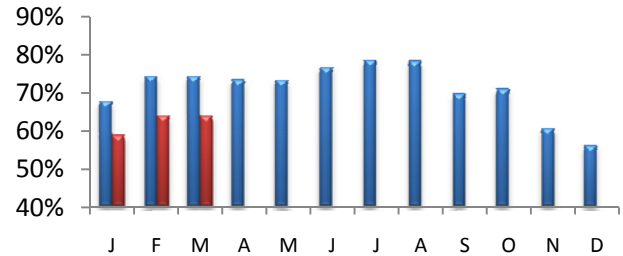


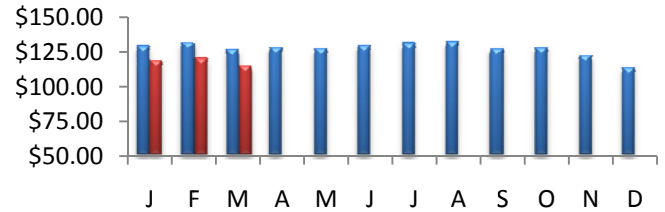
Countywide Hotel Occupancy

March's occupancy measured 64.0%, a decrease of -13.7% from last March's mark of 74.2%. The average occupancy for the top 25 markets was down -12.2%. Overall, US occupancy was also down for the month -11.6%.



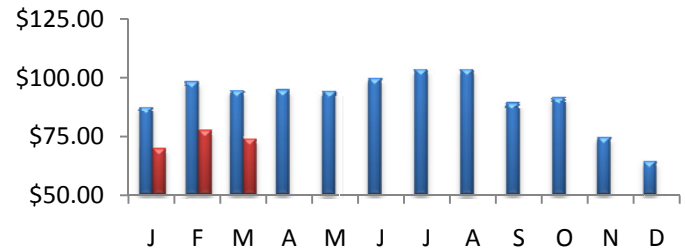
Average Daily Room Rate (ADR)

In March, county ADR went down by -9.3% over 2008 to reach \$115.51. The monthly change in room rates in the top 25 markets was -11.3%. US rates were down -9.6% for the month.



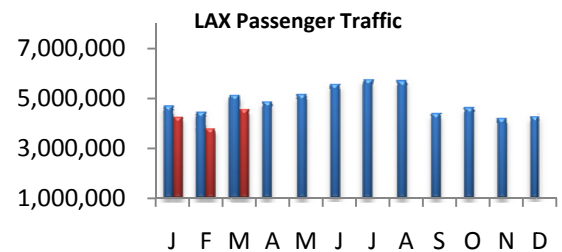
Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of March was down -21.8% and finished the month at \$73.96. The RevPAR growth in the top 25 markets was down -22.2% for the month. The overall U.S RevPAR was down -20.0% for the month.



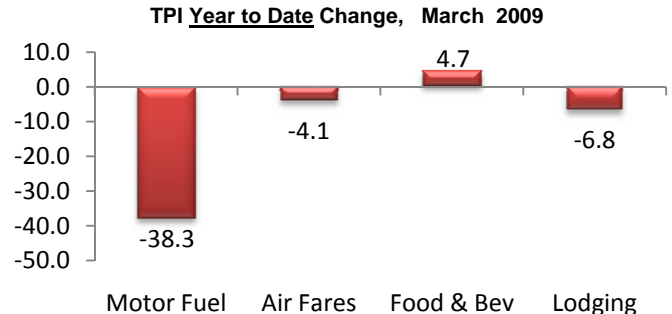
Airport Passenger Traffic

4.5 million Passengers passed through the gates of LAX in March, a decrease of -12.6% vs. last year. The domestic traffic at LAX dropped by -9.9%, while international traffic dropped by -19.5%. Passenger traffic at LA Ontario International also dropped year over year by 31.3% in March. The domestic traffic at LA/ONT was down by -31.5%, while international traffic was down -15.9%.



U.S. Travel Price Index

The TPI measured 8.1 percent lower in March than it did during the same month in 2008. Motor fuel prices were dropped down by -39.6% year over year, with airline fares dropped -7.7%. Food & beverage prices were up by 4.5% in March and lodging prices were down at -8.5%. The year-to-date changes (%) for four major tourism sectors are shown in the graph at the right.



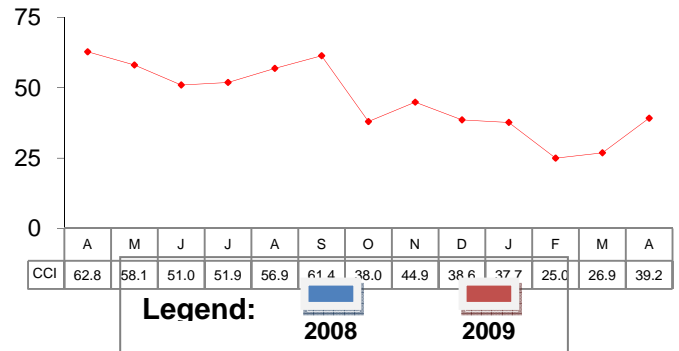
Legend: 2008 2009

U.S. Consumer Confidence

Compare to the month of February where consumer confidence index dropped down to all time low (25.0); the months of March and April The Index now stands at 39.2 (1985=100), up from 26.9 in March. According to Conference Board, the Present Situation Index increased to 23.7 from 21.9 last month. The Expectations Index rose to 49.5 from 30.2 in March. Says Lynn Franco, Director of The Conference Board Consumer Research Center: "Consumer Confidence rose in April to its highest reading in 2009, driven primarily by a significant improvement in the short-term outlook. The Present Situation Index posted a moderate gain, a sign that conditions have not deteriorated further, and may even moderately improve, in the second quarter. The sharp increase in the Expectations Index suggests that consumers believe the economy is nearing a bottom, however, this Index still remains well below levels associated with strong economic growth." (Source: Conference board Website)

Consumer Confidence

April 08-April 09



Travel Pulse is a publication of LA INC. The Los Angeles Convention and Visitors Bureau. Data for *Travel Pulse* was obtained from Smith Travel Research, Los Angeles World Airports, CIC Research, The Conference Board, TIA and the U.S. Department of Labor. unless otherwise noted, all data pertain to Los Angeles County. For additional information regarding travel and tourism in Los Angeles, contact LA INC.'s Research Department at razmi@lainc.us