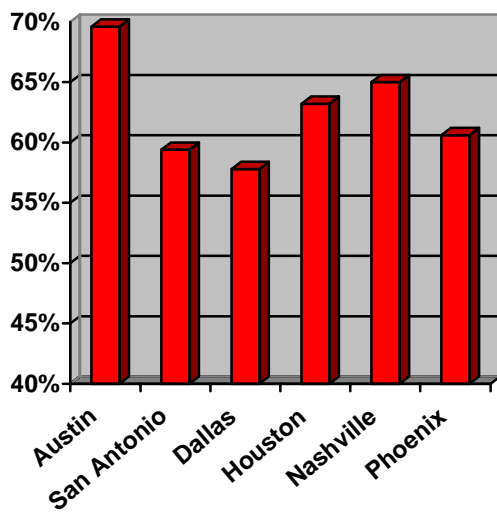




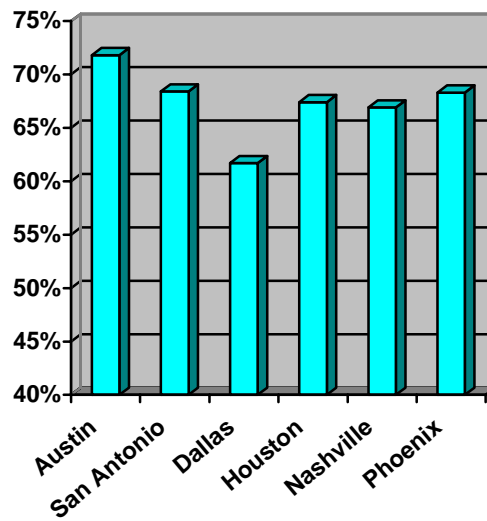
Monthly Industry Report October 2007

Lodging Industry Report												
	September 2007						September 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	75.0	0.5	153.47	7.7	8.4	0.8	74.5	1.6	136.45	10.2	10.9	6.3
City of Austin	69.6	-2.5	111.13	6.6	3.9	-2.1	71.8	0.7	103.60	10.4	12.2	4.6
Markets												
San Antonio	59.4	-4.2	100.25	1.8	-2.4	-0.6	68.4	-3.4	102.60	5.5	2.0	-0.1
Dallas	57.8	-4.8	92.12	5.4	0.3	-3.5	61.7	-1.8	91.14	6.9	5.2	-0.7
Houston	63.2	-0.2	91.36	7.2	6.9	1.0	67.4	2.1	90.75	7.4	9.7	2.6
Nashville	65.0	-2.7	92.24	9.3	6.4	-1.2	66.9	-0.3	90.02	8.1	7.7	0.7
Phoenix	60.6	-2.3	104.58	5.5	3.1	-2.1	68.3	-1.2	121.19	7.1	5.9	-1.4

September Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers						
	September 2007	September 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Total Passengers	704,861	668,301	+05%	6,637,365	6,165,978	+08%
Total Enplanements	359,359	337,228	+07%	3,399,273	3,137,581	+08%

Visitor Inquiries						
	October 2007	October 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Visitor Guide Requests	4,437	5,138	-14%	4,437	5,138	-14%
Downtown Visitors	11,923	12,024	-01%	11,923	12,024	-01%
Phone Calls	1,831	1,676	+09%	1,831	1,676	+09%
Retail Revenue-Gross	\$69,447.15	\$69,003.17	+01%	\$69,447.15	\$69,003.17	+01%

Website Traffic						
	October 2007	October 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Website Visits	90,033	77,517	+16%	90,033	77,517	+16%
Hotel Reservations Booked	38	39	-03%	38	39	-03%

Group Leisure Travel				
	October 2007	October 2006	2007 YTD	2006 YTD
Number of Leads*	5	25	5	25
Inquiries Fulfilled	5	3	5	3
Tours Booked	0	2	0	2
Room Night Total	79	76	79	76

* 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						
	October 2007	October 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Meetings*	7	7	- 0 -	7	7	- 0 -
Room Nights	22,380	9,409	+138%	22,380	9,409	+138%
Attendance	13,000	31,300	- 58%	13,000	31,300	-58%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings			
	October 2007	October 2006	% Ch
Number of Definite Bookings	40	62	-35%
Total Room Night Production	42,735	16,663	+156%
Total Attendance	29,505	39,990	-26%

A Meetings Lead Production

	October 2007	October 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	29	41	-29%	29	41	-29%
Total Room Night Production	61,302	156,520	-61%	61,302	156,520	-61%

ALL Meetings Lead Production

	October 2007	October 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Number of Leads	140	133	+05%	140	133	+05%
Total Room Night Production	120,312	196,389	-39%	120,312	196,389	-39%

Tradeshows & Events

Event Name	Location	Department Attending
UIL Legislative Breakfast	Omni Southpark	Services, Sales, Admin.
Austin Film Festival	Austin	Services, Sales, Tourism, Admin, Music, Film
Hyland Group Bureaufest	Washington, DC	Sales
TEAMS USA Conference	Louisville, KY	Austin Sports Commission
Mexico Sales Mission	Mexico City	Tourism, Music
Canada Sales Mission	Canada	Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
Vera Institute of Justice	110
Elks Antler Guard National Encampment	475
American College of Sports Medicine	528
American Association of Equine Practitioners	912
The Medical Institute	1,000
Medical Group Management Association	1,225
Cross Country Educators	1,300
Out and Equal Workplace Advocates (Overflow hotels)	1,625
Independent Educational Consultants Association	2,420
Texas High School Coaches Association	9,635
Convention Services	
Education Committee of the States 6/2008	1,370

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
Association of Texas Professional Educators	7/10-12/2008	800	935
American Academy of Hospice & Palliative Medicine	3/25-28/2009	2,200	3,930
Texas Association of School Business Officials	2/28-3/04/2011	1,200	3,585
NISOD National Institute for Staff and Organizational Development	5/25-27/2014	2,000	6,860
NISOD National Institute for Staff and Organizational Development	5/24-26/2015	2,000	6,860
FunJet Vacations	3/20/2008	300	70

*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	183,797	144,570	1	300	400
2008	35	154,550	130,994	17	33,990	30,353
2009	28	94,950	111,525	29	89,550	67,120
2010	9	34,950	43,381	25	110,400	84,431
2011	7	19,300	37,472	23	118,800	117,105

Convention Services

	October 2007	October 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Meetings Serviced bureau booked =54 non bureau booked =84	138	132	+05%	138	132	+05%
Reservations Assigned	2,885	1,750	+65%	2,885	1,750	+65%
Registration Hours	1,000.75	523.50	+91%	1,000.75	523.50	+91%
Music Event Bookings	17	14	+21%	17	14	+21%

Film Production						
	October 2007	October 2006	%Ch	YTD 2007	YTD 2006	YTD % Ch
Production/Referral Inquiries*	694	48	+1346%	694	48	+1346%
Production Packages Fulfilled	8	5	+60%	8	5	+60%
Production Starts	3	2	+50%	3	2	+50%
Production Days	40	48	-17%	40	48	-17%
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- in production						
<i>40 Love</i> – Feature – pre-production for 11/07 start						

Heritage Marketing Numbers						
	October 2007	October 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Walking Tour Participants	85	432	-80%	85	432	-80%
Speakers Bureau	0	29	-100%	0	29	-100%
Walking Tour Lead Referrals	0	5	-100%	0	5	-100%

Public Relations/Advertising Production						
	October 2007	October 2006	% Ch	YTD 2007	YTD 2006	YTD % Ch
Press Releases	9	12	-25%	9	12	-25%
Media Contacts	975	971	- 0 -	975	971	- 0 -
Media Queries	93	155	-40%	93	155	-40%
Media/Site Visits	12	11	+09%	12	11	+09%
Dollar impact of media	\$525,748	\$486,368	+08%	\$525,748	\$486,368	+08%
Images Issued	301	299	+01%	301	299	+01%
Advertising Responses	1,127	1,718	-34%	1,127	1,718	-34%

Media Placements

<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>St. Louis Post-Dispatch</i>	Consumer:
<i>USA Today</i>	<i>Southwest Airlines' Spirit</i>
<i>The Shepherd Express (Milwaukee)</i>	<i>Lofts</i>
<i>Chicago Sun-Times</i>	<i>Dog Fancy</i>
<i>Dallas Morning News</i>	<i>US Weekly</i>
<i>The Wall Street Journal</i>	<i>Modern Bride</i>
*As a result of a UK media FAM we hosted, Ms. Emma Rowley placed a Texas (including Austin) feature in 31 major newspapers throughout the UK, including the <i>Liverpool Daily Post, Glasgow Evening Times, Lancashire Telegraph, South Wales Evening Post</i> and more, generating nearly \$200,000 in media value.	<i>U.S. News & World Report</i>
	<i>Private Clubs</i>
	<i>Passport</i>
	<i>Spa</i>
	<i>Travel Weekly</i>
	<i>Voyageur</i>
<u>Notable Internet Media:</u>	<u>Trade:</u>
<i>Daily Candy</i>	<i>Corporate & Incentive Travel</i>
<i>TravelandLeisure.com</i>	<i>M&C</i>
<i>eHow.com</i>	<i>The Farmer Stockman</i>
<i>Bizjournals.com/austin</i>	<i>Restaurants & Institutions</i>
<u>Television:</u>	<i>Association News</i>
<i>American Idol: Rewind</i>	

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