

### TOURISM 2011

#### Highlights of the Year

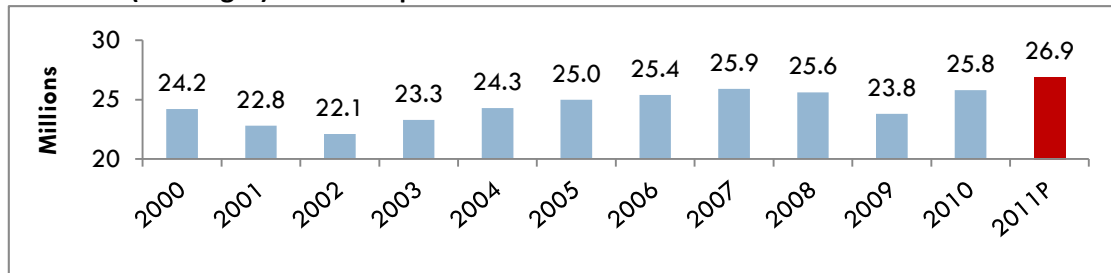
- In 2011 Los Angeles achieved a record high with more than **26.9 million** visitors, a 4.2% increase over the previous year.
- Direct visitor spending totaled **\$15.2 billion** in 2011, a 7.8% increase over 2010, also a record high.
- Spending by domestic visitors totaled \$9.7 billion, while spending by international visitors totaled \$5.5 billion.
- Domestic Overnight visitation to Los Angeles increased by 2.2%, as 21.0 million domestic visitors came to Los Angeles last year.
- International visitation also increased by 6.7% in 2011, as 5.9 million foreign residents came into Los Angeles County last year.
- Mexico, Canada, Australia, United Kingdom, and China were Los Angeles' top five visitor generating markets in 2010. This is China's first entry into the top five markets for visitation to Los Angeles.
- Even through the lingering effects of a recovering economy, there was still growth across many of our overseas markets, including the strongest growth in visitors from France, China, Germany, the UK, and Australia.
- There was an increase of 5.5% from visitors from Japan to Los Angeles for 2011 despite the March earthquake and tsunami.

### 2011 STATISTICS

#### Number of Overnight Visitors to L.A

Total Overnight Visitor Volume: **26.9 Million**

**Domestic (Overnight): 21.0M | International: 5.9M**

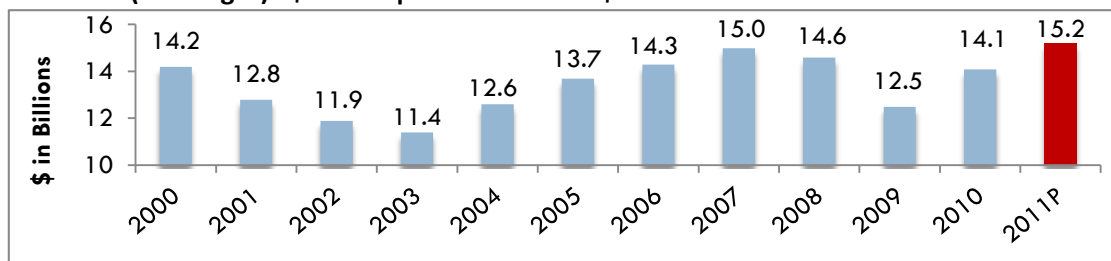


2011P – Preliminary Estimate  
Source: CIC Research

#### Visitor Spending in L.A

Total Overnight Visitor Spending: **\$ 15.2B**

**Domestic (Overnight): \$ 9.7B | International: \$ 5.5B**

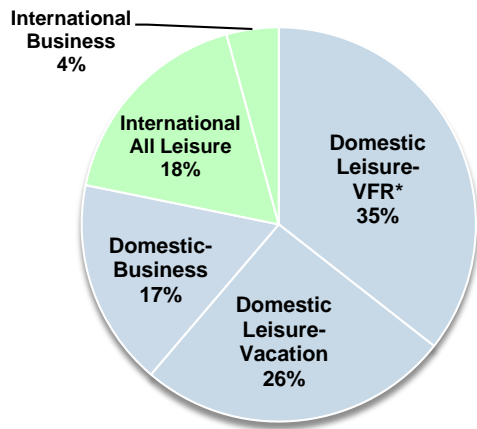


2011P – Preliminary Estimate  
Source: Bureau of Economic Analysis; CIC Research

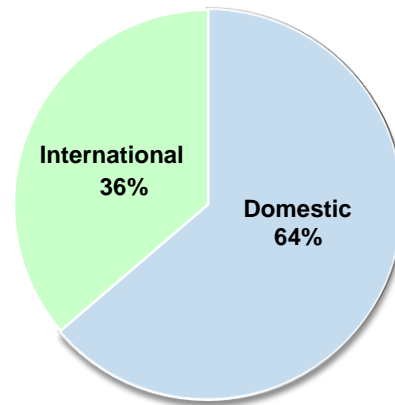
## Los Angeles Overnight Visitor Market Segmentation

**International tourists represent 22% of all LA visitors but generate 36% of total spend**

**Domestic/International Composition & Primary Purpose of Visit**



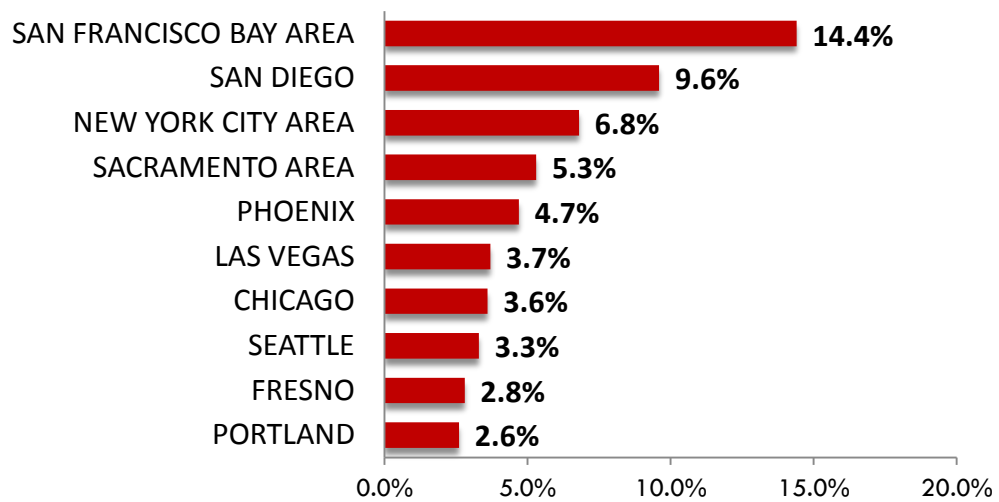
**Visitor Spend**



\*VFR – Visiting with Friends or Relatives

Source: 2010 TNS LA Resurvey; U.S. Department of Commerce, OTTI, Survey of International Air Travelers; CIC Research

### LA's Top 10 Domestic Feeder Markets (Percent of All Domestic Overnight Visitors to LA)



Source: 2010 TNS TravelsAmerica and LA Resurvey; Dean Runyan

## Top International Feeder Markets

Overseas Markets	2011	% Change over 2010
Australia	383,000	6.1%
United Kingdom	372,000	9.7%
China (excluding Hong Kong)	338,000	23.8%
France	335,000	35.6%
Japan	289,000	5.5%
Germany	241,000	10.6%
South Korea	240,000	-14.9%
<b>Total Overseas</b>	<b>3,578,000</b>	<b>6.9%</b>
<i>Mexico Total Visitors</i>	<i>1,609,000</i>	<i>3.6%</i>
<i>Canada</i>	<i>675,000</i>	<i>13.4%</i>
<b>Total International</b>	<b>5,862,000</b>	<b>6.7%</b>

*Source: U.S. Department of Commerce, OTTI, Survey of International Air Travelers; CIC Research 2011 Preliminary Results*

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### 1 OUT OF EVERY 10 JOBS RELATED TO TOURISM & HOSPITALITY

Providing service to out of area visitors and local residents, tourism and hospitality industries comprised 364,000 employees, representing nearly 1 out of every 10 jobs in Los Angeles County.

*Source: LAEDC*

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### AIR TRAVEL

#### PASSENGERS FOR LA AREA AIRPORTS IN 2011:

	Annual Volume	YOY% Change
• Los Angeles International Airport (LAX)	61,862,052	+4.7%
• LA/Ontario International Airport	4,553,000	-5.3%
• Bob Hope Airport (Burbank)	4,296,000	-3.7%
• Long Beach Airport	3,115,433	+4.6%

*Source: Individual Airport Sites  
Estimated for LA/Ontario and Burbank airports*

## LODGING

### Snapshot of 2011 LA County Lodging Performance

97,918 Rooms / 984 Properties

Markets	Occupancy	ADR	RevPAR
LA County	71.7% (+5.9)	\$123.15 (+5.6)	\$88.33 (+11.8)
Top 25 Markets	66.6% (+4.5)	\$123.59 (+4.5)	\$82.34 (+9.2)
U.S. (National Average)	60.1% (+4.4)	\$101.64 (+3.7)	\$61.06 (+8.2)

Demand	2009	2010	2011
Number of Room Nights Sold (rounded)	22,284,000	24,101,000	25,578,000
Difference over Previous Year	-1,937,000	+1,817,000	+1,477,000
% Change over Previous year	-8.0%	+8.2%	+6.1%

Source: Smith Travel Research