

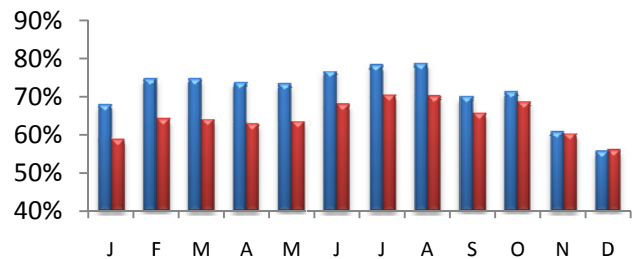


A Monthly Publication

January 2010

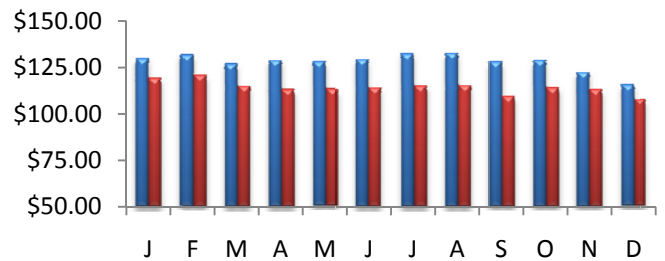
### Countywide Hotel Occupancy

December occupancy measured 56.0%, a slight increase of 0.4% from last December mark of 55.7%. The average occupancy for the top 25 markets was also slightly up 0.3%. Overall, US occupancy was down -1.9% for the month.



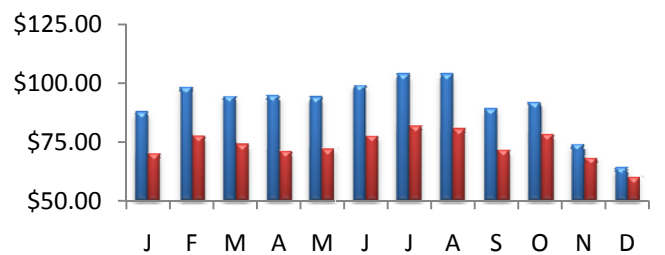
### Average Daily Room Rate (ADR)

In December, county ADR went down by -6.9% over 2008 to reach \$107.15. The monthly change in room rates in the top 25 markets was -8.6%. US rates were down -6.0% for the month.



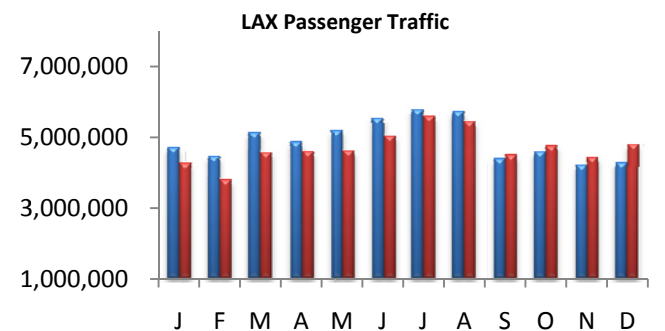
### Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of December was down -6.5% and finished the month at \$60.11. The RevPAR growth in the top 25 markets was down -8.6% for the month. The overall U.S RevPAR was down -7.8% for the month.



### Airport Passenger Traffic

4.8 million Passengers passed through the gates of LAX in December, an increase of 3.6% vs. last year. The domestic traffic at LAX increased by 2.7%, while international traffic went up 5.9%. Passenger traffic at LA/Ontario International airport dropped year over year by -5.7% in December. The domestic traffic at LA/Ont was down by -5.4%, while international traffic went down by 24.9% compared to December of last year.

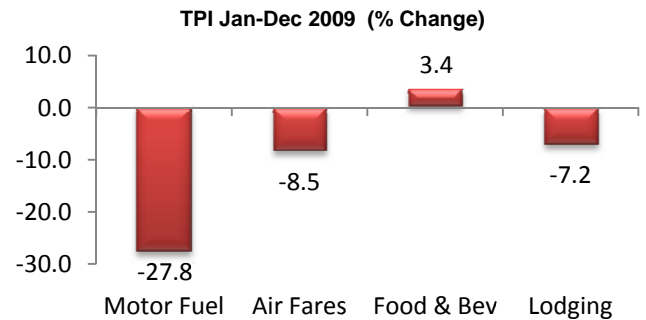


Legend:  2008  2009



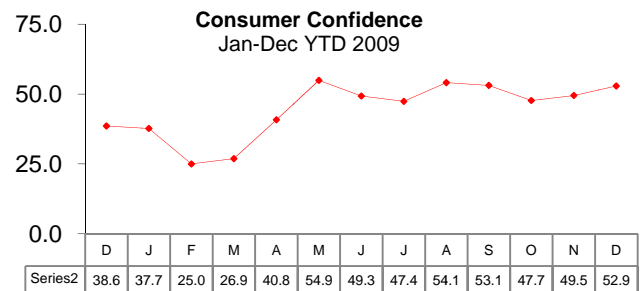
### U.S. Travel Price Index

The TPI measured 4.3 percent higher in December than it did during the same month in 2008. Motor fuel prices were up 50.8% year over year, airline fares increased 4.3%, F&B increased +1.9%, and lodging prices were down at -5.7%. The year-to-date changes (%) for four major tourism sectors are shown in the graph at the right.



### U.S. Consumer Confidence

According to U.S. Conference Board the U.S. consumer confidence index rose for the second consecutive month by 4.55% to 52.9 in December 2009, up from 50.6 in November 2009. December's consumer confidence lagged behind U.S. economists' expectations of a higher 54.0 reading.



**Disclaimer:**

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