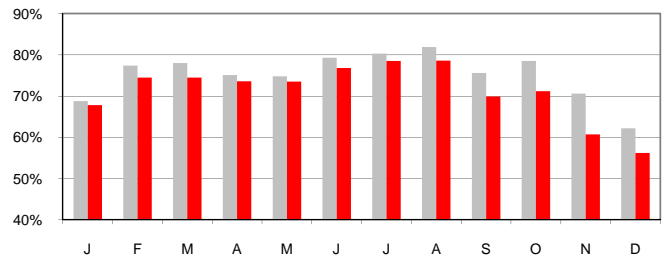


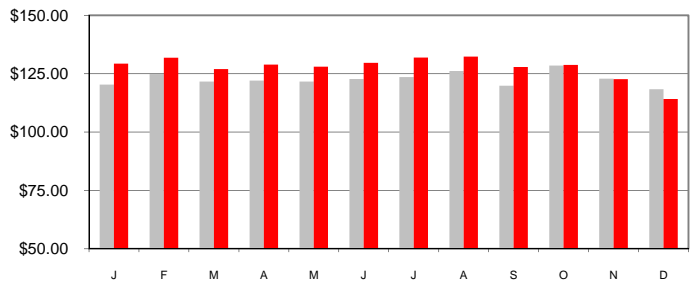
Countywide Hotel Occupancy

December's occupancy measured 56.2%, a decrease of -9.4% from last December's mark of 62%. Year-to-date occupancy measured 71.3%, a -5% decrease from 2007. The average occupancy for the top 25 markets was down -6.1%, and YTD occupancy dropped by -3.8%. Overall, US occupancy was also down for the month -6.8% and down by -4.2% YTD.



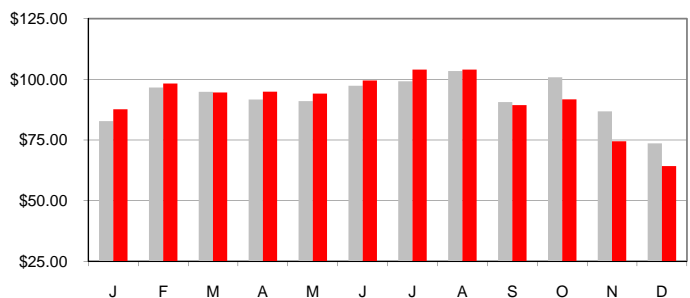
Average Daily Room Rate (ADR)

In December county ADR went down by -3.7% over 2007 to reach \$114.14. The YTD mark was \$127.94, up 4% from last year. The monthly change in room rates in the top 25 markets was -4% and YTD rates were up 2.8%. US rates were down -3.2% for the month and up 2.4% YTD.



Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of December was down -12.7% and finished the month at \$64.19. Year to date RevPAR for LA was down -1.3%. The RevPAR growth in the top 25 markets was down -9.9% for the month and -1.1% YTD. The overall U.S RevPAR was down -9.7% for the month and down -1.9% YTD.



Airport Passenger Traffic

4.3 million Passengers passed through the gates of LAX in December, a decrease of -16.3% vs. last year. The domestic traffic at LAX dropped by -17.6%, while international traffic dropped by -13%. Year-to-date total traffic at LAX was also down -4.7%. Passenger traffic at LA Ontario International also dropped year over year by 27.4% in December. The domestic traffic at LA/ONT was down by -27.7%, while international traffic increased by 5.5%.

U.S. Travel Price Index

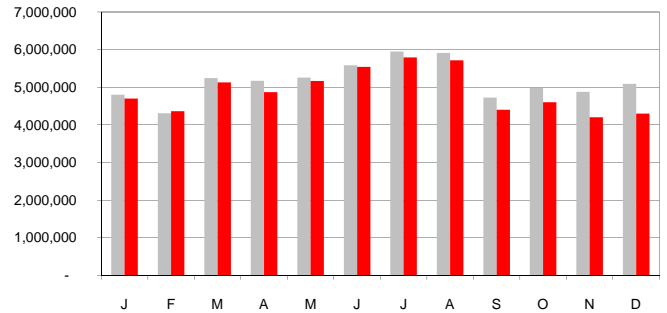
The TPI measured 5.5 percent lower in December than it did during the same month in 2007. Motor fuel prices were dropped down by -42.2% year over year, with airline fares up 1.4%. Food & beverages prices were up by 4.9% in December and lodging prices were down at -3.8%. The year-to-date changes (%) for four major tourism sectors are shown in the graph at the right.

U.S. Consumer Confidence

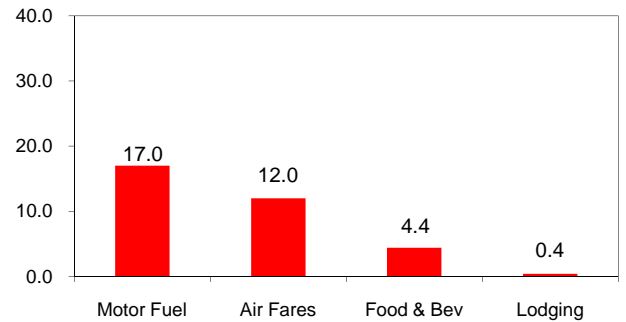
"The Conference Board Consumer Confidence Index™, which had decreased in December, inched lower in January and continues to be at a historic low. The Index now stands at 37.7 (1985=100), down from 38.6 in December. The Present Situation Index declined slightly to 29.9 from 30.2 last month. The Expectations Index decreased moderately to 43.0 from 44.2. According to "The Consumer Confidence Index™ continues to hover at all-time lows (Index began in 1967) and it appears that consumers have begun the New Year with the same degree of pessimism that they exhibited in the final months of 2008. The minor change in the Present Situation Index suggests that economic conditions did not deteriorate significantly further in January but, on the other hand, they did not improve either. Looking ahead, consumers remain quite pessimistic about the state of the economy and about their earnings. And, until we begin to see considerable improvements in the Expectations Index, we can't say that the worst of times are behind us."

(Source: Quote from Conference board Website)

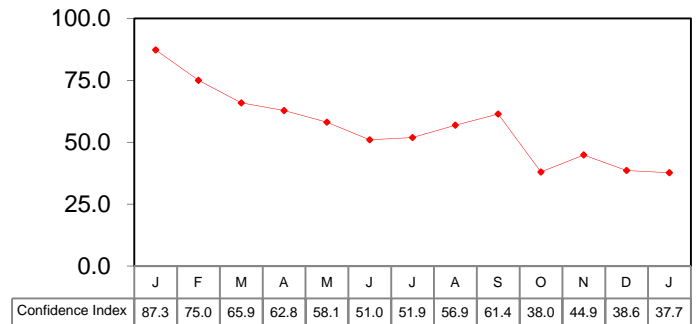
LAX Passenger Traffic



TPI Year to Date Change, January- December 2008



Consumer Confidence
Jan08-Jan 2009



Legend:

2007

2008

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