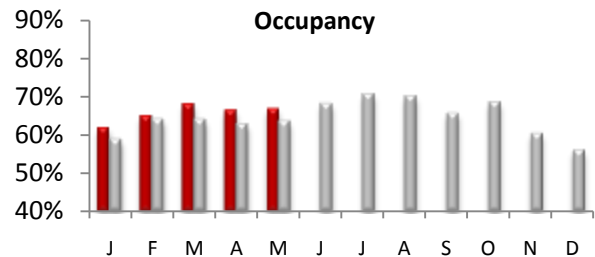




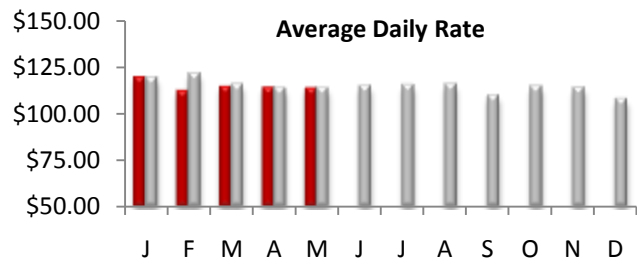
Countywide Hotel Occupancy

May occupancy measured 66.8%, an increase of 5.9% from last May's mark of 63.1%. The average occupancy for the top 25 markets was also up 8.9%. Overall, US occupancy was up +7.1% for the month.



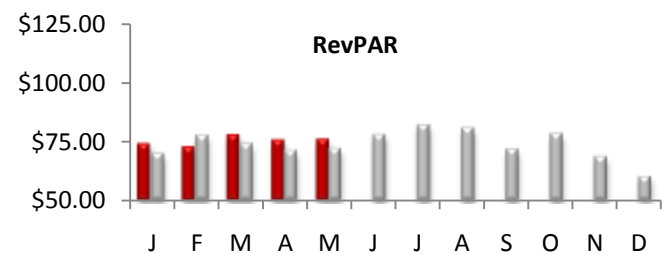
Average Daily Room Rate (ADR)

In May, county ADR was flat over 2009 to reach \$113.7. The monthly change in room rates in the top 25 markets was +1.1%. US rates were also flat 0.0% for the month.



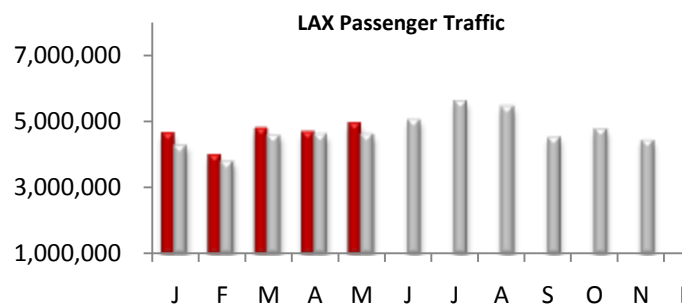
Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of May was up 5.9% and finished the month at \$76.0. The RevPAR growth in the top 25 markets was also up +10% for the month. The overall U.S RevPAR was up +7.1% for the month.



Airport Passenger Traffic

4.9 million Passengers passed through the gates of LAX in May, an increase of 6.5% vs. last year. The domestic traffic at LAX increased by 3.5%, while international traffic went up 15.8%. Domestic Passenger traffic at LA/Ontario airport was up 2.0% in May. Since Aero Mexico is no longer flying to LA/ONT, the airport will no longer report International traffic.



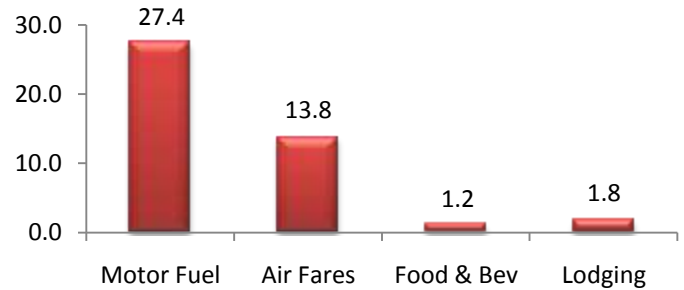
Legend: 2010 2009



TPI May, 2010 vs May 2009 (% Change)

U.S. Travel Price Index

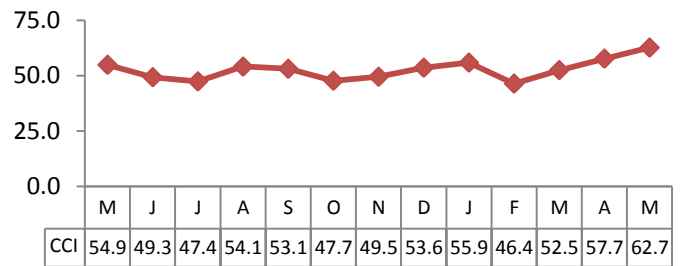
The May Travel Price Index (TPI) increased 5.9 percent compared to May 2009. Motor fuel price jumped 27.4 percent from one year ago. Lodging prices were up 1.8 percent, compared to May 2009 and up 1.6 percent from last month. Airfares increased 13.8 percent against twelve months earlier and 2.2 percent from previous month.



U.S. Consumer Confidence

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

Consumer Confidence- May 2010
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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