

HIGHLIGHTS OF THE YEAR

VISITATION

- In 2018 Los Angeles achieved a record high with 50.0 million overnight and day visitors, an increase of 3.1% over the previous year.
- Of those total visitors, approximately 32.8 million were overnight, up 2.8% from last year.
- Domestic overnight visitation increased by 2.5% as a record breaking 25.3 million domestic visitors came to Los Angeles last year.
- International visitation increased by 3.6% in 2018, as 7.5 million foreign residents came to L.A. last year, an all-time high.

DIRECT VISITOR SPEND

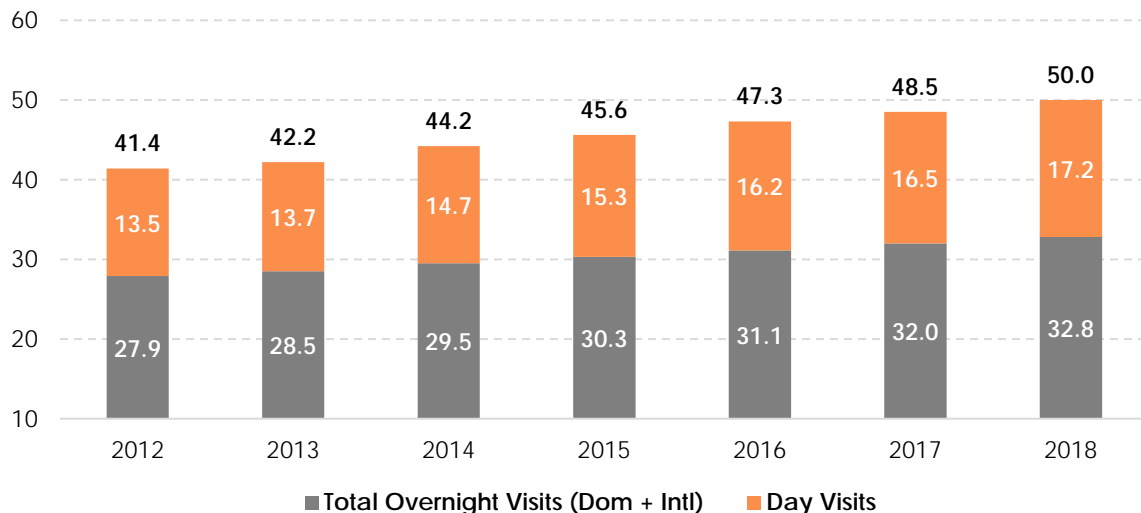
- Direct visitor spend totaled \$23.9 billion in 2018, a 5.0% increase over 2017, also a record high.

LODGING PERFORMANCE

- 2018 Los Angeles Occupancy rate was 79.6%, ADR was \$180.17 and RevPAR was \$143.49.
- The YOY% change over 2017 for Occupancy was down -0.4%, ADR increased 2.4% and RevPAR increased by 1.9%.
- 10 new hotels opened in 2018 resulting in a room supply increase of 3.1% over 2017.

LOS ANGELES OVERNIGHT & DAY VISITORS

In 2018 Los Angeles achieved a record high of 50.0 million overnight and day visitors

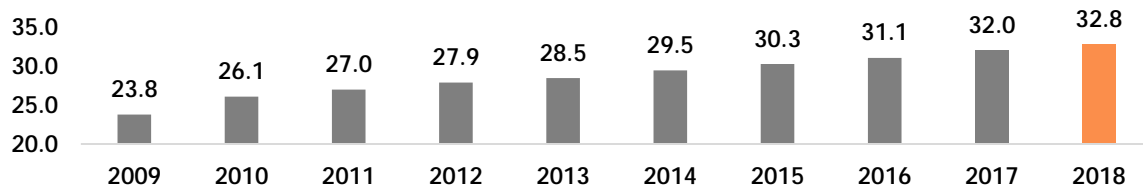


Source: Tourism Economics; Smith Travel Research

NUMBER OF OVERNIGHT VISITORS TO LOS ANGELES

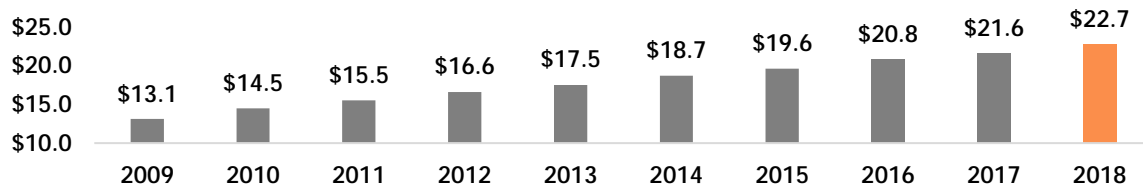
2018 Total Overnight Visitors Volume: 32.8 Million

Domestic (Overnight): 25.3M | International: 7.5M



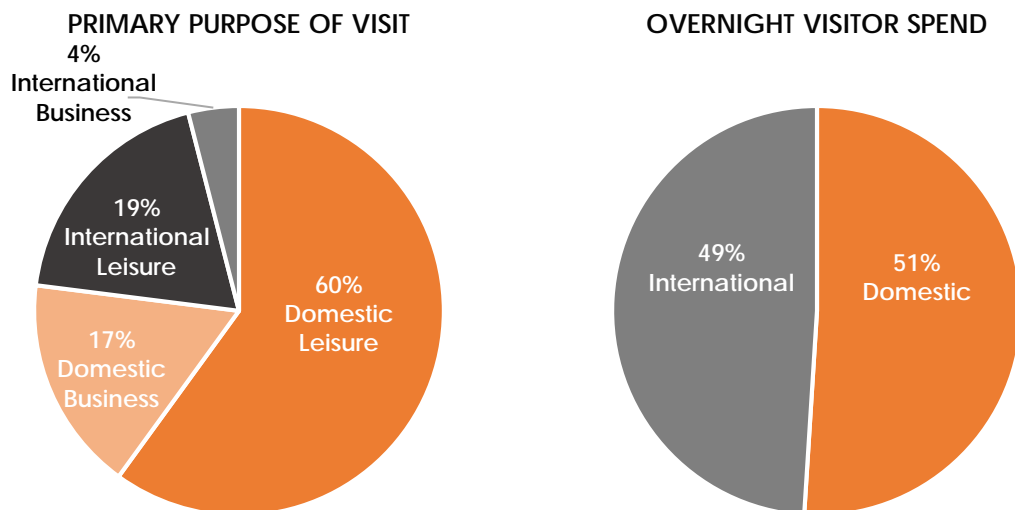
OVERNIGHT VISITOR SPENDING IN LOS ANGELES

2018 Total Overnight Visitor Spending: \$22.7 Billion



LOS ANGELES OVERNIGHT VISITOR MARKET SEGMENTATION

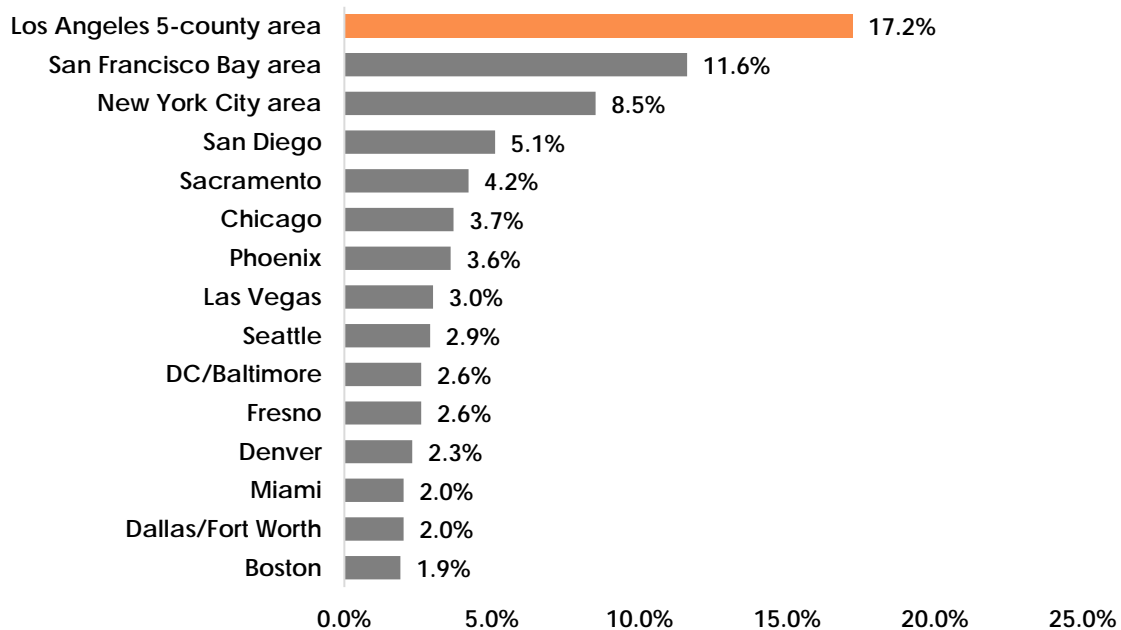
International tourists represent 23% of overnight visitors but generate 49% of total spend



Overseas Markets	2018	% Change over 2017
China (Excluding Hong Kong)	1,200,000	6.9%
Australia	426,000	2.0%
UK	382,000	3.0%
Japan	349,000	2.5%
South Korea	335,000	-1.9%
France	307,000	4.0%
Germany	237,000	-6.7%
Scandinavia	190,000	3.9%
Middle East	138,000	-2.5%
India	130,000	5.1%
Brazil	117,000	14.6%
Total Overseas	4,962,000	3.3%
Mexico	1,776,000	4.0%
Canada	780,000	4.5%
Total International	7,518,000	3.6%

Source: Tourism Economics January 2019

2018 TOP 15 DOMESTIC OVERNIGHT VISITOR MARKETS AS A PERCENT OF TOTAL DOMESTIC OVERNIGHT VISITATION



Source: Longwoods International; Los Angeles Tourism & Convention

JOBS

Leisure & Hospitality (L&H) is on the leading industries in L.A. County, averaging 534,300 jobs in 2018. The L&H sector grew by 9,700 new jobs (a +1.8% increase) over 2017 and represents 1 out of every 8.5 jobs within the entire county.

Source: CA EDD

AIR TRAVEL

In 2018 LAX ranked the 2nd busiest airport in the U.S. following Atlanta International Airport

PASSENGER TRAFFIC FOR LOS ANGELES AREA AIRPORTS IN 2018:

	Annual Volume	YOY % Change
Los Angeles International Airport (LAX)	87,534,384	+3.5%
Hollywood Burbank Airport	5,263,972	+11.1%
Ontario International Airport	5,115,894	+12.4%
Long Beach Airport	3,884,721	+3.0%

Note: Airport traffic figures include outbound and returning local area residents in addition to visitors

Source: Individual airport websites

LOS ANGELES COUNTY LODGING PERFORMANCE

In 2018, LA had the 6th largest supply of U.S. hotel rooms with 104,053 rooms at 1,036 properties.

Markets	Occupancy	ADR	RevPAR
Los Angeles County	79.6% (-0.4%)	\$180.17 (+2.4%)	\$143.49 (+1.9%)
Top 25 Markets	73.6% (-0.1%)	\$157.94 (+2.7%)	\$116.19 (+2.5%)
U.S. National Average	66.2% (+0.5%)	\$129.83 (+2.4%)	\$85.96 (+2.9%)

L.A. County Room Demand	2016	2017	2018
Number of Room Nights Sold	29,221,000	29,370,000	30,182,000
Difference Over Previous Year	+689,000	+149,000	+812,000
% Change Over Previous Year	+2.4%	+0.5%	+2.8%

Source: Smith Travel Research; Tourism Economics