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## California Tourism

**For the Month of February 2009**

All pages/reports are purchased separately

**Date Created: Mar 20, 2009**

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

California Tourism

For the month of: February 2009

|                               | Current Month - February 2009 vs February 2008 |      |        |        |        |        |                                   |       |        |          |            |           | Year to Date - February 2009 vs February 2008 |      |        |        |        |       |                              |       |        |          |            |           | Participation |        |        |        |
|-------------------------------|--|------|--------|--------|--------|--------|-----------------------------------|-------|--------|----------|------------|-----------|---|------|--------|--------|--------|-------|------------------------------|-------|--------|----------|------------|-----------|---------------|--------|--------|--------|
|                               | Occ %  |      | ADR    |        | RevPAR |        | Percent Change from February 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                 | 53.2   | 59.2 | 100.41 | 108.92 | 53.42  | 64.46  | -10.1                             | -7.8  | -17.1  | -14.4    | 3.3        | -7.2      | 49.4  | 55.1 | 100.54 | 107.57 | 49.63  | 59.30 | -10.5                        | -6.5  | -16.3  | -13.6    | 3.3        | -7.5      | 49626         | 26928  | #####  | #####  |
| Pacific                       | 57.0   | 65.4 | 116.46 | 127.74 | 66.34  | 83.49  | -12.8                             | -8.8  | -20.5  | -18.7    | 2.4        | -10.8     | 53.7  | 61.5 | 116.34 | 126.12 | 62.47  | 77.59 | -12.7                        | -7.8  | -19.5  | -17.6    | 2.3        | -10.7     | 7792          | 3727   | 708976 | 511924 |
| California                    | 57.5   | 66.4 | 113.13 | 124.35 | 65.00  | 82.55  | -13.5                             | -9.0  | -21.3  | -19.3    | 2.4        | -11.3     | 54.5  | 62.7 | 112.47 | 121.94 | 61.30  | 76.50 | -13.1                        | -7.8  | -19.9  | -17.9    | 2.4        | -11.0     | 5446          | 2633   | 492234 | 357793 |
| Anaheim-Santa Ana, CA         | 60.6   | 67.9 | 115.32 | 124.28 | 69.86  | 84.37  | -10.8                             | -7.2  | -17.2  | -16.0    | 1.5        | -9.4      | 57.1  | 64.8 | 114.78 | 124.31 | 65.57  | 80.56 | -11.9                        | -7.7  | -18.6  | -17.3    | 1.6        | -10.4     | 427           | 236    | 53228  | 41998  |
| Los Angeles-Long Beach, CA    | 64.1   | 74.6 | 120.96 | 131.82 | 77.53  | 98.32  | -14.1                             | -8.2  | -21.1  | -19.3    | 2.3        | -12.1     | 61.3  | 70.9 | 119.93 | 130.34 | 73.48  | 92.41 | -13.6                        | -8.0  | -20.5  | -18.7    | 2.2        | -11.7     | 979           | 435    | 95131  | 68857  |
| Oakland, CA                   | 53.2   | 64.4 | 91.68  | 98.10  | 48.78  | 63.21  | -17.4                             | -6.5  | -22.8  | -21.3    | 2.0        | -15.8     | 50.5  | 61.7 | 91.45  | 97.96  | 46.18  | 60.44 | -18.1                        | -6.6  | -23.6  | -22.0    | 2.1        | -16.5     | 245           | 140    | 24460  | 19472  |
| Riverside-San Bernardino, CA  | 58.4   | 68.5 | 99.35  | 111.20 | 58.01  | 76.18  | -14.8                             | -10.7 | -23.9  | -20.4    | 4.6        | -10.9     | 55.0  | 64.2 | 98.07  | 107.20 | 53.93  | 68.79 | -14.3                        | -8.5  | -21.6  | -18.1    | 4.4        | -10.5     | 498           | 232    | 40895  | 27620  |
| Sacramento, CA                | 52.6   | 59.4 | 102.90 | 111.07 | 54.17  | 66.01  | -11.4                             | -7.4  | -17.9  | -15.1    | 3.5        | -8.3      | 50.5  | 57.5 | 101.75 | 108.01 | 51.39  | 62.09 | -12.1                        | -5.8  | -17.2  | -14.3    | 3.5        | -9.1      | 273           | 137    | 23950  | 17473  |
| San Diego, CA                 | 63.4   | 70.4 | 130.63 | 139.69 | 82.81  | 98.33  | -9.9                              | -6.5  | -15.8  | -12.2    | 4.3        | -6.1      | 58.0  | 65.8 | 127.12 | 137.20 | 73.77  | 90.24 | -11.8                        | -7.3  | -18.2  | -14.8    | 4.2        | -8.1      | 462           | 273    | 57077  | 46409  |
| San Francisco/San Mateo, CA   | 57.7   | 69.9 | 127.59 | 156.16 | 73.60  | 109.20 | -17.5                             | -18.3 | -32.6  | -32.5    | 0.2        | -17.3     | 57.2  | 66.1 | 133.95 | 151.26 | 76.65  | 99.93 | -13.4                        | -11.4 | -23.3  | -22.7    | 0.8        | -12.7     | 394           | 216    | 51518  | 42165  |
| San Jose-Santa Cruz, CA       | 53.0   | 67.0 | 113.41 | 128.35 | 60.10  | 85.95  | -20.9                             | -11.6 | -30.1  | -29.8    | 0.3        | -20.6     | 50.5  | 64.6 | 114.54 | 128.15 | 57.86  | 82.75 | -21.8                        | -10.6 | -30.1  | -29.8    | 0.3        | -21.5     | 307           | 181    | 29039  | 23168  |
| California South/Central      | 52.6   | 59.7 | 78.62  | 77.80  | 41.33  | 46.41  | -11.9                             | 1.1   | -11.0  | -6.8     | 4.6        | -7.8      | 48.5  | 53.5 | 74.58  | 74.43  | 36.16  | 39.85 | -9.5                         | 0.2   | -9.3   | -4.8     | 5.0        | -5.0      | 334           | 168    | 24611  | 16106  |
| California North              | 44.9   | 50.3 | 84.25  | 89.81  | 37.81  | 45.19  | -10.8                             | -6.2  | -16.3  | -13.6    | 3.3        | -7.9      | 42.6  | 48.7 | 83.37  | 87.77  | 35.50  | 42.72 | -12.5                        | -5.0  | -16.9  | -14.5    | 2.8        | -10.0     | 652           | 245    | 35415  | 20030  |
| California North Central      | 48.2   | 52.8 | 105.48 | 110.99 | 50.83  | 58.58  | -8.7                              | -5.0  | -13.2  | -12.0    | 1.4        | -7.4      | 46.2  | 50.4 | 105.82 | 108.13 | 48.90  | 54.47 | -8.3                         | -2.1  | -10.2  | -9.4     | 0.9        | -7.4      | 270           | 113    | 17446  | 9911   |
| California Central Coast      | 54.1   | 61.0 | 120.92 | 127.27 | 65.41  | 77.68  | -11.4                             | -5.0  | -15.8  | -15.0    | 1.0        | -10.5     | 50.7  | 55.6 | 115.87 | 120.73 | 58.78  | 67.15 | -8.8                         | -4.0  | -12.5  | -11.6    | 1.0        | -7.9      | 564           | 243    | 36949  | 23495  |
| Bakersfield, CA               | 54.7   | 59.6 | 66.05  | 68.50  | 36.15  | 40.81  | -8.1                              | -3.6  | -11.4  | -8.2     | 3.6        | -4.8      | 51.2  | 54.2 | 64.67  | 66.09  | 33.14  | 35.81 | -5.4                         | -2.2  | -7.5   | -4.1     | 3.6        | -2.0      | 121           | 65     | 9384   | 6532   |
| Fresno, CA                    | 49.8   | 59.6 | 83.70  | 81.55  | 41.72  | 48.59  | -16.3                             | 2.6   | -14.1  | -9.3     | 5.6        | -11.6     | 46.0  | 52.9 | 80.46  | 79.18  | 37.05  | 41.86 | -12.9                        | 1.6   | -11.5  | -5.7     | 6.5        | -7.2      | 121           | 64     | 9672   | 6538   |
| Tulare/Visalia                | 53.7   | 60.0 | 92.09  | 87.12  | 49.42  | 52.23  | -10.5                             | 5.7   | -5.4   | -1.0     | 4.6        | -6.4      | 48.0  | 53.6 | 82.71  | 80.85  | 39.71  | 43.34 | -10.4                        | 2.3   | -8.4   | -4.2     | 4.6        | -6.3      | 92            | 39     | 5555   | 3036   |
| Santa Rosa                    | 45.1   | 54.5 | 97.98  | 106.46 | 44.17  | 58.03  | -17.3                             | -8.0  | -23.9  | -21.2    | 3.5        | -14.4     | 41.8  | 51.8 | 98.06  | 103.31 | 41.03  | 53.52 | -19.2                        | -5.1  | -23.3  | -20.6    | 3.6        | -16.3     | 90            | 42     | 6094   | 4342   |
| Redding/Chico                 | 46.4   | 52.2 | 67.40  | 70.80  | 31.30  | 36.96  | -11.0                             | -4.8  | -15.3  | -13.0    | 2.8        | -8.6      | 44.8  | 51.7 | 67.94  | 70.75  | 30.45  | 36.58 | -13.3                        | -4.0  | -16.8  | -14.5    | 2.8        | -10.9     | 69            | 35     | 4546   | 2905   |
| Vallejo/Napa Valley           | 46.0   | 49.7 | 97.99  | 104.31 | 45.11  | 51.80  | -7.3                              | -6.1  | -12.9  | -8.0     | 5.6        | -2.1      | 43.4  | 46.2 | 95.17  | 102.04 | 41.33  | 47.18 | -6.1                         | -6.7  | -12.4  | -8.3     | 4.7        | -1.7      | 150           | 65     | 9819   | 6258   |
| California Rural North        | 42.8   | 48.1 | 76.43  | 81.91  | 32.69  | 39.39  | -11.1                             | -6.7  | -17.0  | -15.1    | 2.3        | -9.0      | 40.8  | 48.1 | 76.33  | 80.40  | 31.17  | 38.68 | -15.1                        | -5.1  | -19.4  | -18.0    | 1.8        | -13.6     | 274           | 74     | 11920  | 4684   |
| Eureka/Crescent City          | 46.7   | 50.0 | 67.08  | 68.66  | 31.35  | 34.35  | -6.6                              | -2.3  | -8.7   | -8.7     | 0.0        | -6.6      | 44.8  | 47.9 | 67.33  | 68.14  | 30.15  | 32.61 | -6.4                         | -1.2  | -7.6   | -7.6     | 0.0        | -6.4      | 69            | 29     | 3036   | 1841   |
| Stockton/Modesto              | 48.4   | 54.1 | 70.08  | 73.00  | 33.94  | 39.46  | -10.4                             | -4.0  | -14.0  | -12.9    | 1.2        | -9.3      | 46.2  | 51.0 | 69.91  | 73.13  | 32.28  | 37.28 | -9.4                         | -4.4  | -13.4  | -12.4    | 1.2        | -8.3      | 107           | 67     | 7431   | 5940   |
| Central CA/Merced             | 48.0   | 51.8 | 131.99 | 140.49 | 63.36  | 72.81  | -7.4                              | -6.0  | -13.0  | -11.6    | 1.5        | -5.9      | 46.2  | 49.9 | 132.63 | 134.73 | 61.34  | 67.26 | -7.4                         | -1.6  | -8.8   | -8.1     | 0.7        | -6.7      | 163           | 46     | 10015  | 3971   |
| Oxnard/Ventura MSA            | 56.9   | 67.7 | 99.41  | 105.83 | 56.60  | 71.61  | -15.9                             | -6.1  | -21.0  | -21.0    | 0.0        | -15.9     | 53.8  | 61.9 | 99.08  | 104.43 | 53.29  | 64.69 | -13.2                        | -5.1  | -17.6  | -17.6    | 0.0        | -13.2     | 85            | 48     | 8055   | 6406   |
| Santa Barbara/Santa Maria MSA | 57.8   | 65.3 | 123.93 | 129.85 | 71.63  | 84.79  | -11.5                             | -4.6  | -15.5  | -15.3    | 0.3        | -11.3     | 55.6  | 61.3 | 123.94 | 125.69 | 68.87  | 77.07 | -9.4                         | -1.4  | -10.6  | -10.4    | 0.3        | -9.2      | 127           | 50     | 8992   | 5157   |
| San Luis Obispo/Paso Robles   | 56.1   | 58.4 | 96.26  | 97.35  | 53.99  | 56.81  | -3.9                              | -1.1  | -5.0   | -4.0     | 1.0        | -3.0      | 51.4  | 51.4 | 94.36  | 94.97  | 48.54  | 48.81 | 0.1                          | -0.6  | -0.5   | 0.4      | 1.0        | 1.1       | 151           | 58     | 8220   | 4594   |
| Monterey/Salinas MSA          | 47.9   | 54.9 | 156.09 | 166.12 | 74.73  | 91.23  | -12.8                             | -6.0  | -18.1  | -16.2    | 2.2        | -10.9     | 44.4  | 49.7 | 139.66 | 149.25 | 62.00  | 74.16 | -10.7                        | -6.4  | -16.4  | -14.5    | 2.2        | -8.6      | 201           | 87     | 11682  | 7338   |

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# Tab 3 - Multi-Segment CA Locations

Currency: USD - US Dollar

California Tourism

For the month of: February 2009

|                  | Current Month - February 2009 vs February 2008 |      |        |        |        |        |                                   |       |        |          |            |           | Year to Date - February 2009 vs February 2008 |      |        |        |        |       |                              |       |        |          |            |           | Participation |        |        |        |
|------------------|--|------|--------|--------|--------|--------|-----------------------------------|-------|--------|----------|------------|-----------|---|------|--------|--------|--------|-------|------------------------------|-------|--------|----------|------------|-----------|---------------|--------|--------|--------|
|                  | Occ %  |      | ADR    |        | RevPAR |        | Percent Change from February 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         | 65.7   | 73.4 | 98.76  | 110.52 | 64.86  | 81.14  | -10.5                             | -10.6 | -20.1  | -18.4    | 2.1        | -8.7      | 61.6  | 70.0 | 98.46  | 109.47 | 60.69  | 76.64 | -12.0                        | -10.1 | -20.8  | -19.0    | 2.3        | -9.9      | 268           | 193    | 40934  | 36615  |
| Interstate       | 50.1   | 55.9 | 68.19  | 71.69  | 34.19  | 40.08  | -10.3                             | -4.9  | -14.7  | -11.7    | 3.5        | -7.2      | 48.3  | 53.9 | 68.28  | 71.81  | 32.97  | 38.72 | -10.4                        | -4.9  | -14.8  | -12.0    | 3.3        | -7.4      | 275           | 133    | 16277  | 10478  |
| Resort           | 57.7   | 67.2 | 152.67 | 165.44 | 88.05  | 111.21 | -14.2                             | -7.7  | -20.8  | -19.1    | 2.2        | -12.3     | 54.1  | 62.4 | 149.33 | 159.98 | 80.84  | 99.82 | -13.2                        | -6.7  | -19.0  | -17.3    | 2.2        | -11.4     | 602           | 286    | 66099  | 51064  |
| Small Metro/Town | 50.2   | 55.5 | 96.02  | 100.24 | 48.19  | 55.60  | -9.5                              | -4.2  | -13.3  | -11.4    | 2.2        | -7.5      | 47.0  | 51.9 | 94.60  | 97.05  | 44.42  | 50.36 | -9.5                         | -2.5  | -11.8  | -9.9     | 2.1        | -7.6      | 1073          | 339    | 58302  | 26626  |
| Suburban         | 56.9   | 66.0 | 104.58 | 114.75 | 59.52  | 75.76  | -13.8                             | -8.9  | -21.4  | -19.0    | 3.1        | -11.1     | 53.9  | 62.8 | 104.16 | 113.89 | 56.11  | 71.50 | -14.2                        | -8.5  | -21.5  | -19.2    | 3.0        | -11.6     | 2359          | 1332   | 213874 | 162588 |
| Urban            | 60.7   | 72.1 | 126.51 | 141.57 | 76.74  | 102.03 | -15.8                             | -10.6 | -24.8  | -23.3    | 2.0        | -14.2     | 58.7  | 67.9 | 127.10 | 138.14 | 74.62  | 93.80 | -13.5                        | -8.0  | -20.4  | -18.7    | 2.2        | -11.7     | 869           | 350    | 96748  | 70422  |

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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](mailto: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.