

Austin

CONVENTION AND VISITORS BUREAU

MONTHLY INDUSTRY REPORT

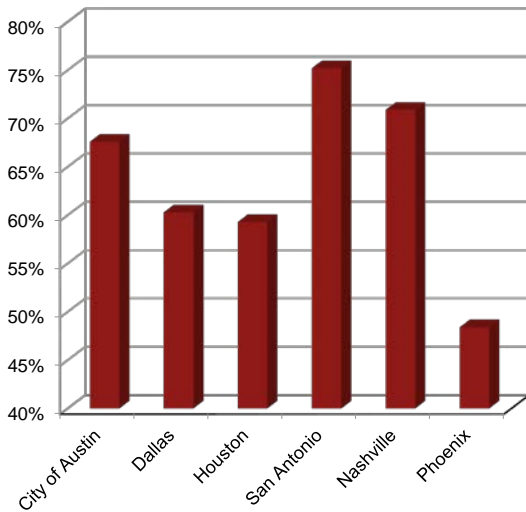
Industry Report –August 2011

Lodging Industry Report

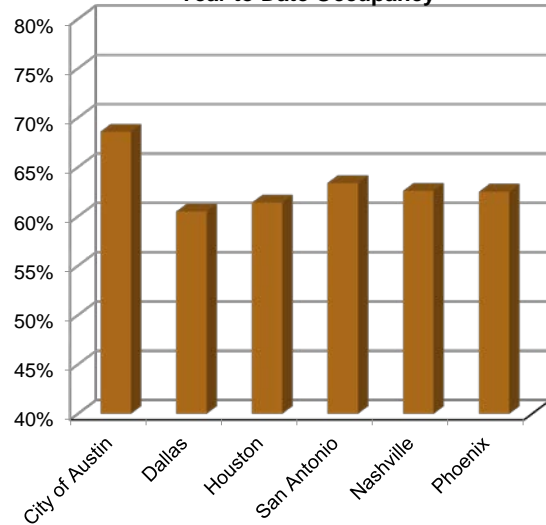
	July 2011						July Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Room Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown Austin	73.5%	-1.7	\$127.06	7.9	6.0	2.6	77.3%	4.6	\$144.53	8.9	14.0	9.1
City of Austin	67.6%	1.7	\$98.98	4.6	6.4	4.1	68.6%	5.1	\$105.83	6.0	11.4	8.8
Markets												
Dallas	60.3%	7.1	\$77.18	1.1	8.4	7.6	60.5%	9.0	\$86.73	4.8	14.3	9.9
Houston	59.3%	7.0	\$83.04	-0.2	6.9	9.1	61.4%	8.5	\$92.25	2.6	11.4	11.3
San Antonio	75.2%	-0.4	\$95.13	-2.8	-3.2	1.8	63.4%	3.2	\$97.13	-0.3	2.8	6.2
Nashville	70.9%	4.1	\$90.67	8.7	13.2	13.2	62.6%	4.7	\$92.65	6.4	11.4	8.3
Phoenix	48.4%	11.6	\$77.58	6.5	18.9	12.4	62.5%	6.9	\$109.09	2.1	9.2	7.7

Source: Smith Travel Research

July Occupancy



Year to Date Occupancy





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Aviation Passengers*

	July 2011	July 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Total Passengers	848,054	827,741	2.5%	5,263,590	4,940,756	6.5%
Total Enplanements	425,683	417,893	1.9%	2,643,185	2,481,386	6.5%

*Source: Austin-Bergstrom International Airport

Visitor Inquiries

	August 2011	August 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Visitor Guide Requests	29,018	5,162	462%	88,736	50,220	77%
Downtown Visitors	14,554	16,598	-12%	140,217	144,813	-3%
Phone Calls	1,585	1,654	-4%	17,245	17,261	0%
Retail Revenue-Gross	\$61,880.00	\$76,059.00	-19%	\$844,314.00	\$808,592.00	4%

Website Traffic

	August 2011	August 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Unique Web Visits	91,064	83,659	9%	950,711	876,101	9%
Avg. Time Spent on Website	2:46	3:57	-30%	3:22	3:59	-15%
Online Booking Engine Reservations*	76	73	4%	842	816	3%

*Includes hotel, attraction and package reservations

Group Leisure Travel

	August 2011	August 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Tourism Partner Leads	20	11	82%	517	754	-31%
Inquiries Fulfilled	36	10	260%	444	241	84%
Tours Booked	51	3	300%	142	112	27%
Destination Trainings	4	N/A	N/A	65	N/A	N/A
Online Package Development	1	N/A	N/A	7	N/A	N/A
Room Night Total*	2736	2,916	-6%	12,892	12,757	1%

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

A Meetings—CVB Booked

	August 2011	August 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Number of Meetings*	4	6	-33%	55	62	-11%
Room Nights	32,829	13,470	144%	191,470	165,662	16%
Attendance	36,500	12,075	202%	208,950	128,252	63%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	August 2011	August 2010	% Ch
Number of Definite Bookings	33	38	-13%
Total Room Night Production	57,835	40,078	44%
Total Attendance	59,175	31,886	86%



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A Meetings Lead Production

	August 2011	August 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	26	11	136%	234	190	23%
Total Room Night Production	99,057	64,307	54%	893,136	612,713	46%

ALL Meetings Lead Production

	August 2011	August 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	91	93	-2%	1003	882	14%
Total Room Night Production	133,641	109,929	22%	1,353,038	1,010,605	34%

Tradeshows & Events

Event Name	Location	Department Attending
Texas Gridiron Kickoff Luncheon	Austin, TX	ASC, All
American Society of Association Executives (ASAE) Annual	St Louis, MO	Sales
ASAE Client Event	St Louis, MO	Sales
Atlanta Sales Mission/Client Event	Atlanta, GA	Sales
TACVB	San Marcos, TX	Sales, Services

Site Visits

Group Name	Total Room Nights
Lumenis	385
National Association of Home Builders	660
Top Ladies of Distinction	785
US Pharmacopeia	890
TheUserGroup	1,905
American Specialty Toy Retailing Association	2,000
Greenhouse Gas Control Technologies	2,770
Women's Business Enterprise National Council	4,886
Technology Forums/ARNG	5,540
Society of Women Engineers	6,060
Convention Services (Site Visits/Planning Meetings)	
The Users Group (TUG) 3/2014	1,905
American Astronomical Society 1/2012	4,295
American Speciality Toy Retailing 6/2013 (tentative)	2,000



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Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Dell, Inc.	10/10/2011	10/13/2011	3,500	14,000
Texas Computer Education Association	2/5/2017	2/10/2017	15,000	8,970
Texas Computer Education Association	2/4/2018	2/9/2018	15,000	8,970
State Beauty Supply	4/11/2012	4/47/12	3,000	889

*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	58,550	77,775	10	49,900	56,744	14
2014	70,250	99,258	16	53,550	56,083	17
2013	85,550	106,435	22	57,325	56,350	25
2012	149,400	162,638	42	28,957	38,008	15
2011	182,200	197,848	59	2,000	1,552	1
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

	August 2011	August 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Meetings Serviced bureau booked = 87 non-bureau booked = 34	121	81	49%	1,339	1,147	17%
Reservations Assigned	1,554	1,405	11%	15,269	9,140	67%
Registration Hours	138	55	150%	5,039	3,463	46%
Music Event Bookings	22	17	29%	195	190	3%


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Film Production

	August 2011	August 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Production/ Referral Inquiries	305	292	4%	3,328	3,150	6%
Production Packages Fulfilled	4	5	-20%	52	50	4%
Production Starts	3	2	50%	25	20	25%
Production Days	53	55	-4%	548	542	1%

Film, TV, Commercial, Print and Miscellaneous Production

The Lying Game -- ABC Family, TV Series -- in production

Top Chef -- Bravo TV Reality Episode -- in production

Abel's Field -- Wrapped

Goliad Uprising -- in production

Heritage Marketing

	August 2011	August 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Walking Tour Participants	147	101	46%	1,514	1,130	34%
Brochure Distribution	0	980	-100%	23,560	20,781	13%

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Public Relations/Advertising Production

	August 2011	August 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Media Messaging (Releases and Pitches)	18	12	50%	229	343	-33%
Number of Contacts Reached	1,643	896	83%	6,758	5,693	19%
Press Trips/Media Hosted	2	2	0%	251	211	19%
Dollar value of print and broadcast media (AVE)*	\$804,135	\$802,910	0%	\$11,490,748	\$10,759,749	7%
Significant Placements**	13	11	18%	155	152	2%
Advertising Responses	25,662	686	3641%	43,314	14,070	208%

* Source: Cision

** "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

Celebrated Living

Newspapers

Fort Worth Star-Telegram

Chicago Tribune

USA Today

Online/Internet Outlets:

BBC.com (BBC Travel)

Statesman.com

ESPN.com

FoxSports.com

Foodandwine.com

Seriouseats.com

USAToday.com

Broadcast

KENS-TV San Antonio

KXAN-TV

Media Hosted

Joseph Pedro - PASSPORT Magazine

Mandy Seymour - BestRatedReviews.com