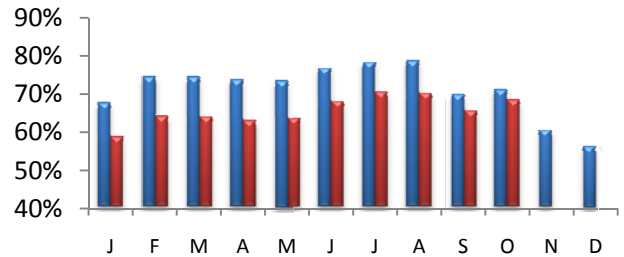


A Monthly Publication

November 2009

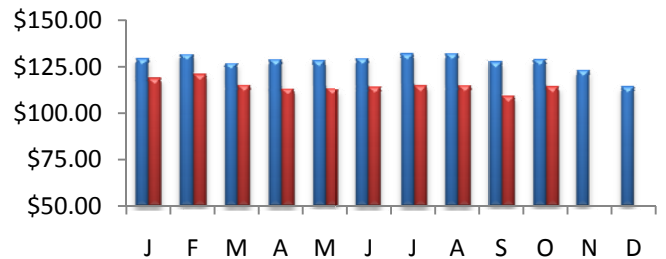
Countywide Hotel Occupancy

October occupancy measured 68.5%, a decrease of -3.5% from last October mark of 70.9%. The average occupancy for the top 25 markets was down -4.3%. Overall, US occupancy was also down -6.2% for the month.



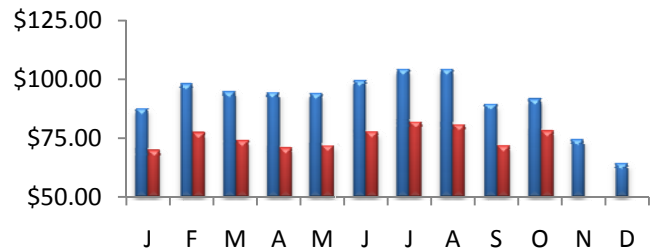
Average Daily Room Rate (ADR)

In October, county ADR went down by -11.9% over 2008 to reach \$114.10. The monthly change in room rates in the top 25 markets was -10.3%. US rates were down -8.2% for the month.



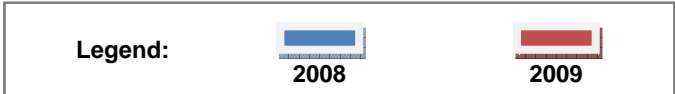
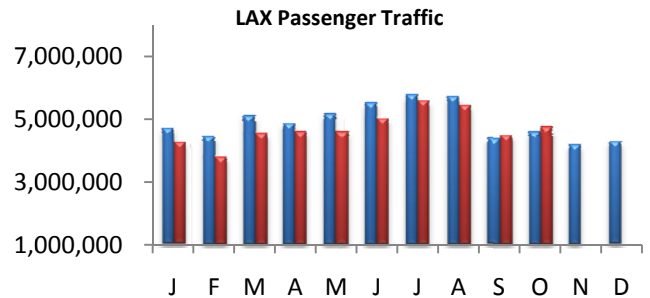
Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of October was down -15.0% and finished the month at \$78.13. The RevPAR growth in the top 25 markets was down -14.2% for the month. The overall U.S RevPAR was down -13.8% for the month.



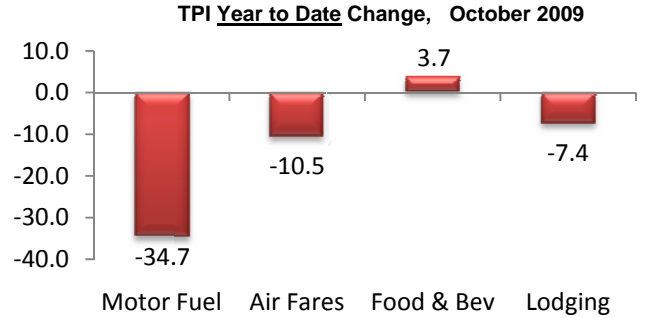
Airport Passenger Traffic

4.7 million Passengers passed through the gates of LAX in October, an increase of 1.7% vs. last year. The domestic traffic at LAX increased by 2.4%, while international traffic was flat -0.3%. Passenger traffic at LA Ontario International dropped year over year by -9.7% in October. The domestic traffic at LA/ONT was down by -9.8%, while international traffic went down by 8.5% compared October of last year.



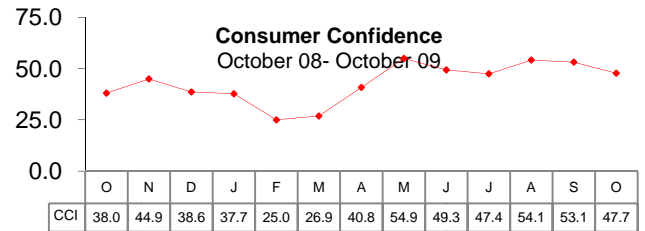
U.S. Travel Price Index

The TPI measured 4.5 percent lower in October than it did during the same month in 2008. Motor fuel prices were dropped down -18.4% year over year, airline fares dropped -6.5%, F&B increased +2.3%, and lodging prices were down at -6.1%. The year-to-date changes (%) for four major tourism sectors are shown in the graph at the right.



U.S. Consumer Confidence

According to Conference Board, the Consumer Confidence Index, which had declined in September, deteriorated further in October. The Index now stands at 47.7 (1985=100), down from 53.4 in September.



Disclaimer:

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