

Austin
 CONVENTION AND VISITORS BUREAU
MONTHLY INDUSTRY REPORT

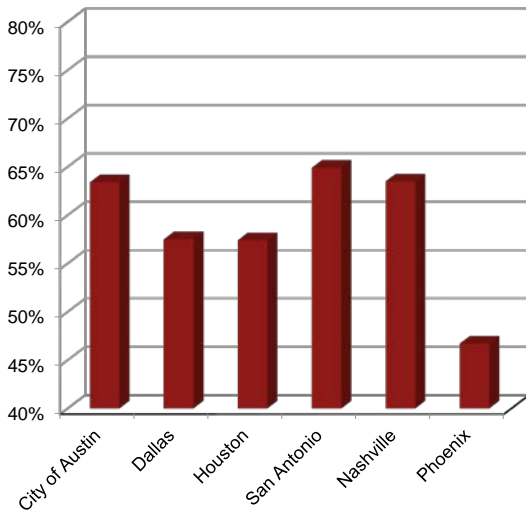
Industry Report –September 2011

Lodging Industry Report

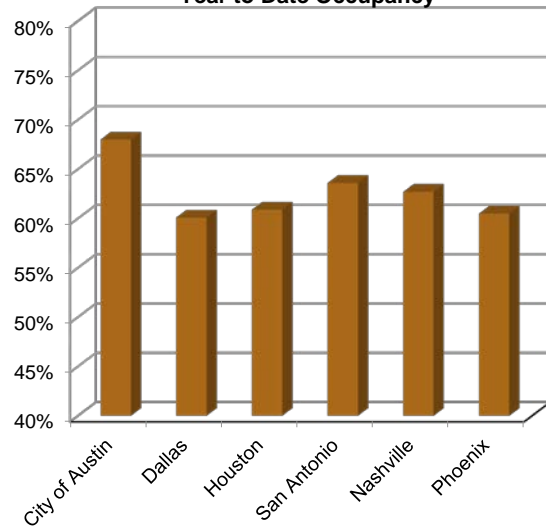
	August 2011						August Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Room Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown Austin	72.1%	0.3	\$126.52	6.5	6.8	4.7	76.6%	4.1	\$142.36	8.7	13.1	8.5
City of Austin	63.4%	0.1	\$97.53	3.7	3.8	2.1	68.0%	4.5	\$104.84	5.8	10.5	7.9
Markets												
Dallas	57.5%	8.2	\$79.43	1.0	9.3	8.6	60.1%	8.9	\$85.84	4.4	13.7	9.7
Houston	57.4%	7.3	\$86.12	0.1	7.4	9.2	60.9%	8.3	\$91.57	2.4	10.9	11.0
San Antonio	64.9%	7.4	\$93.62	2.1	9.6	9.5	63.6%	3.7	\$96.68	0.0	3.7	6.6
Nashville	63.5%	10.8	\$91.31	12.8	24.9	20.4	62.7%	5.4	\$92.56	7.1	12.9	9.7
Phoenix	46.7%	8.2	\$74.71	5.0	13.6	8.7	60.5%	7.1	\$105.70	2.3	9.5	7.8

Source: Smith Travel Research

August Occupancy



Year to Date Occupancy





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Aviation Passengers*

	August 2011	August 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Total Passengers	792,485	761,086	4.1%	6,056,075	5,701,842	6.2%
Total Enplanements	386,879	369,542	4.7%	3,030,064	2,850,928	6.3%

*Source: Austin-Bergstrom International Airport

Visitor Inquiries

	September 2011	September 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Visitor Guide Requests	3,359	4,657	-28%	92,095	54,877	68%
Downtown Visitors	16,033	14,616	10%	144,000	182,614	-21%
Phone Calls	1,518	1,424	7%	16,600	17,496	-5%
Retail Revenue-Gross	\$62,167.00	\$69,382.00	-10%	\$844,601.00	\$876,595.00	-4%

Website Traffic

	September 2011	September 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Unique Web Visits	83,985	85,399	-2%	1,029,351	961,500	7%
Avg. Time Spent on Website	2:46	3:36	-23%	3:20	3:57	-16%
Online Booking Engine Reservations*	41	98	-58%	883	1,113	-21%

*Includes hotel, attraction and package reservations

Group Leisure Travel

	September 2011	September 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Tourism Partner Leads	21	65	-68%	538	819	-34%
Inquiries Fulfilled	13	58	-78%	457	299	53%
Tours Booked	16	14	300%	158	126	25%
Destination Trainings	1	N/A	N/A	66	N/A	N/A
Online Package Development	2	N/A	N/A	10	N/A	N/A
Room Night Total*	4679	1,268	269%	177,571	14,025	1166%

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

A Meetings—CVB Booked

	September 2011	September 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Number of Meetings*	8	12	-33%	63	74	-15%
Room Nights	21,722	22,953	-5%	213,192	188,615	13%
Attendance	21,700	25,950	-16%	230,650	154,202	50%

*Includes Additional Rooms for Previously Booked "A" Defines

ALL CVB Definite Room Night Bookings

	September 2011	September 2010	% Ch
Number of Definite Bookings	36	49	-27%
Total Room Night Production	34,895	39,635	-12%
Total Attendance	29,570	38,863	-24%



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A Meetings Lead Production

	September 2011	September 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	28	16	75%	262	206	27%
Total Room Night Production	103,471	34,908	196%	996,607	647,621	54%

ALL Meetings Lead Production

	September 2011	September 2010	% Ch	2011 YTD	2010 TYD	YTD % Ch
Number of Leads	136	86	58%	1139	968	18%
Total Room Night Production	153,248	84,925	80%	1,506,286	1,095,590	37%

Tradeshows & Events

Event Name	Location	Department Attending
Affordable Meetings National	Washington, DC	Sales
TSAE Annual Conference	Houston, TX	Sales

Site Visits

Group Name	Total Room Nights
Exel/DHL Supply Chain Americas	474
Centers for Medicare and Medicaid Services	525
Air Medical Physician Association	1,100
Air Force Research Laboratory	830
Renal Research Institute	1,335
US Department of State	1,500
USA Gymnastics	1,550
Council of College and Military Educators	2,609
Electrical Apparatus Service Association	2,710
Regulatory Affairs Professionals Society	3,254
Science Teachers Association of Texas	4,160
Technology Forums	5,540
Entomological Society of America	14,435
Convention Services (Site Visits/Planning Meetings)	
Republic of Texas Biker Rally 6/2012	5,659
Code Enforcement Association of Texas 2/2013	500
Industrial Asset Management Council 4/2012	400
Elks 7/2012	22,700



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Convention Center and/or Citywide Event Bookings*

Group	Mtg Start Date	Mtg End Date	Estimated Attendance	Est. Room Nights
Reliv International	2/12/2013	2/17/2013	3,000	671
Society for Personality and Social Psychology	2/11/2014	2/16/2014	3,300	4,000
Armstrong-McCall	9/6/2014	6/9/2014	8,000	1,464
Medical Library Association	5/15/2015	5/20/2015	1,800	4,870
Texas Assessment Association	12/1/2015	12/4/2015	3,100	2,190
Fisher Rosemount Systems, Inc.	10/24/2016	10/28/2016	2,500	7,330

**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	45,000	46,742	12
2014	81,550	104,853	18	59,750	88,586	21
2013	88,550	108,531	24	55,175	56,381	23
2012	149,400	162,638	42	38,260	53,141	16
2011	182,200	197,848	57	100	140	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

	September 2011	September 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Meetings Serviced bureau booked = 82 non-bureau booked = 30	112	111	1%	1,451	1,258	15%
Reservations Assigned	3,138	878	257%	18,407	10,018	84%
Registration Hours	931	707.5	32%	5,969	4,171	43%
Music Event Bookings	25	15	67%	220	190	16%


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Film Production

	September 2011	September 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Production/ Referral Inquiries	255	289	-12%	3,583	3,429	4%
Production Packages Fulfilled	2	5	-60%	54	55	-2%
Production Starts	2	2	0%	27	22	23%
Production Days	25	73	-66%	573	615	-7%

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 -- Indy Feature -- post production

Heritage Marketing

	September 2011	September 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Walking Tour Participants	125	180	-31%	1,490	1,514	-2%
Brochure Distribution	0	1,290	-100%	23,560	34,775	-32%

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Public Relations/Advertising Production

	September 2011	September 2010	% Ch	2011 YTD	2010 YTD	YTD % Ch
Media Messaging (Releases and Pitches)	12	11	9%	241	354	-32%
Number of Contacts Reached	279	987	-72%	7,037	6,680	5%
Press Trips/Media Hosted***	3	13	-77%	254	224	13%
Dollar value of print and broadcast media (AVE)*	\$193,479	\$929,700	-79%	\$11,684,227	\$11,689,445	0%
Significant Placements**	15	12	25%	170	164	4%
Advertising Responses	571	1,980	-71%	43,885	16,050	173%

* 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

Next Magazine

Newspapers

The National Post (Canada)

The Daily Mail (UK)

Austin Business Journal

Austin American-Statesman

Online/Internet Outlets:

KUT.org

KXAN.com

FoxNews.com

CNN Eatocracy.com

Huffington Post

Travel.Yahoo.com

FoodandWine.com

MTV.com

Broadcast

KTBC-TV

KVUE-TV

Media Hosted

Marie Elena Martinez (Men's Fitness)

Elissa Richard (Sherman's Travel)

Jack Baribault (MTV.com)

***Hosted the press lounge at the ACL Music Festival.

This welcomed some 400 media from across the globe.