

Austin

CONVENTION AND VISITORS BUREAU

MONTHLY INDUSTRY REPORT

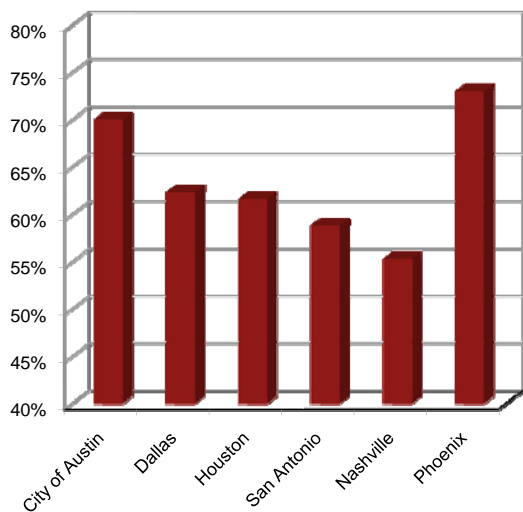
Industry Report –March 2011

Lodging Industry Report

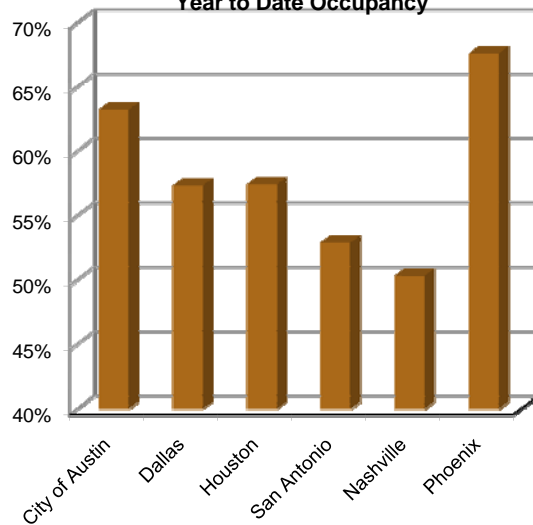
	February 2011						February Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Room Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown Austin	80.3%	6.7	\$144.10	10.1	17.4	11.0	74.4%	10.3	\$136.11	8.4	19.6	14.6
City of Austin	70.0%	5.8	\$103.20	5.6	11.7	10.7	63.2%	8.6	\$99.02	4.6	13.6	13.8
Markets												
Dallas	62.3%	10.6	\$107.72	22.7	35.8	11.7	57.3%	8.0	\$97.75	12.7	21.7	9.2
Houston	61.6%	3.8	\$92.82	-0.4	3.4	6.5	57.4%	6.2	\$91.19	1.3	7.6	9.3
San Antonio	58.8%	2.2	\$95.34	-0.5	1.7	6.3	52.9%	4.5	\$92.59	0.5	5.0	9.1
Nashville	55.3%	4.2	\$88.76	2.5	6.9	4.2	50.3%	5.0	\$88.40	3.6	8.8	5.0
Phoenix	73.0%	9.1	\$120.90	0.5	9.6	10.4	67.6%	10.2	\$119.35	1.3	11.7	11.7

Source: Smith Travel Research

February Occupancy



Year to Date Occupancy



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Aviation Passengers*

	February 2011	February 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Total Passengers	608,437	555,807	9.5%	1,256,598	1,165,833	7.8%
Total Enplanements	303,871	276,785	9.8%	624,138	579,838	7.6%

*Source: Austin-Bergstrom International Airport

Visitor Inquiries

	March 2011	March 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Visitor Guide Requests	3,252	5,753	-43%	32,287	28,190	15%
Downtown Visitors	18,358	17,381	6%	75,776	66,284	14%
Phone Calls	1,508	1,539	-2%	8,009	8,604	-7%
Retail Revenue-Gross	\$93,474.00	\$86,938.00	8%	\$352,480.00	\$356,107.00	-1%

Website Traffic

	March 2011	March 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Unique Web Visits	115,926	102,272	13%	506,859	444,556	14%
Avg. Time Spent on Website	3:30	4:15	-18%	3:30	3:59	-12%
Online Booking Engine Reservations*	81	88	-8%	353	301	17%

*Includes hotel, attraction and package reservations

Group Leisure Travel

	March 2011	March 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Tourism Partner Leads	46	188	-76%	299	373	-20%
Inquiries Fulfilled	40	109	-63%	235	297	-21%
Tours Booked	23	9	156%	61	29	110%
Destination Trainings	4	N/A	N/A	41	N/A	N/A
Online Package Development	0	N/A	N/A	4	N/A	N/A
Room Night Total*	984	1,316	-25%	4,858	5,541	-12%

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

A Meetings—CVB Booked

	March 2011	March 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Number of Meetings*	6	7	-14%	32	33	-3%
Room Nights	23,774	15,451	54%	96,956	100,218	-3%
Attendance	30,500	14,700	107%	98,000	71,686	37%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	March 2011	March 2010	% Ch
Number of Definite Bookings	38	43	-12%
Total Room Night Production	35,585	44,496	-20%
Total Attendance	43,273	206,367	-79%



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A Meetings Lead Production

	March 2011	March 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	23	16	44%	129	90	43%
Total Room Night Production	85,137	63,518	34%	528,340	306,002	73%

ALL Meetings Lead Production

	March 2011	March 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	129	115	12%	564	462	22%
Total Room Night Production	146,285	120,012	22%	765,974	523,523	46%

Tradeshows & Events

Event Name	Location	Department Attending
Meeting Industry Council (Denver) Tradeshow	Denver, CO	Sales
Society of Gynecologic Oncologists (attendance booster)	Orlando, FL	Services

Site Visits

Group Name	Total Room Nights
Convention Sales	
National Rural Economic Developers Association	205
U.S. Committee on Irrigation & Drainage	250
Catholic Legal Immigration Network Inc.	540
African Violet Society of America	543
American Commodity Distribution Association	1,274
United States Tennis Association	1,300
Convention Services (Site Visits/Planning Meetings)	
Cultural Care Au Pair Conference 4/2011	420
International Municipal Lawyers Assn. 10/2012	2,517
Association of Texas Professional Educators 7/2011	1,750
Austin Film Festival 10/2011	987



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Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
International Lake Environment Committee	10/31/2011	11/4/2011	500	1,100
Cancer Prevention and Research Institute of Texas	11/15/2011	11/17/2011	1,500	2,250
MP Associates, Inc.	2/3/2013	6/6/2013	9,000	5,649
Texas Association of School Administrators	1/27/2017	2/1/2017	6,500	4,925
Texas Association of School Administrators	1/26/2018	1/31/2018	6,500	4,925
Texas Association of School Administrators	1/25/2019	1/30/2019	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	53,550	73,190	9	24,800	49,340	11
2014	59,150	83,543	14	63,800	81,804	19
2013	81,450	104,125	21	54,175	70,779	21
2012	114,500	135,754	32	33,200	30,896	14
2011	138,150	163,934	53	3,500	18,709	5
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

	March 2011	March 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Meetings Serviced bureau booked = 97 non-bureau booked = 46	143	94	52%	721	617	17%
Reservations Assigned	1,045	397	163%	6,498	6,547	-1%
Registration Hours	507	356	42%	2,705	1,966	38%
Music Event Bookings	19	22	-14%	101	111	-9%


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Film Production

	March 2011	March 2011	% Ch	2011 YTD	2010 YTD	YTD % Ch
Production/ Referral Inquiries	295	369	-20%	1,519	1,578	-4%
Production Packages Fulfilled	3	5	-40%	20	27	-26%
Production Starts	1	3	N/A	9	7	29%
Production Days	38	56	-32%	256	276	-7%

Film, TV, Commercial, Print and Miscellaneous Production

Deep in the Heart, Feature -- wrapped

When Angels Sing, Feature -- in production

Bernie, Feature, -- wrapped

Heritage Marketing

	March 2011	March 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Walking Tour Participants	194	131	48%	743	554	34%
Brochure Distribution	n/a	2,000		n/a	29,230	-

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Public Relations/Advertising Production

	March 2011	March 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	108	19	468%	186	87	114%
Number of Contacts Reached	248	605	-59%	2,889	2,651	9%
Press Trips/Media Hosted	81	136	-40%	253	172	47%
Dollar value of print and broadcast media (AVE)*	\$2,199,188	\$1,747,379	26%	\$7,485,117	\$5,864,705	28%
Significant Placements**	27	28	-4%	88	87	1%
Advertising Responses	2,025	718	182%	13,203	8,449	56%

* 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

Emerging Horizons
 American Way
 AVANTAGES (France)
 944 Magazine
 Newsweek

Newspapers

Austin American-Statesman
 Austin Business Journal
 The Chicago Tribune
 The Washington Post
 San Antonio Express-News
 The Philadelphia Inquirer
 The Wall Street Journal
 The New York Times

Online/Internet Outlets:

Daily Candy
 CNN.com
 Gadling.com
 AmericanWayMag.com
 MSN.com
 USAToday.com

Broadcast

KVUE-TV
 KXAN-TV
 KTBC-TV
 FOX 26 Houston
 CBS San Antonio
 YNN-TV