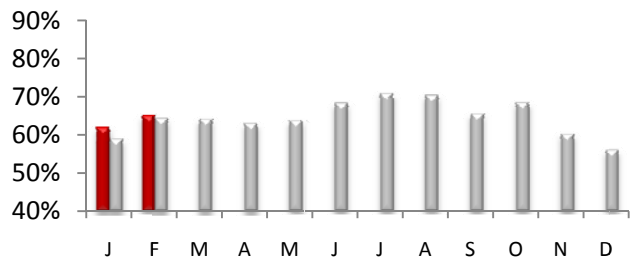




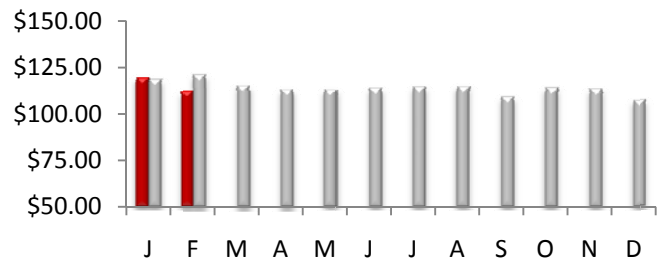
Countywide Hotel Occupancy

February occupancy measured 64.9%, an increase of 2.0% from last February mark of 63.6%. The average occupancy for the top 25 markets was also up 4.1%. Overall, US occupancy was flat -0.9% for the month.



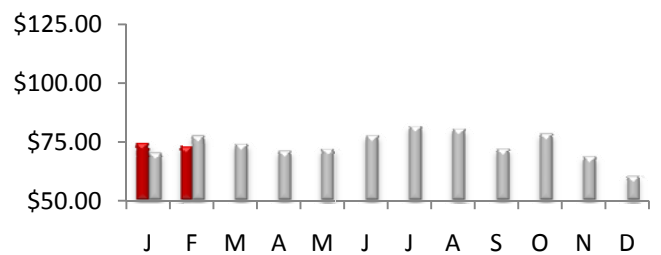
Average Daily Room Rate (ADR)

In February, county ADR was down -7.7% over 2009 to reach \$112.34. The monthly change in room rates in the top 25 markets was -5.9%. US rates were down -4.5% for the month.



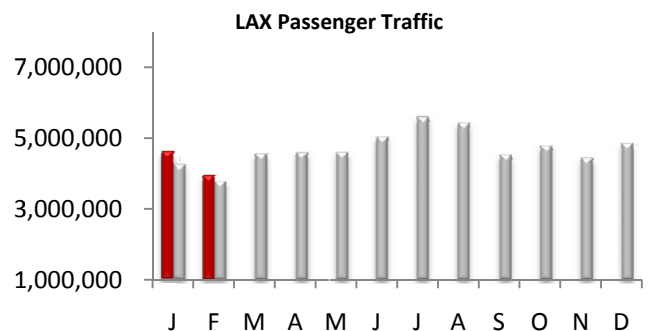
Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of February was down -5.8% and finished the month at \$72.89. The RevPAR growth in the top 25 markets was down -2.0% for the month. The overall U.S RevPAR was down -3.6% for the month.



Airport Passenger Traffic

3.9 million Passengers passed through the gates of LAX in February, an increase of 4.4% vs. last year. The domestic traffic at LAX increased by 2.5%, while international traffic went up 9.5%. Passenger traffic at LA/Ontario International airport was flat year over year in January. The traffic at LA/ONT was down -3.9%. Since Aero Mexico is no longer flying to LA/ONT, the airport will no longer report International traffic.

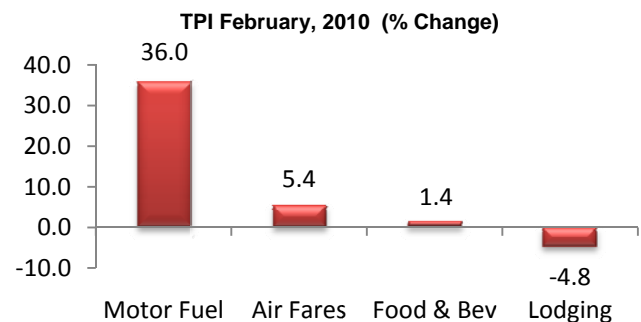


Legend: 2010 2009



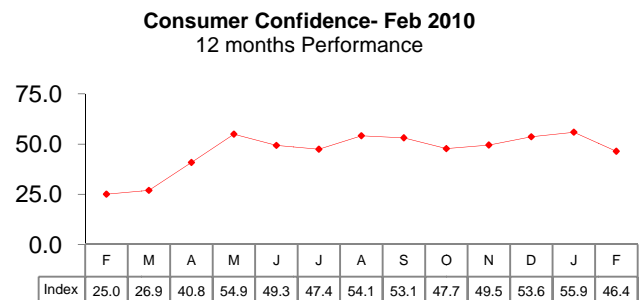
U.S. Travel Price Index

The February Travel Price Index, TPI increased 3.4 percent compared to February 2009. Motor fuel price jumped nearly 36 percent from one year ago. Lodging price was down 4.8 percent compared to February 2009 and up 3.2 percent from prior month. Airfares increased 5.4 percent compared to February last year.



U.S. Consumer Confidence

According to U.S. Conference Board the consumer Confidence Index, which had improved in January and reached 55.9; drastically dropped in February. The Index now stands at 46.4 (1985=100)



Disclaimer:

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