



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

www.strglobal.com

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

California Tourism

For the Month of March 2009

All pages/reports are purchased separately

Date Created: Apr 21, 2009

	Tab
Table of Contents	1
Multi-Segment	2
Multi-Segment CA Locations	3
Help	4



Tab 2 - Multi-Segment

Currency: USD - US Dollar

California Tourism

For the month of: March 2009

	Current Month - March 2009 vs March 2008												Year to Date - March 2009 vs March 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 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	55.2	62.5	99.42	109.97	54.93	68.69	-11.6	-9.6	-20.0	-17.5	3.2	-8.7	51.4	57.7	100.13	108.46	51.44	62.54	-10.9	-7.7	-17.7	-15.1	3.2	-8.0	49857	27233	#####	#####
Pacific	58.7	67.5	112.51	126.46	65.99	85.36	-13.1	-11.0	-22.7	-20.9	2.4	-11.1	55.4	63.6	114.94	126.24	63.65	80.26	-12.9	-8.9	-20.7	-18.9	2.3	-10.9	7800	3751	709353	513850
California	59.3	68.9	110.34	123.43	65.40	85.05	-14.0	-10.6	-23.1	-21.2	2.5	-11.9	56.1	64.9	111.69	122.48	62.67	79.45	-13.5	-8.8	-21.1	-19.2	2.4	-11.4	5453	2649	492582	359700
Anaheim-Santa Ana, CA	66.0	76.9	113.55	126.39	75.00	97.16	-14.1	-10.2	-22.8	-22.0	1.1	-13.1	60.2	69.0	114.53	125.11	68.91	86.28	-12.8	-8.5	-20.1	-19.2	1.2	-11.7	426	232	53018	41532
Los Angeles-Long Beach, CA	64.0	74.2	115.51	127.42	73.96	94.52	-13.7	-9.3	-21.8	-19.9	2.4	-11.6	62.1	72.0	118.38	129.29	73.56	93.14	-13.7	-8.4	-21.0	-19.2	2.3	-11.8	980	439	95140	69422
Oakland, CA	54.1	65.4	88.42	97.50	47.81	63.78	-17.3	-9.3	-25.0	-23.5	2.0	-15.7	51.7	63.0	90.39	97.79	46.73	61.59	-17.9	-7.6	-24.1	-22.6	2.0	-16.2	245	144	24460	19751
Riverside-San Bernardino, CA	59.4	69.2	104.31	118.36	61.93	81.97	-14.3	-11.9	-24.4	-20.6	5.0	-9.9	56.5	65.9	100.33	111.27	56.69	73.36	-14.3	-9.8	-22.7	-19.1	4.7	-10.3	500	238	41141	28440
Sacramento, CA	52.2	60.1	98.13	106.84	51.18	64.19	-13.2	-8.2	-20.3	-17.5	3.5	-10.2	50.9	58.4	100.36	107.49	51.10	62.72	-12.7	-6.6	-18.5	-15.7	3.5	-9.7	273	138	23951	17613
San Diego, CA	61.9	73.3	123.54	139.90	76.49	102.60	-15.6	-11.7	-25.4	-22.4	4.0	-12.2	59.4	68.4	125.88	138.20	74.73	94.50	-13.2	-8.9	-20.9	-17.7	4.1	-9.6	461	272	57000	46306
San Francisco/San Mateo, CA	65.7	73.9	132.57	153.21	87.09	113.23	-11.1	-13.5	-23.1	-22.9	0.2	-10.9	60.2	68.8	133.38	151.97	80.25	104.53	-12.5	-12.2	-23.2	-22.8	0.6	-12.0	394	215	51518	42102
San Jose-Santa Cruz, CA	54.7	66.4	110.12	125.54	60.27	83.42	-17.6	-12.3	-27.8	-27.5	0.3	-17.3	52.0	65.2	112.94	127.24	58.67	82.96	-20.3	-11.2	-29.3	-29.0	0.3	-20.0	307	181	29038	23169
California South/Central	53.2	58.0	72.21	73.31	38.44	42.51	-8.2	-1.5	-9.6	-5.5	4.6	-4.0	50.1	55.1	73.42	74.02	36.81	40.78	-9.0	-0.8	-9.7	-5.4	4.8	-4.6	336	168	24722	15991
California North	48.8	55.3	83.60	91.65	40.78	50.68	-11.8	-8.8	-19.5	-16.5	3.8	-8.4	44.7	51.0	83.49	89.24	37.32	45.48	-12.3	-6.4	-18.0	-15.4	3.2	-9.5	654	245	35576	19905
California North Central	48.7	56.6	92.56	107.70	45.06	60.92	-13.9	-14.1	-26.0	-24.6	1.9	-12.3	47.0	52.5	100.85	107.97	47.39	56.69	-10.5	-6.6	-16.4	-15.3	1.3	-9.4	272	115	17555	10253
California Central Coast	55.0	65.8	116.54	125.99	64.13	82.95	-16.4	-7.5	-22.7	-21.9	1.0	-15.6	52.2	59.1	115.93	122.75	60.50	72.59	-11.8	-5.6	-16.7	-15.8	1.0	-10.9	564	247	36948	24069
Bakersfield, CA	58.3	60.3	67.71	67.40	39.45	40.62	-3.3	0.5	-2.9	-0.4	2.6	-0.9	53.7	56.3	65.81	66.58	35.32	37.48	-4.7	-1.2	-5.8	-2.7	3.2	-1.6	121	64	9384	6354
Fresno, CA	49.9	57.9	76.89	77.79	38.38	45.05	-13.8	-1.2	-14.8	-9.2	6.6	-8.1	47.4	54.6	78.37	78.67	37.16	42.97	-13.2	-0.4	-13.5	-7.9	6.5	-7.5	123	66	9783	6674
Tulare/Visalia	50.6	54.2	72.82	76.37	36.83	41.40	-6.7	-4.6	-11.1	-7.0	4.6	-2.4	48.9	53.8	79.19	79.30	38.72	42.67	-9.1	-0.1	-9.3	-5.1	4.6	-5.0	92	38	5555	2963
Santa Rosa	48.6	56.9	98.22	112.91	47.72	64.21	-14.6	-13.0	-25.7	-23.1	3.5	-11.6	44.2	53.6	98.12	106.83	43.33	57.21	-17.5	-8.1	-24.2	-21.5	3.6	-14.6	90	43	6094	4365
Redding/Chico	51.6	57.1	68.22	70.90	35.20	40.49	-9.6	-3.8	-13.1	-10.7	2.8	-7.1	47.0	53.6	67.98	70.81	31.93	37.92	-12.3	-4.0	-15.8	-13.5	2.8	-9.9	69	36	4546	3087
Vallejo/Napa Valley	50.1	57.8	95.83	107.47	48.03	62.15	-13.3	-10.8	-22.7	-17.4	6.9	-7.3	45.8	50.2	95.45	104.20	43.69	52.36	-8.9	-8.4	-16.6	-12.0	5.4	-4.0	151	64	9920	5957
California Rural North	46.1	52.2	75.64	80.07	34.89	41.82	-11.7	-5.5	-16.6	-14.2	2.8	-9.2	42.6	49.5	76.15	80.33	32.47	39.79	-13.9	-5.2	-18.4	-16.7	2.1	-12.1	275	74	11980	4736
Eureka/Crescent City	51.1	53.6	68.09	71.32	34.77	38.26	-4.8	-4.5	-9.1	-9.1	0.0	-4.8	47.0	49.9	67.61	69.32	31.75	34.56	-5.8	-2.5	-8.1	-8.1	0.0	-5.8	69	28	3036	1760
Stockton/Modesto	48.9	56.3	70.39	73.75	34.39	41.51	-13.2	-4.6	-17.1	-16.1	1.2	-12.1	47.1	52.8	70.06	73.36	32.99	38.74	-10.8	-4.5	-14.8	-13.8	1.2	-9.8	107	65	7430	5832
Central CA/Merced	48.6	56.8	108.92	132.70	52.88	75.33	-14.5	-17.9	-29.8	-28.1	2.5	-12.4	46.9	52.3	123.80	133.97	58.10	70.05	-10.2	-7.6	-17.1	-16.0	1.3	-9.1	165	50	10125	4421
Oxnard/Ventura MSA	58.2	65.4	98.69	107.76	57.49	70.49	-11.0	-8.4	-18.4	-18.4	0.0	-11.0	55.3	63.1	98.94	105.62	54.73	66.69	-12.4	-6.3	-17.9	-17.9	0.0	-12.4	85	49	8055	6476
Santa Barbara/Santa Maria MSA	59.6	70.1	122.46	137.93	73.00	96.67	-14.9	-11.2	-24.5	-24.3	0.3	-14.7	56.9	64.3	123.14	130.28	70.03	83.82	-11.6	-5.5	-16.5	-16.2	0.3	-11.4	127	53	8992	5382
San Luis Obispo/Paso Robles	53.5	65.8	96.90	102.97	51.81	67.71	-18.7	-5.9	-23.5	-22.7	1.0	-17.9	52.0	56.3	95.20	98.17	49.48	55.30	-7.7	-3.0	-10.5	-9.7	1.0	-6.8	151	58	8216	4619
Monterey/Salinas MSA	50.4	62.9	140.04	146.04	70.54	91.81	-19.9	-4.1	-23.2	-21.4	2.2	-18.1	46.6	54.2	139.34	147.99	64.90	80.26	-14.1	-5.8	-19.1	-17.3	2.2	-12.2	201	87	11685	7592

A blank row indicates insufficient data.

SMITH TRAVEL RESEARCH

Tab 3 - Multi-Segment CA Locations

Currency: USD - US Dollar

California Tourism

For the month of: March 2009

	Current Month - March 2009 vs March 2008												Year to Date - March 2009 vs March 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 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	64.6	73.4	94.49	107.69	61.09	79.06	-11.9	-12.3	-22.7	-21.1	2.1	-10.1	62.6	71.2	97.14	108.82	60.84	77.46	-12.0	-10.7	-21.5	-19.7	2.2	-10.1	268	194	40934	36837
Interstate	52.6	58.2	68.33	70.82	35.97	41.23	-9.6	-3.5	-12.8	-10.0	3.2	-6.7	49.7	55.4	68.30	71.33	33.95	39.55	-10.3	-4.3	-14.2	-11.3	3.3	-7.4	275	134	16277	10518
Resort	62.1	74.4	150.67	169.23	93.51	125.92	-16.6	-11.0	-25.7	-24.1	2.2	-14.7	56.9	66.5	149.77	163.55	85.16	108.83	-14.6	-8.4	-21.8	-20.0	2.2	-12.7	602	283	66102	50924
Small Metro/Town	50.9	58.6	89.54	99.56	45.56	58.32	-13.2	-10.1	-21.9	-20.1	2.3	-11.1	48.3	54.2	92.63	97.98	44.71	53.12	-11.0	-5.5	-15.8	-14.0	2.2	-9.0	1077	347	58491	27435
Suburban	58.5	68.0	100.80	112.49	58.96	76.51	-14.0	-10.4	-22.9	-20.4	3.3	-11.2	55.4	64.6	102.98	113.43	57.09	73.25	-14.2	-9.2	-22.1	-19.7	3.1	-11.5	2362	1338	214078	163329
Urban	63.0	73.3	125.76	139.43	79.22	102.19	-14.0	-9.8	-22.5	-20.9	2.0	-12.3	60.1	69.8	126.54	138.62	76.10	96.70	-13.8	-8.7	-21.3	-19.6	2.1	-12.0	869	353	96700	70657

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.