

Major Daily Newspapers:	
<i>Sacramento Bee</i>	<b>Magazines:</b>
<i>Denver Post</i>	<b>Consumer:</b>
<i>Houston Chronicle</i>	<i>Motorcyclist</i>
<i>San Antonio Express-News</i>	<i>Dallas Child</i>
<i>Austin American-Statesman</i>	<i>National Geographic Adventure</i>
	<i>American Way</i>
	<i>Texas Highways</i>
	<i>Fiesta</i>
	<i>Travel + Leisure</i>
	<b>Trade:</b>
	<i>Associations Now</i>
	<i>Tradeshaw Week</i>
	<i>Convention South</i>
	<i>Corporate Meetings &amp; Incentives</i>
	<i>World Grain</i>
	<i>Music Trades</i>
	<i>Market Watch</i>
	<i>Canadian Traveller</i>

Source: Bacon's Media Impact Report