

# Austin

## CONVENTION AND VISITORS BUREAU

### MONTHLY INDUSTRY REPORT

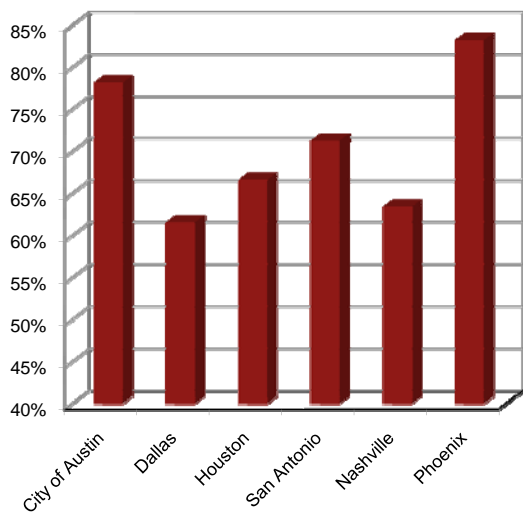
#### Industry Report –April 2011

#### Lodging Industry Report

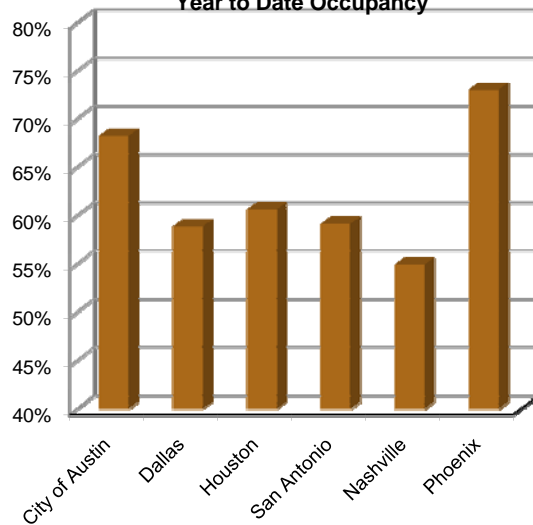
	March 2011						March Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Room Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown Austin	85.8%	2.5	\$180.59	12.1	14.9	7.0	78.0%	6.8	\$153.13	9.7	17.2	11.2
City of Austin	78.1%	6.0	\$123.74	11.4	18.1	10.0	68.2%	7.4	\$108.82	7.4	15.4	12.2
<b>Markets</b>												
Dallas	61.5%	10.7	\$86.12	4.9	16.1	11.9	58.8%	9.1	\$93.55	9.8	19.8	10.3
Houston	66.6%	9.1	\$93.39	3.2	12.5	12.4	60.6%	7.4	\$91.87	1.7	9.2	10.4
San Antonio	71.2%	4.8	\$105.89	2.3	7.2	8.3	59.1%	4.4	\$98.19	1.4	5.9	8.6
Nashville	63.4%	4.5	\$91.12	-0.2	4.3	4.2	54.9%	5.0	\$89.45	1.9	7.0	4.8
Phoenix	83.2%	3.9	\$129.32	3.8	7.9	5.6	73.0%	7.7	\$123.27	2.3	10.1	9.2

Source: Smith Travel Research

**March Occupancy**



**Year to Date Occupancy**



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### Aviation Passengers\*

	March 2011	March 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Total Passengers	801,553	737,071	8.7%	2,058,151	1,902,904	8.2%
Total Enplanements	399,305	363,280	9.9%	1,023,443	943,118	8.5%

\*Source: Austin-Bergstrom International Airport

### Visitor Inquiries

	April 2011	April 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Visitor Guide Requests	5,721	5,485	4%	41,492	33,675	23%
Downtown Visitors	17,217	16,780	3%	92,993	65,966	41%
Phone Calls	1,734	1,684	3%	9,743	9,734	0%
Retail Revenue-Gross	\$92,186.00	\$91,947.00	0%	\$444,666.00	\$420,097.00	6%

### Website Traffic

	April 2011	April 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Unique Web Visits	98,076	88,123	11%	593,449	526,270	13%
Avg. Time Spent on Website	3:21	3:44	-10%	3:28	3:57	-12%
Online Booking Engine Reservations*	68	88	-23%	421	301	40%

\*Includes hotel, attraction and package reservations

### Group Leisure Travel

	April 2011	April 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Tourism Partner Leads	52	188	-72%	351	373	-6%
Inquiries Fulfilled	45	109	-59%	280	297	-6%
Tours Booked	4	9	-56%	65	29	124%
Destination Trainings	2	N/A	N/A	43	N/A	N/A
Online Package Development	1	N/A	N/A	5	N/A	N/A
Room Night Total*	246	1,316	-81%	5,104	5,541	-8%

\*Includes tours booked, ACVB online booking engine and receptive room nights

### A Meetings—CVB Booked

	April 2011	April 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Number of Meetings*	7	3	133%	39	36	8%
Room Nights	8,221	4,714	74%	105,177	104,932	0%
Attendance	16,150	3,600	349%	114,150	75,280	52%

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

### ALL CVB Definite Room Night Bookings

	April 2011	April 2010	% Ch
Number of Definite Bookings	59	49	20%
Total Room Night Production	25,243	29,791	-15%
Total Attendance	179,624	26,900	568%

  
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**A Meetings Lead Production**

	April 2011	April 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	12	21	-43%	141	111	27%
Total Room Night Production	28,888	52,468	-45%	557,228	358,470	55%

**ALL Meetings Lead Production**

	April 2011	April 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Number of Leads	79	81	-2%	643	543	18%
Total Room Night Production	72,880	88,502	-18%	838,854	612,025	37%

**Tradeshows & Events**

Event Name	Location	Department Attending
National Association of Sports Commissions	Greensboro, NC	ASC
ASAE Springtime	Washington, DC	Sales

**Site Visits**

Group Name	Total Room Nights
<b>Convention Sales</b>	
National Industries for the Severely Handicapped	250
National Tank Truck Carriers	700
<b>Convention Services (Site Visits/Planning Meetings)</b>	
National Organization of Mother's of Twins Clubs 7/2014	700
National Baton Twirling Assn. 3/2012	320
Cancer Prevention Research Institute 11/2011	2,250
Texas Recovers 10/2011	unknown
Texas Association for School Nutrition 6/2012	3081



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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 Administrators	1/24/2020	1/29/2020	6,500	4,925

*\*NEW Definite Bookings only; does not include Additional Rooms for Previously Booked Definites*

Year	Definite Attendance	Definite Room Nights	# of Definite Groups	Tentative Attendance	Tentative Room Nights	# of Tentative Groups
2015	56,050	75,190	9	22,800	46,790	10
2014	67,150	97,068	15	64,000	84,678	18
2013	81,450	104,125	21	57,075	61,815	21
2012	129,600	140,976	35	28,800	42,815	14
2011	138,300	164,144	54	1,400	27,935	6
2010	128,683	189,681	56			
2009	142,161	165,029	60			
2008	232,330	164,684	62			
2007	185,325	144,570	56			
2006	225,090	161,776	61			

**Convention Services**

	April 2011	April 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Meetings Serviced bureau booked = 95 non-bureau booked = 34	129	87	48%	850	704	21%
Reservations Assigned	1,284	497	158%	10,053	7,044	43%
Registration Hours	631	592.5	6%	3,326	2,375	40%
Music Event Bookings	15	14	7%	115	125	-8%

  
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**Film Production**

	April 2011	April 2011	% Ch	2011 YTD	2010 YTD	YTD % Ch
Production/ Referral Inquiries	330	248	33%	1,849	1,920	-4%
Production Packages Fulfilled	5	7	-29%	25	34	-26%
Production Starts	2	3	N/A	22	12	83%
Production Days	45	58	-22%	301	297	1%

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

*When Angels Sing*, Feature -- wrapped

*Jay Crew Catalog* -- wrapped

**Heritage Marketing**

	April 2011	April 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Walking Tour Participants	231	160	44%	974	714	36%
Brochure Distribution	n/a	13,265		n/a	42,495	

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#### Public Relations/Advertising Production

	April 2011	April 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	162	12	1250%	368	99	272%
Number of Contacts Reached	245	988	-75%	3,134	3,639	-14%
Press Trips/Media Hosted	11	10	10%	264	182	45%
Dollar value of print and broadcast media (AVE)*	\$1,487,914	\$956,314	56%	\$8,973,031	\$6,821,019	32%
Significant Placements**	16	14	14%	104	101	3%
Advertising Responses	1,048	943	11%	14,251	9,392	52%

\* Our media tracking agency, Cision, gathers publicity value for print and online clips, where information is available. Broadcast coverage is not included in this estimate but is accounted for in significant placements.

\*\* "Significant placements" are defined as feature-length stories that include Austin, in meetings, travel or industry-related online outlets. These placements will include Austin CVB photos, a link to AustinTexas.org and/or a majority of Austin content. These are listed below.

#### Media Placements

##### Print Magazines

Die Zeit (Germany)  
Successful Meetings  
Los Angeles Magazine

##### Newspapers

The Daily Mirror (UK)  
The Independent (UK)  
The Vancouver Sun  
The Globe & Mail (Canada)

##### Online/Internet Outlets:

LinksMagazine.com  
OutTraveler.com  
UnderCover.fm (Australia)  
Golf.com  
BonAppetit.com

CNN.com  
ABCnews.com  
SuccessfulMeetings.com

##### Broadcast

ABCnews.com

#### Media Hosted