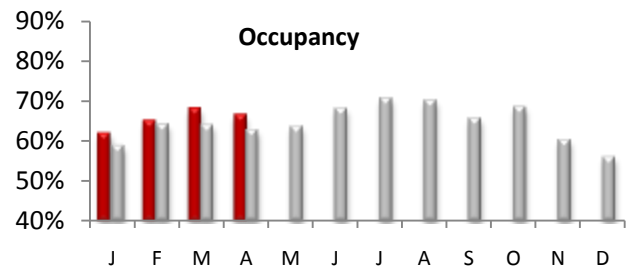




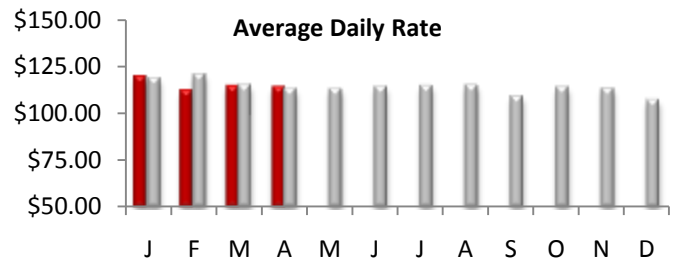
Countywide Hotel Occupancy

April occupancy measured 66.4%, an increase of 6.6% from last April's mark of 62.3%. The average occupancy for the top 25 markets was also up 5.2%. Overall, US occupancy was up +4.7% for the month.



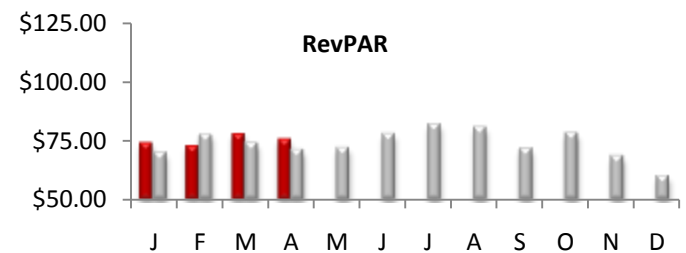
Average Daily Room Rate (ADR)

In April, county ADR was flat -0.3% over 2009 to reach \$114.06. The monthly change in room rates in the top 25 markets was – also flat -0.9%. US rates were down -1.2% for the month.



Revenue Per Available Room (RevPAR)

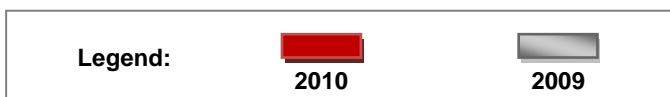
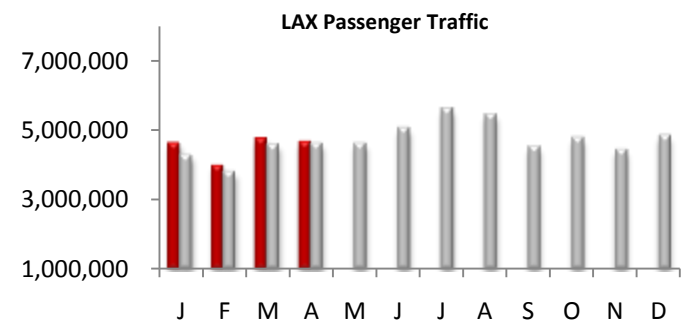
LA County RevPAR for the month of April was up 6.8% and finished the month at \$75.7. The RevPAR growth in the top 25 markets was also up +4.3% for the month. The overall U.S RevPAR was up +3.5% for the month.



Airport Passenger Traffic

4.6 million Passengers passed through the gates of LAX in April. Compared to 2009, overall passenger traffic was flat and there was no increase in passenger movement at LAX.

The domestic traffic at LAX was also flat (-0.68%), while international traffic was up 1.9%. Passenger traffic at LA/Ontario airport was down -2.9% in April. Since Aero Mexico is no longer flying to LA/ONT, the airport will no longer report International traffic.

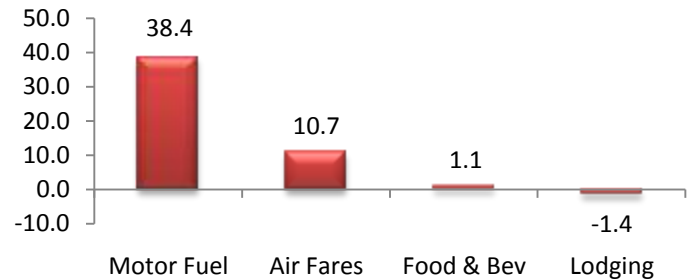




TPI April, 2010 (% Change)

U.S. Travel Price Index

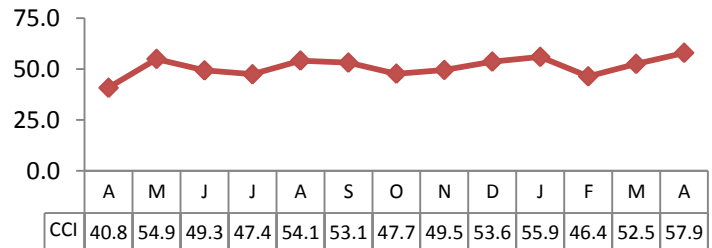
The April Travel Price Index, the TPI, increased 5.4 percent compared to April 2009. Motor fuel price jumped 38.4 percent from one year ago. Lodging prices were down 1.4 percent compared to April 2009 and up 3.9 percent from last month. Airfares increased 10.7 percent against twelve months.



U.S. Consumer Confidence

According to US Conference Board, the Consumer Confidence Index rose to 57.9 in April, compared with 52.3 in March.

Consumer Confidence- April 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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