

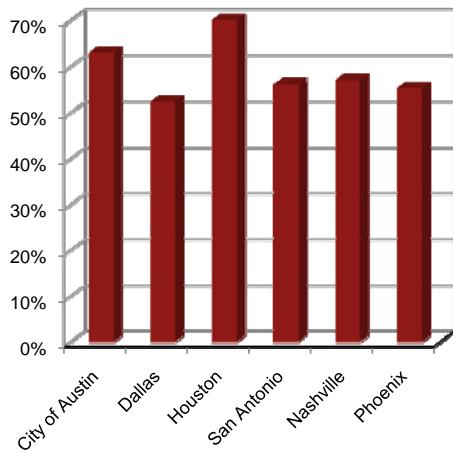

 CONVENTION AND VISITORS BUREAU
MONTHLY INDUSTRY REPORT

Industry Report – December 2008

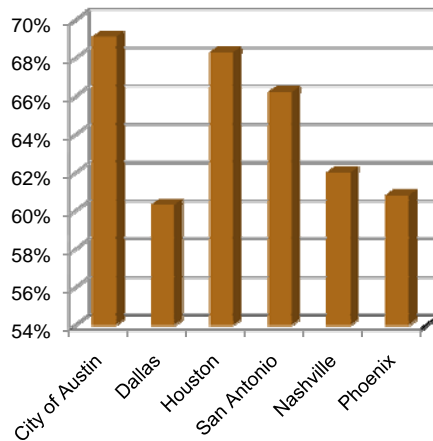
Lodging Industry Report

	November 2008						November 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	67.2%	-0.2	\$147.70	3.9	3.6	4.1	73.3%	-0.9	\$148.63	6.0	5.1	0.1
City of Austin	62.9%	-2.1	\$109.50	3.9	1.6	2.2	69.1%	-2.8	\$111.00	5.9	3.0	-1.1
Markets												
Dallas	52.3%	-10.0	\$91.57	-3.0	-12.6	-7.8	60.3%	-1.7	\$94.49	2.5	0.8	0.7
Houston	70.0%	10.9	\$101.37	8.3	20.1	14.5	68.3%	2.1	\$100.72	9.6	11.9	5.0
San Antonio	56.1%	-5.3	\$105.02	9.2	3.4	2.5	66.2%	-1.2	\$106.86	4.8	3.6	4.9
Nashville	57.0%	-10.4	\$96.92	2.2	-8.4	-6.9	62.0%	-7.3	\$95.87	5.5	-2.2	-5.0
Phoenix	55.3%	-16.3	\$119.25	-2.4	-18.3	-10.7	60.8%	-10.8	\$126.33	3.8	-7.4	-7.1

November Occupancy



Year to Date Occupancy





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Aviation Passengers

	November 2008	November 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Total Passengers	682,217	752,049	-9%	8,325,717	8,164,901	2%
Total Enplanements	347,206	383,259	-9%	4,251,154	4,176,859	2%

Source: Austin-Bergstrom International Airport

Visitor Inquiries

	December 2008	December 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Visitor Guide Requests	4,629	4,145	12%	17,570	15,216	15%
Downtown Visitors	7,333	9,801	-25%	34,930	32,307	8%
Phone Calls	957	1,207	-21%	3,707	4,321	-14%
Retail Revenue-Gross	\$37,163.00	\$45,349.51	-18%	\$174,680.00	\$177,218.44	-1%

Website Traffic

	December 2008	December 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Unique Web Visits	68,179	69,696	-2%	214,758	236,825	-9%
Avg. Time Spent on Website	4.04	4.05	0%	4.01	4.06	-1%
Hotel Reservations Booked	1	23	-96%	25	57	-56%

Group Leisure Travel

	December 2008	December 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads*	31	100	-69%	96	124	-23%
Inquiries Fulfilled	25	67	-63%	75	85	-12%
Tours Booked	7	11	-36%	14	13	8%
Room Night Total	745	42	1674%	2,016	164	1129%

* 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

	December 2008	December 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Meetings*	12	5	140%	18	19	-5%
Room Nights	55,166	3,912	1310%	61,363	60,602	1%
Attendance	56,900	4,850	1073%	62,300	55,750	12%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	December 2008	December 2007	% Ch
Number of Definite Bookings	42	43	-2%
Total Room Night Production	78,719	18,306	330%
Total Attendance	98,162	19,245	410%


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A Meetings Lead Production

	December 2008	December 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	8	20	-60%	46	96	-52%
Total Room Night Production	40,062	92,143	-57%	212,721	422,083	-50%

ALL Meetings Lead Production

	December 2008	December 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	83	93	-11%	266	350	-24%
Total Room Night Production	90,929	158,622	-43%	338,595	418,059	-19%

Tradeshows & Events

Event Name	Location	Department Attending
IAEE Expo! Expo!	Miami Beach, FL	Sales
Association Forum Holiday Showcase	Chicago, IL	Sales
Chicago Holiday Client Event	Chicago, IL	Sales
WASCBSO Networking Lunch	Washington, DC	Sales
John Deere Attendance Booster	Houston	Services/Sales
Cab Driver Appreciation Event	Austin	All

Site Visits

Group Name	Total Room Nights
Convention Sales	
Folk Alliance	2,190
Convention Services	
Airports Council International	4,945
Automotive Recyclers	1,460



Austin
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Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Texas Association of School Boards	4/19/2009	4/21/2009	600	560
USA Taekwondo	6/30/2009	7/5/2009	6,000	7,945
Texas Department of State Health Services	11/19/2010	11/24/2010	3,000	4,700
Texas Computer Education Association	2/6/2011	2/11/2011	14,000	8,450
Texas Middle School Association	2/22/11	2/26/2011	4,000	1,682
Texas Computer Education Association	2/5/2012	2/10/2012	15,000	8,450
National Technical Investigators Association	7/10/2012	7/13/2012	1,600	7,116
Percussive Arts Society	10/31/2012	11/3/2012	7,000	4,105
COMMON - A Users Group	4/7/2013	4/11/2013	2,000	6,900

**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	13	54,900	69,746	20	88,850	97,598
2011	15	58,200	75,355	16	43,700	61,165
2010	27	80,600	112,221	25	46,430	86,439
2009	53	154,191	157,876	11	11,850	24,985
2008	62	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

	December 2008	December 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Meetings Serviced bureau booked = 37 non bureau booked = 7	44	83	-47%	237	249	-5%
Reservations Assigned	1,122	1,291	-13%	8,746	3,873	126%
Registration Hours	72	250.00	-71%	1,040	750	39%
Music Event Bookings	12	16	-25%	60	45	33%


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Film Production

	December 2008	December 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Production/ Referral Inquiries*	217	474	-54%	693	1,771	-61%
Production Packages Fulfilled	2	3	-33%	10	18	-44%
Production Starts	0	3	-100%	1	8	-88%
Production Days	18	20	-10%	119	97	23%

Film, TV, Commercial, Print and Miscellaneous Production

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

Untitled Temple Grandin Project -- HBO -- wrapped

Code Enforcer -- Independent Feature -- preproduction

Heritage Marketing

	December 2008	December 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Walking Tour Participants	66	49	35%	216	216	0%
Brochure Distribution	425	0	0%	6,085	0	0%
Speakers Bureau	0	150	0%	0	150	0%


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Public Relations/Advertising Production

	December 2008	December 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	14	6	133%	42	22	91%
# of Contacts Reached	131	580	-77%	1,619	2,349	-31%
Media/Site Visits	5	9	-44%	22	30	-27%
Dollar impact of media*	*	\$372,628		*	\$1,371,012	
Advertising Responses	1,284	1,564	-18%	5,696	4,910	16%

*New PR tracking company, Vocus, will provide ad value equivalency ASAP.

Media Placements

Major Newspapers:

Arkansas Democrat-Gazette
 Austin American-Statesman
 USA Today
 Atlanta Journal-Constitution

Magazines:

Homes & Holidays (UK)
 Allways: Destination Texas (UK)
 ISTMO (Mexico)
 Flair (Italy)
 Executive Travel
 Medallion
 AmericanStyle
 Texas Highways
 Texas Meetings & Events

Online/Internet Outlets:

KXAN.com
 KVIA.com (El Paso)
 590KLBJ.com
 NYTimes.com
 KRON.com (San Francisco)
 ShermansTravel.com
 MSN.com

OTHER

CityScapes: Austin (book by Turk Pipkin and Randa Bishop)

Television/Radio coverage:

Cab Driver Appreciation Day

KVUE-TV
 KEYE-TV
 KXAN-TV
 KAKW-TV (Univision)
 KLBJ-AM

"Happy Holidays from Austin" CD

KVUE-TV
 KGSR-FM
 WZBC (Boston)

Westin Domain Groundbreaking

KVUE-TV

Source: Cision Media Impact Report