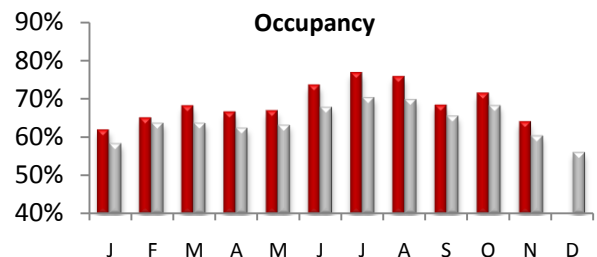




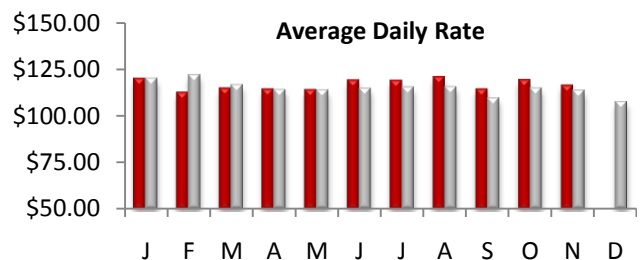
**LA County Hotel Occupancy**

November occupancy measured 63.9%, an increase of +6.6% from November 2009 of 60.0%. The average occupancy for the top 25 markets was also up +9.2%. Overall, US occupancy was up +9.0% for the month.



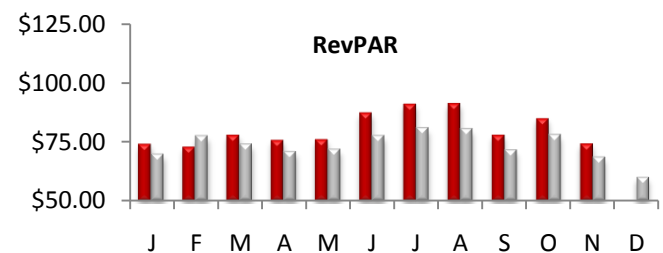
**Average Daily Room Rate (ADR)**

In November, county ADR measured \$116.15, an increase of +2.1% over last year. The monthly change in room rates in the top 25 markets was up +3.9%. US rates also increased at +2.5% for the month.



**Revenue Per Available Room (RevPAR)**

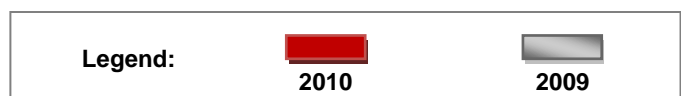
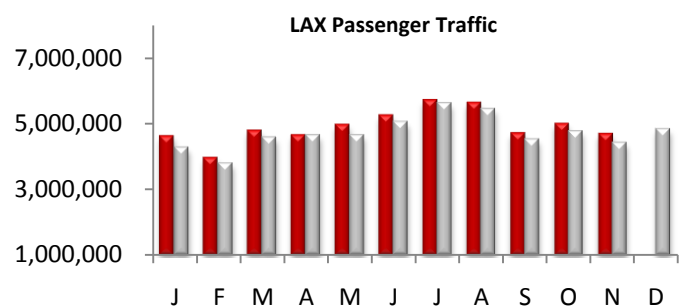
LA County RevPAR for the month of November was up +8.8% and finished the month at \$74.25. The RevPAR growth in the top 25 markets was also up +13.5% for the month. The overall U.S RevPAR was up +11.8% for the month.



Los Angeles RevPAR is up +7.8% YTD over the same time period 2009, over 1 1/2 times the national average of 5.4%. Most of that came from an increase in occupancy.

**Airport Passenger Traffic**

4.7 million Passengers passed through the gates of LAX in November, an increase of +5.9% vs. last year. The domestic traffic at LAX increased by +7.3%, while international traffic went up +1.9%. Passenger traffic at LA/Ontario airport was down at -0.7% in November most of that due to the loss of International service. However, Aero Mexico has just resumed International service from LA/ONT at the very end of the month.

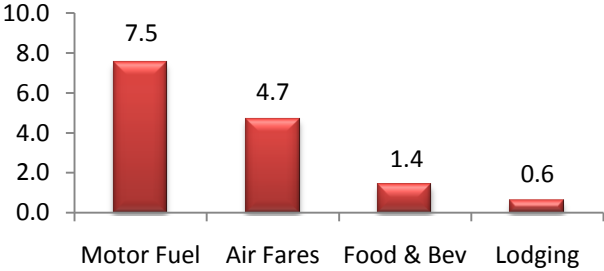




TPI November 2010 vs November 2009 (% Change)

**U.S. Travel Price Index**

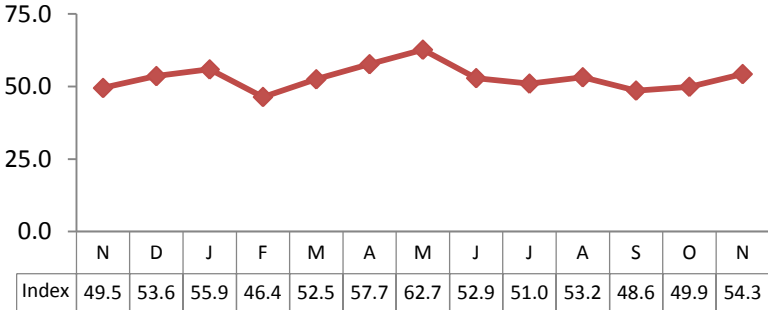
The November Travel Price Index (TPI) increased +2.4 percent compared to November 2009. The growth was mostly driven by gas prices and air fares rising from a year ago by +7.5 percent and +4.7 percent respectively. Lodging remains flat at an increase of +0.6% over 2009.



Consumer Confidence- November 2010  
12 months Performance

**U.S. Consumer Confidence**

According to US Conference Board, the Consumer Confidence Index increased to 54.3 in November 2010, compared with 49.5 in November 2009.



**Disclaimer:**

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