

Austin

CONVENTION AND VISITORS BUREAU

MONTHLY INDUSTRY REPORT

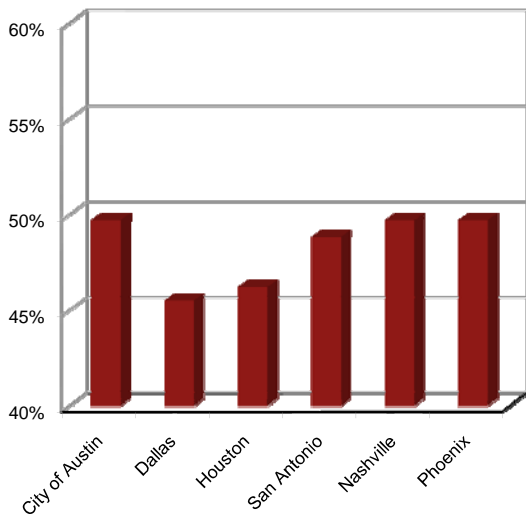
Industry Report –January 2011

Lodging Industry Report

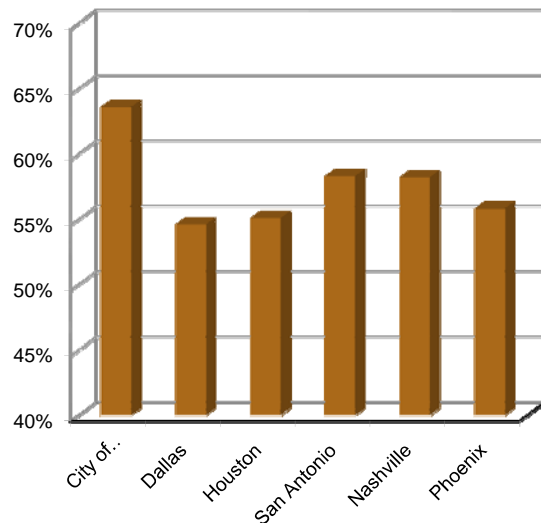
	December 2010						December Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Room Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown Austin	55.5%	14.0	\$121.79	6.5	21.4	17.8	72.5%	8.2	\$133.21	-1.7	6.3	8.7
City of Austin	49.7%	10.9	\$88.34	2.0	13.1	16.2	63.6%	5.2	\$99.06	-2.7	2.4	10.4
Markets												
Dallas	45.5%	7.9	\$75.67	-1.1	6.7	9.8	54.6%	6.9	\$83.88	-2.7	4.0	9.9
Houston	46.2%	3.7	\$81.34	-0.5	3.2	7.7	55.1%	-0.3	\$88.57	-3.9	-4.2	5.8
San Antonio	48.8%	1.4	\$90.99	0.9	2.3	9.2	58.3%	3.8	\$95.80	0.3	4.1	12.5
Nashville	49.7%	5.7	\$88.50	0.2	5.9	6.4	58.2%	6.9	\$86.64	-4.1	2.5	3.9
Phoenix	49.7%	13.5	\$88.21	-1.8	11.4	15.1	55.8%	7.2	\$100.94	-5.1	1.7	10.3

Source: Smith Travel Research

December Occupancy



Year to Date Occupancy



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Aviation Passengers*

	December 2010	December 2009	% Ch	2010 YTD	2009 YTD	YTD % Ch
Total Passengers	793,327	694,963	14.2%	8,693,708	8,220,898	5.8%
Total Enplanements	427,168	353,737	20.8%	4,375,428	4,113,544	6.4%

*Source: Austin-Bergstrom International Airport

Visitor Inquiries

	January 2011	January 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Visitor Guide Requests	6,901	8,199	-16%	23,095	22,772	1%
Downtown Visitors	6,995	7,155	-2%	46,567	48,000	-3%
Phone Calls	857	1,422	-40%	5,112	5,600	-9%
Retail Revenue-Gross	\$22,184.00	\$33,721.00	-34%	\$209,942.00	\$270,000.00	-22%

Website Traffic

	January 2011	January 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Unique Web Visits	94,585	83,470	13%	302,797	267,886	13%
Avg. Time Spent on Website	3:33	4:05	-13%	3:09	3:50	-18%
Hotel Reservations Booked	47	42	12%	211	169	25%

Group Leisure Travel

	January 2011	January 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Number of Leads	49	21	133%	218	138	58%
Inquiries Fulfilled	35	20	75%	168	142	18%
Tours Booked	21	2	950%	31	8	288%
Room Night Total	2,336	144	1522%	3,396	2,230	52%

A Meetings—CVB Booked

	January 2011	January 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Number of Meetings*	8	6	33%	23	22	5%
Room Nights	26,918	14,895	81%	63,259	73,649	-14%
Attendance	23,250	7,680	203%	56,350	46,956	20%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	January 2011	January 2010	% Ch
Number of Definite Bookings	35	38	-8%
Total Room Night Production	37,117	28,872	29%
Total Attendance	34,020	22,823	49%



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A Meetings Lead Production

	January 2011	January 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	13	12	8%	88	53	66%
Total Room Night Production	47,048	21,965	114%	386,553	172,301	124%

ALL Meetings Lead Production

	January 2011	January 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Number of Leads	92	71	30%	355	274	30%
Total Room Night Production	83,578	44,715	87%	536,219	308,514	74%

Tradeshows & Events

Event Name	Location	Department Attending
PCMA Annual and Client Event	Las Vegas, NV	Sales
Southwest Showcase	Austin, TX	Sales
RCMA	Tampa, FL	Sales

Site Visits

Group Name	Total Room Nights
Convention Sales	
South Central Association of Blood Banks	493
City County Communications & Marketing Association	525
Unites States Association for Energy Economics	525
NAGRA North American Gaming Regulators Association	560
United States Tennis Association	1,340
CVS Caremark	1,730
Irrigation Association	7,000
Convention Services (Site Visits/Planning Meetings)	
CVS Caremark	1,730
National Council of Examiners for Engineering & Surveying	280
Texas Middle School Association	1682



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Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Texas Hospital Association	2/2/2011	2/3/2011	750	105
Keller Williams Realty	11/14/2011	11/17/2011	500	423
Texas Parent Teachers Association	7/26/2012	7/29/2012	4,000	1,525
Gulf Coast Association of Geological Societies	10/21/2012	10/23/2012	1,200	1,050
Alpha Phi Alpha Fraternity	6/25/2013	7/1/2013	1,600	3,960
Keller Williams Realty	9/15/2014	9/18/2014	5,800	4,500
American College of Clinical Pharmacy	10/13/2014	10/15/2014	4,800	1,830
National League of Cities	11/18/2014	11/22/2014	8,000	13,525

**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	53,550	73,191	9	25,700	59,563	9
2014	59,150	83,543	14	54,650	59,717	17
2013	70,850	94,516	19	67,435	82,912	22
2012	111,800	132,384	31	66,965	626,985	21
2011	150,150	153,180	49	18,450	57,431	16
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

	January 2011	January 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Meetings Serviced bureau booked = 107 non-bureau booked = 35	142	121	17%	453	380	19%
Reservations Assigned	590	653	-10%	6,467	5,497	18%
Registration Hours	156	127	23%	1,998	964	107%
Music Event Bookings	15	12	25%	70	70	0%



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Film Production

	January 2011	January 2011	% Ch	2011 YTD	2010 YTD	YTD % Ch
Production/ Referral Inquiries	300	293	2%	1,005	1,013	-1%
Production Packages Fulfilled	4	7	-43%	13	18	-28%
Production Starts	2	1	N/A	7	5	40%
Production Days	54	26	108%	202	148	36%

Film, TV, Commercial, Print and Miscellaneous Production

Deep in the Heart, Feature -- in production
Beneath the Darkness, Indie Feature Film -- wrapped

Meet Jane, TV Pilot -- wrapped

When Angels Sing, Feature -- in production

Heritage Marketing

	January 2011	January 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Walking Tour Participants	105	89	18%	517	287	80%
Brochure Distribution	700	5,080	-86%	15,080	18,670	-19%

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Public Relations/Advertising Production

	January 2011	January 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	13	14	-7%	55	55	0%
Number of Contacts Reached	96	175	-45%	1,122	1,933	-42%
Press Trips/Media Hosted	25	11	127%	55	29	90%
Dollar value of print and broadcast media (AVE)*	\$640,537	\$635,994	1%	\$3,582,269	\$2,484,251	44%
Significant Placements**	13	9	44%	49	46	7%
Advertising Responses	2,397	1,952	23%	9,257	7,082	31%

* 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. Significant placements were not tracked in FY 08-09.

Media Placements

Print Magazines

Golf Chicago
ConventionSouth

Newspapers

The Wall Street Journal
The Washington Post
The New York Times
Austin American-Statesman

Online/Internet Outlets:

TSNN (Tradeshaw News Network)
MeetingsFocus.com
AMNY.com (AM New York)
Gawker.com
The Huffington Post

Broadcast

KVUE-TV
The CBS Evening News

Media Hosted

Kendra Strey, AAA Texas Journey
David Alan, TopsyTexan.com
Jill Fergus, Freelance - NY Times, American Way
Ben Schlesinger – USAE
Rebecca Keister – USAE
James Heller – USAE
Betsy Bair, editorial director, Corporate Meetings & Incentives, Association Meetings
Maxine Golding, editor, ConferenceDirect Meeting Mentor
Meghan McAndrews, managing editor, Meetings + Events Media Group
Jon Trask, MeetingsPodcast.com
Michael J. Shapiro, senior editor, Meetings & Conventions
Michael Hart, editorial director, SportsTravel and Association News
Lisa Furfine, associate publisher, SportsTravel and Association News
Sheryl Sookman Schelter, CMP, principal, The Meeting Connection
Teri Burke, advertising manager, SportsTravel and Association News
Michael Schoenberger, editor, The Inside Traveler and The Sal Sagev

Stephen Nold, publisher, Tradeshaw News Network
Rachel Wimberly, editor, Tradeshaw News
Solomon Herbert, publisher and editor-in-chief, Black Meetings & Tourism
Gloria Herbert, associate publisher, Black Meetings & Tourism
Travis Stanton, editor, Exhibitor Magazine
Vincent Alonzo, editor-in-chief, Successful Meetings and Incentive
Chuck Fazio, Association Trends
Jennifer Zhu, Association Trends
Lori Cioffi, VP/Editorial Director, Meetings + Conventions,
Successful Meetings, Meeting News, Incentive
Mike McAllen, MeetingsPodcast.com