

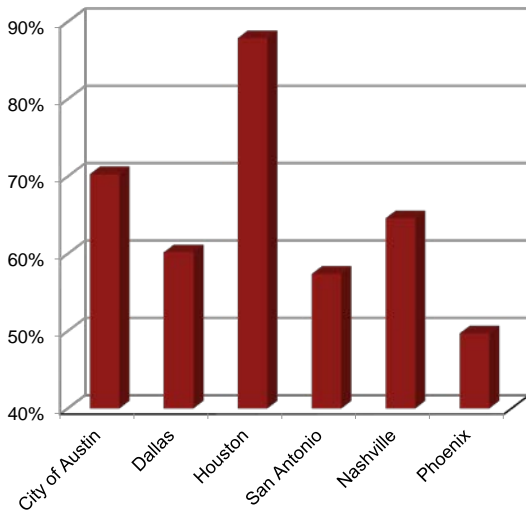
*Austin*  
 CONVENTION AND VISITORS BUREAU  
**MONTHLY INDUSTRY REPORT**

**Industry Report –October 2011**

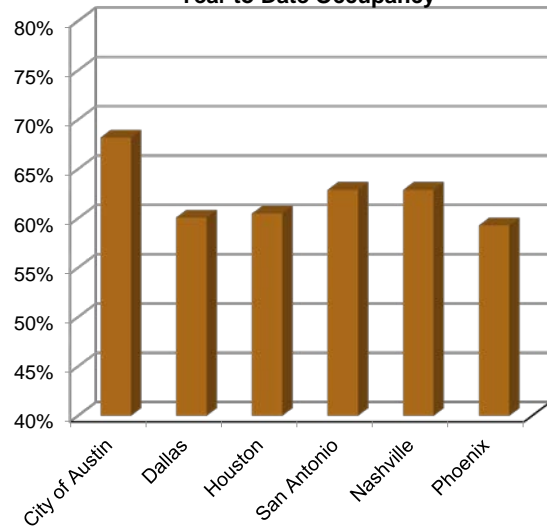
**Lodging Industry Report**

	September 2011						September 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	79.5%	10.9	\$156.33	14.7	27.2	15.8	76.9%	4.8	\$143.95	9.5	14.7	9.3
City of Austin	70.3%	12.4	\$109.15	8.3	21.7	14.2	68.2%	5.3	\$105.33	6.1	11.7	8.6
<b>Markets</b>												
Dallas	60.2%	8.0	\$84.68	1.8	9.9	8.2	60.1%	8.8	\$85.72	4.1	13.3	9.6
Houston	87.9%	8.3	\$89.43	3.3	11.8	10.2	60.5%	8.3	\$91.35	2.5	11.0	10.9
San Antonio	57.4%	11.7	\$93.42	0.3	12.1	13.9	62.9%	4.4	\$96.35	0.0	4.4	7.3
Nashville	64.6%	7.6	\$95.10	11.1	19.5	17.0	62.9%	5.6	\$92.84	7.5	13.6	10.5
Phoenix	49.7%	5.0	\$92.91	5.4	10.6	5.9	59.3%	6.8	\$104.50	2.5	9.5	7.5

**September Occupancy**



**Year to Date Occupancy**





**CONVENTION AND VISITORS BUREAU**  
**MONTHLY INDUSTRY REPORT**

**Aviation Passengers\***

	September 2011	September 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Total Passengers	744,504	685,263	8.6%	6,778,170	6,387,105	6.1%
Total Enplanements	374,399	342,934	9.2%	3,392,960	3,193,862	6.2%

\*Source: Austin-Bergstrom International Airport

**Visitor Inquiries**

	October 2011	October 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Visitor Guide Requests	4,289	6,718	-36%	4,289	6,718	-36%
Downtown Visitors	17,483	17,721	-1%	17,483	17,721	-1%
Phone Calls	1,348	1,575	-14%	1,348	1,575	-14%
Retail Revenue-Gross	\$75,139.00	\$80,623.00	-7%	\$75,139.00	\$80,623.00	-7%

**Website Traffic**

	October 2011	October 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Unique Web Visits	86,125	78,366	10%	86,125	78,366	10%
Online Booking Engine Reservations*	37	78	-53%	37	78	-53%

\*Includes hotel, attraction and package reservations

**Leisure Travel**

	October 2011	October 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Tourism Inquiries/Referrals	72	59	22%	72	59	22%
Destination Trainings	9	N/A	N/A	9	N/A	N/A
Online Package Development	0	N/A	N/A	0	N/A	N/A

**A Meetings—CVB Booked**

	October 2011	October 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Number of Meetings*	3	9	-67%	3	9	-67%
Room Nights	9,932	18,133	-45%	9,932	18,133	-45%
Attendance	8,300	13,200	-37%	8,300	13,200	-37%

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

**ALL CVB Definite Room Night Bookings**

	October 2011	October 2010	% Ch
Number of Definite Bookings	25	40	-38%
Total Room Night Production	15,876	28,427	-44%
Total Attendance	12,770	18,092	-29%

  
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**A Meetings Lead Production**

	October 2011	October 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	11	24	-54%	11	24	-54%
Total Room Night Production	69,831	102,521	-32%	69,831	102,521	-32%

**ALL Meetings Lead Production**

	October 2011	October 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	76	85	-11%	76	85	-11%
Total Room Night Production	103,872	133,783	-22%	103,872	133,783	-22%

**Tradeshows & Events**

Event Name	Location	Department Attending
UIL Legislative Breakfast	Austin, TX	ASC/Sales/Services
TEAMS USA	Las Vegas, NV	ASC
Denver Sales Mission/Client Event	Denver, CO	Sales
Texas Tourism Sales & Media Mission	Zurich, Switzerland; London & Manchester, United Kingdom	Tourism
GHML German/Sweden Mission	Munich, Germany	Tourism
Receptive Tour Operator FAM Tour	Austin, TX	Tourism
World Travel Market	London, United Kingdom	Tourism
Austin Film Festival	Austin, TX	All

**Site Visits**

Group Name	Total Room Nights
Basys, Inc.	335
American Society of Enology and Viticulture	560
National Sports Forum	870
International Council of Shopping Centers	1,100
US Department of State	1,500
American Association for Public Opinion Research	1,935
Grain Elevator and Processing Society	2,475
Maritz Travel Company	2,626
American Society for Surgery of the Hand	4,911
Rooster Teeth Productions	6,500
Society for Research in Child Development	8,636
<b>Convention Services (Site Visits/Planning Meetings)</b>	
Society for Research & Child Development 3/2017	8,536
American Mosquito Control Association 2/2012	2,635
Society for Surgery of the Hand 9/2016	4,911
American Association for Public Opinion Research 5/2015	1,935
American Fraternal Alliance 9/2014	1,460
American Meteorological Society 1/2013	2,775
Grain Elevator & Processing Society 2/2016	2,475



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**Convention Center and/or Citywide Event Bookings\***

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
USA Fencing	11/11/2011	11/14/2011	2,000	1,552
United Business Media	9/30/2013	10/4/2013	1,300	2,712
Irrigation Association	11/3/2013	11/11/2013	5,000	5,668

*\*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	63,450	84,835	12	47,500	48,402	13
2014	81,550	104,853	18	47,050	84,154	19
2013	94,800	116,911	26	43,150	47,381	20
2012	149,400	162,638	42	33,900	52,794	12
2011	184,200	199,725	58	0	0	0
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**

	October 2011	October 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Meetings Serviced bureau booked = 112 non-bureau booked = 35	147	123	20%	147	123	20%
Reservations Assigned	1,102	496	122%	1,102	496	122%
Registration Hours	321	540	-41%	321	540	-41%
Music Event Bookings	15	15	0%	15	15	0%

  
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**Film Production**

	October 2011	October 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Production/ Referral Inquiries	268	275	-3%	268	275	-3%
Production Packages Fulfilled	6	5	20%	6	5	20%
Production Starts	3	2	50%	3	2	50%
Production Days	50	58	-14%	50	58	-14%

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

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

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

*Nike Photo Shoot* -- completed

**Heritage Marketing**

	October 2011	October 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Walking Tour Participants	393	193	104%	393	193	104%
Brochure Distribution	600	11,740	-95%	600	11,740	-95%

# Austin

## CONVENTION AND VISITORS BUREAU

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#### Public Relations Production

	October 2011	October 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Media Outreach (Releases and Pitches)	13	13	0%	13	13	0%
Number of Outlets Reached	953	362	163%	953	362	163%
Press Trips/Media Hosted	4	10	-60%	4	10	-60%
Dollar value of media (source: Cision)	\$251,783	\$951,603	-74%	\$251,783	\$951,603	-74%
Significant Placements*	14	16	-13%	14	16	-13%

\*"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

Texas Monthly  
Passport  
SPA

##### Newspapers

New York Times  
Fort Worth Star Telegram  
Dallas Morning News  
Telegram & Gazette  
The Globe and Mail  
Austin American Statesman

##### Online/Internet Outlets:

Forbes.com  
Examiner.com  
Boston.com  
Statesman.com

##### Broadcast

FOX Houston

#### Media Hosted

Juliet Kinsman-Mr. & Mrs. Smith  
Mead Norton-New Zealand Freelancer  
Anna Fialho-American Way  
Madelyn Miller-Travel Lady  
Paula Disbrowe-Southern Living  
John Maher-Austin American Statesman  
Dr. Michael Groth-NPR Germany  
Zoe Waller-Media Ark  
Lee Mannion-Freelance