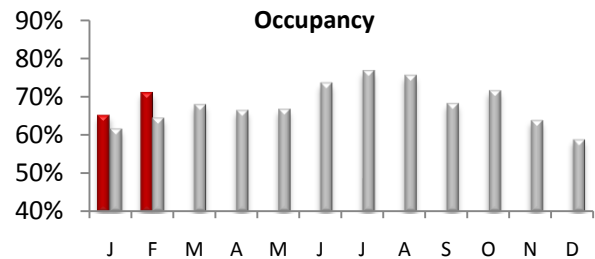




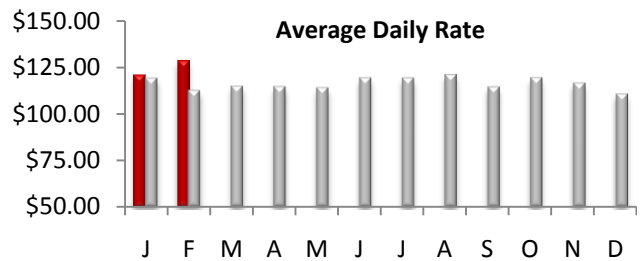
LA County Hotel Occupancy

February occupancy measured 71.0%, an increase of +10.2% from February 2010 of 64.4%. The average occupancy for the top 25 markets was also up +5.8%. Overall, US occupancy was up +5.2% for the month.



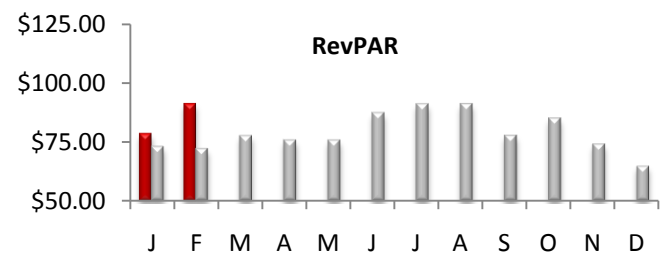
Average Daily Room Rate (ADR)

In February, LA county ADR measured \$128.51, an increase of +14.4% 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.



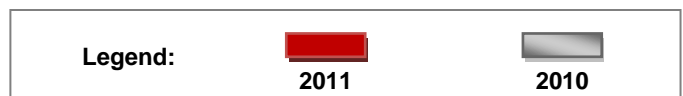
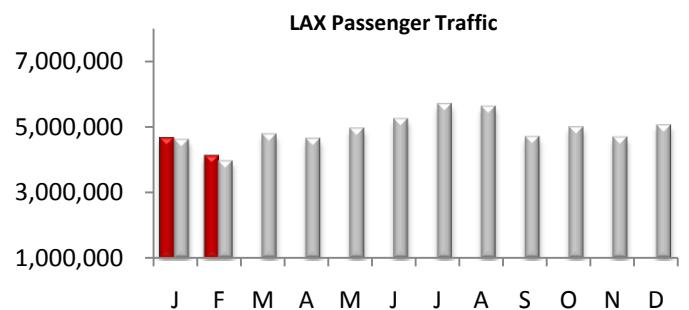
Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of February was up +26.1% and finished the month at \$91.18. The RevPAR growth in the top 25 markets was also up +10.0% for the month. The overall U.S RevPAR was up +7.9% for the month.



Airport Passenger Traffic

4.1 million Passengers passed through the gates of LAX in February, an increase of +4.1% vs. last year. The domestic traffic at LAX increased by +5.6%, while international traffic was up +0.3%. Passenger traffic at LA/Ontario airport was up by +0.6% in February.

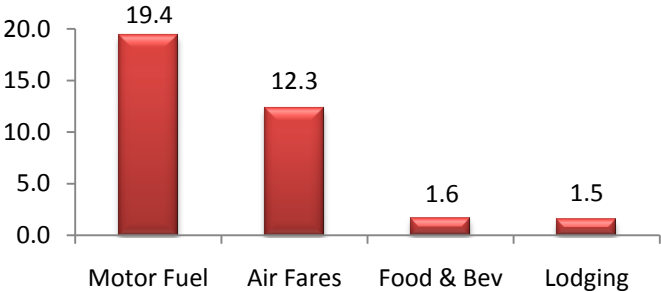




TPI February 2011 vs February 2010 (% Change)

U.S. Travel Price Index

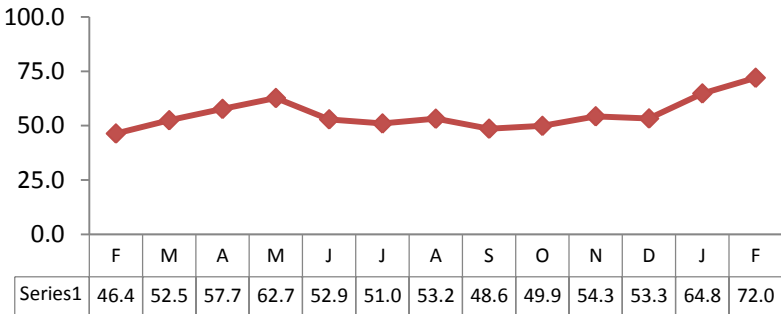
The February Travel Price Index (TPI) increased +5.2 percent compared to February 2010. The growth was mostly driven by gas prices and air fares rising from a year ago by +19.4 percent and +12.3 percent respectively. Lodging experienced an increase of +1.5% over February 2010.



Consumer Confidence- February 2011
12 months Performance

U.S. Consumer Confidence

According to US Conference Board, the Consumer Confidence Index increased to 72.0 in February 2011, compared with 46.4 in February 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

Travel Pulse is a publication of LA INC. The Los Angeles Convention and Visitors Bureau. Data for Travel Pulse was obtained from Smith Travel Research, Los Angeles World Airports, C1C Research, The Conference Board, TIA and the U.S. Department of Labor, unless otherwise noted, all data pertain to Los Angeles County. For additional information regarding travel and tourism in Los Angeles, contact LA INC.'s Research Department at floukrezis@lainc.us