Tab 2 - Multi-Segment

California Tourism

For the month of: September 2008

	Current Month - September 2008 vs September 2007												Year to Date - September 2008 vs September 2007												Participation			
	Occ %		ADR ($)		RevPAR ($)		Percent Change from September 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	60.6	64.5	107.31	104.14	65.08	67.13	-5.9	3.0	-3.1	-0.2	2.9	-3.1	62.9	64.9	107.41	103.59	67.58	67.21	-3.0	3.7	0.6	3.1	2.5	-0.6	50238	26387	4644471	3164208
Pacific	65.9	71.0	123.88	121.04	81.67	85.89	-7.1	2.3	-4.9	-3.2	1.8	-5.4	68.4	70.5	127.14	122.52	87.02	86.39	-2.9	3.8	0.7	2.2	1.4	-1.5	7768	3658	703691	502298
California	65.3	70.1	123.84	120.20	80.92	84.31	-6.8	3.0	-4.0	-2.1	2.0	-5.0	68.9	70.9	124.55	119.62	85.79	84.86	-2.9	4.1	1.1	2.7	1.6	-1.3	5386	2578	485087	350815
Anaheim-Santa Ana, CA	60.0	64.9	117.97	118.35	70.74	76.81	-7.6	-0.3	-7.9	-6.9	1.0	-6.7	71.7	74.2	125.40	123.03	89.95	91.30	-3.3	1.9	-1.5	-1.4	0.1	-3.2	425	233	52934	41657
Los Angeles-Long Beach, CA	69.9	75.6	127.83	120.65	89.36	91.19	-7.5	5.9	-2.0	0.4	2.5	-5.2	74.2	76.6	129.86	123.02	96.33	94.29	-3.2	5.6	2.2	3.5	1.3	-2.0	968	428	94057	68075
Oakland, CA	67.5	71.3	98.27	96.99	66.34	69.11	-5.3	1.3	-4.0	-3.0	1.0	-4.3	66.6	68.9	97.57	95.89	65.02	66.06	-3.3	1.8	-1.6	-1.3	0.3	-3.0	242	139	24273	19310
Riverside-San Bernardino, CA	53.4	60.7	87.29	89.78	46.65	54.51	-12.0	-2.8	-14.4	-10.8	4.3	-8.2	60.6	65.1	98.91	97.53	59.98	63.51	-6.9	1.4	-5.6	-2.1	3.7	-3.4	489	228	39855	26862
Sacramento, CA	58.5	62.8	97.41	98.41	56.99	61.78	-6.8	-1.0	-7.8	-6.3	1.6	-5.3	60.5	63.3	102.86	100.98	62.21	63.92	-4.5	1.9	-2.7	-0.8	2.0	-2.6	269	131	23481	16832
San Diego, CA	64.4	70.8	135.95	136.02	87.60	96.26	-8.9	-0.1	-9.0	-7.1	2.1	-7.0	73.4	75.2	145.88	141.70	107.11	106.54	-2.3	2.9	0.5	2.9	2.4	-0.0	456	265	55276	44148
San Francisco/San Mateo, CA	82.5	83.8	173.27	159.39	142.88	133.55	-1.6	8.7	7.0	8.4	1.3	-0.3	77.2	75.6	157.32	146.42	121.53	110.77	2.1	7.4	9.7	11.3	1.4	3.6	388	215	51105	42151
San Jose-Santa Cruz, CA	65.5	69.7	125.35	118.73	82.04	82.81	-6.2	5.6	-0.9	-0.9	0.0	-6.2	68.8	71.0	125.61	118.84	86.40	84.33	-3.1	5.7	2.5	2.1	-0.4	-3.4	306	180	29072	23042
California South/Central	58.7	62.4	73.60	71.49	43.17	44.63	-6.0	3.0	-3.3	1.2	4.6	-1.7	60.1	63.3	74.77	72.50	44.90	45.92	-5.2	3.1	-2.2	0.9	3.2	-2.2	330	157	23958	15370
California North	62.4	67.2	106.65	106.80	66.57	71.72	-7.1	-0.1	-7.2	-5.0	2.3	-4.9	61.0	62.4	99.43	96.80	60.66	60.44	-2.3	2.7	0.4	2.5	2.1	-0.2	646	244	34921	19774
California North Central	58.9	62.3	93.05	90.04	54.81	56.11	-5.5	3.3	-2.3	1.1	3.6	-2.1	58.3	61.8	94.15	90.16	54.89	55.75	-5.7	4.4	-1.5	2.7	4.3	-1.7	271	105	17206	8926
California Central Coast	65.9	70.7	140.32	143.27	92.43	101.25	-6.8	-2.1	-8.7	-8.2	0.6	-6.2	67.3	68.4	140.30	138.83	94.41	94.98	-1.7	1.1	-0.6	0.8	1.4	-0.3	557	241	36694	23661
Bakersfield, CA	57.2	60.3	65.25	62.98	37.32	37.97	-5.1	3.6	-1.7	1.8	3.6	-1.7	59.1	63.4	66.49	65.20	39.27	41.31	-6.8	2.0	-4.9	-2.9	2.2	-4.8	121	60	9381	6250
Fresno, CA	56.8	60.6	78.61	76.40	44.64	46.28	-6.3	2.9	-3.5	2.7	6.5	-0.2	59.6	62.2	79.71	77.55	47.54	48.27	-4.2	2.8	-1.5	3.2	4.8	0.4	119	61	9469	6315
Tulare/Visalia	64.8	69.7	78.99	77.27	51.19	53.83	-7.0	2.2	-4.9	-1.9	3.1	-4.1	62.6	65.3	80.29	76.71	50.25	50.06	-4.1	4.7	0.4	2.5	2.1	-2.1	90	36	5108	2805
Santa Rosa	67.1	74.5	135.99	139.68	91.28	104.06	-9.9	-2.6	-12.3	-8.2	4.7	-5.7	64.2	65.9	124.28	124.94	79.75	82.30	-2.6	-0.5	-3.1	0.8	4.0	1.3	85	42	5939	4267
Redding/Chico	58.4	64.5	74.08	70.43	43.26	45.45	-9.5	5.2	-4.8	-2.2	2.8	-7.0	62.8	62.2	74.16	69.84	46.59	43.48	0.9	6.2	7.2	8.8	1.5	2.5	69	37	4545	3127
Vallejo/Napa Valley	64.7	67.5	140.75	140.17	91.07	94.65	-4.2	0.4	-3.8	-1.1	2.8	-1.5	61.3	63.5	124.30	117.99	76.22	74.91	-3.4	5.4	1.8	4.9	3.0	-0.5	148	62	9584	5912
California Rural North	58.3	63.3	79.82	81.69	46.55	51.72	-7.9	-2.3	-10.0	-8.9	1.2	-6.8	57.6	59.2	80.45	80.00	46.34	47.35	-2.7	0.6	-2.1	-0.9	1.2	-1.5	275	75	11825	4708
Eureka/Crescent City	68.0	70.9	78.96	79.13	53.66	56.09	-4.1	-0.2	-4.3	-4.3	0.0	-4.1	64.3	65.5	80.01	77.43	51.47	50.72	-1.8	3.3	1.5	1.5	0.0	-1.8	69	28	3028	1760
Stockton/Modesto	60.0	60.9	73.85	72.38	44.28	44.06	-1.5	2.0	0.5	5.6	5.1	3.5	58.8	62.0	73.93	71.74	43.48	44.51	-5.2	3.1	-2.3	2.9	5.3	-0.1	107	61	7455	5244
Central CA/Merced	58.1	63.4	108.19	102.68	62.85	65.09	-8.4	5.4	-3.4	-1.1	2.4	-6.1	57.9	61.7	109.77	104.00	63.58	64.15	-6.1	5.5	-0.9	2.6	3.5	-2.8	164	44	9751	3682
Oxnard/Ventura MSA	62.8	66.8	107.83	110.69	67.74	73.91	-5.9	-2.6	-8.3	-8.3	0.0	-5.9	68.2	68.5	111.76	109.78	76.23	75.18	-0.4	1.8	1.4	4.3	2.8	2.4	85	48	8056	6407
Santa Barbara/Santa Maria MSA	72.1	74.8	148.76	147.85	107.18	110.53	-3.6	0.6	-3.0	-2.8	0.2	-3.4	71.5	71.2	151.50	146.68	108.38	104.44	0.5	3.3	3.8	4.6	0.8	1.2	122	50	8865	5128
San Luis Obispo/Paso Robles	60.9	67.0	113.50	119.40	69.11	80.01	-9.1	-4.9	-13.6	-12.8	1.0	-8.2	63.9	66.8	115.36	116.72	73.71	78.02	-4.4	-1.2	-5.5	-2.6	3.1	-1.5	150	58	8206	4658
Monterey/Salinas MSA	66.8	72.9	171.99	176.22	114.85	128.42	-8.4	-2.4	-10.6	-9.6	1.1	-7.4	65.8	67.3	168.78	167.61	111.02	112.86	-2.3	0.7	-1.6	-1.8	-0.2	-2.5	200	85	11567	7468

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