

## Los Angeles Tourism Industry Performance Report 2010

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
<b>OCCUPANCY (%) (Los Angeles County)</b>	61.6	64.4	67.9	66.4	66.7	73.5	76.7	75.5	68.2	71.5	63.9	58.8	68.0
% Change vs previous year	6.1	1.3	6.8	6.5	5.7	8.7	9.3	8.5	4.4	5.3	6.7	5.7	6.4
<b>AVERAGE ROOM RATE (US\$)</b>	\$118.82	\$112.32	\$114.54	\$114.28	\$113.69	\$118.94	\$118.90	\$120.75	\$114.16	\$119.04	\$116.27	\$110.45	\$116.20
% Change vs previous year	-1.0	-7.9	-1.6	0.5	0.0	3.9	3.3	4.6	4.4	3.9	2.1	2.6	1.4
<b>RevPAR (US\$)</b>	\$73.20	\$72.32	\$77.77	\$75.91	\$75.86	\$87.39	\$91.16	\$91.21	\$77.89	\$85.16	\$72.24	\$64.90	\$79.06
% Change vs previous year	5.0	-6.7	5.0	7.0	5.8	12.9	12.8	13.6	9.0	9.4	8.9	8.5	7.9
<b>Hotel Rooms Sold</b>	1,849,990	1,767,253	2,063,741	1,955,615	2,029,671	2,161,624	2,331,013	2,297,262	2,008,649	2,175,740	1,879,922	1,787,765	24,308,245
% Change vs previous year	8.0	4.2	9.8	9.7	8.5	10.9	11.5	10.6	6.3	7.3	8.6	7.3	8.7
<b>AIRLINE PASSENGER TRAFFIC</b>													
<b>LAX-TOTAL Passenger Traffic</b>	4,609,720	3,960,497	4,776,073	4,642,856	4,952,015	5,241,050	5,692,861	5,617,846	4,695,395	4,988,085	4,679,746	5,049,139	59,069,409 <sup>^</sup>
% Change vs previous year	8.0	4.5	4.5	0.0	6.6	4.0	1.6	3.3	4.1	4.8	5.9	4.6	4.5
Domestic	3,245,075	2,832,104	3,497,006	3,389,893	3,621,891	3,827,462	4,143,874	4,101,959	3,432,692	3,682,677	3,483,901	3,725,006	43,134,145 <sup>^</sup>
% Change vs previous year	7.7	2.6	3.5	-0.7	3.6	1.4	0.7	3.4	4.5	5.4	7.3	7.2	4.1
International	1,364,645	1,128,393	1,279,067	1,252,963	1,330,124	1,413,588	1,548,987	1,515,887	1,262,703	1,305,408	1,195,845	1,324,133	15,935,264 <sup>^</sup>
% Change vs previous year	8.8	9.5	7.1	2.0	15.8	11.6	4.0	3.2	3.1	3.0	1.9	-2.1	5.5
<b>LA/ONTARIO-TOTAL Passenger Traffic</b>	364,582	331,931	398,429	411,838	420,854	408,800	438,185	426,741	379,478	411,117	398,784	394,730	4,808,241 <sup>^</sup>
% Change vs previous year	-0.1	-3.9	-4.4	-2.9	0.7	-5.2	1.4	-1.2	-1.6	-1.2	-0.1	-0.8	-1.2
Domestic	359,894	331,314	398,154	411,750	420,854	408,800	438,185	426,741	379,478	411,072	396,123	392,541	4,797,438 <sup>^</sup>
% Change vs previous year	0.5	-2.5	-3.0	-1.4	2.0	-4.1	3.0	0.3	-0.5	0.1	-0.3	-0.2	0.0
International	4,688	617	275	88	0	0	0	0	0	45	2,661	2,189	10,803 <sup>^</sup>
% Change vs previous year	-31.1	-89.0	-95.8	-98.6	-100.0	-100.0	-100.0	-100.0	-100.0	-99.1	-38.2	-55.5	-84.2
<b>BURBANK AIRPORT</b>	353,936	321,507	372,467	375,305	383,481	392,052	384,647	399,180	360,538	381,656	368,176	368,326	4,461,271
% Change vs previous year	1.6	-4.9	-3.0	-8.0	-2.2	-2.3	-3.8	-0.7	-1.4	-1.4	-2.6	-4.2	-2.8
<b>LONG BEACH AIRPORT</b>	208,412	193,654	234,774	238,638	258,910	270,560	289,001	295,795	236,987	258,160	242,615	250,817	2,978,326
% Change vs previous year	-5.4	-3.3	-2.9	-4.0	3.2	4.3	3.9	5.9	0.7	7.0	11.9	5.8	2.4
<b>SANTA ANA - ORANGE COUNTY</b>	651,224	599,114	736,104	745,302	739,421	772,155	792,532	802,065	683,999	732,106	690,859	718,571	8,663,452
% Change vs previous year	9.9	2.8	3.2	3.1	0.0	-1.7	-3.6	-3.8	-3.5	-4.8	-1.3	-2.1	-0.5
<b>OVERSEAS ARRIVALS *</b>	170,975	157,197	186,904	186,911	212,593	247,995	266,996	252,479	254,669	235,645	190,762	229,964	2,593,090
% Change vs previous year	12.2	15.3	16.5	3.8	21.4	34.8	22.9	19.3	17.0	15.7	21.0	16.0	18.1

\* Data excludes visitors from Mexico & Canada.

Sources: STR, LAWA, Individual Airports Website, I-94 Visitor Arrivals, DHS & CIC Research

<sup>^</sup> - YTD Passenger Traffic for LAX and LA/Ontario obtained directly from LAWA.org.

Note: 'n/a' means data was 'Not Available' at the time of publishing this report. If , and when available, we will update the data in the next month's report.