

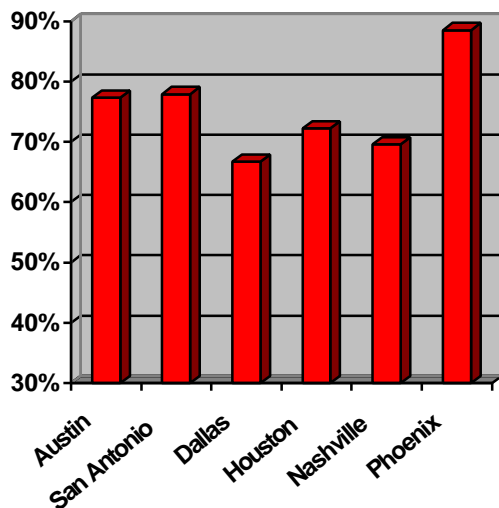


Monthly Industry Report April 2006

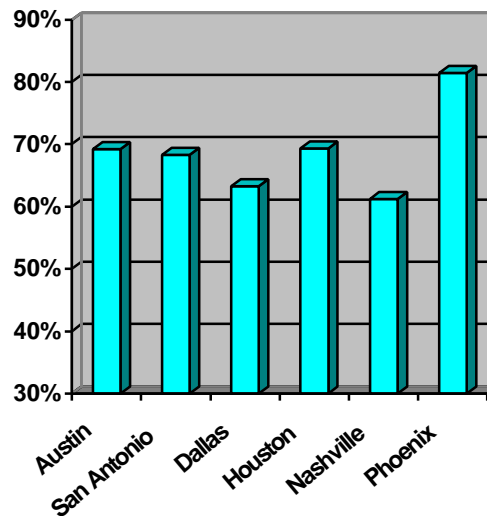
Lodging Industry Report

	March 2006						Calendar 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	81.9	4.3	130.77	12.4	107.08	17.2	75.4	6.2	122.13	10.1	92.15	17.0
City of Austin	77.3	7.1	94.79	13.3	73.28	21.4	69.2	8.8	89.75	10.5	62.11	20.2
Markets												
San Antonio	77.9	3.7	101.52	17.3	79.14	16.5	68.3	6.7	94.46	9.6	64.55	17.0
Dallas	66.7	12.7	86.81	12.1	57.92	26.4	63.3	10.1	86.07	9.0	54.53	20.1
Houston	72.2	14.2	85.66	13.9	61.85	30.2	69.3	16.5	85.69	13.6	59.34	32.4
Nashville	69.6	9.8	85.60	11.4	59.61	22.5	61.2	7.2	83.05	10.1	50.74	17.8
Phoenix	88.5	1.7	141.76	9.1	125.45	10.9	81.4	2.4	135.35	9.3	110.18	12.0

March Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers

	March 2006	March 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Total Passengers	740,685	666,805	+11%	1,902,020	1,715,069	+11%
Total Enplanements	369,263	338,916	+9%	957,430	867,757	+10%

Visitor Inquiries

	April 2006	April 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Visitor Guide Requests	10,747	13,190	-19%	50,231	39,465	+27%
Downtown Visitors	15,078	11,379	+33%	70,000	60,031	+17%
Phone Calls	2275	1,953	+16%	12,250	13,104	-7%
Retail Revenue-Gross	\$90,617.49	\$58,976.07	+54%	\$386,017.40	\$270,600.21	+43

Website Traffic

	April 2006	April 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Website Visits	65,135	39,101	+67%	367,161	200,312	+83%
Hotel Reservations Booked	71	65	+9%	746	928	-20%

Group Leisure Travel

	April 2006	April 2005	2006 YTD	2005 YTD
Number of Leads*	1	17	97	233
Inquiries Fulfilled	48	89	225	461
Tours Booked	2	6	38	30
Room Night Total	180	310	1,620	1,100

* 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 2006	April 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Meetings*	9	13	-31%	53	65	-18%
Room Nights	13,875	15,874	-13%	80,407	117,972	-32%
Attendance	82,050	93,050	-12%	304,800	323,123	-6%

*Includes Additional Rooms for Previously Booked "A" Definites
Source: Austin CVB Convention Sales Department

ALL CVB Definite Room Night Bookings

	April 2006	April 2005	% Ch
Number of Definite Bookings	32	56	-43%
Total Room Night Production	29,178	32,681	-11%
Total Attendance	121,694	119,553	+2%

A Meetings Lead Production

	April 2006	April 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	20	8	+150%	124	99	+25%
Total Room Night Production	78,053	23,663	+230%	473,843	276,343	+72%

ALL Meetings Lead Production

	April 2006	April 2005	% Ch	2006 YTD	2005 YTD	YTD % Ch
Number of Leads	107	70	+53%	640	575	+11%
Total Room Night Production	114,076	49,609	+130%	777,110	497,282	+56%

Tradeshows & Events

Event Name	Location	Department Attending
Natl Assn of Sports Commissions	Lexington, KY	Sports Commission

Site Visits

Group Name	Total Room Nights
Convention Sales	
National League of Cities	800
Niche Media	150
Orange County Choppers	12,500
Convention Services	
National League of Cities 11/2007	800
Texas Association Against Sexual Assault 3/2006 (Planning Meeting)	450
UT Bureau of Economic Geology 6/2007 (Planning Meeting)	1,325
Youth Specialties 10/2006	5,483
NAMM – Yamaha 7/2006	12,000
American Society for Microbiology 11/2007	4,220
Tx. Assn. for the Gifted and Talented 11/2006 (Planning Meeting)	3,800
Other Departmental Site Visits	Department

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
National Intramural Recreational Sports Association	3/30-4/06/2008	1,800	2,717
Hospitality, Finance and Technology Professionals	6/14-20/2008	6,500	4,170
American Society for Health and Human Resources	10/10-14/2008	1,000	2,379

*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	58	237,398	164,380	0	0	0
2007	23	113,650	74,867	19	62,450	66,187
2008	17	84,550	56,005	14	40,500	42,969
2009	12	35,900	37,951	17	31,700	52,743
2010	4	16,350	10,666	11	44,000	49,623

Convention Services

	April 2006	April 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Meetings Serviced	84	84	0	579	428	+35%
Reservations Assigned	2,653	567	+368%	12,320	5,143	+140%
Registration Hours	300	635	-53%	3,091.25	2,861.50	+8%
Music Event Bookings	15	15	0	170	99	+72%

Film Production						
	April 2006	April 2005	%Ch	YTD 2006	YTD 2005	YTD % Ch
Production Leads	135	8	+1,588%	366	62	+490%
Production Starts	2	1	+100%	9	6	+50%
Production Days	60	65	-8%	291	218	+33%
Film, TV, Commercial, Print and Miscellaneous Production						
<i>Grind House</i> – Feature Film – in production						
<i>Friday Night Lights</i> – TV Pilot – wrapped						
<i>Kim Peirce Untitled Project</i> – Feature Film – pre-production (pushed, 5-7 wk delay, actor availability)						
<i>Teeth</i> – Feature Film – wrapped						
<i>Trading Spaces</i> – TV Episodes – wrapped						
<i>Doublewide</i> – Feature Film – pre- production (pushed, indefinite)						
<i>Elvis and Annabelle</i> – Feature Film – in production						
<i>Kabluey</i> – Feature Film – pre-production						

Heritage Marketing Numbers						
	April 2006	April 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Walking Tour Participants	492	667	-26%	2,966	3,070	-3%
Speakers Bureau	50	300	-83%	366	537	-32%
Walking Tour Lead Referrals	4	5	-20%	26	25	+4%

Public Relations/Advertising Production						
	April 2006	April 2005	% Ch	YTD 2006	YTD 2005	YTD % Ch
Press Releases	8	10	-20%	60	59	+2%
Media Contacts	334	1,224	-73%	6,095	5,951	+2%
Media Queries	109	107	+2%	705	856	-18%
Media/Site Visits	13	20	-35%	45	62	-27%
Dollar impact of media	\$938,389	\$574,731	+63%	\$3,531,852	\$3,227,404	+9%
Images Issued	250	140	+79%	1,343	1,197	+12%
Advertising Responses	5,406	4,612	+17%	21,397	49,324	-57%