

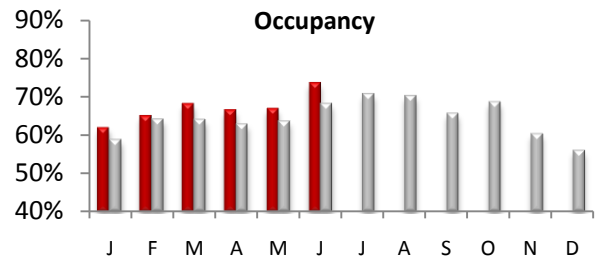


A Monthly Publication

July 2010

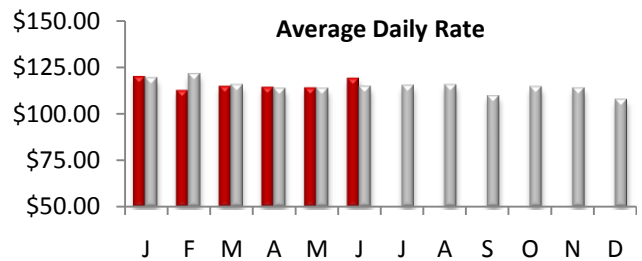
LA County Hotel Occupancy

June occupancy measured 73.4%, an increase of 8.5% from June 2009 of 67.7%. The average occupancy for the top 25 markets was also up 8.1%. Overall, US occupancy was up +6.9% for the month.



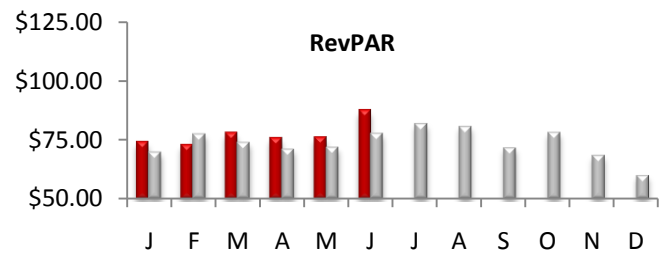
Average Daily Room Rate (ADR)

In June, county ADR measured \$118.94, an increase of 3.9% over last year. The monthly change in room rates in the top 25 markets was +2.5%. US rates increased slightly at 1.0% for the month.



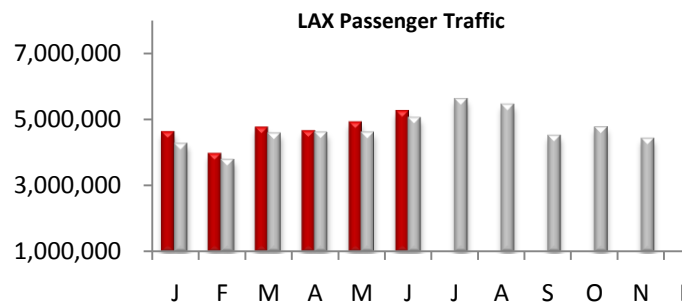
Revenue Per Available Room (RevPAR)

LA County RevPAR for the month of June was up 12.6% and finished the month at \$87.27. The RevPAR growth in the top 25 markets was also up +10.8% for the month. The overall U.S RevPAR was up +8.0% for the month.



Airport Passenger Traffic

5.2 million Passengers passed through the gates of LAX in June, an increase of 3.9% vs. last year. The domestic traffic at LAX increased by 1.4%, while international traffic went up 11.6%. Domestic Passenger traffic at LA/Ontario airport was down -4.1% in June. Since Aero Mexico is no longer flying to LA/ONT, the airport will no longer report International traffic.



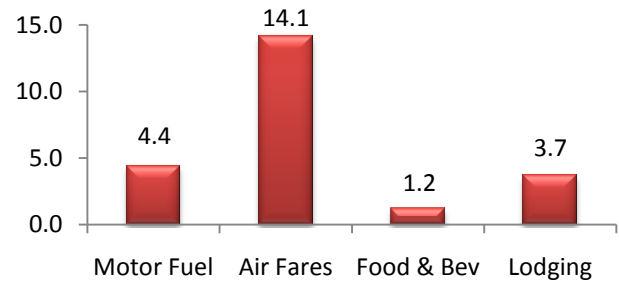
Legend: 2010 2009



TPI June, 2010 vs June 2009 (% Change)

U.S. Travel Price Index

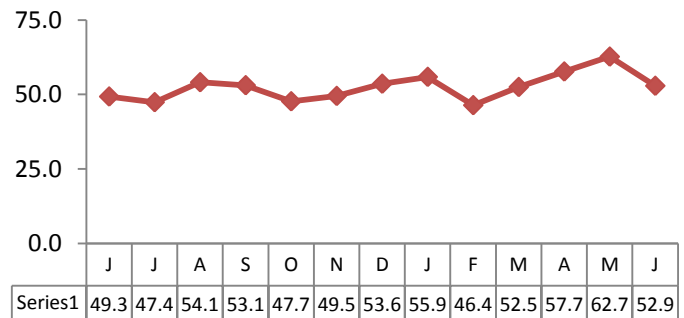
The June Travel Price Index (TPI) increased 3.8 percent compared to June 2009. Motor fuel price climbed to 4.4 percent from one year ago. Lodging prices were up 3.7 percent, compared to June 2009 and up 3.9 percent from last month. Airfares increased 14.1 percent against twelve months earlier and 2.4 percent from previous month.



Consumer Confidence- June 2010
12 months Performance

U.S. Consumer Confidence

According to US Conference Board, the Consumer Confidence Index dropped to a lower-than-anticipated 52.9 in June, compared with 62.7 in May.



Disclaimer:

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