

TOURISM 2009

Highlights of the Year

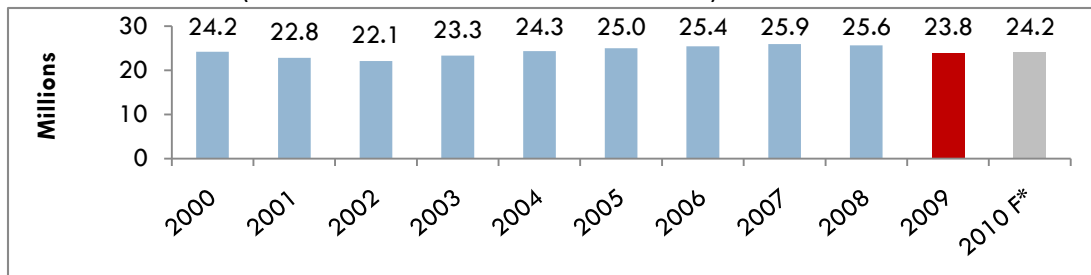
- In 2009, Los Angeles welcomed more than **23.8 million** visitors.
- Direct visitor spending totaled **\$11.8 billion** in 2009
- Spending by domestic visitors totaled \$8.1 billion, while spending by international visitors totaled \$3.6 billion
- Domestic Overnight visitation to Los Angeles dropped by nearly 6.5%, as 19.3 million domestic visitors came to Los Angeles last year.
- International visitation also dropped by 7.9% in 2009, as 4.5 million foreign residents came into LA County last year.
- Mexico, Canada, United Kingdom, Japan and Australia were Los Angeles' top five visitor-generating markets in 2009.
- Despite the economic downturn, there was a growth across many of our overseas markets, including the strongest growth in visitors from South Korea, followed by considerable increase in visitors from Philippines, China and Australia
- Los Angeles was the third ranked destination for overseas visitors.

2009 STATISTICS

Number of Overnight Visitors to L.A

2009 Visitor Estimate by CIC Research

Total **23.8 Million** (Domestic: 19.3M & International 4.5M)

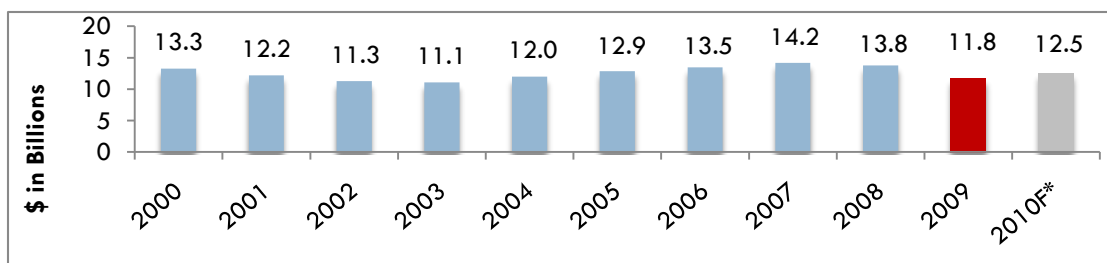


F* Forecast subject to periodic review - Source: CIC Research

Visitor Spending in L.A

International: **US\$ 3.7B** | Domestic (Overnight) **US\$ 8.1B**

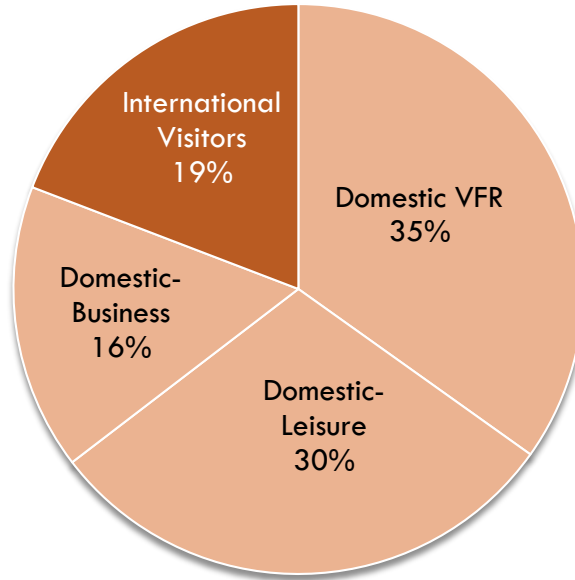
Total Overnight Visitor Spending: **US\$ 11.8B**



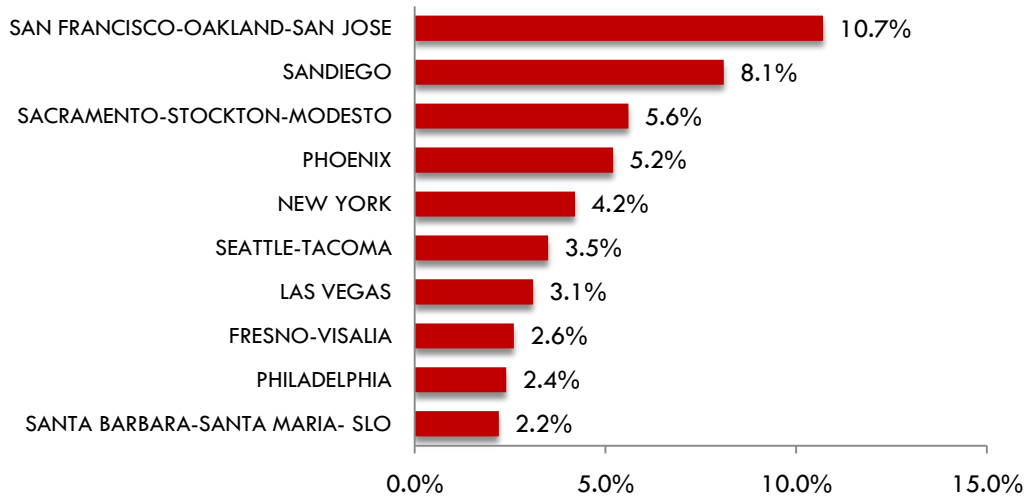
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Los Angeles Visitor Market Segmentation

Overnight Visitors



LA's Top 5 Domestic Feeder Markets (Percent of All Domestic Overnight Visitors to LA)



(Source: TNS 2009)

Top International Feeder Markets 2009

Overseas Markets*	2009
United Kingdom	273,000
Japan	239,000
Australia	232,000
France	178,000
Germany	164,000
S. Korea	175,000
China (PRC)	158,000
Philippines	81,000
Taiwan (ROC)	76,000
Italy	71,000
Total Overseas	2,518,000
Canada	495,000
Mexico Total Visitors** (1)	1,553,000
Total International Visitors	4,566,000

**Air +Non Air Visitors / Source: CIC Research, US Dept of Commerce

LA's LEADING INDUSTRIES

(Based on Employment)

With total employment of 456,000 in 2009, tourism was the largest export industry for the Los Angeles five-country metropolitan area.

1. **Tourism and Hospitality**
2. Professional and Business Services
3. Direct International Trade
4. Entertainment
5. Wholesale Trade and Logistics

Source: LAEDC

AIR TRAVEL

NUMBER OF PASSENGERS FOR EACH AIRPORT IN 2009:

- | | |
|---|------------|
| • Los Angeles International Airport (LAX) | 56,520,843 |
| • Ontario International Airport | 4,886,695 |
| • Bob Hope Airport (Burbank) | 4,588,433 |
| • Long Beach Airport | 2,909,307 |

Source: Individual Airport Stats

LODGING

Snapshot of LA County Lodging Performance 2009

96,682 Rooms/ 989 Properties

Markets	Occupancy	ADR	RevPAR
LA County	64.3% (-9.6)	\$114.20 (-11.1)	\$73.46 (-19.6)
Top 25 Markets	60.2% (-8.3)	\$117.44 (-11.7)	\$70.65 (-19%)
U.S (National Average)	55.1% (-8.7)	\$97.51 (-8.8)	\$53.71 (-16.7)

(Source: Smith Travel Research)