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California Tourism

For the Month of July 2009

Date Created: Aug 20, 2009

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

California Tourism

For the month of: July 2009

	Current Month - July 2009 vs July 2008												Year to Date - July 2009 vs July 2008										Participation					
	Occ %		ADR		RevPAR		Percent Change from July 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	64.1	69.2	97.18	106.89	62.34	73.96	-7.3	-9.1	-15.7	-13.0	3.2	-4.3	56.0	62.5	98.41	107.90	55.12	67.40	-10.3	-8.8	-18.2	-15.6	3.2	-7.5	51609	27825	4771229	3305225
Pacific	69.8	75.3	116.45	132.01	81.32	99.37	-7.2	-11.8	-18.2	-16.4	2.1	-5.3	60.1	67.6	113.63	126.99	68.25	85.84	-11.1	-10.5	-20.5	-18.7	2.2	-9.2	7897	3779	718280	518171
California	68.6	74.7	113.35	128.11	77.78	95.75	-8.2	-11.5	-18.8	-17.0	2.2	-6.2	60.3	68.4	110.70	124.23	66.77	84.95	-11.8	-10.9	-21.4	-19.6	2.3	-9.8	5489	2682	496023	364528
Anaheim-Santa Ana, CA	76.5	80.8	113.74	130.17	86.98	105.15	-5.3	-12.6	-17.3	-16.5	0.9	-4.5	65.0	72.4	111.83	124.94	72.70	90.47	-10.2	-10.5	-19.6	-18.7	1.2	-9.1	429	236	53380	41996
Los Angeles-Long Beach, CA	70.6	78.0	114.84	132.70	81.10	103.55	-9.5	-13.5	-21.7	-20.0	2.1	-7.6	64.5	74.1	115.79	129.86	74.68	96.18	-12.9	-10.8	-22.4	-20.7	2.2	-11.0	983	439	96087	70027
Oakland, CA	60.8	68.2	81.78	95.52	49.72	65.19	-10.9	-14.4	-23.7	-23.3	0.6	-10.4	55.6	65.4	86.70	97.32	48.19	63.67	-15.0	-10.9	-24.3	-23.1	1.6	-13.7	245	146	24458	19947
Riverside-San Bernardino, CA	49.1	56.7	77.59	83.55	38.06	47.36	-13.5	-7.1	-19.6	-15.5	5.1	-9.1	54.0	62.1	93.81	102.56	50.70	63.71	-13.0	-8.5	-20.4	-16.7	4.7	-8.9	505	243	41618	29128
Sacramento, CA	55.0	63.8	92.20	105.83	50.74	67.56	-13.8	-12.9	-24.9	-22.9	2.6	-11.5	51.8	59.9	94.93	103.74	49.15	62.16	-13.6	-8.5	-20.9	-18.5	3.1	-11.0	275	141	24003	17879
San Diego, CA	79.6	81.0	140.15	157.86	111.63	127.86	-1.7	-11.2	-12.7	-9.2	4.0	2.3	64.6	73.1	127.92	146.30	82.60	106.99	-11.7	-12.6	-22.8	-19.8	3.9	-8.3	463	279	57432	47134
San Francisco/San Mateo, CA	82.3	85.5	128.78	155.56	106.03	133.04	-3.7	-17.2	-20.3	-20.0	0.4	-3.3	68.8	75.3	130.56	154.34	89.78	116.18	-8.6	-15.4	-22.7	-22.3	0.5	-8.2	396	221	51755	42614
San Jose-Santa Cruz, CA	64.7	74.0	104.92	124.36	67.92	92.06	-12.6	-15.6	-26.2	-26.1	0.1	-12.4	56.1	68.7	107.55	125.43	60.34	86.19	-18.3	-14.3	-30.0	-29.7	0.5	-18.0	308	182	29135	23426
California South/Central	56.5	64.6	74.13	76.89	41.85	49.67	-12.6	-3.6	-15.7	-13.1	3.1	-9.9	54.0	60.2	73.33	74.97	39.61	45.16	-10.3	-2.2	-12.3	-8.7	4.1	-6.7	340	170	24749	16208
California North	65.1	73.7	96.99	103.61	63.10	76.35	-11.7	-6.4	-17.3	-14.3	3.7	-8.4	52.7	59.1	90.47	97.81	47.69	57.76	-10.7	-7.5	-17.4	-14.6	3.4	-7.7	660	252	35975	20642
California North Central	57.6	64.3	97.60	98.81	56.24	63.53	-10.4	-1.2	-11.5	-9.9	1.8	-8.7	51.3	56.4	96.42	100.32	49.47	56.54	-9.0	-3.9	-12.5	-11.1	1.6	-7.5	277	114	17784	10361
California Central Coast	73.7	78.7	141.74	155.74	104.52	122.61	-6.3	-9.0	-14.8	-14.1	0.7	-5.6	59.9	65.4	124.93	136.19	74.77	89.05	-8.5	-8.3	-16.0	-15.4	0.8	-7.7	567	243	37132	23939
Bakersfield, CA	54.8	63.5	64.96	67.63	35.57	42.98	-13.8	-3.9	-17.2	-16.0	1.5	-12.5	55.3	59.7	65.41	67.21	36.15	40.15	-7.5	-2.7	-10.0	-7.7	2.6	-5.1	123	65	9525	6520
Fresno, CA	55.6	62.0	78.21	81.57	43.46	50.55	-10.3	-4.1	-14.0	-10.0	4.7	-6.1	52.3	60.0	78.14	79.38	40.86	47.63	-12.9	-1.6	-14.2	-9.6	5.4	-8.1	124	67	9920	6784
Tulare/Visalia	61.2	71.3	81.94	84.46	50.14	60.24	-14.2	-3.0	-16.8	-14.2	3.1	-11.6	55.0	61.5	78.96	80.65	43.41	49.64	-10.7	-2.1	-12.6	-8.9	4.2	-6.9	93	38	5304	2904
Santa Rosa	68.1	71.5	118.96	132.26	80.98	94.59	-4.8	-10.1	-14.4	-12.7	1.9	-3.0	53.7	61.7	109.22	121.80	58.69	75.13	-12.9	-10.3	-21.9	-19.5	3.1	-10.2	90	42	6094	4331
Redding/Chico	65.9	84.5	71.38	78.15	47.02	66.03	-22.0	-8.7	-28.8	-28.8	0.0	-22.0	54.3	62.0	70.90	74.28	38.50	46.07	-12.4	-4.5	-16.4	-15.1	1.5	-11.1	69	36	4546	3006
Vallejo/Napa Valley	61.9	67.5	118.38	132.39	73.27	89.32	-8.3	-10.6	-18.0	-11.9	7.4	-1.5	52.5	59.0	108.31	120.95	56.89	71.36	-11.0	-10.4	-20.3	-15.2	6.3	-5.3	152	68	10062	6553
California Rural North	61.3	73.1	80.66	83.55	49.44	61.06	-16.1	-3.5	-19.0	-16.7	2.9	-13.7	50.0	56.2	77.29	80.76	38.67	45.40	-11.0	-4.3	-14.8	-12.7	2.5	-8.8	279	77	12087	4863
Eureka/Crescent City	82.4	83.3	86.84	90.08	71.59	75.02	-1.0	-3.6	-4.6	0.1	4.9	3.9	59.4	60.6	75.85	77.73	45.06	47.12	-2.0	-2.4	-4.4	-3.0	1.4	-0.6	70	29	3186	1889
Stockton/Modesto	54.5	60.4	70.59	74.57	38.50	45.07	-9.8	-5.3	-14.6	-13.7	1.0	-8.8	51.0	57.7	70.17	74.12	35.75	42.80	-11.8	-5.3	-16.5	-15.5	1.2	-10.7	108	64	7519	5748
Central CA/Merced	59.9	67.2	115.62	115.01	69.23	77.24	-10.8	0.5	-10.4	-8.2	2.4	-8.7	51.6	55.3	115.40	120.48	59.51	66.67	-6.8	-4.2	-10.7	-9.0	2.0	-5.0	169	50	10265	4613
Oxnard/Ventura MSA	68.0	76.1	104.39	117.42	71.01	89.30	-10.6	-11.1	-20.5	-20.5	0.0	-10.6	59.5	67.7	100.82	110.90	59.99	75.03	-12.0	-9.1	-20.0	-20.0	0.0	-12.0	85	48	8055	6335
Santa Barbara/Santa Maria MSA	75.9	81.8	159.93	174.57	121.37	142.88	-7.3	-8.4	-15.1	-14.0	1.2	-6.1	64.2	69.5	134.36	145.92	86.26	101.47	-7.7	-7.9	-15.0	-14.4	0.7	-7.0	128	50	9081	5313
San Luis Obispo/Paso Robles	76.1	76.7	127.64	131.13	97.18	100.51	-0.7	-2.7	-3.3	-3.3	0.0	-0.7	60.4	62.3	109.40	112.08	66.08	69.78	-3.0	-2.4	-5.3	-4.5	0.8	-2.2	151	56	8216	4547
Monterey/Salinas MSA	74.3	79.7	160.88	182.91	119.58	145.71	-6.7	-12.0	-17.9	-16.8	1.4	-5.4	56.4	62.8	145.79	163.68	82.17	102.76	-10.2	-10.9	-20.0	-18.9	1.4	-8.9	203	89	11780	7744

A blank row indicates insufficient data.

Source 2009 Smith Travel Research, Inc

Tab 3 - Multi-Segment CA Locations

Currency: USD - US Dollar

California Tourism
For the month of: July 2009

	Current Month - July 2009 vs July 2008												Year to Date - July 2009 vs July 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 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	74.4	80.5	91.49	109.24	68.06	87.96	-7.6	-16.2	-22.6	-22.2	0.6	-7.1	66.1	74.4	93.26	108.33	61.63	80.57	-11.1	-13.9	-23.5	-22.3	1.5	-9.8	269	194	41024	36866
Interstate	57.2	66.6	69.48	73.34	39.74	48.84	-14.1	-5.3	-18.6	-16.2	3.0	-11.5	52.4	58.2	68.53	71.47	35.93	41.63	-10.0	-4.1	-13.7	-10.9	3.3	-7.1	274	135	16165	10461
Resort	70.4	74.6	157.65	180.63	110.92	134.75	-5.7	-12.7	-17.7	-16.6	1.3	-4.5	60.9	68.6	148.40	167.32	90.35	114.80	-11.3	-11.3	-21.3	-20.0	1.7	-9.8	604	291	66338	52033
Small Metro/Town	64.6	72.2	104.90	108.04	67.72	78.05	-10.6	-2.9	-13.2	-10.9	2.7	-8.2	54.5	59.8	96.29	100.80	52.44	60.24	-8.9	-4.5	-12.9	-10.9	2.3	-6.7	1093	349	58963	27862
Suburban	66.4	73.1	103.35	117.72	68.65	86.08	-9.2	-12.2	-20.3	-18.0	2.8	-6.6	59.0	68.0	101.67	114.42	60.03	77.79	-13.2	-11.1	-22.8	-20.5	3.0	-10.5	2376	1352	216177	165492
Urban	74.2	78.7	123.91	142.39	91.96	112.12	-5.8	-13.0	-18.0	-16.2	2.2	-3.7	65.2	73.5	125.20	142.15	81.57	104.44	-11.3	-11.9	-21.9	-20.1	2.2	-9.3	873	361	97356	71814

A blank row indicates insufficient data.

Source 2009 Smith Travel Research, Inc

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

WD (Weekday)

Average of Sunday through Thursday