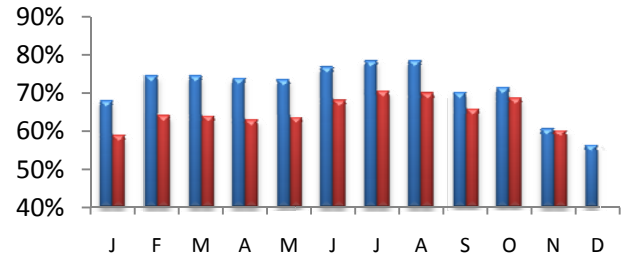


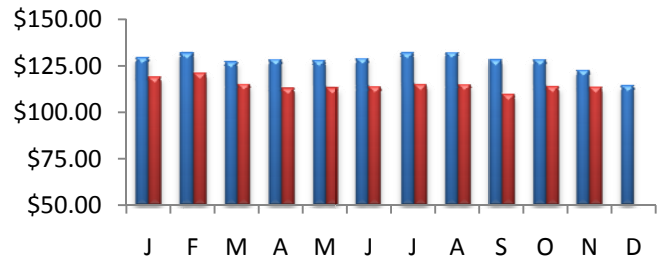
Countywide Hotel Occupancy

November occupancy measured 60.3%, a decrease of -0.5% from last November mark of 60.6%. The average occupancy for the top 25 markets was down -2.6%. Overall, US occupancy was also down -4.3% for the month.



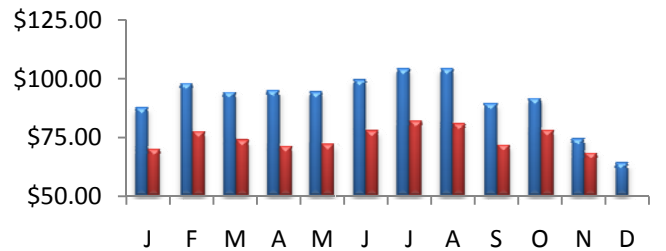
Average Daily Room Rate (ADR)

In November, county ADR went down by -7.8% over 2008 to reach \$113.47. The monthly change in room rates in the top 25 markets was -10.8%. US rates were down -8.3% for the month.



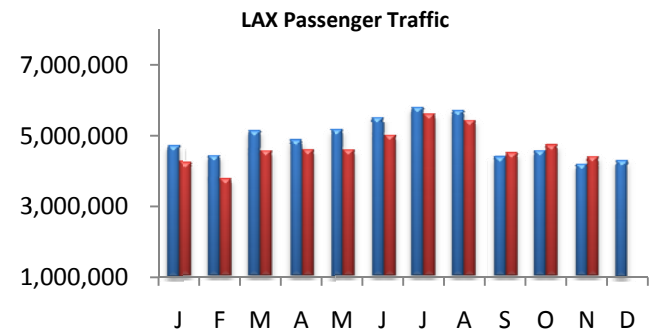
Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of November was down -8.3% and finished the month at \$68.47. The RevPAR growth in the top 25 markets was down -13.2% for the month. The overall U.S RevPAR was down -12.3% for the month.



Airport Passenger Traffic

4.4 million Passengers passed through the gates of LAX in November, an increase of 3.3% vs. last year. The domestic traffic at LAX increased by 4.2%, while international traffic went up 1.0%. Passenger traffic at LA Ontario International dropped year over year by -15.1% in November. The domestic traffic at LA/ONT was down by -15%, while international traffic went down by 25.6% compared November of last year.



Legend:



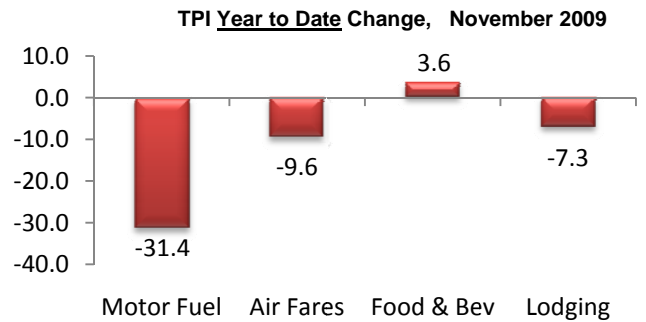
2008



2009

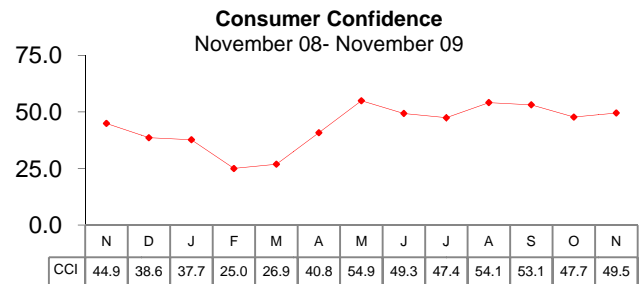
U.S. Travel Price Index

The TPI measured 1.3 percent higher in November than it did during the same month in 2008. Motor fuel prices were up 21.8% year over year, airline fares increased 0.6%, F&B increased +2.1%, and lodging prices were down at -6.8%. The year-to-date changes (%) for four major tourism sectors are shown in the graph at the right.



U.S. Consumer Confidence

Conference Board data show no significant improvement in consumer confidence during November. The headline index rose slightly to 49.5, still disappointing compared to August's 54.1 level that raised expectations at the time of significant second-half improvement.



Disclaimer:

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