

Research Newsletter

This Dallas CVB Research Newsletter is a Quarterly publication designed to report updated and accurate statistics regarding the tourism and convention industry in the City of Dallas. This issue includes data on Hotel Performance, Convention Bookings, Web Statistics, and much more. If you have any questions or suggestions for improvement, please contact, Sharron Pete at spete@dallascvb.com.

Dallas
CONVENTION & VISITORS BUREAU

The 2006-2007 Year in Review

Media Value

For the 2006-2007 fiscal year, Dallas received approximately **\$17.1** million in Media Value. This figure includes feature articles in *LA Times*, *New York Times*, *the New Yorker*, *Southern Living* and through a feature story with the BBC.

Convention Trade

For the 2006-2007 fiscal year, Convention Sales and Services booked over 580 definite bookings for future years resulting in 864,902 room nights. There were 496 leads added this fiscal year, representing 1,500,252 room nights.

Emerging Markets

The Dallas CVB works in conjunction with community partners to appeal to four distinct niche markets. Through collaborative efforts, we achieved the following goals:

- Asian American
 - The Asian FAM took place in June in conjunction with City Arts celebration. It featured journalists from six major Asian publications. Dallas has already been featured in five of the publications
 - Developed a relationship with *China on TV* to bring a large Chinese business expo to the area
 - Joined with Greater Asian American Chamber of Commerce to establish a partnership that will bring more Asian conferences to the area
- African American
 - Hosted a noted journalist with *Heart & Soul Magazine* in June
 - Secured advertisement in *Black Meetings & Tourism*
 - Send out an RFP to twenty-two companies for the African American Visitors Guide, a major project scheduled for completion during the 07-08 fiscal year
- Latino
 - Contracted with a firm to develop a Latino niche market website to be launched in 07-08
 - Hosted large Latino conferences including National Hispanic Firefighters Convention, SER-Jobs for progress, Hispanic Women's Network State Conference
 - Booked The National Tejano Music Convention and Awards for 2008 and 2009 and LULAC State Conference for 2009
- GLBT
 - Represented Dallas as one of only two cities at the NLGJA conference held in San Diego
 - Updated the www.glbtdallas.com website to reflect the changing market demographics
 - Featured in publications such as *Seattle Gay News*, *Envy Man Magazine*, *Advocate*, *Wall Street Journal online* and *Time Magazine*.
 - Hosted a GLBT FAM with representatives from England, Spain, Canada, Germany, Seattle, Las Vegas, Philadelphia and New York

New Developments

Over the last year, Dallas has seen numerous changes to the restaurant, hotel, and entertainment landscape.

Restaurants

Dallas Fish Market – Offering fresh seafood daily from around the world, The Dallas Fish Market which opened in August is downtown Dallas’ newest restaurant. The menu changes weekly but consistently offers patrons a delectable dining experience.

Nove Italiano - which opened in February, is adding a touch of classic Italian flair to Victory Park. Located just steps from American Airlines Center, the restaurant is a product of the N9Ne group and features a mix of Old World elements juxtaposed against sleek modernism.

Fearings – Located in Uptown at the Ritz-Carlton, Dallas, Fearings features an inventive, colorful approach to the acclaimed cuisine of its namesake, Dean Fearing. The restaurant, which features multi-room dining, has something for everyone.

N9NE Steakhouse – Also new to the Victory Park scene, the N9NE steakhouse debuted in January. Representing a bold new era for the great American steakhouse, the N9NE steakhouse sizzles with a diverse menu ranging from sashimi to sirloin.

Hotel Additions

The Ritz-Carlton, Dallas – the newest addition to the hotel market is located in vibrant Uptown. The luxurious 218 room hotel features upscale amenities, spa and 14,000 square feet of meeting space.

Shopping/Entertainment

Galleria 25th Anniversary – For 25 years, Galleria Dallas has served as the premier shopping destination in North Texas. With more than 200 stores, shoppers have a wide variety of options to choose from. Recent additions include Sushisamba, Charlotte Russe, Kate Spade, and Tourneau.

NorthPark Center – Offering the finest in luxury retail, NorthPark Center is on pace to be one of the top five shopping destinations in the country in 2008. Recent additions include Cartier, True Religion Brand Jeans, Giorgio Armani, and Bottega Veneta, among others.

Hotel Performance Statistics

	CBD		City of Dallas		Dallas Metroplex	
	2007	% Chg*	2007	% Chg*	2007	% Chg*
August 2007 Occupancy	51.3%		55.6%		59.7%	
August 2007 Rooms Sold	181,362	-5.8%	506,746	-1.7%	1,302,156	1.3%
August 2007 Average Room Rate	\$130.39	4.3%	\$93.74	3.2%	\$93.84	5.1%
Fiscal 2007 Year to Date Occupancy	57.9%		58.4%		61.9%	
Fiscal 2007 Year to Date Rooms Sold	2,181,980	-4.4%	5,722,069	-3.2%	14,420,916	-1.9%
Fiscal 2007 Year to Date Avg Room Rate	\$141.90	6.4%	\$102.09	6.6%	\$98.92	8.4%

Source: Smith Travel Research

*Percent Change compared to previous time period

Definite Bookings*

	Month of September	Fiscal YTD 2007
Number of Definite Bookings	98	583
Average Attendance of Definite Bookings	1,048	2,693
Total Attendance	97,454	1,570,224
Total Room Night Production**	211,475	864,902

Source: DBS (Dallas Business Systems) and In-House Booking Reports

* Estimated Definite Bookings reflect bookings based on the time frame (ie Sep) the booking was confirmed definite

**IACVB Calculation

Tentative Bookings*

	Month of September	Fiscal YTD 2007
Number of Tentative Bookings	87	496
Average Attendance of Tentative Bookings	2,433	2,474
Total Attendance	211,653	1,227,053
Total Room Night Production**	136,633	1,500,252

Source: DCVB

*Estimated Tentative Bookings reflect bookings based on the time frame (ie Sep) the booking was confirmed tentative

**IACVB Calculation

DCVB Membership - Visitor Kits

	Month of September	Fiscal YTD 2007
New Members	16	82
Visitor Kit Requests	4,123	54,631

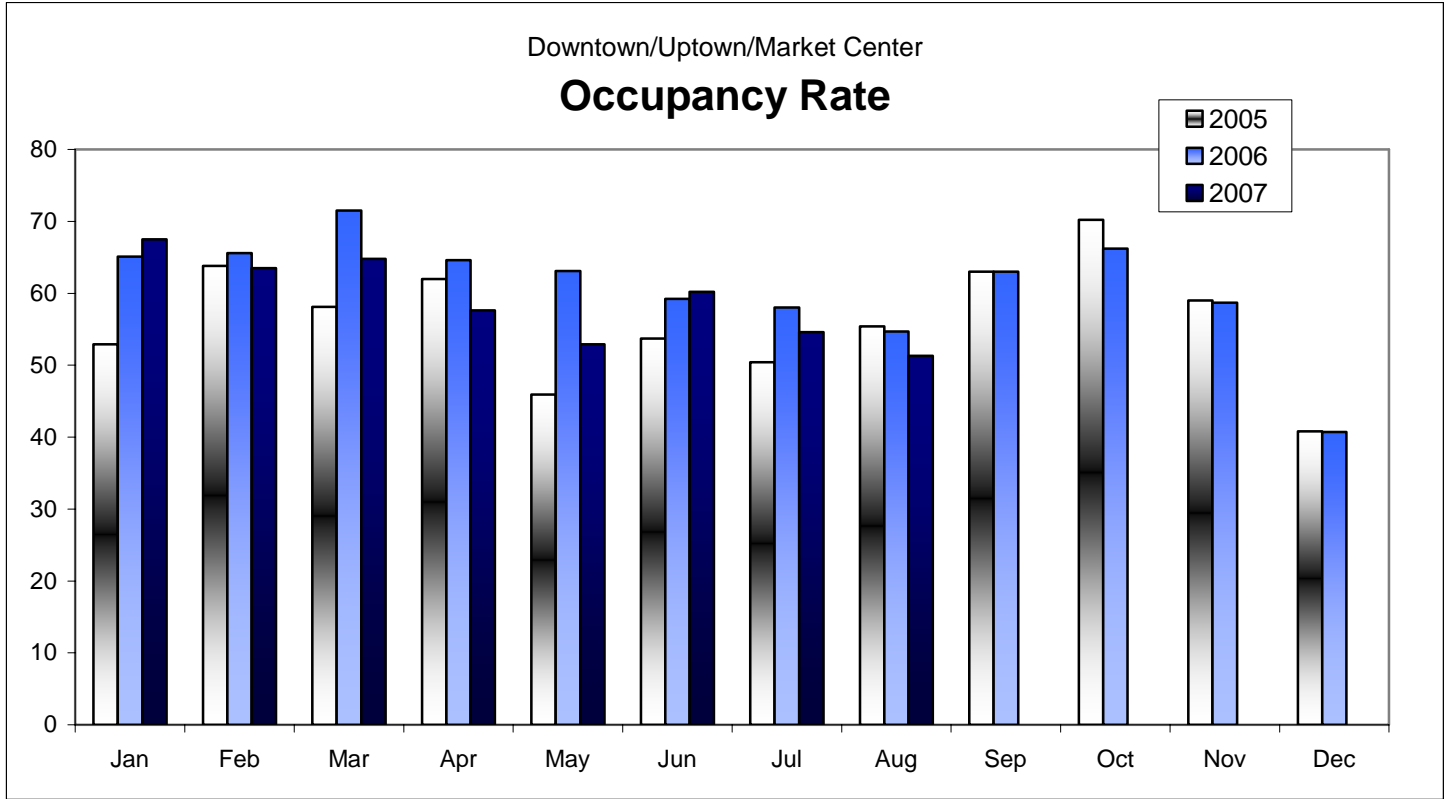
Source: Dallas CVB

Website Statistics

	Month of September	Fiscal YTD 2007	Fiscal YTD % Chg*
Unique Visitors to VisitDallas.com	79,789	1,000,984	15.2%
Unique Visitors to FilmDFW.com	4,284	49,591	20.1%

Source: Dallas CVB

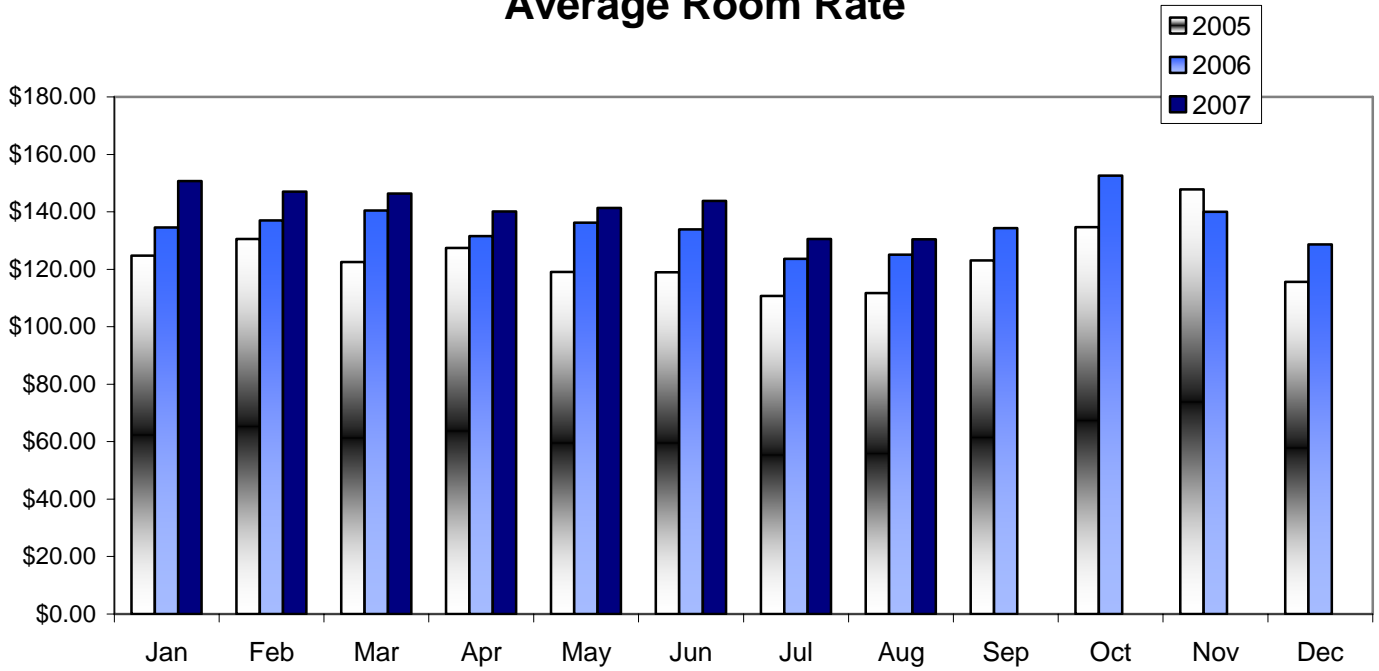
*Change over previous FY



Source: Smith Travel Research

CBD - Occupancy Rate		
	2007	2006
August	51.3	54.7
Calendar YTD	58.9	62.6
Fiscal YTD	57.9	61.2

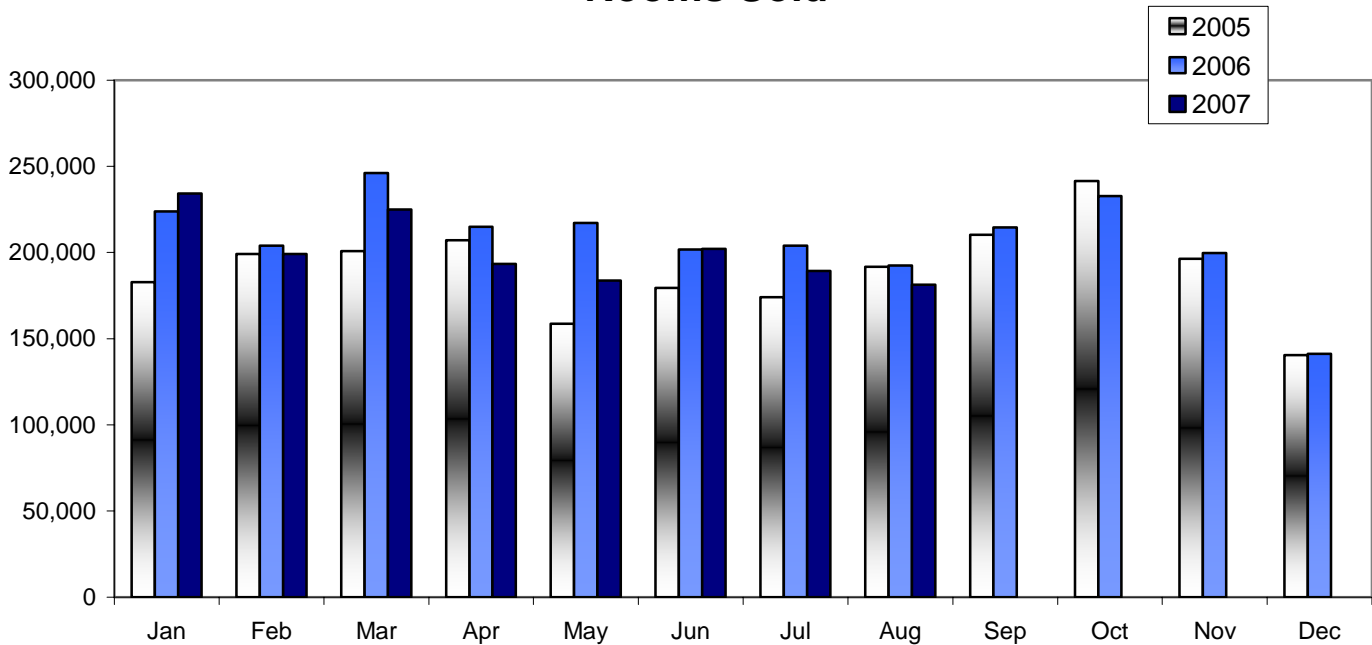
Downtown/Uptown/Market Center
Average Room Rate



CBD - Average Room Rate			
	2007	2006	% Change
August	\$ 130.39	\$ 125.05	4.3
Calendar YTD	\$141.76	\$133	6.6
Fiscal YTD	\$141.90	\$133.37	6.4

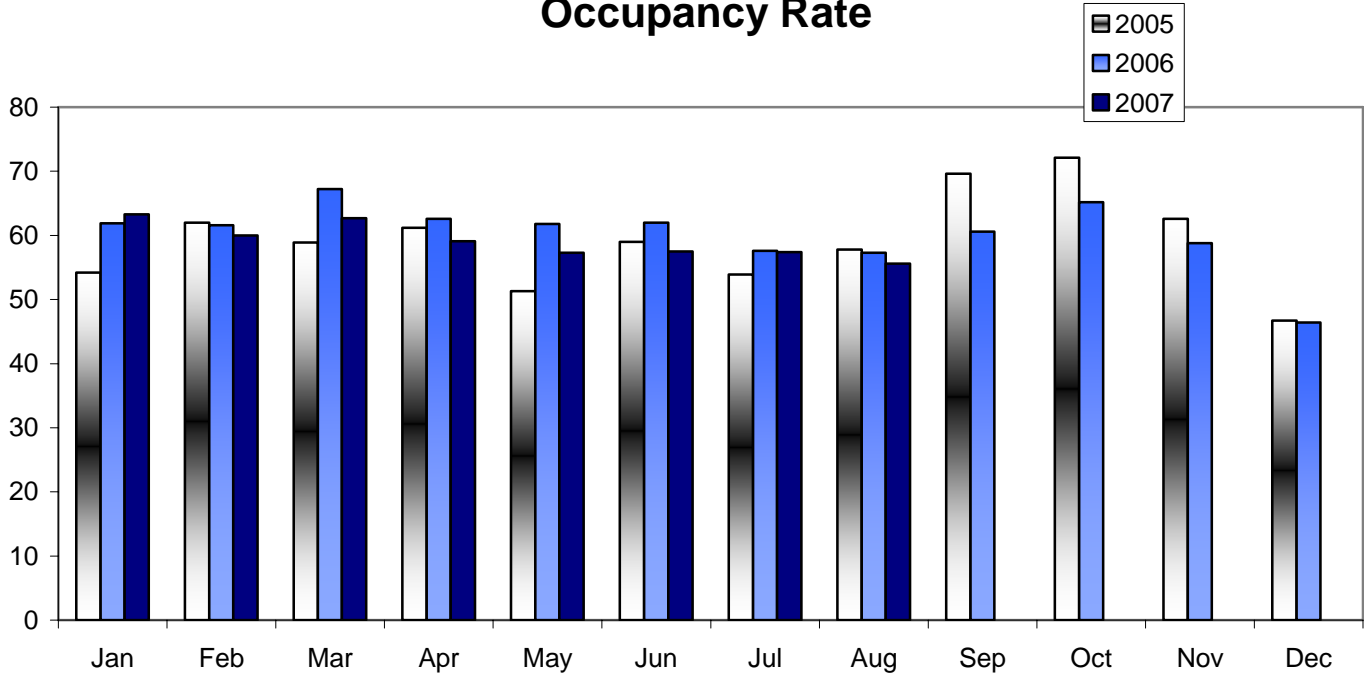
Downtown/Uptown/Market Center

Rooms Sold



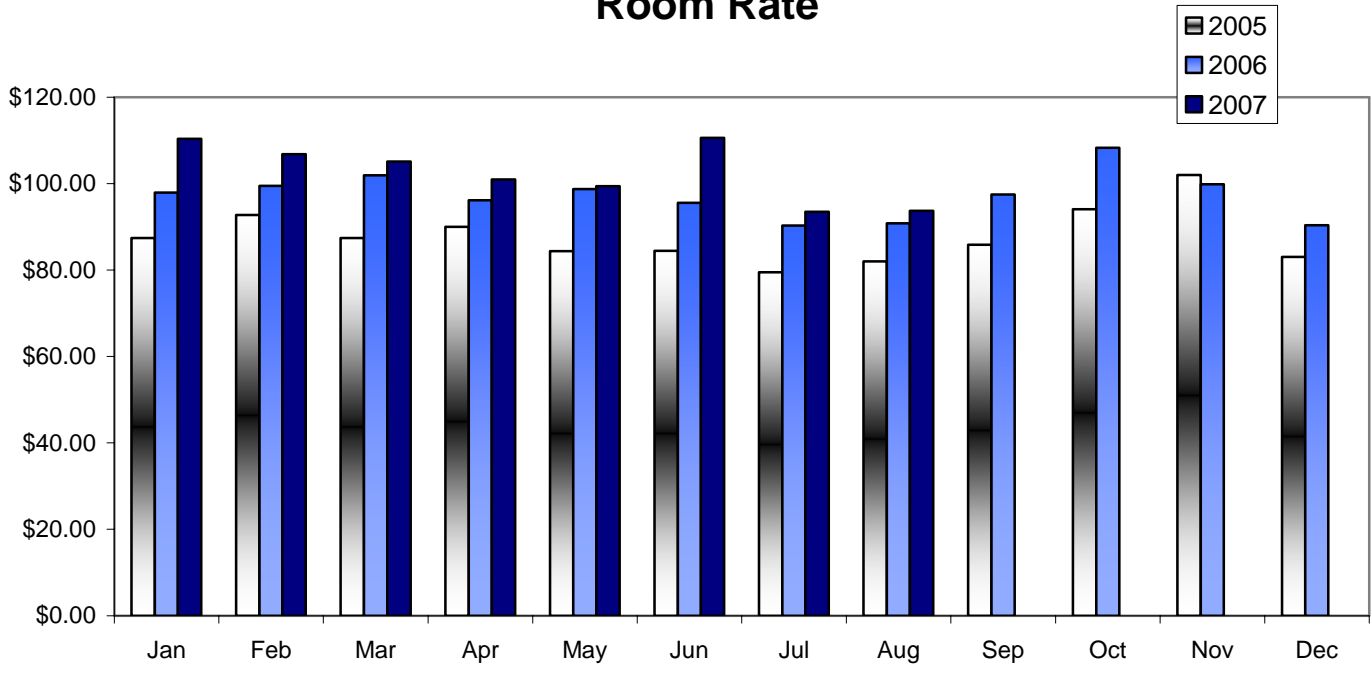
CBD – Rooms Sold			
	2007	2006	% Change
August	181,362	192,524	-5.8
Calendar YTD	1,608,191	1,704,275	-5.6
Fiscal YTD	2,181,980	2,282,548	-4.4

City of Dallas
Occupancy Rate



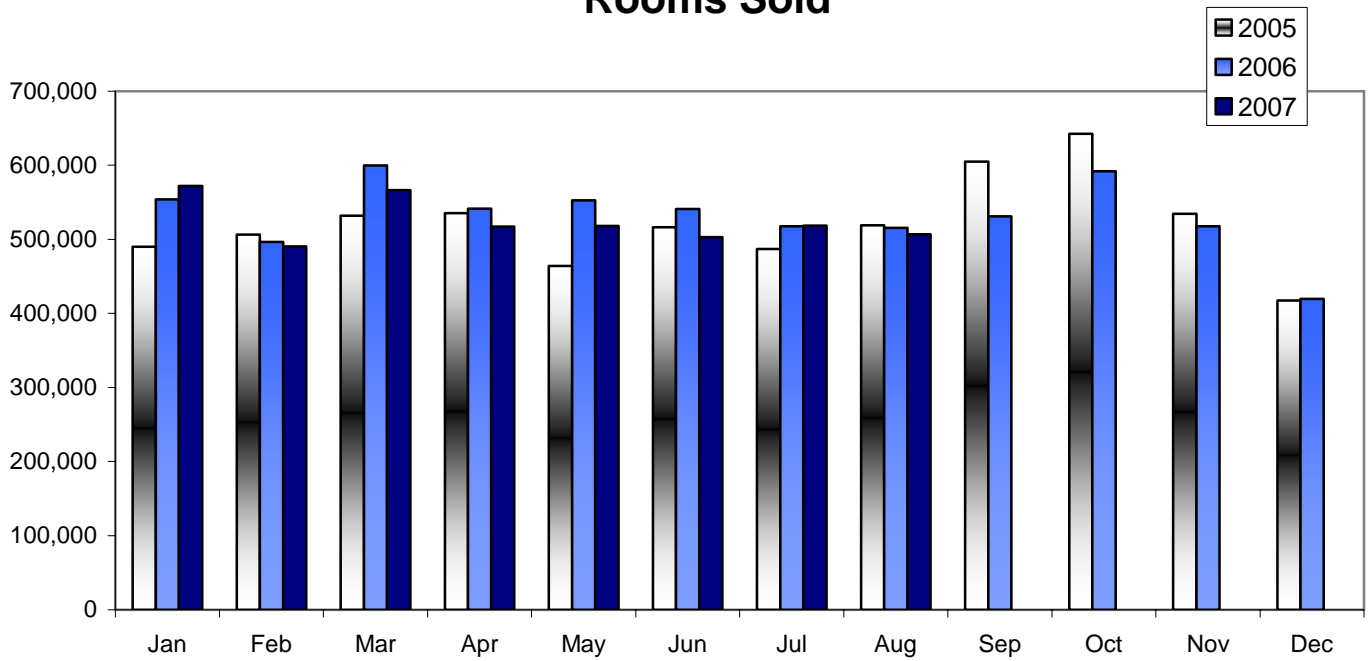
City of Dallas - Occupancy Rate		
	2007	2006
August	55.6	57.3
Calendar YTD	59.1	61.5
Fiscal YTD	58.5	61.2

City of Dallas
Room Rate

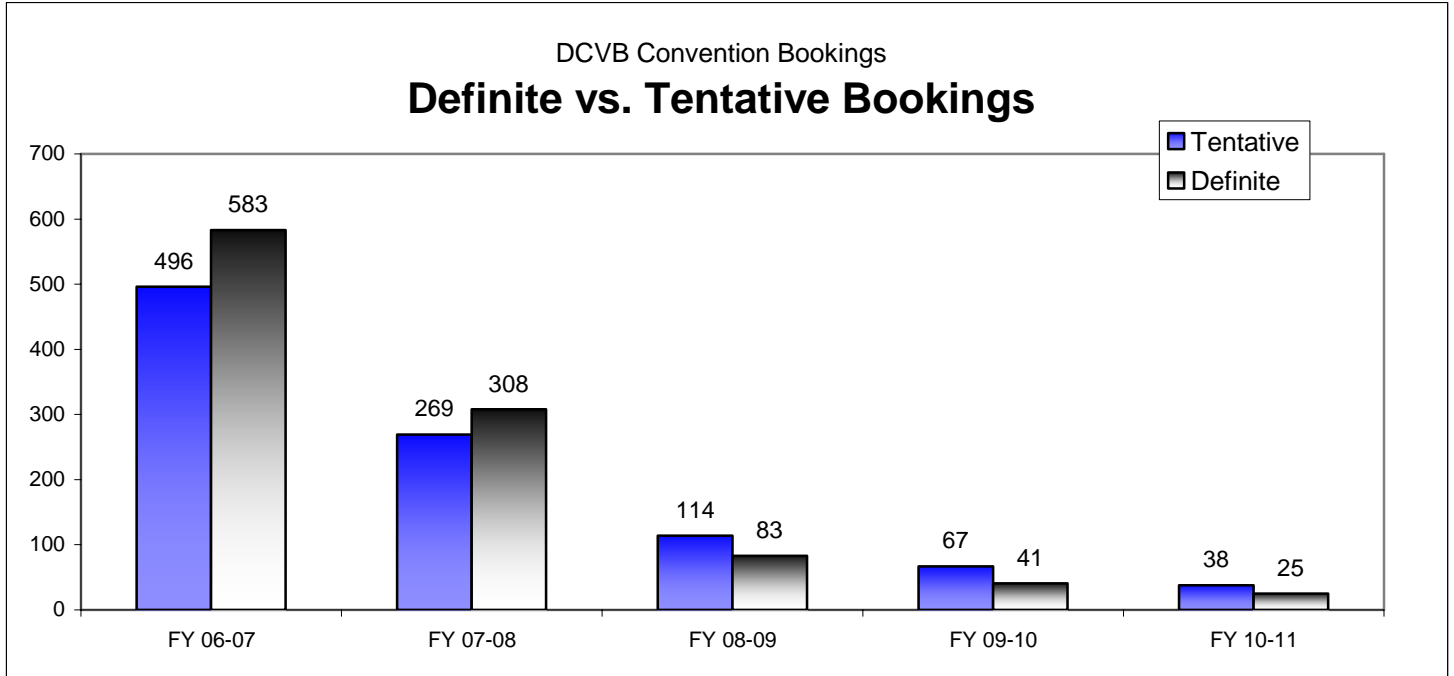


City of Dallas - Room Rate			
	2007	2006	% Change
August	\$93.74	\$90.85	3.2
Calendar YTD	\$102.66	96.48	6.4
Fiscal YTD	\$102.09	\$95.76	6.6

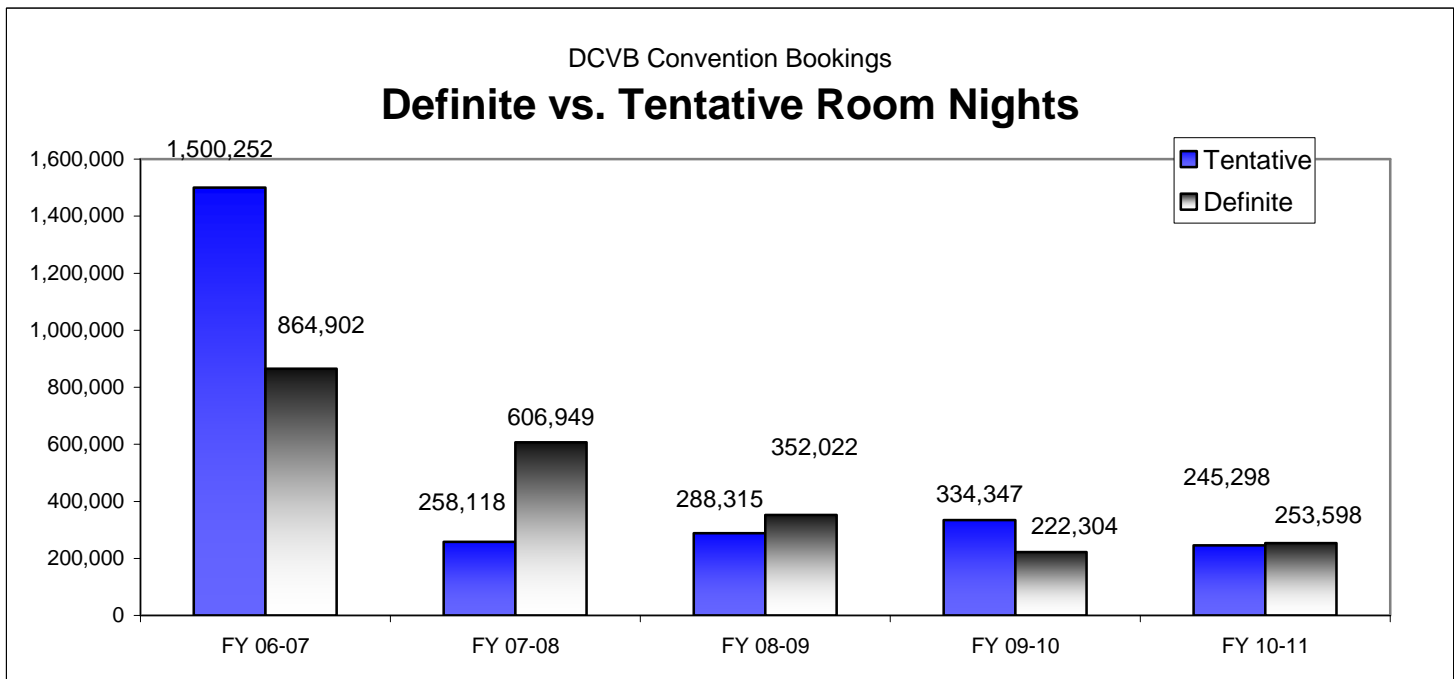
City of Dallas
Rooms Sold



City of Dallas – Rooms Sold			
	2007	2006	% Change
August	506,746	515,506	-1.7
Calendar YTD	4,192,898	4,318,302	-2.9
Fiscal YTD	5,722,069	5,912,786	-3.2



Source: DBS (Dallas Business System)



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