

TOURISM 2008

Highlights of the Year

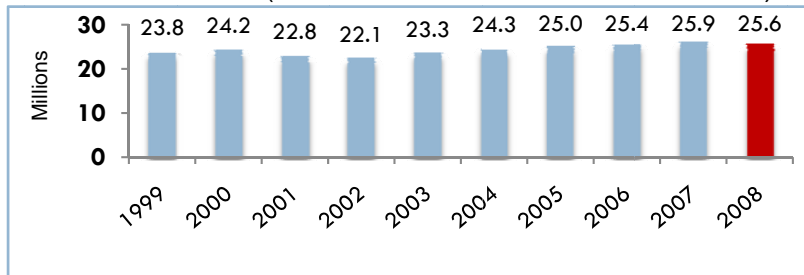
- In 2008, Los Angeles welcomed more than 25.6 million visitors.
- Direct visitor spending totaled \$13.8 billion in 2008
- Spending by domestic visitors totaled \$9.3 billion, while spending by international visitors totaled \$4.6 billion
- Domestic visitation to Los Angeles dropped by nearly 2%.
- International visitation grew from 2007, as 4.9 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 2008.
- There was a growth across many of our core overseas markets, including the strongest growth in visitors from France, followed by considerable increase in visitors from China, Australia and Germany.
- Los Angeles continued to be the second ranked destination for overseas visitors behind New York

2008 STATISTICS

• **Number of Overnight Visitors to L.A**

2008 Visitor Estimate by CIC Research

Total **25.6 Million** (Domestic: 20.6M & International 4.9M)

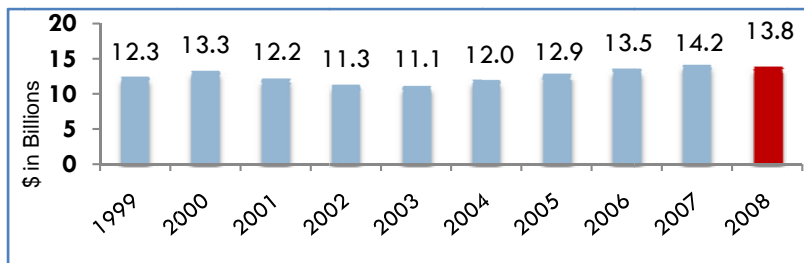


Source: CIC Research

• **Visitor Spending in L.A**

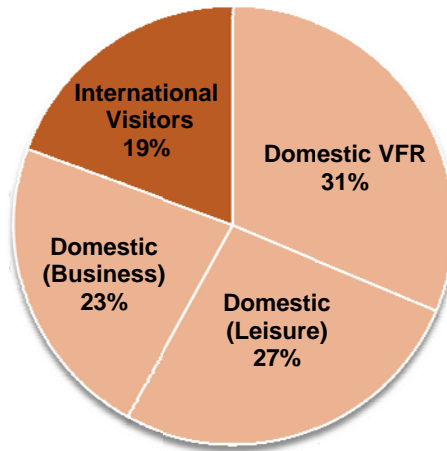
International: US\$ 4.5B | Domestic (Overnight) US\$ 9.3B

Total Overnight Visitor Spending: **US\$ 13.8B**



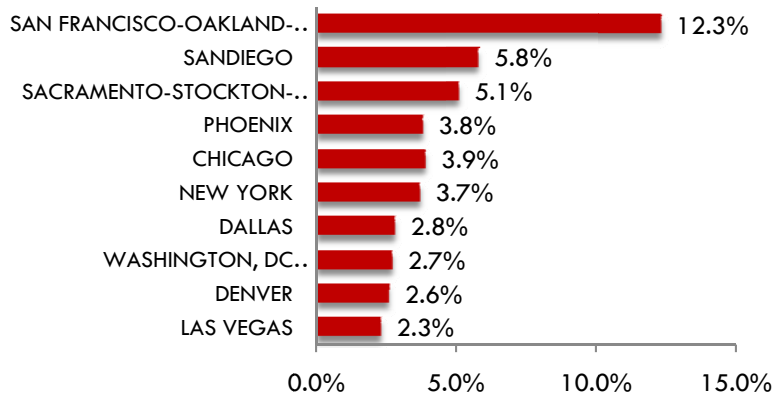
Source: CIC Research

MARKET SEGMENTS OF LA VISITORS



■ Domestic VFR
 ■ Domestic- Leisure
 ■ Domestic- Business
 ■ International Visitors

Top 5 Domestic Feeder Markets (Percent of All L.A Visitors)



(Source: TNS 2008)

Top International Feeder Markets

2008 Top Visitor Markets	# of Visitors	% Change (vs. last year)
Mexico*	1.6 Million	(-4.0)
Canada	514,000	(+7.0)
United Kingdom	351,000	(-2.0)
Japan	286,000	(-4.7)
Australia	226,000	(+12.0)
France	199,000	(+46.0)
Germany	175,000	(+8.0)
S. Korea	162,000	(-15.2)
China (PRC)	151,000	(+15.3)
Taiwan	110,000	(-6.0)

**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 2008, 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

- **Passenger Traffic**
2008 Year End Statistics
 LAX Total: 59.8 Million Passengers (-4.2% compare to last year)
 Domestic: 43M (-4.5%) | International 16.6M (-3.2%)
- **Approximate number of Cities served through LAX:** 136 Cities
 (75 Domestic & 61 International)
- **Number of Airlines Operating:** Approximately 68 Airlines
 (52 International Carriers / 16 Domestic Carriers)

Source: LAWA

LODGING

- **Number of hotel rooms in LA County:**
95, 118 Rooms/ 979 Properties (as of Dec 2008)

2008 Year End Statistics

LA County Occupancy:	71.3%	(-5%) compare to last year
LA County Average rate:	\$127.94	(+4%) compare to last year
Top 25 Markets Occupancy	65.7%	(-3.8%) compare to last year
Top 25 Markets Average Rate	\$132.82	(+2.8%) compare to last year
US Occupancy	60.4%	(-4.2%) compare to last year
US Average Rate	\$106.55	(+2.4%) compare to last year

(Source: Smith Travel Research)