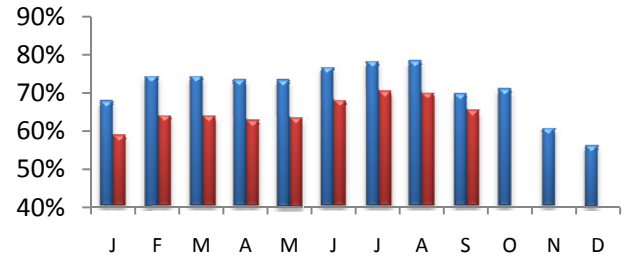


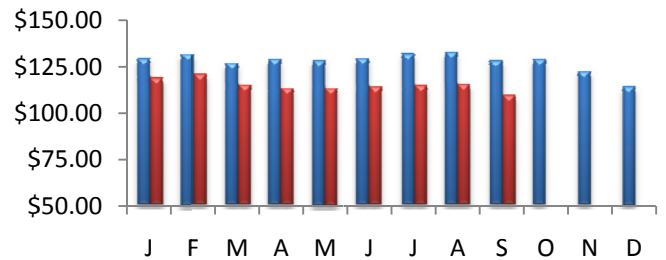
Countywide Hotel Occupancy

September occupancy measured 65.6%, a decrease of -6% from last September mark of 69.8%. The average occupancy for the top 25 markets was down -6.2%. Overall, US occupancy was also down -6.3% for the month.



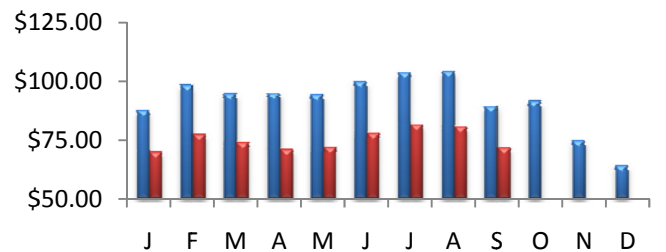
Average Daily Room Rate (ADR)

In September, county ADR went down by -14.6% over 2008 to reach \$109.28. The monthly change in room rates in the top 25 markets was -14.2%. US rates were down -10.2% for the month.



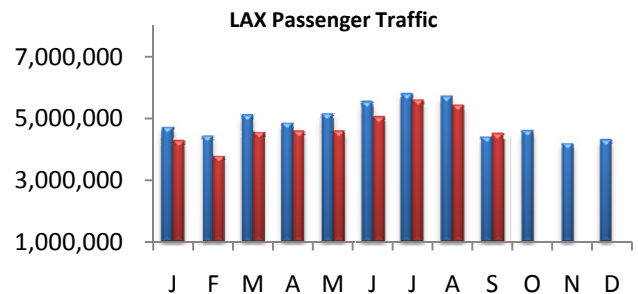
Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of September was down -19.8% and finished the month at \$71.68. The RevPAR growth in the top 25 markets was down -19.5% for the month. The overall U.S RevPAR was down -15.9% for the month.



Airport Passenger Traffic

4.5 million Passengers passed through the gates of LAX in September, an increase of 1.0% vs. last year. The domestic traffic at LAX increased by 2.9%, while international traffic dropped by -3.7%. Passenger traffic at LA Ontario International dropped year over year by -9.6% in September. The domestic traffic at LA/ONT was down by -9.8%, while international traffic continued the upward trend and was up +9.9% compared to last year.

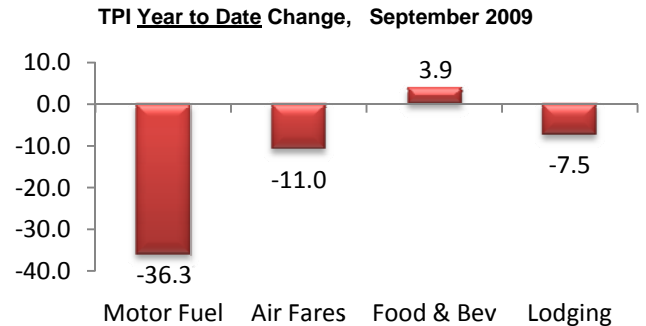


Legend: 2008 2009



U.S. Travel Price Index

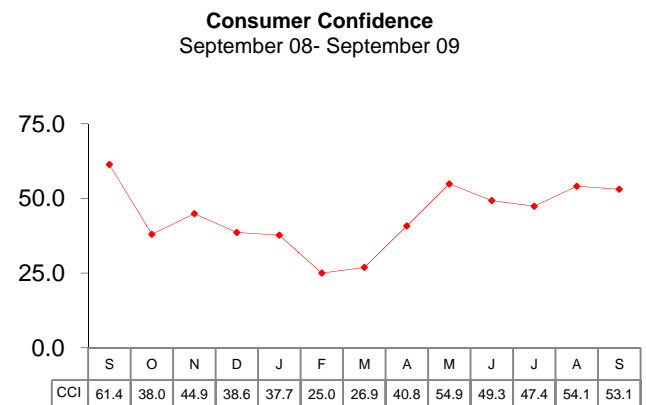
The TPI measured 7.8 percent lower in September than it did during the same month in 2008. Motor fuel prices were dropped down -30% year over year, airline fares dropped -11.6%, F&B increased +2.6%, and lodging prices were down at -7.6%. The year-to-date changes (%) for four major tourism sectors are shown in the graph at the right.



U.S. Consumer Confidence

According to Conference Board, after a gain in the previous month, the consumer confidence Index fell to 53.1 in September from an upwardly revised 54.1 in August.

The overall index has been trending higher as more upbeat economic news helped improve consumers' moods. But the weak job market continues to weigh on consumer confidence and the measure remains at historically low levels. The consumer confidence index is compiled by The Conference Board and based on a survey of 5,000 U.S households.



Disclaimer:

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