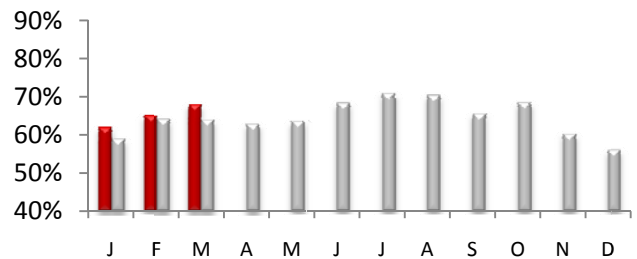




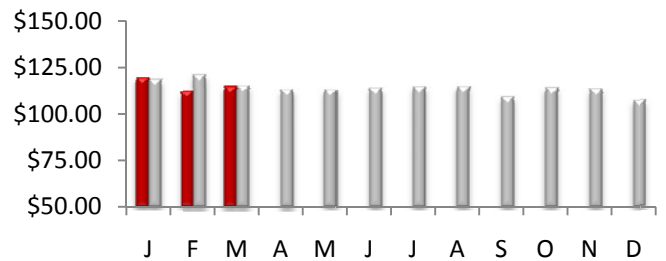
Countywide Hotel Occupancy

March occupancy measured 68%, an increase of 6.8% from last March's mark of 63.6%. The average occupancy for the top 25 markets was also up 8.7%. Overall, US occupancy was up +5.9% for the month.



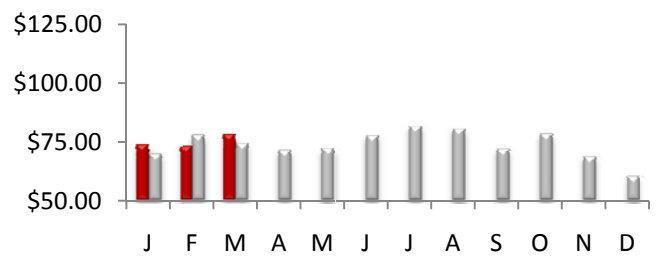
Average Daily Room Rate (ADR)

In March, county ADR was down -1.5% over 2009 to reach \$114.64. The monthly change in room rates in the top 25 markets was -2.4%. US rates were down -2.0% for the month.



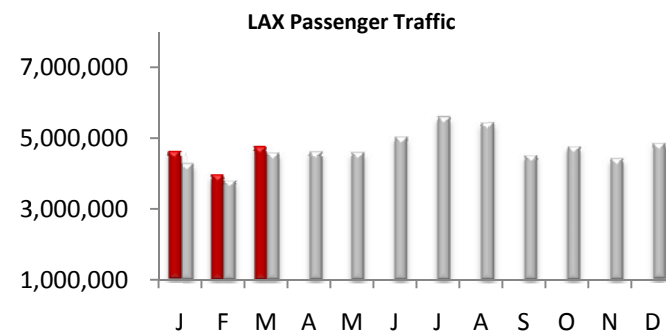
Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of March was up 5.3% and finished the month at \$77.9. The RevPAR growth in the top 25 markets was also up +6.1% for the month. The overall U.S RevPAR was up +3.8% for the month.



Airport Passenger Traffic

4.7 million Passengers passed through the gates of LAX in March, an increase of 3.7% vs. last year. The domestic traffic at LAX increased by 3.5%, while international traffic went up 4.5%. Passenger traffic at LA/Ontario airport was down -4.4% in March. Since Aero Mexico is no longer flying to LA/ONT, the airport will no longer report International traffic.

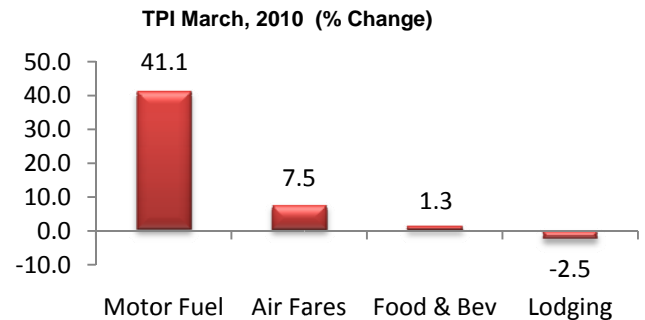


Legend: ■ 2010 ■ 2009



U.S. Travel Price Index

The March Travel Price Index, the TPI, increased 4.8 percent compared to March 2009. Motor fuel price jumped 41.1 percent from one year ago. Lodging prices were down 2.5 percent, compared to March 2009 and up 3.9 percent from last month. Airfares increased 7.5 percent against twelve months earlier and 1.5 percent from previous month.



U.S. Consumer Confidence

Consumers gave thumbs up when it came to their ecor outlook in March. The index rose to 52.5 in M rebounding from 46.4 last month.

Consumer Confidence- March 2010
12 months Performance



M
52.5

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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