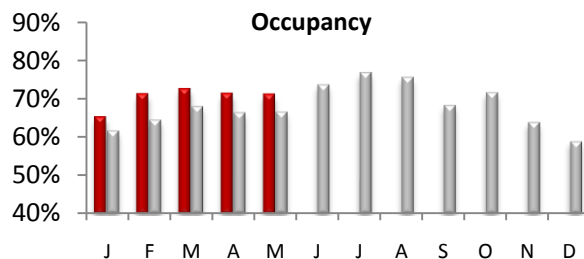




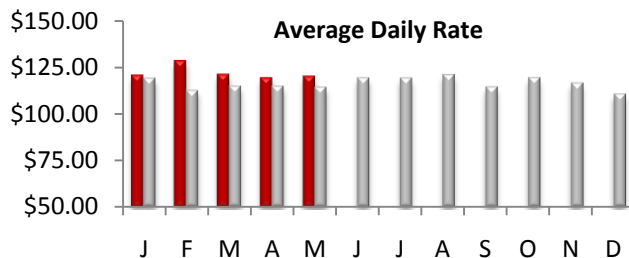
**LA County Hotel Occupancy**

May occupancy measured 70.9%, an increase of +6.6% from May 2010 of 66.5%. The average occupancy for the top 25 markets was also up +4.9%. Overall, U.S. occupancy was up +4.6% for the month.



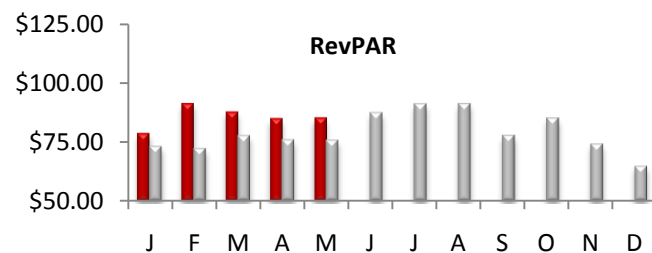
**Average Daily Room Rate (ADR)**

In May, LA county ADR measured \$120.17, an increase of +5.4% over last year. The monthly change in room rates in the top 25 markets was up +5.7%. U.S. rates also increased at +4.0% for the month.



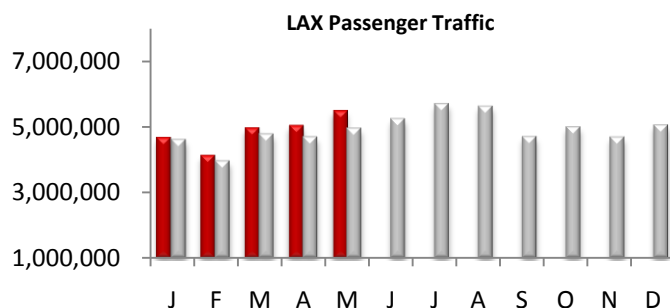
**Revenue Per Available Room (RevPAR)**

LA County RevPAR for the month of May was up +12.4% and finished the month at \$85.21. The RevPAR growth in the top 25 markets was also up +10.9% for the month. The overall U.S. RevPAR was up +8.8% for the month.



**Airport Passenger Traffic**

5.5 million Passengers passed through the gates of LAX in May, an increase of +10.5% vs. last year. The domestic traffic at LAX increased by +11.0%, while international traffic was also up +9.0%. Passenger traffic at LA/Ontario airport was down by -5.8% in May.



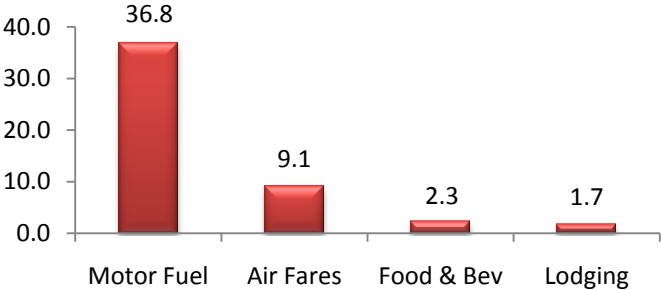
Legend: ■ 2011 ■ 2010



TPI May 2011 vs May 2010 (% Change)

**U.S. Travel Price Index**

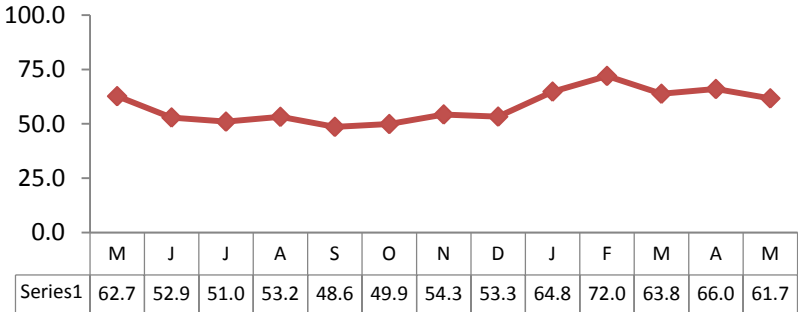
The May Travel Price Index (TPI) increased +7.7 percent compared to May 2010. The growth was mostly driven by gas prices and air fares rising from a year ago by +36.8 percent and +9.1 percent respectively. Lodging experienced an increase of +1.7% over May 2010.



Consumer Confidence - May 2011  
12 months Performance

**U.S. Consumer Confidence**

According to U.S. Conference Board, the Consumer Confidence Index (CCI) decreased to 61.7 in May 2011, compared with 62.7 in May 2010. The current CCI has also decreased from last month's Index of 66.0 reported for April 2011.



**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

Travel Pulse is a publication of LA INC. The Los Angeles Convention and Visitors Bureau. Data for Travel Pulse was obtained from Smith Travel Research, Los Angeles World Airports, CIC Research, The Conference Board, TIA and the U.S. Department of Labor, unless otherwise noted, all data pertain to Los Angeles County. For additional information regarding travel and tourism in Los Angeles, contact LA INC.'s Research Department at [floukrezis@lainc.us](mailto:floukrezis@lainc.us)