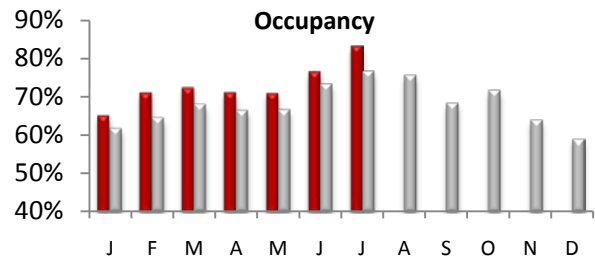




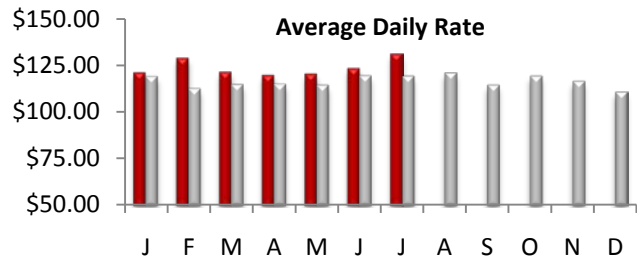
LA County Hotel Occupancy

July occupancy measured 83.1%, an increase of +8.5% from July 2010 of 76.6%. This was a record occupancy high for LA County. The average occupancy for the top 25 markets was also up +3.6%. Overall, U.S. occupancy was up +2.9% for the month.



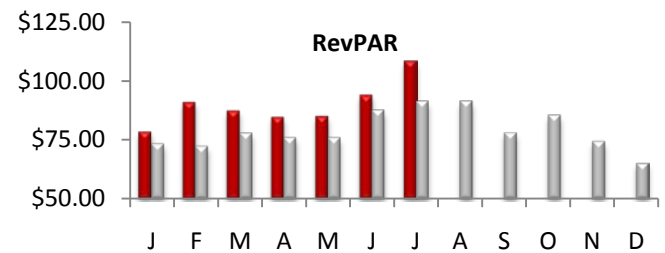
Average Daily Room Rate (ADR)

In July, LA county ADR measured \$130.75, an increase of +9.9% over last year. This was a three year high for average rate in LA County. The monthly change in room rates in the top 25 markets was up +5.1%. U.S. rates also increased at +3.9% for the month.



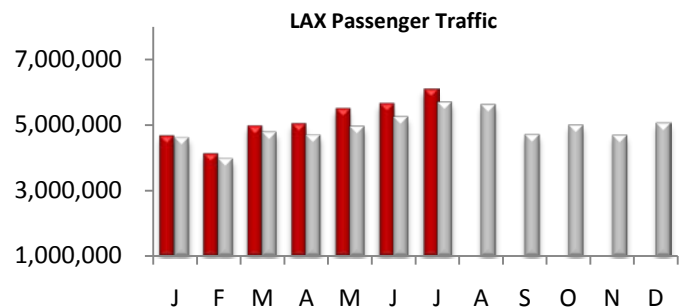
Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of July was up +19.3% and finished the month at \$108.66. This was also a record high for LA County. The RevPAR growth in the top 25 markets was also up +8.8% for the month. The overall U.S. RevPAR was up +6.9% for the month.



Airport Passenger Traffic

6.1 million Passengers passed through the gates of LAX in July, an increase of +6.7% vs. last year. The domestic traffic at LAX increased by +6.7%, while international traffic was also up +6.6%. Passenger traffic at LA/Ontario airport was down by -9.6% in July.



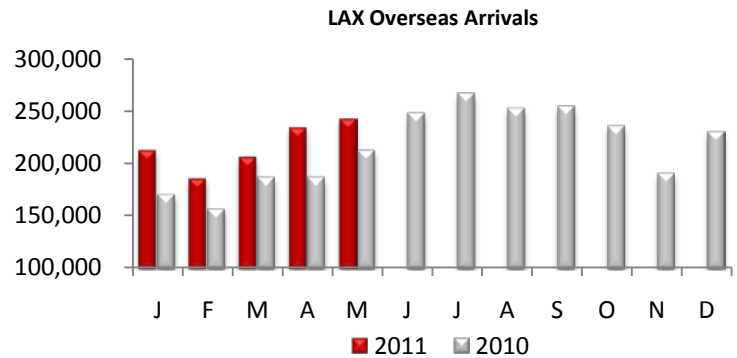
Legend: ■ 2011 ■ 2010



LAX Overseas Arrivals (for latest available month)

May overseas arrivals for LAX were up +14.2% over last year driven by large gains from China (+38.8%), France (+67.3%), Italy (+69.4%), Spain (+129.6%), Australia (+19.2%), and Brazil (+29.0%).

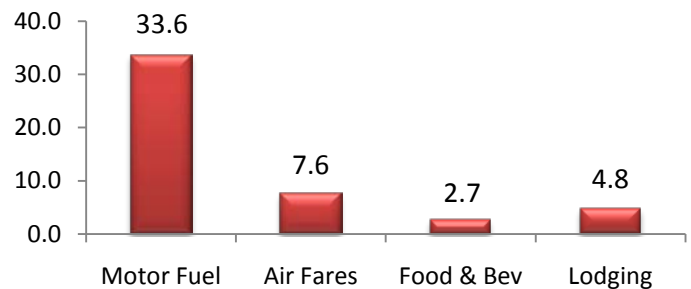
Year to date increases for overseas arrivals have increased by +18.3% over 2010. The same listed countries are also showing significant YTD growth.



U.S. Travel Price Index

The July Travel Price Index (TPI) increased +7.8 percent compared to July 2010. The growth was mostly driven by gas prices and air fares rising from a year ago by +33.6 percent and +7.6 percent respectively. Lodging experienced an increase of +4.8% over July 2010.

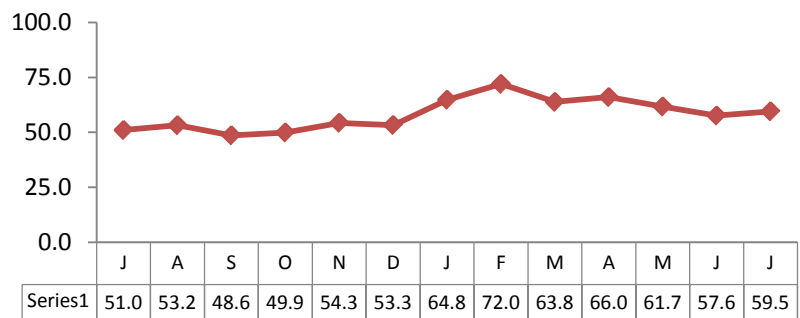
TPI July 2011 vs July 2010 (% Change)



U.S. Consumer Confidence

According to U.S. Conference Board, the Consumer Confidence Index (CCI) increased to 59.5 in July 2011, compared with 51.0 in July 2010. The current CCI had increased from last month's Index of 57.6 reported for June 2011.

Consumer Confidence - July 2011
12 months Performance



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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