

Tab 2 - Multi-Segment

California Tourism

For the month of: August 2008

	Current Month - August 2008 vs August 2007												Year to Date - August 2008 vs August 2007										Participation					
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from August 2007						Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2007						Properties		Rooms	
	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	67.5	69.9	107.01	104.14	72.18	72.76	-3.5	2.8	-0.8	2.0	2.8	-0.7	63.2	64.9	107.41	103.52	67.89	67.21	-2.6	3.8	1.0	3.5	2.4	-0.3	50149	26399	4633812	3164075
Pacific	76.2	78.4	132.27	129.42	100.79	101.51	-2.8	2.2	-0.7	1.0	1.8	-1.1	68.8	70.5	127.50	122.68	87.67	86.44	-2.4	3.9	1.4	2.8	1.4	-1.1	7755	3657	702255	501092
California	75.3	77.2	128.89	125.24	97.04	96.64	-2.4	2.9	0.4	2.4	2.0	-0.5	69.3	71.0	124.57	119.52	86.35	84.91	-2.4	4.2	1.7	3.3	1.6	-0.9	5375	2579	484003	350476
Anaheim-Santa Ana, CA	77.3	78.2	132.71	132.00	102.60	103.16	-1.1	0.5	-0.6	0.4	1.0	-0.1	73.2	75.4	126.12	123.53	92.30	93.09	-2.9	2.1	-0.9	-0.8	0.1	-2.8	425	232	52947	41377
Los Angeles-Long Beach, CA	78.6	81.9	132.33	127.14	103.99	104.19	-4.1	4.1	-0.2	2.1	2.3	-1.9	74.7	76.8	130.09	123.30	97.20	94.68	-2.7	5.5	2.7	3.9	1.2	-1.6	966	429	93891	68008
Oakland, CA	72.2	76.8	95.93	96.13	69.22	73.79	-6.0	-0.2	-6.2	-5.3	1.0	-5.1	66.5	68.6	97.51	95.74	64.85	65.69	-3.1	1.8	-1.3	-1.1	0.2	-2.9	242	140	24275	19352
Riverside-San Bernardino, CA	56.8	62.9	84.55	83.61	47.98	52.56	-9.7	1.1	-8.7	-5.5	3.5	-6.5	61.5	65.7	100.11	98.39	61.55	64.60	-6.4	1.8	-4.7	-1.2	3.7	-2.9	486	224	39545	26382
Sacramento, CA	64.5	67.3	101.53	101.52	65.44	68.30	-4.2	0.0	-4.2	-2.3	2.0	-2.3	60.7	63.4	103.16	100.95	62.64	63.96	-4.2	2.2	-2.1	-0.2	2.0	-2.3	267	132	23269	16850
San Diego, CA	84.1	84.8	154.85	153.30	130.28	130.03	-0.8	1.0	0.2	2.8	2.6	1.7	74.6	75.7	146.93	142.36	109.54	107.83	-1.6	3.2	1.6	4.0	2.4	0.8	456	267	55266	44481
San Francisco/San Mateo, CA	88.0	84.7	154.88	148.26	136.34	125.51	4.0	4.5	8.6	10.1	1.4	5.4	76.7	74.7	155.09	144.53	118.90	107.90	2.7	7.3	10.2	11.8	1.5	4.2	389	217	51128	42272
San Jose-Santa Cruz, CA	71.9	75.4	123.90	121.17	89.09	91.36	-4.6	2.3	-2.5	-2.5	0.0	-4.6	69.2	71.1	125.64	118.86	86.98	84.52	-2.6	5.7	2.9	2.5	-0.4	-3.0	306	180	29070	23111
California South/Central	61.6	67.1	76.65	73.62	47.24	49.39	-8.1	4.1	-4.4	0.1	4.6	-3.9	60.2	63.5	74.92	72.62	45.08	46.08	-5.2	3.2	-2.2	0.8	3.0	-2.3	330	158	23958	15326
California North	73.3	73.1	107.89	106.07	79.03	77.50	0.2	1.7	2.0	3.8	1.8	2.1	60.8	61.8	98.08	95.43	59.62	59.02	-1.7	2.8	1.0	3.1	2.1	0.4	643	239	34648	19138
California North Central	65.8	67.2	91.18	89.14	59.99	59.92	-2.1	2.3	0.1	4.2	4.1	1.9	58.2	61.7	93.53	89.40	54.42	55.18	-5.7	4.6	-1.4	3.0	4.4	-1.6	270	104	17018	9193
California Central Coast	81.6	80.8	165.23	160.61	134.78	129.70	1.0	2.9	3.9	4.9	0.9	1.9	67.4	68.1	140.29	138.25	94.55	94.20	-1.1	1.5	0.4	2.1	1.7	0.6	556	243	36733	23894
Bakersfield, CA	57.6	65.2	65.68	64.43	37.85	42.01	-11.6	1.9	-9.9	-6.7	3.6	-8.4	59.2	63.7	66.65	65.46	39.44	41.71	-7.1	1.8	-5.5	-3.6	2.0	-5.3	121	61	9381	6206
Fresno, CA	60.1	65.6	81.97	78.65	49.24	51.59	-8.4	4.2	-4.5	1.6	6.5	-2.5	60.0	62.5	79.84	77.69	47.91	48.52	-3.9	2.8	-1.3	3.3	4.6	0.5	119	61	9469	6315
Tulare/Visalia	71.9	73.2	84.57	80.46	60.77	58.94	-1.9	5.1	3.1	6.3	3.1	1.2	62.3	64.7	80.43	76.64	50.10	49.60	-3.8	5.0	1.0	3.0	2.0	-1.8	90	36	5108	2805
Santa Rosa	77.1	78.2	137.89	137.96	106.27	107.85	-1.4	-0.1	-1.5	3.2	4.7	3.2	63.9	64.8	122.52	122.84	78.34	79.61	-1.3	-0.3	-1.6	2.3	3.9	2.6	85	40	5939	4176
Redding/Chico	72.8	72.5	77.23	73.61	56.21	53.37	0.4	4.9	5.3	8.2	2.8	3.2	63.2	62.0	72.96	69.77	46.13	43.23	2.0	4.6	6.7	8.2	1.4	3.4	69	33	4544	2745
Vallejo/Napa Valley	72.9	71.6	136.04	133.09	99.13	95.27	1.8	2.2	4.0	5.9	1.8	3.6	60.9	63.0	121.08	114.97	73.69	72.40	-3.4	5.3	1.8	5.0	3.1	-0.3	147	62	9404	5859
California Rural North	69.1	69.4	84.63	84.22	58.49	58.42	-0.4	0.5	0.1	0.7	0.6	0.2	57.4	58.7	80.57	79.71	46.24	46.77	-2.2	1.1	-1.1	0.1	1.2	-1.0	273	75	11733	4516
Eureka/Crescent City	83.7	83.1	92.07	90.46	77.06	75.19	0.7	1.8	2.5	2.5	0.0	0.7	63.9	64.8	80.14	77.20	51.20	50.06	-1.5	3.8	2.3	2.3	0.0	-1.5	69	29	3028	1842
Stockton/Modesto	62.4	64.1	73.58	73.08	45.94	46.82	-2.5	0.7	-1.9	3.1	5.1	2.4	58.6	62.2	73.94	71.66	43.36	44.56	-5.7	3.2	-2.7	2.5	5.4	-0.6	107	62	7456	5468
Central CA/Merced	68.4	69.6	103.71	100.47	70.94	69.97	-1.8	3.2	1.4	4.8	3.4	1.5	57.8	61.4	108.93	103.11	63.00	63.29	-5.8	5.7	-0.5	3.2	3.7	-2.3	163	42	9562	3725
Oxnard/Ventura MSA	77.5	75.4	120.24	117.46	93.15	88.62	2.7	2.4	5.1	5.1	0.0	2.7	68.9	68.7	112.19	109.66	77.27	75.33	0.3	2.3	2.6	5.8	3.2	3.4	85	48	8059	6410
Santa Barbara/Santa Maria MSA	84.7	83.5	182.99	172.63	154.95	144.17	1.4	6.0	7.5	7.5	0.0	1.4	71.5	70.8	151.89	146.54	108.56	103.69	1.0	3.7	4.7	5.6	0.8	1.8	121	51	8843	5278
San Luis Obispo/Paso Robles	77.6	78.7	133.54	133.05	103.66	104.70	-1.4	0.4	-1.0	1.6	2.6	1.2	64.0	66.8	115.62	116.37	73.98	77.77	-4.2	-0.6	-4.9	-1.0	4.1	-0.4	150	60	8263	4772
Monterey/Salinas MSA	84.9	83.8	201.01	196.93	170.58	165.02	1.3	2.1	3.4	4.5	1.1	2.4	65.7	66.7	168.35	166.45	110.54	110.95	-1.5	1.1	-0.4	-0.7	-0.3	-1.8	200	84	11568	7434

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