



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 September 2009

Date Created: Oct 20, 2009

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

California Tourism

For the month of: September 2009

	Current Month - September 2009 vs September 2008												Year to Date - September 2009 vs September 2008										Participation					
	Occ %		ADR		RevPAR		Percent Change from September 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	56.7	60.5	96.67	107.63	54.78	65.11	-6.3	-10.2	-15.9	-13.2	3.2	-3.3	56.6	62.8	98.01	107.83	55.48	67.72	-9.9	-9.1	-18.1	-15.5	3.2	-7.0	51814	27984	4793723	3323316
Pacific	63.2	65.8	109.97	124.11	69.49	81.69	-4.0	-11.4	-14.9	-13.0	2.3	-1.8	61.5	68.4	113.48	127.43	69.74	87.14	-10.1	-10.9	-20.0	-18.2	2.2	-8.1	7910	3788	720627	518076
California	62.6	65.2	108.56	124.06	67.91	80.89	-4.1	-12.5	-16.0	-14.1	2.3	-1.8	61.4	68.8	110.67	124.87	67.98	85.93	-10.7	-11.4	-20.9	-19.1	2.3	-8.7	5499	2680	497241	363454
Anaheim-Santa Ana, CA	61.7	59.7	107.32	118.18	66.21	70.51	3.4	-9.2	-6.1	-4.3	1.9	5.4	65.3	71.6	111.37	125.07	72.76	89.54	-8.7	-11.0	-18.7	-17.7	1.2	-7.6	431	230	53751	41474
Los Angeles-Long Beach, CA	65.6	69.8	109.28	128.01	71.68	89.37	-6.0	-14.6	-19.8	-17.9	2.4	-3.8	65.3	74.1	114.96	130.03	75.03	96.37	-11.9	-11.6	-22.1	-20.4	2.2	-10.0	985	438	96342	70037
Oakland, CA	61.5	67.3	82.90	97.91	50.99	65.91	-8.6	-15.3	-22.6	-22.1	0.7	-8.0	57.2	66.4	85.75	97.15	49.02	64.51	-13.9	-11.7	-24.0	-23.0	1.4	-12.7	245	145	24481	19926
Riverside-San Bernardino, CA	46.9	53.2	79.25	87.71	37.16	46.67	-11.9	-9.6	-20.4	-16.7	4.7	-7.8	52.5	60.6	90.59	99.53	47.53	60.32	-13.4	-9.0	-21.2	-17.4	4.8	-9.3	506	241	41732	28603
Sacramento, CA	53.7	58.2	86.03	97.78	46.21	56.89	-7.7	-12.0	-18.8	-16.3	3.0	-4.9	52.5	60.2	93.40	102.95	49.05	62.02	-12.8	-9.3	-20.9	-18.5	3.0	-10.2	275	140	24001	17628
San Diego, CA	62.3	64.4	116.01	137.00	72.24	88.17	-3.2	-15.3	-18.1	-14.7	4.1	0.8	65.5	73.4	127.06	146.67	83.28	107.65	-10.7	-13.4	-22.6	-19.6	4.0	-7.2	463	280	57479	47226
San Francisco/San Mateo, CA	82.8	82.6	143.59	172.13	118.83	142.18	0.2	-16.6	-16.4	-16.2	0.2	0.4	72.1	77.5	131.83	156.49	95.07	121.26	-6.9	-15.8	-21.6	-21.3	0.4	-6.5	396	223	51750	42654
San Jose-Santa Cruz, CA	60.8	65.2	103.26	124.88	62.77	81.38	-6.7	-17.3	-22.9	-22.8	0.1	-6.6	57.8	68.6	106.64	125.14	61.61	85.83	-15.8	-14.8	-28.2	-27.9	0.4	-15.4	308	179	29135	23080
California South/Central	53.4	59.2	69.85	74.19	37.33	43.93	-9.8	-5.8	-15.0	-11.6	4.0	-6.1	54.0	60.4	72.89	75.15	39.33	45.37	-10.6	-3.0	-13.3	-9.8	4.0	-7.0	343	175	24973	16641
California North	61.9	62.5	98.42	107.06	60.92	66.87	-0.9	-8.1	-8.9	-6.4	2.8	1.9	55.3	61.1	92.62	100.44	51.24	61.32	-9.4	-7.8	-16.4	-13.6	3.4	-6.3	660	248	35975	20380
California North Central	54.8	57.2	91.12	94.09	49.96	53.84	-4.2	-3.2	-7.2	-5.0	2.3	-1.9	52.5	57.5	96.25	99.37	50.55	57.17	-8.7	-3.1	-11.6	-10.0	1.8	-7.1	277	117	17869	10539
California Central Coast	65.4	65.8	130.43	140.17	85.36	92.26	-0.6	-6.9	-7.5	-6.6	1.0	0.4	62.1	67.3	128.76	140.73	79.94	94.69	-7.7	-8.5	-15.6	-14.9	0.8	-6.9	569	248	37238	24039
Bakersfield, CA	53.4	57.6	61.62	65.72	32.92	37.87	-7.3	-6.2	-13.1	-11.8	1.5	-5.9	54.7	59.4	64.71	66.91	35.41	39.71	-7.8	-3.3	-10.8	-8.8	2.3	-5.7	123	65	9525	6543
Fresno, CA	50.5	57.1	73.29	78.69	36.97	44.91	-11.6	-6.9	-17.7	-11.8	7.1	-5.3	52.1	59.7	77.49	79.62	40.37	47.53	-12.7	-2.7	-15.1	-10.2	5.7	-7.7	127	71	10144	7094
Tulare/Visalia	59.2	66.1	77.60	80.50	45.91	53.18	-10.5	-3.6	-13.7	-11.0	3.1	-7.7	56.0	63.4	79.10	81.38	44.31	51.61	-11.7	-2.8	-14.1	-10.7	4.0	-8.2	93	39	5304	3004
Santa Rosa	67.4	67.3	121.29	138.05	81.71	92.86	0.1	-12.1	-12.0	-10.3	1.9	2.1	57.1	64.0	112.39	126.19	64.19	80.75	-10.7	-10.9	-20.5	-18.3	2.8	-8.2	90	42	6094	4331
Redding/Chico	58.1	58.5	70.62	73.67	41.04	43.10	-0.7	-4.1	-4.8	-4.8	0.0	-0.7	55.9	62.9	71.08	74.81	39.72	47.08	-11.2	-5.0	-15.6	-14.6	1.2	-10.2	69	35	4545	2904
Vallejo/Napa Valley	62.0	64.2	125.68	141.04	77.86	90.53	-3.5	-10.9	-14.0	-9.4	5.4	1.7	55.0	61.2	112.33	125.83	61.77	76.96	-10.1	-10.7	-19.7	-14.6	6.4	-4.4	152	67	10062	6497
California Rural North	57.8	58.5	77.90	80.50	45.00	47.06	-1.2	-3.2	-4.4	-2.8	1.7	0.4	52.3	58.0	77.81	81.27	40.72	47.10	-9.7	-4.3	-13.5	-11.5	2.4	-7.5	279	76	12088	4848
Eureka/Crescent City	72.3	69.1	78.03	78.77	56.42	54.43	4.7	-0.9	3.7	8.8	4.9	9.8	63.6	64.2	78.17	79.98	49.73	51.33	-0.9	-2.3	-3.1	-1.0	2.2	1.3	70	28	3186	1800
Stockton/Modesto	52.9	58.9	68.96	74.45	36.49	43.83	-10.1	-7.4	-16.7	-15.9	1.0	-9.2	51.3	58.4	69.94	74.18	35.87	43.31	-12.2	-5.7	-17.2	-16.2	1.2	-11.1	108	66	7518	5787
Central CA/Merced	56.2	56.0	106.26	109.42	59.74	61.27	0.4	-2.9	-2.5	0.7	3.3	3.7	53.4	56.9	114.71	118.45	61.28	67.40	-6.1	-3.2	-9.1	-7.0	2.2	-4.0	169	51	10351	4752
Oxnard/Ventura MSA	62.6	63.0	99.66	107.61	62.36	67.77	-0.6	-7.4	-8.0	-8.0	0.0	-0.6	60.7	68.3	101.32	111.76	61.52	76.29	-11.1	-9.3	-19.4	-19.4	0.0	-11.1	85	48	8055	6418
Santa Barbara/Santa Maria MSA	69.0	72.7	139.62	146.87	96.30	106.72	-5.1	-4.9	-9.8	-8.1	1.8	-3.4	66.4	71.6	138.50	150.87	91.91	108.01	-7.3	-8.2	-14.9	-14.1	1.0	-6.4	129	52	9153	5405
San Luis Obispo/Paso Robles	63.3	60.2	111.64	112.10	70.67	67.43	5.2	-0.4	4.8	5.2	0.4	5.7	62.4	63.9	111.85	115.04	69.82	73.48	-2.3	-2.8	-5.0	-4.3	0.7	-1.5	152	60	8250	4787
Monterey/Salinas MSA	66.2	66.5	155.48	173.84	102.89	115.62	-0.5	-10.6	-11.0	-9.8	1.4	0.9	59.5	65.7	152.05	170.74	90.44	112.14	-9.4	-11.0	-19.3	-18.2	1.4	-8.1	203	88	11780	7429

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: September 2009

	Current Month - September 2009 vs September 2008												Year to Date - September 2009 vs September 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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	67.9	71.5	88.98	107.74	60.45	77.02	-5.0	-17.4	-21.5	-20.8	0.9	-4.1	67.1	74.7	92.27	108.13	61.90	80.82	-10.2	-14.7	-23.4	-22.4	1.4	-9.0	270	192	41198	36552
Interstate	52.4	54.7	68.21	70.40	35.74	38.50	-4.2	-3.1	-7.2	-4.4	2.9	-1.4	52.7	58.4	68.66	71.58	36.20	41.80	-9.7	-4.1	-13.4	-10.7	3.1	-6.9	275	138	16298	10676
Resort	58.8	60.9	142.54	158.42	83.84	96.53	-3.5	-10.0	-13.1	-11.6	1.8	-1.7	61.5	68.7	149.07	168.91	91.61	115.97	-10.5	-11.7	-21.0	-19.7	1.6	-9.0	605	292	66666	52150
Small Metro/Town	59.3	60.8	96.43	99.41	57.17	60.46	-2.5	-3.0	-5.4	-2.8	2.8	0.2	56.3	61.3	97.62	101.99	54.93	62.50	-8.2	-4.3	-12.1	-9.9	2.5	-5.8	1094	353	59066	28173
Suburban	60.6	63.7	98.94	113.67	59.97	72.46	-4.9	-13.0	-17.2	-14.9	2.8	-2.3	59.9	68.1	101.48	114.76	60.80	78.14	-12.0	-11.6	-22.2	-19.9	3.0	-9.4	2381	1342	216517	164206
Urban	70.8	73.0	126.66	150.35	89.68	109.83	-3.1	-15.8	-18.3	-16.4	2.3	-0.8	66.9	74.3	124.72	143.02	83.50	106.32	-10.0	-12.8	-21.5	-19.7	2.3	-7.9	874	363	97496	71697

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