



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 October 2009

Date Created: Nov 19, 2009

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

California Tourism

For the month of: October 2009

| | Current Month - October 2009 vs October 2008 | | | | | | | | | | | | Year to Date - October 2009 vs October 2008 | | | | | | | | | | Participation | | | | | |
|-------------------------------|--|------|--------|--------|--------|--------|----------------------------------|-------|--------|----------|------------|-----------|---|------|--------|--------|--------|--------|------------------------------|-------|--------|----------|---------------|-----------|------------|--------|---------|---------|
| | Occ % | | ADR | | RevPAR | | Percent Change from October 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 | 58.1 | 61.9 | 99.08 | 107.89 | 57.57 | 66.82 | -6.2 | -8.2 | -13.8 | -11.1 | 3.2 | -3.2 | 56.8 | 62.7 | 98.14 | 107.87 | 55.70 | 67.64 | -9.5 | -9.0 | -17.7 | -15.0 | 3.2 | -6.6 | 51693 | 28055 | 4795585 | 3334344 |
| Pacific | 62.5 | 64.7 | 113.25 | 123.01 | 70.80 | 79.59 | -3.4 | -7.9 | -11.0 | -9.2 | 2.1 | -1.3 | 61.6 | 68.0 | 113.49 | 127.05 | 69.87 | 86.40 | -9.5 | -10.7 | -19.1 | -17.4 | 2.2 | -7.5 | 7878 | 3790 | 717686 | 519096 |
| California | 63.9 | 65.9 | 113.60 | 123.92 | 72.64 | 81.61 | -2.9 | -8.3 | -11.0 | -9.0 | 2.3 | -0.7 | 61.7 | 68.5 | 111.03 | 124.85 | 68.50 | 85.55 | -10.0 | -11.1 | -19.9 | -18.1 | 2.3 | -7.9 | 5499 | 2677 | 497968 | 363087 |
| Anaheim-Santa Ana, CA | 66.6 | 65.7 | 106.85 | 116.84 | 71.19 | 76.82 | 1.3 | -8.5 | -7.3 | -5.5 | 1.9 | 3.3 | 65.5 | 71.0 | 110.90 | 124.29 | 72.61 | 88.24 | -7.8 | -10.8 | -17.7 | -16.6 | 1.3 | -6.6 | 431 | 230 | 53750 | 41362 |
| Los Angeles-Long Beach, CA | 68.5 | 70.9 | 114.10 | 129.50 | 78.13 | 91.87 | -3.5 | -11.9 | -15.0 | -13.0 | 2.3 | -1.3 | 65.6 | 73.8 | 114.86 | 129.98 | 75.34 | 95.91 | -11.1 | -11.6 | -21.4 | -19.7 | 2.2 | -9.1 | 985 | 442 | 96305 | 70291 |
| Oakland, CA | 62.5 | 65.0 | 84.75 | 98.00 | 52.97 | 63.71 | -3.9 | -13.5 | -16.9 | -16.5 | 0.5 | -3.4 | 57.7 | 66.3 | 85.65 | 97.24 | 49.42 | 64.43 | -12.9 | -11.9 | -23.3 | -22.3 | 1.3 | -11.8 | 245 | 145 | 24481 | 19926 |
| Riverside-San Bernardino, CA | 51.9 | 55.0 | 88.71 | 93.82 | 46.08 | 51.64 | -5.6 | -5.4 | -10.8 | -6.5 | 4.8 | -1.1 | 52.4 | 60.0 | 90.41 | 99.00 | 47.38 | 59.42 | -12.7 | -8.7 | -20.3 | -16.4 | 4.8 | -8.5 | 506 | 237 | 41792 | 28214 |
| Sacramento, CA | 51.4 | 56.5 | 83.05 | 95.43 | 42.68 | 53.93 | -9.1 | -13.0 | -20.9 | -18.5 | 3.0 | -6.3 | 52.4 | 59.9 | 92.37 | 102.22 | 48.40 | 61.19 | -12.5 | -9.6 | -20.9 | -18.5 | 3.0 | -9.8 | 276 | 141 | 24125 | 17728 |
| San Diego, CA | 65.5 | 68.6 | 127.94 | 138.20 | 83.80 | 94.79 | -4.5 | -7.4 | -11.6 | -7.9 | 4.1 | -0.6 | 65.5 | 72.9 | 127.15 | 145.85 | 83.33 | 106.34 | -10.1 | -12.8 | -21.6 | -18.5 | 4.0 | -6.5 | 463 | 277 | 57479 | 46932 |
| San Francisco/San Mateo, CA | 83.7 | 79.6 | 160.17 | 169.73 | 134.08 | 135.06 | 5.2 | -5.6 | -0.7 | -0.5 | 0.2 | 5.4 | 73.3 | 77.7 | 135.34 | 158.19 | 99.24 | 122.93 | -5.6 | -14.4 | -19.3 | -18.9 | 0.4 | -5.3 | 397 | 222 | 52195 | 42647 |
| San Jose-Santa Cruz, CA | 63.2 | 65.3 | 104.67 | 122.73 | 66.17 | 80.12 | -3.2 | -14.7 | -17.4 | -17.3 | 0.1 | -3.1 | 58.4 | 68.3 | 106.40 | 124.90 | 62.09 | 85.24 | -14.5 | -14.8 | -27.2 | -26.9 | 0.4 | -14.2 | 308 | 179 | 29134 | 23173 |
| California South/Central | 55.0 | 61.0 | 69.49 | 74.93 | 38.21 | 45.73 | -9.9 | -7.3 | -16.4 | -13.4 | 3.6 | -6.6 | 54.1 | 60.5 | 72.53 | 75.13 | 39.21 | 45.42 | -10.6 | -3.5 | -13.7 | -10.2 | 4.0 | -7.0 | 343 | 175 | 25238 | 16602 |
| California North | 58.3 | 59.8 | 99.32 | 107.60 | 57.88 | 64.30 | -2.5 | -7.7 | -10.0 | -7.2 | 3.1 | 0.5 | 55.6 | 60.9 | 93.36 | 101.16 | 51.93 | 61.63 | -8.7 | -7.7 | -15.7 | -12.9 | 3.3 | -5.6 | 659 | 253 | 36023 | 20728 |
| California North Central | 48.9 | 52.7 | 87.62 | 92.08 | 42.89 | 48.57 | -7.2 | -4.8 | -11.7 | -9.6 | 2.4 | -5.0 | 52.1 | 57.1 | 95.40 | 98.75 | 49.74 | 56.34 | -8.6 | -3.4 | -11.7 | -10.1 | 1.8 | -6.9 | 277 | 116 | 17869 | 10612 |
| California Central Coast | 61.5 | 64.4 | 129.09 | 137.73 | 79.34 | 88.72 | -4.6 | -6.3 | -10.6 | -10.5 | 0.1 | -4.5 | 62.0 | 67.0 | 128.82 | 140.44 | 79.89 | 94.08 | -7.4 | -8.3 | -15.1 | -14.4 | 0.8 | -6.7 | 568 | 244 | 37062 | 23645 |
| Bakersfield, CA | 56.3 | 60.4 | 62.69 | 66.96 | 35.29 | 40.47 | -6.9 | -6.4 | -12.8 | -11.5 | 1.5 | -5.5 | 54.9 | 59.5 | 64.50 | 66.92 | 35.39 | 39.81 | -7.8 | -3.6 | -11.1 | -9.1 | 2.2 | -5.7 | 123 | 65 | 9523 | 6506 |
| Fresno, CA | 52.1 | 59.6 | 72.55 | 80.46 | 37.77 | 47.92 | -12.6 | -9.8 | -21.2 | -15.6 | 7.1 | -6.4 | 52.1 | 59.7 | 76.97 | 79.70 | 40.10 | 47.57 | -12.7 | -3.4 | -15.7 | -10.8 | 5.9 | -7.6 | 127 | 71 | 10142 | 7092 |
| Tulare/Visalia | 58.1 | 64.6 | 75.77 | 78.87 | 44.01 | 50.96 | -10.1 | -3.9 | -13.6 | -12.5 | 1.3 | -9.0 | 56.2 | 63.5 | 78.73 | 81.10 | 44.27 | 51.54 | -11.5 | -2.9 | -14.1 | -10.9 | 3.7 | -8.3 | 93 | 39 | 5573 | 3004 |
| Santa Rosa | 66.0 | 68.6 | 123.65 | 136.60 | 81.57 | 93.72 | -3.9 | -9.5 | -13.0 | -11.3 | 1.9 | -2.0 | 58.0 | 64.5 | 113.70 | 127.32 | 65.96 | 82.08 | -10.0 | -10.7 | -19.6 | -17.4 | 2.7 | -7.5 | 90 | 41 | 6094 | 4247 |
| Redding/Chico | 59.1 | 56.4 | 68.19 | 71.58 | 40.27 | 40.40 | 4.6 | -4.7 | -0.3 | -0.3 | 0.0 | 4.6 | 56.3 | 62.3 | 70.74 | 74.51 | 39.81 | 46.39 | -9.6 | -5.1 | -14.2 | -13.3 | 1.1 | -8.6 | 69 | 37 | 4545 | 3127 |
| Vallejo/Napa Valley | 61.1 | 63.2 | 128.05 | 145.75 | 78.23 | 92.08 | -3.3 | -12.1 | -15.0 | -9.6 | 6.5 | 2.9 | 55.6 | 61.4 | 114.13 | 127.96 | 63.47 | 78.54 | -9.4 | -10.8 | -19.2 | -14.0 | 6.4 | -3.6 | 153 | 67 | 10164 | 6503 |
| California Rural North | 51.1 | 53.5 | 76.00 | 76.61 | 38.86 | 40.96 | -4.4 | -0.8 | -5.1 | -3.5 | 1.7 | -2.8 | 52.2 | 57.5 | 77.68 | 80.82 | 40.55 | 46.46 | -9.2 | -3.9 | -12.7 | -10.7 | 2.3 | -7.1 | 277 | 79 | 12034 | 4962 |
| Eureka/Crescent City | 60.5 | 61.1 | 73.76 | 74.96 | 44.65 | 45.76 | -0.9 | -1.6 | -2.4 | 2.4 | 4.9 | 4.0 | 63.3 | 63.9 | 77.80 | 79.49 | 49.21 | 50.76 | -0.9 | -2.1 | -3.1 | -0.6 | 2.5 | 1.5 | 70 | 29 | 3186 | 1889 |
| Stockton/Modesto | 49.0 | 58.0 | 67.34 | 74.11 | 33.00 | 42.96 | -15.4 | -9.1 | -23.2 | -22.2 | 1.2 | -14.4 | 51.0 | 58.3 | 69.68 | 74.17 | 35.56 | 43.27 | -12.5 | -6.1 | -17.8 | -16.9 | 1.2 | -11.5 | 108 | 65 | 7518 | 5860 |
| Central CA/Merced | 48.9 | 48.9 | 102.39 | 107.88 | 50.07 | 52.72 | 0.1 | -5.1 | -5.0 | -1.9 | 3.3 | 3.3 | 53.0 | 56.1 | 113.50 | 117.63 | 60.10 | 66.00 | -5.6 | -3.5 | -8.9 | -6.8 | 2.3 | -3.4 | 169 | 51 | 10351 | 4752 |
| Oxnard/Ventura MSA | 58.5 | 62.2 | 98.12 | 108.65 | 57.43 | 67.60 | -5.9 | -9.7 | -15.1 | -16.9 | -2.2 | -8.0 | 60.5 | 67.6 | 101.01 | 111.46 | 61.12 | 75.40 | -10.5 | -9.4 | -18.9 | -19.1 | -0.2 | -10.7 | 84 | 48 | 7879 | 6300 |
| Santa Barbara/Santa Maria MSA | 63.6 | 68.7 | 135.68 | 141.32 | 86.30 | 97.04 | -7.4 | -4.0 | -11.1 | -9.5 | 1.8 | -5.7 | 66.0 | 71.3 | 138.31 | 149.95 | 91.35 | 106.88 | -7.3 | -7.8 | -14.5 | -13.6 | 1.0 | -6.4 | 129 | 51 | 9153 | 5285 |
| San Luis Obispo/Paso Robles | 62.8 | 60.9 | 107.01 | 110.99 | 67.22 | 67.55 | 3.2 | -3.6 | -0.5 | -0.1 | 0.4 | 3.6 | 62.5 | 63.6 | 111.35 | 114.64 | 69.55 | 72.87 | -1.7 | -2.9 | -4.5 | -3.9 | 0.7 | -1.0 | 152 | 58 | 8250 | 4619 |
| Monterey/Salinas MSA | 60.8 | 65.1 | 159.64 | 171.34 | 97.08 | 111.62 | -6.6 | -6.8 | -13.0 | -12.8 | 0.3 | -6.4 | 59.6 | 65.6 | 152.86 | 170.81 | 91.14 | 112.08 | -9.1 | -10.5 | -18.7 | -17.6 | 1.3 | -8.0 | 203 | 87 | 11780 | 7441 |

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: October 2009

| | Current Month - October 2009 vs October 2008 | | | | | | | | | | | | Year to Date - October 2009 vs October 2008 | | | | | | | | | | | | Participation | | | |
|------------------|--|------|--------|--------|--------|--------|----------------------------------|-------|--------|----------|------------|-----------|---|------|--------|--------|--------|--------|------------------------------|-------|--------|----------|------------|-----------|---------------|--------|--------|--------|
| | Occ % | | ADR | | RevPAR | | Percent Change from October 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 | 72.3 | 72.5 | 92.44 | 105.33 | 66.83 | 76.36 | -0.3 | -12.2 | -12.5 | -11.4 | 1.2 | 0.9 | 67.6 | 74.5 | 92.28 | 107.85 | 62.41 | 80.36 | -9.2 | -14.4 | -22.3 | -21.3 | 1.3 | -8.0 | 271 | 193 | 41311 | 36665 |
| Interstate | 52.1 | 54.0 | 66.49 | 68.66 | 34.61 | 37.11 | -3.7 | -3.2 | -6.7 | -4.0 | 2.9 | -0.8 | 52.7 | 58.0 | 68.43 | 71.30 | 36.04 | 41.32 | -9.1 | -4.0 | -12.8 | -10.1 | 3.1 | -6.3 | 275 | 139 | 16297 | 10750 |
| Resort | 61.0 | 62.7 | 144.03 | 158.32 | 87.87 | 99.26 | -2.7 | -9.0 | -11.5 | -9.9 | 1.8 | -0.9 | 61.4 | 68.0 | 148.56 | 167.91 | 91.23 | 114.26 | -9.8 | -11.5 | -20.2 | -18.8 | 1.7 | -8.3 | 605 | 287 | 66665 | 51672 |
| Small Metro/Town | 55.4 | 58.2 | 93.58 | 97.22 | 51.84 | 56.55 | -4.7 | -3.7 | -8.3 | -6.1 | 2.4 | -2.5 | 56.2 | 61.0 | 97.22 | 101.55 | 54.61 | 61.90 | -7.8 | -4.3 | -11.8 | -9.5 | 2.5 | -5.5 | 1092 | 353 | 59279 | 28109 |
| Suburban | 62.3 | 64.9 | 99.98 | 112.50 | 62.24 | 72.99 | -4.0 | -11.1 | -14.7 | -12.3 | 2.8 | -1.3 | 60.2 | 67.8 | 101.16 | 114.28 | 60.90 | 77.48 | -11.2 | -11.5 | -21.4 | -19.1 | 3.0 | -8.6 | 2382 | 1342 | 216527 | 164044 |
| Urban | 73.3 | 74.1 | 145.46 | 152.66 | 106.67 | 113.05 | -1.0 | -4.7 | -5.6 | -3.5 | 2.3 | 1.3 | 67.6 | 74.3 | 127.20 | 144.27 | 86.05 | 107.26 | -9.0 | -11.8 | -19.8 | -18.0 | 2.3 | -7.0 | 874 | 363 | 97889 | 71847 |

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