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For the Month of May 2009

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

California Tourism

For the month of: May 2009

	Current Month - May 2009 vs May 2008												Year to Date - May 2009 vs May 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 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	55.7	63.1	97.03	107.53	54.05	67.90	-11.8	-9.8	-20.4	-17.9	3.2	-9.0	53.3	60.0	99.10	108.27	52.78	64.91	-11.2	-8.5	-18.7	-16.1	3.2	-8.3	51269	27521	#####	#####
Pacific	59.6	67.5	109.94	123.65	65.53	83.42	-11.6	-11.1	-21.4	-19.8	2.1	-9.8	57.1	65.0	113.23	125.30	64.61	81.41	-12.2	-9.6	-20.6	-18.9	2.2	-10.2	7872	3770	715341	515992
California	59.6	68.0	108.12	123.01	64.43	83.62	-12.3	-12.1	-22.9	-21.3	2.2	-10.4	57.7	66.1	110.51	122.91	63.79	81.29	-12.7	-10.1	-21.5	-19.7	2.3	-10.7	5474	2674	493979	362033
Anaheim-Santa Ana, CA	60.4	68.5	105.30	119.88	63.64	82.08	-11.7	-12.2	-22.5	-21.3	1.6	-10.4	61.5	69.7	111.81	123.83	68.78	86.30	-11.7	-9.7	-20.3	-19.4	1.2	-10.7	428	234	53272	41790
Los Angeles-Long Beach, CA	63.6	73.8	113.18	128.25	71.93	94.64	-13.9	-11.7	-24.0	-22.6	1.8	-12.3	62.5	72.7	116.29	129.16	72.71	93.89	-14.0	-10.0	-22.6	-20.8	2.2	-12.1	983	438	95554	69233
Oakland, CA	56.9	65.4	84.83	97.11	48.27	63.52	-13.0	-12.6	-24.0	-22.8	1.6	-11.6	53.7	63.9	88.42	97.81	47.47	62.48	-16.0	-9.6	-24.0	-22.6	1.9	-14.4	245	144	24458	19749
Riverside-San Bernardino, CA	51.8	59.1	88.26	99.03	45.71	58.50	-12.3	-10.9	-21.9	-18.4	4.4	-8.4	55.6	63.9	98.96	109.00	54.99	69.70	-13.1	-9.2	-21.1	-17.5	4.6	-9.1	503	242	41419	28833
Sacramento, CA	50.9	59.8	90.28	98.08	45.93	58.63	-14.9	-8.0	-21.7	-19.4	2.9	-12.5	50.4	58.5	96.37	104.08	48.53	60.91	-13.9	-7.4	-20.3	-17.7	3.3	-11.1	274	141	23972	17880
San Diego, CA	61.7	71.9	125.60	145.77	77.49	104.81	-14.2	-13.8	-26.1	-23.4	3.6	-11.1	60.9	70.3	125.24	141.60	76.25	99.54	-13.4	-11.6	-23.4	-20.4	3.9	-10.0	461	275	57050	46591
San Francisco/San Mateo, CA	70.4	76.4	130.13	154.19	91.59	117.73	-7.8	-15.6	-22.2	-21.9	0.4	-7.4	64.3	71.4	131.98	152.13	84.87	108.67	-10.0	-13.2	-21.9	-21.5	0.5	-9.5	396	224	51749	42704
San Jose-Santa Cruz, CA	54.6	68.5	102.50	122.36	55.96	83.82	-20.3	-16.2	-33.2	-32.8	0.7	-19.7	53.4	66.6	109.13	126.04	58.25	83.96	-19.9	-13.4	-30.6	-30.3	0.5	-19.5	308	181	29138	23233
California South/Central	56.7	63.2	72.17	74.22	40.93	46.91	-10.3	-2.8	-12.8	-9.9	3.2	-7.4	52.7	58.3	72.94	74.24	38.47	43.29	-9.6	-1.7	-11.1	-7.1	4.5	-5.5	336	169	24462	16158
California North	55.5	61.1	95.18	105.06	52.78	64.20	-9.3	-9.4	-17.8	-15.0	3.4	-6.2	48.4	54.1	87.39	94.35	42.27	51.03	-10.6	-7.4	-17.2	-14.4	3.3	-7.6	658	244	35673	20052
California North Central	51.7	56.5	89.38	89.51	46.23	50.54	-8.4	-0.1	-8.5	-6.8	1.9	-6.6	48.6	53.7	97.23	101.77	47.27	54.65	-9.5	-4.5	-13.5	-12.2	1.5	-8.1	275	118	17678	10408
California Central Coast	60.7	66.6	125.65	141.53	76.22	94.23	-8.9	-11.2	-19.1	-18.7	0.5	-8.4	56.0	61.4	119.48	129.32	66.92	79.45	-8.8	-7.6	-15.8	-15.1	0.8	-8.1	566	249	37039	24272
Bakersfield, CA	56.6	60.0	63.92	66.50	36.19	39.93	-5.7	-3.9	-9.4	-7.6	1.9	-3.9	55.0	58.3	65.64	67.08	36.13	39.09	-5.5	-2.1	-7.6	-4.9	2.9	-2.8	122	64	9443	6461
Fresno, CA	56.1	64.2	77.68	78.07	43.58	50.13	-12.6	-0.5	-13.1	-9.9	3.6	-9.5	50.6	58.6	77.78	78.64	39.39	46.08	-13.6	-1.1	-14.5	-9.4	5.9	-8.4	122	67	9736	6734
Tulare/Visalia	58.0	67.1	76.75	80.07	44.49	53.74	-13.6	-4.1	-17.2	-13.2	4.8	-9.4	52.5	57.9	77.84	79.05	40.88	45.76	-9.3	-1.5	-10.7	-6.5	4.7	-5.0	92	38	5283	2963
Santa Rosa	58.9	67.7	116.90	131.89	68.91	89.35	-13.0	-11.4	-22.9	-20.2	3.5	-9.9	49.2	57.9	104.14	115.82	51.24	67.12	-15.1	-10.1	-23.6	-20.9	3.6	-12.1	90	42	6094	4347
Redding/Chico	57.2	61.6	74.80	76.88	42.76	47.39	-7.3	-2.7	-9.8	-9.8	0.0	-7.3	50.6	56.2	70.66	72.66	35.73	40.86	-10.1	-2.8	-12.6	-10.7	2.2	-8.1	69	35	4546	2905
Vallejo/Napa Valley	54.3	64.1	117.19	134.09	63.60	85.97	-15.3	-12.6	-26.0	-20.9	6.9	-9.5	48.8	55.0	103.40	114.82	50.46	63.12	-11.2	-9.9	-20.1	-15.2	6.0	-5.9	151	65	9921	6300
California Rural North	52.5	54.5	77.15	80.78	40.51	44.02	-3.6	-4.5	-8.0	-5.4	2.8	-1.0	45.8	50.8	75.91	79.39	34.80	40.31	-9.7	-4.4	-13.7	-11.6	2.4	-7.6	279	74	12076	4740
Eureka/Crescent City	61.5	63.8	79.52	81.68	48.87	52.14	-3.7	-2.6	-6.3	-6.3	0.0	-3.7	52.0	53.4	71.07	72.97	36.97	38.99	-2.6	-2.6	-5.2	-5.2	0.0	-2.6	69	28	3036	1760
Stockton/Modesto	53.6	62.9	69.87	73.96	37.43	46.55	-14.9	-5.5	-19.6	-18.6	1.2	-13.9	49.0	56.0	69.98	73.74	34.32	41.32	-12.5	-5.1	-16.9	-15.9	1.2	-11.4	107	68	7430	5987
Central CA/Merced	50.4	51.7	104.41	103.38	52.61	53.48	-2.6	1.0	-1.6	0.8	2.4	-0.2	48.3	52.0	117.49	124.02	56.77	64.46	-7.0	-5.3	-11.9	-10.4	1.8	-5.4	168	50	10248	4421
Oxnard/Ventura MSA	59.8	68.1	100.54	113.14	60.08	77.06	-12.3	-11.1	-22.0	-22.0	0.0	-12.3	56.8	64.9	99.38	108.51	56.44	70.42	-12.5	-8.4	-19.8	-19.8	0.0	-12.5	85	49	8055	6476
Santa Barbara/Santa Maria MSA	66.5	69.9	132.32	150.20	88.05	105.05	-4.9	-11.9	-16.2	-15.1	1.2	-3.7	60.9	65.9	126.57	136.27	77.11	89.83	-7.6	-7.1	-14.2	-13.8	0.5	-7.2	128	54	9081	5503
San Luis Obispo/Paso Robles	60.2	61.8	112.77	116.36	67.87	71.93	-2.6	-3.1	-5.6	-4.7	1.0	-1.7	56.3	57.8	101.56	104.14	57.14	60.18	-2.7	-2.5	-5.1	-4.1	1.0	-1.7	151	58	8216	4642
Monterey/Salinas MSA	57.0	66.3	147.29	170.94	84.01	113.25	-13.9	-13.8	-25.8	-25.9	-0.1	-14.0	51.5	58.1	142.02	157.10	73.14	91.28	-11.4	-9.6	-19.9	-18.7	1.5	-10.0	202	88	11687	7651

Tab 3 - Multi-Segment CA Locations

Currency: USD - US Dollar

California Tourism

For the month of: May 2009

	Current Month - May 2009 vs May 2008											Year to Date - May 2009 vs May 2008											Participation					
	Occ %		ADR		RevPAR		Percent Change from May 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	73.6	88.78	105.55	57.38	77.65	-12.1	-15.9	-26.1	-25.3	1.1	-11.2	63.5	72.0	94.35	108.06	59.90	77.84	-11.9	-12.7	-23.0	-21.6	1.8	-10.3	269	194	41024	36866
Interstate	53.4	57.8	70.20	73.25	37.52	42.36	-7.6	-4.2	-11.4	-8.8	3.0	-4.8	51.0	56.1	68.95	71.82	35.19	40.27	-9.0	-4.0	-12.6	-9.7	3.3	-6.0	275	135	16342	10517
Resort	56.6	65.6	139.76	164.15	79.14	107.62	-13.6	-14.9	-26.5	-25.5	1.3	-12.5	58.3	66.9	147.69	164.45	86.10	109.94	-12.8	-10.2	-21.7	-20.3	1.8	-11.2	603	289	66248	51799
Small Metro/Town	55.8	59.9	95.75	99.97	53.42	59.89	-6.9	-4.2	-10.8	-8.7	2.3	-4.7	51.2	55.9	93.47	98.28	47.84	54.89	-8.4	-4.9	-12.8	-10.9	2.3	-6.3	1088	347	58602	27505
Suburban	58.0	67.8	98.74	112.67	57.28	76.34	-14.4	-12.4	-25.0	-22.8	3.0	-11.9	56.7	66.0	101.40	113.39	57.46	74.84	-14.2	-10.6	-23.2	-20.9	3.1	-11.5	2367	1353	214603	164552
Urban	66.3	74.4	127.22	144.09	84.37	107.22	-10.9	-11.7	-21.3	-19.5	2.3	-8.9	62.3	71.4	126.20	140.63	78.66	100.43	-12.7	-10.3	-21.7	-19.9	2.3	-10.8	872	356	97160	70794

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.