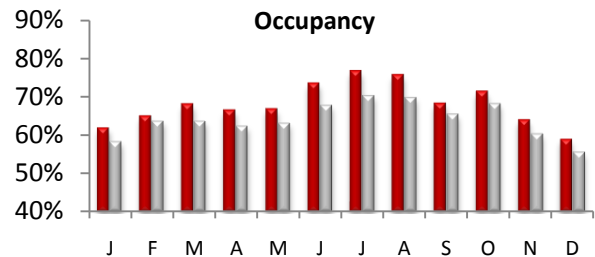




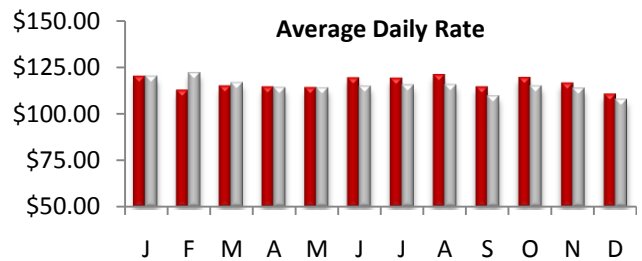
LA County Hotel Occupancy

December occupancy measured 58.9%, an increase of +6.0% from December 2009 of 55.6%. The average occupancy for the top 25 markets was also up +5.6%. Overall, US occupancy was up +5.4% for the month.



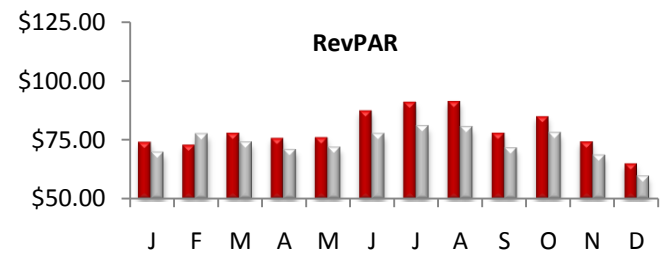
Average Daily Room Rate (ADR)

In December, county ADR measured \$110.32, an increase of +2.5% over last year. The monthly change in room rates in the top 25 markets was up +2.7%. US rates also increased at +1.9% for the month.



Revenue Per Available Room (RevPAR)

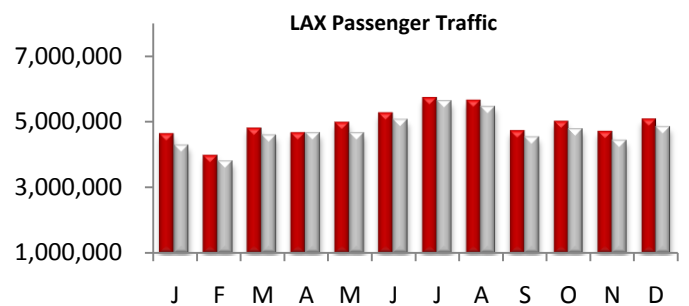
LA County RevPAR for the month of December was up +8.6% and finished the month at \$64.99. The RevPAR growth in the top 25 markets was also up +8.4% for the month. The overall U.S RevPAR was up +7.4% for the month.



Los Angeles RevPAR is up +7.9% YTD over the same time period 2009, nearly 1 1/2 times the national average of 5.5%. Most of that came from an increase in occupancy.

Airport Passenger Traffic

5.0 million Passengers passed through the gates of LAX in December, an increase of +4.6% vs. last year. The domestic traffic at LAX increased by +7.2%, while international traffic was down -2.1%. Passenger traffic at LA/Ontario airport was down at -0.8% in December 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 last month.



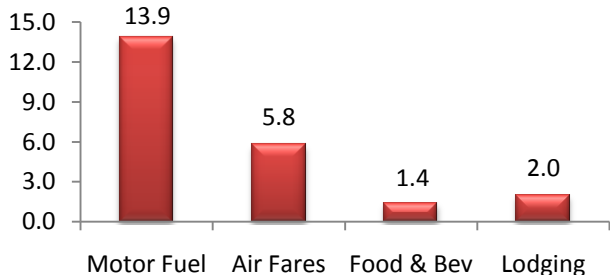
Legend: █ 2010 █ 2009



TPI December 2010 vs December 2009 (% Change)

U.S. Travel Price Index

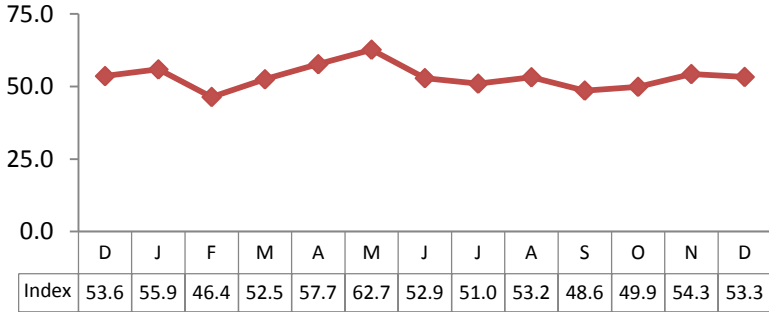
The December Travel Price Index (TPI) increased +3.8 percent compared to December 2009. The growth was mostly driven by gas prices and air fares rising from a year ago by +13.9 percent and +5.8 percent respectively. Lodging remains experienced a material increase of +2.0% over 2009.



Consumer Confidence- December 2010
12 months Performance

U.S. Consumer Confidence

According to US Conference Board, the Consumer Confidence Index increased to 53.3 in December 2010, compared with 52.9 in December 2009.



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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