United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848

www.strglobal.com

California Tourism

For the Month of January 2009

Date Created: Feb 20, 2009

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Tab 2 - Multi-Segment

California Tourism

For the month of: January 2009

	Current Month - January 2009 vs January 2008												Year to Date - January 2009 vs January 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2008						Occ %		ADR		RevPAR		Percent Change from YTD 2008						Properties		Rooms	
	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	45.9	51.5	100.66	106.14	46.24	54.62	-10.7	-5.2	-15.3	-12.5	3.4	-7.7	45.9	51.5	100.66	106.14	46.24	54.62	-10.7	-5.2	-15.3	-12.5	3.4	-7.7	49595	26842	######	######
Pacific	50.8	58.0	116.18	124.37	58.98	72.16	-12.5	-6.6	-18.3	-16.3	2.4	-10.4	50.8	58.0	116.18	124.37	58.98	72.16	-12.5	-6.6	-18.3	-16.3	2.4	-10.4	7791	3700	707876	508609
California	51.9	59.4	111.80	119.33	57.98	70.90	-12.7	-6.3	-18.2	-16.2	2.5	-10.6	51.9	59.4	111.80	119.33	57.98	70.90	-12.7	-6.3	-18.2	-16.2	2.5	-10.6	5441	2613	490941	355441
Anaheim-Santa Ana, CA	54.0	62.0	114.33	124.34	61.76	77.11	-12.9	-8.0	-19.9	-18.5	1.8	-11.3	54.0	62.0	114.33	124.34	61.76	77.11	-12.9	-8.0	-19.9	-18.5	1.8	-11.3	427	233	53280	41672
Los Angeles-Long Beach, CA	58.8	67.6	118.81	128.84	69.91	87.06	-12.9	-7.8	-19.7	-18.0	2.2	-11.0	58.8	67.6	118.81	128.84	69.91	87.06	-12.9	-7.8	-19.7	-18.0	2.2	-11.0	980	433	94925	68458
Oakland, CA	48.0	59.2	91.22	97.82	43.83	57.93	-18.9	-6.8	-24.3	-22.7	2.1	-17.1	48.0	59.2	91.22	97.82	43.83	57.93	-18.9	-6.8	-24.3	-22.7	2.1	-17.1	244	141	24357	19468
Riverside-San Bernardino, CA	51.8	60.0	97.00	103.14	50.23	61.93	-13.8	-6.0	-18.9	-15.2	4.6	-9.8	51.8	60.0	97.00	103.14	50.23	61.93	-13.8	-6.0	-18.9	-15.2	4.6	-9.8	500	229	40650	26899
Sacramento, CA	48.7	55.7	100.43	104.80	48.90	58.41	-12.6	-4.2	-16.3	-13.4	3.4	-9.6	48.7	55.7	100.43	104.80	48.90	58.41	-12.6	-4.2	-16.3	-13.4	3.4	-9.6	273	136	23932	17385
San Diego, CA	53.2	61.6	123.34	134.54	65.60	82.89	-13.7	-8.3	-20.9	-17.6	4.1	-10.1	53.2	61.6	123.34	134.54	65.60	82.89	-13.7	-8.3	-20.9	-17.6	4.1	-10.1	463	273	57050	46316
San Francisco/San Mateo, CA	56.9	62.5	139.84	146.27	79.52	91.47	-9.1	-4.4	-13.1	-11.9	1.3	-7.9	56.9	62.5	139.84	146.27	79.52	91.47	-9.1	-4.4	-13.1	-11.9	1.3	-7.9	394	215	51517	42098
San Jose-Santa Cruz, CA	48.3	62.4	115.51	127.94	55.82	79.86	-22.6	-9.7	-30.1	-29.7	0.5	-22.2	48.3	62.4	115.51	127.94	55.82	79.86	-22.6	-9.7	-30.1	-29.7	0.5	-22.2	308	181	29091	23115
California South/Central	44.8	48.0	70.11	70.50	31.38	33.82	-6.7	-0.6	-7.2	-2.3	5.3	-1.8	44.8	48.0	70.11	70.50	31.38	33.82	-6.7	-0.6	-7.2	-2.3	5.3	-1.8	333	162	24518	15716
California North	40.6	47.2	82.44	85.60	33.44	40.39	-14.0	-3.7	-17.2	-15.2	2.5	-11.9	40.6	47.2	82.44	85.60	33.44	40.39	-14.0	-3.7	-17.2	-15.2	2.5	-11.9	648	240	35082	19366
California North Central	44.2	48.1	106.50	100.21	47.07	48.18	-8.1	6.3	-2.3	-1.8	0.5	-7.6	44.2	48.1	106.50	100.21	47.07	48.18	-8.1	6.3	-2.3	-1.8	0.5	-7.6	268	114	17292	10167
California Central Coast	47.6	50.7	110.66	113.67	52.71	57.65	-6.1	-2.7	-8.6	-7.7	1.0	-5.2	47.6	50.7	110.66	113.67	52.71	57.65	-6.1	-2.7	-8.6	-7.7	1.0	-5.2	563	243	36898	23798
Bakersfield, CA	48.1	49.3	62.82	63.16	30.24	31.15	-2.4	-0.5	-2.9	0.6	3.6	1.1	48.1	49.3	62.82	63.16	30.24	31.15	-2.4	-0.5	-2.9	0.6	3.6	1.1	121	62	9382	6384
Fresno, CA	42.6	46.7	76.94	76.39	32.77	35.65	-8.7	0.7	-8.1	-1.3	7.4	-2.0	42.6	46.7	76.94	76.39	32.77	35.65	-8.7	0.7	-8.1	-1.3	7.4	-2.0	120	61	9581	6315
Tulare/Visalia	42.8	47.9	72.22	73.76	30.89	35.30	-10.7	-2.1	-12.5	-8.5	4.6	-6.5	42.8	47.9	72.22	73.76	30.89	35.30	-10.7	-2.1	-12.5	-8.5	4.6	-6.5	92	39	5555	3017
Santa Rosa	39.0	49.5	97.76	99.83	38.09	49.37	-21.2	-2.1	-22.8	-19.9	3.8	-18.2	39.0	49.5	97.76	99.83	38.09	49.37	-21.2	-2.1	-22.8	-19.9	3.8	-18.2	89	41	6070	4260
Redding/Chico	43.4	51.2	68.29	70.70	29.66	36.23	-15.2	-3.4	-18.1	-15.9	2.8	-12.9	43.4	51.2	68.29	70.70	29.66	36.23	-15.2	-3.4	-18.1	-15.9	2.8	-12.9	69	37	4546	3128
Vallejo/Napa Valley	41.3	43.1	92.62	99.46	38.24	42.91	-4.3	-6.9	-10.9	-7.5	3.7	-0.7	41.3	43.1	92.62	99.46	38.24	42.91	-4.3	-6.9	-10.9	-7.5	3.7	-0.7	149	62	9685	5672
California Rural North	39.1	48.1	75.91	78.75	29.65	37.88	-18.8	-3.6	-21.7	-20.7	1.3	-17.7	39.1	48.1	75.91	78.75	29.65	37.88	-18.8	-3.6	-21.7	-20.7	1.3	-17.7	272	72	11745	4546
Eureka/Crescent City	43.0	45.9	67.92	67.64	29.18	31.04	-6.4	0.4	-6.0	-6.0	0.0	-6.4	43.0	45.9	67.92	67.64	29.18	31.04	-6.4	0.4	-6.0	-6.0	0.0	-6.4	69	28	3036	1760
Stockton/Modesto	43.9	47.9	69.54	73.18	30.56	35.06	-8.3	-5.0	-12.8	-11.8	1.2	-7.2	43.9	47.9	69.54	73.18	30.56	35.06	-8.3	-5.0	-12.8	-11.8	1.2	-7.2	107	67	7429	5929
Central CA/Merced	44.4	48.2	134.06	120.20	59.51	57.95	-7.9	11.5	2.7	2.7	0.0	-7.9	44.4	48.2	134.06	120.20	59.51	57.95	-7.9	11.5	2.7	2.7	0.0	-7.9	161	47	9863	4238
Oxnard/Ventura MSA	50.9	56.8	98.74	102.91	50.30	58.44	-10.3	-4.1	-13.9	-13.9	0.0	-10.3	50.9	56.8	98.74	102.91	50.30	58.44	-10.3	-4.1	-13.9	-13.9	0.0	-10.3	85	48	8056	6407
Santa Barbara/Santa Maria MSA	53.6	57.7	124.02	121.61	66.43	70.21	-7.2	2.0	-5.4	-5.2	0.2	-7.0	53.6	57.7	124.02	121.61	66.43	70.21	-7.2	2.0	-5.4	-5.2	0.2	-7.0	126	52	8939	5197
San Luis Obispo/Paso Robles	46.9	45.1	92.14	92.19	43.19	41.58	3.9	-0.1	3.9	4.9	1.0	5.0	46.9	45.1	92.14	92.19	43.19	41.58	3.9	-0.1	3.9	4.9	1.0	5.0	151	57	8220	4611
Monterey/Salinas MSA	41.3	45.0	122.31	130.64	50.57	58.73	-8.0	-6.4	-13.9	-12.0	2.2	-6.0	41.3	45.0	122.31	130.64	50.57	58.73	-8.0	-6.4	-13.9	-12.0	2.2	-6.0	201	86	11683	7583

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Tab 3 - Multi-Segment CA Locations

California Tourism

For the month of: January 2009

	Current Month - January 2009 vs January 2008												Year to Date - January 2009 vs January 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2008						Occ %		ADR		RevPAR		Percent Change from YTD 2008						Properties		Rooms	
	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2009	2008	2009	2008	2009	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Airports	57.9	66.9	98.23	108.43	56.91	72.57	-13.4	-9.4	-21.6	-19.6	2.5	-11.3	57.9	66.9	98.23	108.43	56.91	72.57	-13.4	-9.4	-21.6	-19.6	2.5	-11.3	268	194	40933	36768
Interstate	46.7	52.1	68.30	71.94	31.87	37.48	-10.4	-5.1	-15.0	-12.3	3.2	-7.6	46.7	52.1	68.30	71.94	31.87	37.48	-10.4	-5.1	-15.0	-12.3	3.2	-7.6	274	136	16215	10664
Resort	51.0	58.0	146.21	154.15	74.54	89.45	-12.1	-5.2	-16.7	-14.9	2.1	-10.3	51.0	58.0	146.21	154.15	74.54	89.45	-12.1	-5.2	-16.7	-14.9	2.1	-10.3	602	279	65762	49893
Small Metro/Town	44.1	48.5	92.98	92.36	40.96	44.82	-9.2	0.7	-8.6	-6.7	2.1	-7.3	44.1	48.5	92.98	92.36	40.96	44.82	-9.2	0.7	-8.6	-6.7	2.1	-7.3	1071	335	58022	26561
Suburban	51.2	59.8	103.67	112.92	53.03	67.58	-14.5	-8.2	-21.5	-19.3	2.8	-12.1	51.2	59.8	103.67	112.92	53.03	67.58	-14.5	-8.2	-21.5	-19.3	2.8	-12.1	2354	1318	213206	161356
Urban	57.0	64.1	127.50	134.52	72.64	86.25	-11.1	-5.2	-15.8	-13.5	2.7	-8.8	57.0	64.1	127.50	134.52	72.64	86.25	-11.1	-5.2	-15.8	-13.5	2.7	-8.8	872	351	96803	70199

A blank row indicates insufficient data.

SMITH TRAVEL RESEARCH

Tab 4 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email info@smithtravelresearch.com.

Average Daily Rate (ADR)
Room revenue divided by rooms sold. The currency used to express ADR is shown on each report.

Census (properties and rooms)
The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country
A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.
It is typically recognized by the International Organization for Standardization (ISO).

Demand (Rooms Sold)
The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate
The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Market
A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)
Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change
Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as ((TY - LY) / LY) * 100.

Revenue (Room Revenue)
Total room revenue generated from the sale or rental of rooms.

Revenue Per Available Room (RevPAR)
Room revenue divided by rooms available.

Sample
The number of hotels and rooms from which data is received.

Sub-Market
A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)
The number of rooms times the number of days in the period.

Twelve Month Moving Average
The value of any given month is computed by taking the value of that month and the values of the eleven preceding months, adding them together and dividing by

Year-to-date
Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.