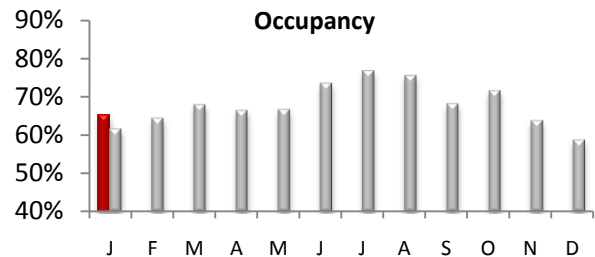




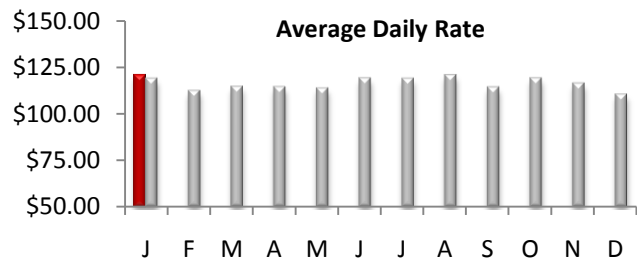
**LA County Hotel Occupancy**

January occupancy measured 65.1%, an increase of +5.7% from January 2010 of 61.6%. The average occupancy for the top 25 markets was also up +5.4%. Overall, US occupancy was up +5.8% for the month.



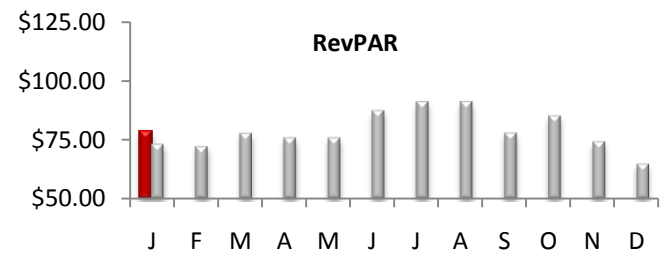
**Average Daily Room Rate (ADR)**

In January, LA county ADR measured \$120.77, an increase of +1.7% over last year. The monthly change in room rates in the top 25 markets was up +3.4%. US rates also increased at +2.8% for the month.



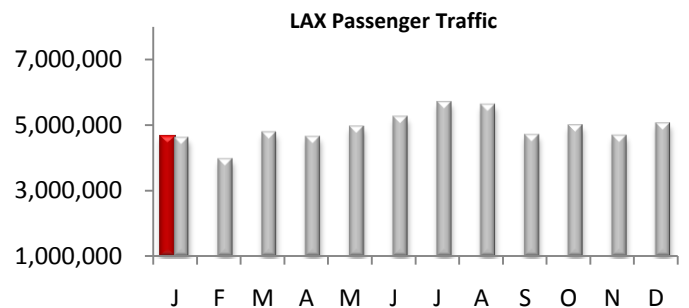
**Revenue Per Available Room (RevPAR)**

LA County RevPAR for the month of January was up +7.4% and finished the month at \$78.62. The RevPAR growth in the top 25 markets was also up +9.0% for the month. The overall U.S RevPAR was up +8.7% for the month.



**Airport Passenger Traffic**

4.7 million Passengers passed through the gates of LAX in January, an increase of +1.2% vs. last year. The domestic traffic at LAX increased by +2.0%, while international traffic was down -0.1%. Passenger traffic at LA/Ontario airport was down at -0.1% in January.



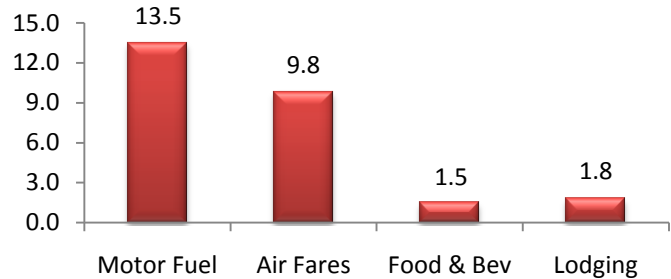
**Legend:** █ 2011 █ 2010



TPI January 2011 vs January 2010 (% Change)

**U.S. Travel Price Index**

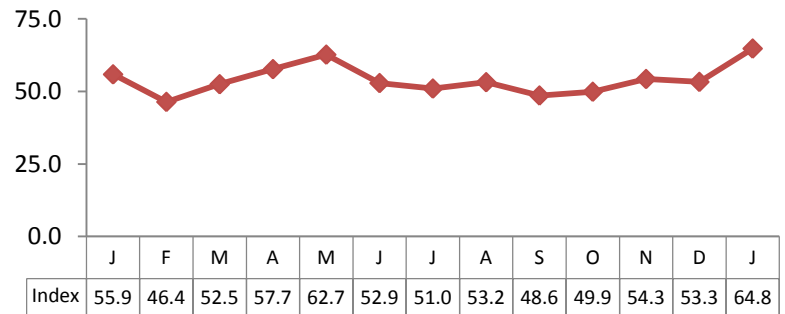
The January Travel Price Index (TPI) increased +4.2 percent compared to January 2010. The growth was mostly driven by gas prices and air fares rising from a year ago by +13.5 percent and +9.8 percent respectively. Lodging experienced an increase of +1.8% over January 2010.



Consumer Confidence- January 2011  
12 months Performance

**U.S. Consumer Confidence**

According to US Conference Board, the Consumer Confidence Index increased to 64.8 in January 2011, compared with 55.9 in January 2010.



**Disclaimer:**

The information contained in this document has been obtained from various independent resources which are believed to be unbiased, reputable and reliable. However, LA INC. The Los Angeles Convention and Visitors Bureau does not represent the data contained herein to be definitive or free from error. The contents of this report should not be construed as a recommendation of particular policies or actions

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