

Austin

CONVENTION AND VISITORS BUREAU

MONTHLY INDUSTRY REPORT

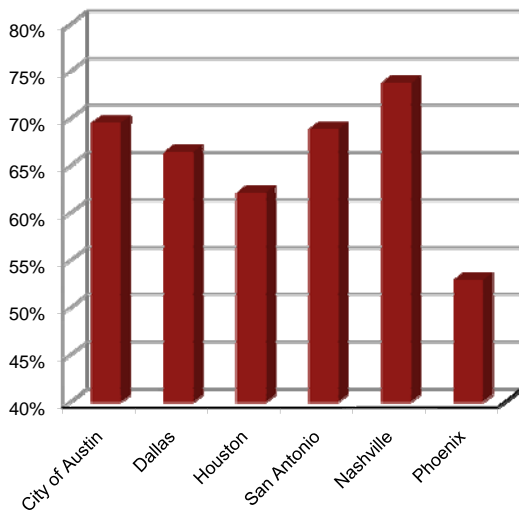
Industry Report –July 2011

Lodging Industry Report

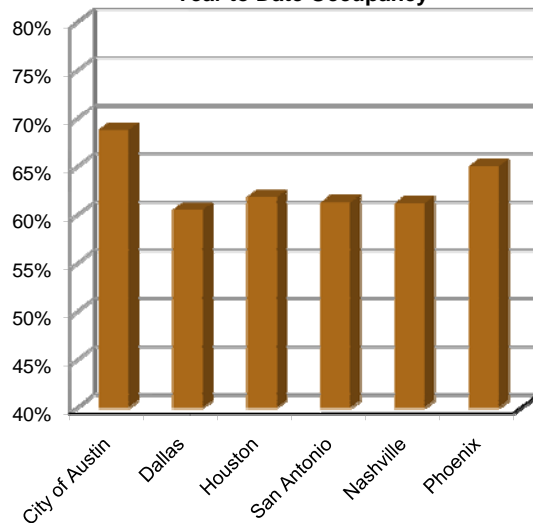
	June 2011						June Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Room Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown Austin	75.9%	5.2	\$133.68	7.8	13.4	9.8	77.9%	5.7	\$147.37	9.0	15.2	10.2
City of Austin	69.5%	5.3	\$101.92	4.6	10.2	7.7	68.8%	5.8	\$106.90	6.1	12.2	9.6
Markets												
Dallas	66.4%	13.7	\$82.74	2.6	16.7	14.2	60.5%	9.3	\$88.38	5.3	15.2	10.3
Houston	62.1%	7.5	\$87.71	0.1	7.6	10.3	61.8%	8.7	\$93.69	3.0	12.0	11.8
San Antonio	68.8%	4.0	\$96.52	-0.5	3.4	6.4	61.3%	3.9	\$97.52	0.2	4.1	7.3
Nashville	73.7%	7.4	\$98.92	10.9	19.1	16.2	61.2%	4.7	\$93.05	6.0	10.9	7.4
Phoenix	52.9%	6.3	\$82.46	1.3	7.7	6.7	65.0%	6.4	\$113.17	2.0	8.5	7.2

Source: Smith Travel Research

June Occupancy



Year to Date Occupancy





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Aviation Passengers*

	June 2011	June 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Total Passengers	815,060	783,804	4.0%	4,415,536	4,112,781	7.4%
Total Enplanements	418,307	398,793	4.9%	2,217,502	2,063,376	7.5%

*Source: Austin-Bergstrom International Airport

Visitor Inquiries

	July 2011	July 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Visitor Guide Requests	5,044	2,486	103%	59,718	45,058	33%
Downtown Visitors	20,150	21,869	-8%	125,663	151,400	-17%
Phone Calls	2,167	2,285	-5%	15,491	14,166	9%
Retail Revenue-Gross	\$101,210.00	\$109,385.00	-7%	\$720,554.00	\$731,154.00	-1%

Website Traffic

	July 2011	July 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Unique Web Visits	96,121	89,655	7%	864,806	792,442	9%
Avg. Time Spent on Website	3:19	4:07	-19%	3:26	3:59	-14%
Online Booking Engine Reservations*	105	72	46%	766	938	-18%

*Includes hotel, attraction and package reservations

Group Leisure Travel

	July 2011	July 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Tourism Partner Leads	51	52	-2%	497	743	-33%
Inquiries Fulfilled	63	34	85%	408	231	77%
Tours Booked	14	0	300%	91	109	-17%
Destination Trainings	8	N/A	N/A	61	N/A	N/A
Online Package Development	0	N/A	N/A	6	N/A	N/A
Room Night Total*	623	428	46%	10,156	9,841	3%

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

A Meetings—CVB Booked

	July 2011	July 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Number of Meetings*	6	7	-14%	51	56	-9%
Room Nights	20,178	5,155	291%	158,641	150,972	5%
Attendance	20,500	11,300	81%	172,450	116,177	48%

*Includes Additional Rooms for Previously Booked "A" Definities

ALL CVB Definite Room Night Bookings

	July 2011	July 2010	% Ch
Number of Definite Bookings	45	45	0%
Total Room Night Production	51,507	23,531	119%
Total Attendance	47,589	25,100	90%


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A Meetings Lead Production

	July 2011	July 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	26	20	30%	208	179	16%
Total Room Night Production	104,462	73,221	43%	794,079	548,406	45%

ALL Meetings Lead Production

	July 2011	July 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	82	84	-2%	912	789	16%
Total Room Night Production	139,639	103,265	35%	1,219,397	900,736	35%

Tradeshows & Events

Event Name	Location	Department Attending
Destination Marketing Association International	New Orleans, LA	Sales, Tourism, Marketing
MPI-WEC	Orlando, FL	Sales

Site Visits

Group Name	Total Room Nights
Fanconi Anemia Research Fund	90
Lincoln Property Company	116
Acura	2,626
Convention Services (Site Visits/Planning Meetings)	
Giant Screen Cinema 9/2011	1332 tm's
Texas Association of Builders 10/2011 and 10/2012	1,100 tm's each year
Emerson - 10/2016	7,330
US Institute of Theater Techs. - 3/2014	3,280
Austin Film Festival - 10/2011	987
3CMA - 9/2011	416



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Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Austin Marathon	2/16/2012	2/18/2012	15,000	14,280
National Hurricane Conference	3/29/2015	4/4/2015	2,500	4,585

**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	73,190	9	25,500	29,560	8
2014	70,250	99,258	16	76,100	91,983	22
2013	88,550	106,435	22	40,925	43,084	20
2012	161,700	146,156	37	21,807	28,615	12
2011	144,800	183,748	57	3,500	13,750	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

	July 2011	July 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Meetings Serviced bureau booked = 91 non-bureau booked = 35	126	132	-5%	1,218	1,066	14%
Reservations Assigned	963	12	7925%	13,715	7,735	77%
Registration Hours	686	398	72%	4,901	3,409	44%
Music Event Bookings	20	19	5%	173	173	0%



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Film Production

	July 2011	July 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Production/ Referral Inquiries	371	287	29%	3,023	2,858	6%
Production Packages Fulfilled	4	3	33%	48	45	7%
Production Starts	3	3	0%	21	18	17%
Production Days	76	70	9%	495	487	2%

Film, TV, Commercial, Print and Miscellaneous Production

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

Top Chef -- Bravo TV Reality Episode -- Preproduction

Abel's Field -- Indy Feature --In Production

Heritage Marketing

	July 2011	July 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Walking Tour Participants	158	86	84%	1,367	1,029	33%
Brochure Distribution	1,200	6,180	-81%	23,560	19,801	19%

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Public Relations/Advertising Production

	July 2011	July 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Media Messaging (Releases and Pitches)	21	29	-28%	211	331	-36%
Number of Contacts Reached	1,070	158	577%	5,115	4,797	7%
Press Trips/Media Hosted	8	7	14%	249	209	19%
Dollar value of print and broadcast media (AVE)*	\$911,650	\$958,396	-5%	\$10,686,613	\$9,956,839	7%
Significant Placements**	15	12	25%	142	141	1%
Advertising Responses	2,152	2,486	-13%	17,652	13,384	32%

Note: Media outreach and contacts reached are internal only. ACVB PR firm conducted outreach but did not report numbers in June.

* 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

USAE
Fido Friendly
Chile Pepper
Southern Living
Conde Nast Traveler

MeetingsFocus - South

Newspapers

The New York Times
Austin American-Statesman

Online/Internet Outlets:

SFGate.com
CNN Money.com
NYTimes.com
USAToday.com

Eater.com
MSN.com

Broadcast

KVUE-TV

Media Hosted

3 Op Reis - Dutch Travel Show (3)
Globetrekker - UK travel show (5)