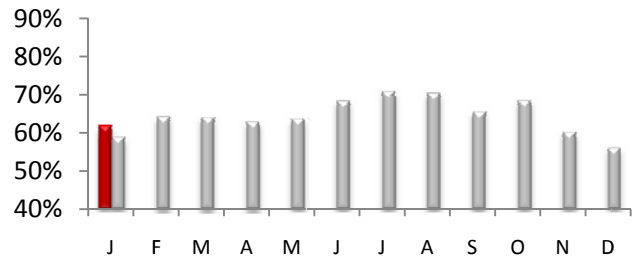




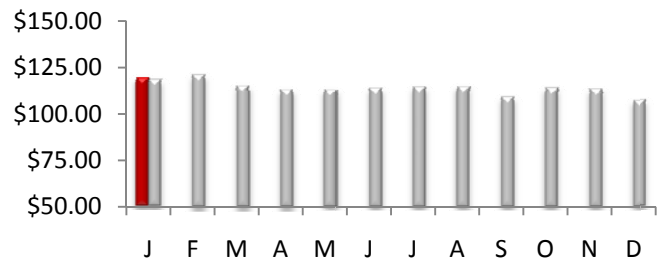
Countywide Hotel Occupancy

January occupancy measured 61.8%, an increase of 6.1% from last January mark of 58.3%. The average occupancy for the top 25 markets was also up 2.5%. Overall, US occupancy was down -0.4% for the month.



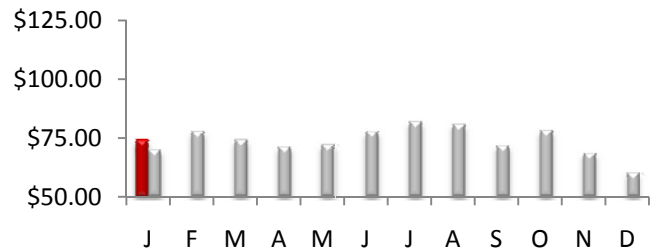
Average Daily Room Rate (ADR)

In January, county ADR was flat 0.1% over 2009 to reach \$119.80. The monthly change in room rates in the top 25 markets was -10.1%. US rates were down -7.1% for the month.



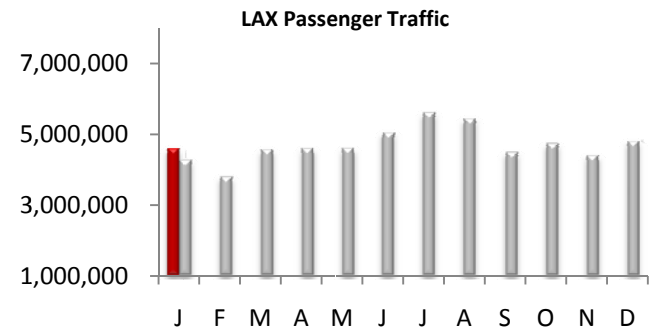
Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of January was up +6.1% and finished the month at \$74.07. The RevPAR growth in the top 25 markets was down -7.9% for the month. The overall U.S RevPAR was down -7.4% for the month.



Airport Passenger Traffic

4.6 million Passengers passed through the gates of LAX in January, an increase of 8.0% vs. last year. The domestic traffic at LAX increased by 7.6%, while international traffic went up 8.8%. Passenger traffic at LA/Ontario International airport was flat year over year in January. The domestic traffic at LA/ONT was slightly up +0.50%, while international traffic continued the downward trend and dropped -31.1%.

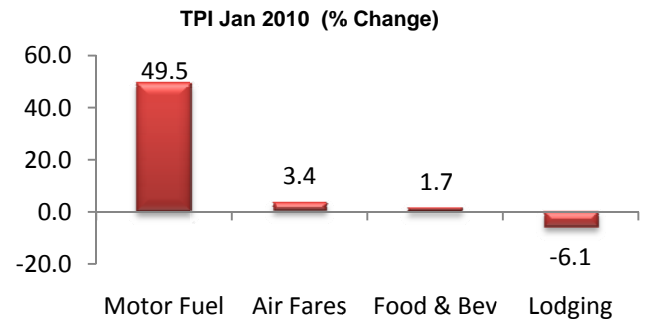


Legend: 2010 2009



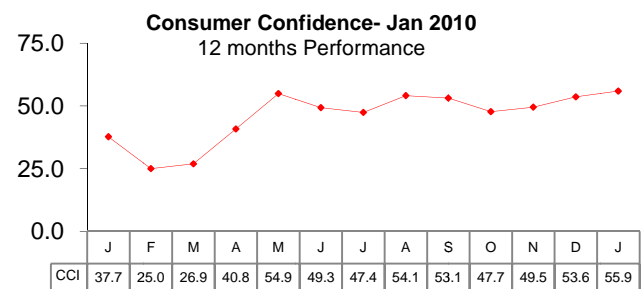
U.S. Travel Price Index

The January Travel Price Index, the TPI, increased 4.0 percent compared to January 2009. Motor fuel price jumped nearly 50 percent from one year ago. Lodging price was down 6.1 percent compared to January 2009 and up 3.2 percent from prior month. Airfares increased 3.4 percent compared to January last year. Airfares increased 3.4 percent compared to January last year.



U.S. Consumer Confidence

According to U.S. Conference Board the consumer Confidence Index, which had increased in December 2009, improved further in January 2010. The Index now stands at 55.9 (1985=100), up from 53.6 in December



Disclaimer:

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