

LOS ANGELES TOURISM BY NUMBERS

2012 QUICK FACTS

TOURISM 2012

Highlights of the Year

Visitation

- In 2012 Los Angeles achieved a record high with nearly **41.4 million** overnight and day visitors, an increase of 2.5% over the previous year.
- Of those total visitors, approximately 27.9 million were overnight, up 3.3% from last year.
- Domestic Overnight visitation to Los Angeles increased by 3.9%, as a record breaking 21.9 million domestic visitors came to Los Angeles last year.
- International visitation increased by 1.2% in 2012, as over 6.0 million foreign residents came into Los Angeles last year, an all-time high.

Direct Estimated Visitor Spend

- Direct visitor spending totaled **\$16.5 billion** in 2012, a 6.9% increase over 2011, also a record high.
- Spending by domestic day and overnight visitors totaled nearly \$11.1 billion, while spending by international visitors exceeded \$5.4 billion.

International Market Trends

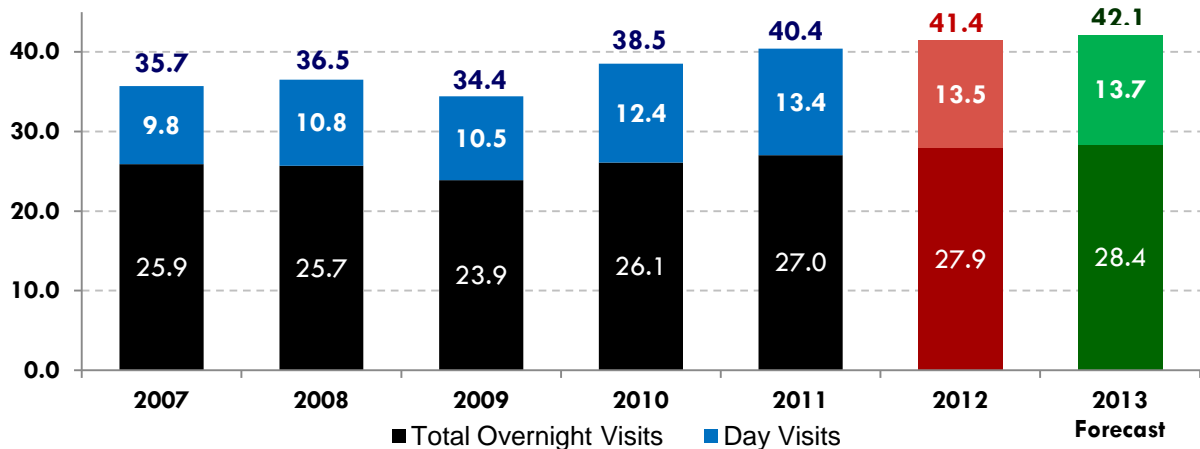
- Mexico, Canada, China, Australia, and the UK were Los Angeles' top five visitor generating markets in 2012.
- China has now become the #1 overseas market for visitation to Los Angeles experiencing the fastest growth of any market with 36% more visitors over 2011.

Lodging Performance – All Record Highs

- The 2012 Los Angeles market Occupancy rate was **75.4%**, ADR was **\$130.12** and RevPAR was **\$98.11**.
- The YOY% increase over 2011 for Occupancy was up 5.1%, ADR increased by 5.6% and RevPAR by 11.0%.
- There were **26.6 million** room nights sold throughout Los Angeles, an increase of 4.0% over 2011.

Los Angeles Overnight & Day Visitors

In 2012 Los Angeles achieved a record high with nearly **41.4 million** overnight and day visitors



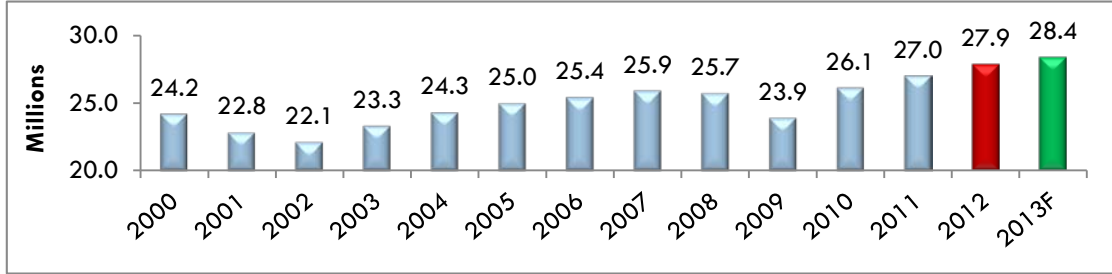
Note: Total Overnight consists of both Domestic and International overnight visitors

Source: CIC Research; Tourism Economics

Number of Overnight Visitors to Los Angeles

2012 Total Overnight Visitor Volume: **27.9 Million**

Domestic (Overnight): 21.9M | International: 6.0M

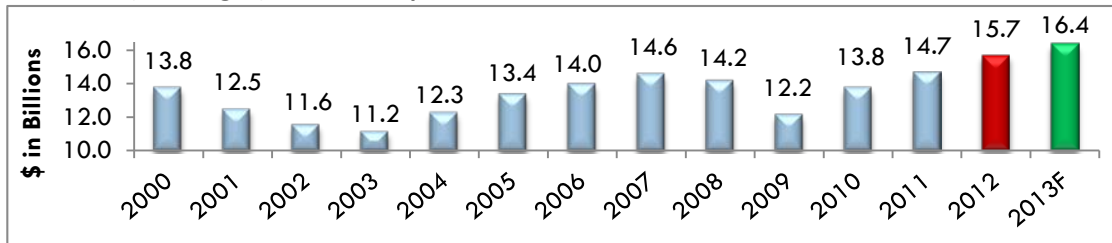


2013F – Forecast
Source: CIC Research; Tourism Economics

Overnight Visitor Spending in Los Angeles

2012 Total Overnight Visitor Spending: **\$ 15.7B**

Domestic (Overnight): \$ 10.3B | International: \$ 5.4B

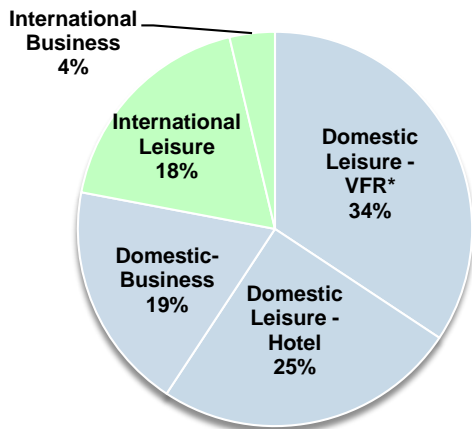


2013F – Forecast
Source: Bureau of Economic Analysis; CIC Research; Tourism Economics

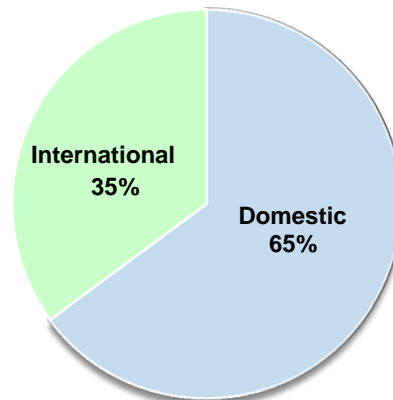
Los Angeles Overnight Visitor Market Segmentation

International tourists represent 22% of overnight visitors but generate 35% of total spend

Domestic/International Composition & Primary Purpose of Visit



Visitor Spend



*VFR – Visiting with Friends or Relatives

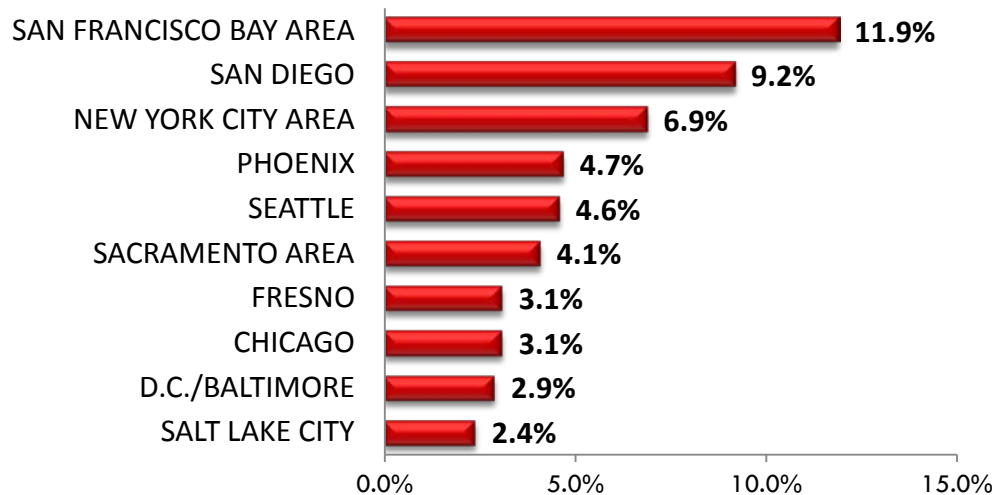
Source: 2011 TNS LA Resurvey; U.S. Department of Commerce, OTTI, Survey of International Air Travelers; CIC Research

Los Angeles Top International Feeder Markets

Overseas Markets	2012 Preliminary	% Change over 2011
China (excluding Hong Kong)	459,000	35.5%
Australia	387,000	-3.1%
UK	318,000	-11.8%
Japan	289,000	0.1%
France	273,000	-19.2%
South Korea	233,000	-1.4%
Germany	224,000	-0.8%
Brazil	114,000	6.9%
Total Overseas	3,659,000	0.2%
Mexico Total Visitors	1,651,000	2.6%
Canada	700,000	3.7%
Total International	6,010,000	1.2%

Source: U.S. Department of Commerce, OTTI, Survey of International Air Travelers; CIC Research

2012 Los Angeles Top 10 Non-Local Domestic Feeder Markets (Percent of All Domestic Overnight Visitors to Los Angeles)



Source: 2012 TNS TravelsAmerica and LA Resurvey; Dean Runyan Associates

TOURISM & HOSPITALITY WAS THE FASTEST GROWING INDUSTRY IN 2012

Visitor spending directly supports 324,000 jobs in Los Angeles County. The Leisure and Hospitality industry represents **1 out of every 10 jobs** within the entire county.

In 2012, tourism generated **10,000** new jobs in LA County, more new jobs than any other industry.

Source: LAEDC, CA EDD

AIR TRAVEL

PASSENGER TRAFFIC FOR LOS ANGELES AREA AIRPORTS IN 2012:

	Annual Volume	YOY% Change
• Los Angeles International Airport (LAX)	63,688,121	+3.0%
• LA/Ontario International Airport	4,305,426	-5.4%
• Bob Hope Airport (Burbank)	4,056,416	-5.7%
• Long Beach Airport	3,205,907	+2.9%

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

Source: Individual Airport Sites

2012 LOS ANGELES COUNTY LODGING PERFORMANCE

In 2012, Los Angeles had the 5th largest supply of U.S. hotel rooms with **96,500** rooms at **982** properties. Downtown LA comprised over 8,700 rooms at 35 properties.

Markets	Occupancy	ADR	RevPAR
Los Angeles County	75.4% (+5.1)	\$130.12 (+5.6)	\$98.11 (+11.0)
Top 25 Markets	68.6% (+3.1)	\$129.25 (+4.5)	\$88.67 (+7.8)
U.S. (National Average)	61.4% (+2.5)	\$106.10 (+4.2)	\$65.17 (+6.8)

Demand	2010	2011	2012
Number of Room Nights Sold (rounded)	24,117,000	25,592,000	26,620,000
Difference over Previous Year	+1,832,000	+1,475,000	+1,028,000
% Change over Previous year	+8.2%	+6.1%	+4.0%

Source: Smith Travel Research