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California Tourism

For the Month of December 2009

Date Created: Jan 20, 2010

	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: December 2009

	Current Month - December 2009 vs December 2008												Year to Date - December 2009 vs December 2008										Participation					
	Occ %		ADR		RevPAR		Percent Change from December 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	44.2	45.1	93.73	99.74	41.46	44.97	-1.9	-6.0	-7.8	-5.0	3.1	1.1	55.1	60.3	97.51	106.96	53.71	64.49	-8.7	-8.8	-16.7	-14.1	3.2	-5.8	50836	28150	4771189	3340084
Pacific	49.6	49.4	105.86	115.47	52.51	57.06	0.4	-8.3	-8.0	-6.3	1.8	2.2	59.9	65.3	112.41	125.62	67.30	82.06	-8.3	-10.5	-18.0	-16.2	2.1	-6.4	7879	3813	719344	521534
California	50.5	50.7	98.93	109.01	49.93	55.22	-0.4	-9.2	-9.6	-8.1	1.7	1.3	60.1	66.0	109.75	123.17	66.00	81.23	-8.8	-10.9	-18.8	-17.0	2.2	-6.8	5508	2688	499097	364220
Anaheim-Santa Ana, CA	60.1	57.9	99.08	109.75	59.52	63.55	3.8	-9.7	-6.3	-4.8	1.6	5.5	64.1	68.7	109.37	122.51	70.09	84.21	-6.8	-10.7	-16.8	-15.6	1.3	-5.5	432	233	53882	41745
Los Angeles-Long Beach, CA	56.0	55.7	107.41	115.39	60.11	64.32	0.4	-6.9	-6.5	-4.9	1.8	2.2	64.3	71.1	114.20	128.50	73.46	91.41	-9.6	-11.1	-19.6	-17.9	2.1	-7.6	989	446	96682	70476
Oakland, CA	50.0	49.0	76.50	88.54	38.24	43.39	2.0	-13.6	-11.9	-11.2	0.8	2.8	56.8	63.9	84.58	96.32	48.02	61.52	-11.1	-12.2	-21.9	-21.0	1.2	-10.0	246	147	24544	20021
Riverside-San Bernardino, CA	44.5	46.7	83.42	87.33	37.16	40.75	-4.5	-4.5	-8.8	-5.9	3.2	-1.5	51.6	58.4	89.86	98.00	46.35	57.25	-11.7	-8.3	-19.0	-15.3	4.6	-7.7	506	237	41796	28420
Sacramento, CA	44.6	43.9	89.83	100.93	40.03	44.35	1.4	-11.0	-9.7	-7.9	2.1	3.5	50.9	57.4	91.37	101.34	46.51	58.20	-11.4	-9.8	-20.1	-17.8	2.8	-8.9	277	144	24336	18140
San Diego, CA	48.9	47.8	99.00	110.89	48.46	53.02	2.4	-10.7	-8.6	-7.4	1.3	3.7	63.3	69.5	124.45	142.49	78.75	99.01	-8.9	-12.7	-20.5	-17.5	3.7	-5.5	464	278	57589	47005
San Francisco/San Mateo, CA	59.5	63.1	117.39	142.05	69.90	89.69	-5.7	-17.4	-22.1	-22.5	-0.5	-6.2	71.6	75.3	133.60	156.13	95.59	117.54	-5.0	-14.4	-18.7	-18.5	0.3	-4.7	396	219	51808	42281
San Jose-Santa Cruz, CA	48.8	44.0	95.18	109.18	46.40	48.09	10.7	-12.8	-3.5	-3.2	0.3	11.0	57.5	65.1	105.15	123.49	60.44	80.38	-11.7	-14.9	-24.8	-24.5	0.3	-11.4	308	178	29135	22966
California South/Central	40.8	45.3	65.45	70.29	26.68	31.82	-9.9	-6.9	-16.1	-12.3	4.6	-5.8	52.4	58.4	71.94	74.80	37.67	43.67	-10.3	-3.8	-13.7	-10.3	4.0	-6.7	346	174	25504	16632
California North	42.0	42.2	83.80	83.46	35.18	35.22	-0.5	0.4	-0.1	3.6	3.7	3.2	53.8	58.3	93.05	100.52	50.08	58.64	-7.7	-7.4	-14.6	-11.8	3.3	-4.7	661	257	36302	21127
California North Central	42.2	43.5	115.45	114.62	48.68	49.83	-3.0	0.7	-2.3	-0.0	2.4	-0.7	50.4	54.8	96.00	99.12	48.34	54.36	-8.2	-3.1	-11.1	-9.4	1.9	-6.5	274	113	17776	10275
California Central Coast	43.8	44.0	109.32	112.08	47.84	49.31	-0.5	-2.5	-3.0	-2.4	0.6	0.1	59.5	63.9	126.93	137.92	75.48	88.12	-6.9	-8.0	-14.3	-13.7	0.7	-6.2	568	246	37228	23905
Bakersfield, CA	43.8	48.9	59.36	63.13	25.97	30.86	-10.5	-6.0	-15.8	-12.5	4.0	-6.9	53.3	58.0	63.88	66.46	34.03	38.55	-8.2	-3.9	-11.7	-9.6	2.4	-6.0	126	65	9757	6558
Fresno, CA	39.5	43.0	68.24	76.76	26.93	33.01	-8.2	-11.1	-18.4	-12.7	7.0	-1.8	50.6	57.5	76.03	79.40	38.45	45.62	-12.0	-4.2	-15.7	-10.6	6.1	-6.7	128	71	10193	7092
Tulare/Visalia	37.9	43.0	72.45	73.00	27.48	31.38	-11.8	-0.8	-12.4	-11.3	1.3	-10.6	54.1	60.7	78.82	81.10	42.63	49.26	-11.0	-2.8	-13.5	-10.6	3.3	-8.1	92	38	5554	2982
Santa Rosa	41.4	39.9	88.58	98.18	36.70	39.19	3.8	-9.8	-6.4	-6.4	0.0	3.8	56.1	61.2	111.12	124.72	62.37	76.27	-8.2	-10.9	-18.2	-16.4	2.3	-6.1	90	41	6094	4247
Redding/Chico	46.0	45.8	64.75	66.07	29.81	30.24	0.6	-2.0	-1.4	-1.4	0.0	0.6	54.9	59.9	70.01	73.67	38.46	44.10	-8.2	-5.0	-12.8	-12.0	0.9	-7.4	69	36	4545	3067
Vallejo/Napa Valley	40.5	40.7	89.34	96.44	36.17	39.23	-0.5	-7.4	-7.8	-0.4	8.1	7.6	53.8	58.9	114.76	129.06	61.77	75.97	-8.6	-11.1	-18.7	-13.4	6.5	-2.6	156	71	10318	6795
California Rural North	41.6	42.7	89.18	77.52	37.06	33.10	-2.7	15.0	12.0	15.5	3.1	0.4	50.5	55.2	78.22	80.12	39.51	44.25	-8.5	-2.4	-10.7	-8.6	2.3	-6.4	276	80	12159	5129
Eureka/Crescent City	43.8	44.3	67.59	68.52	29.58	30.34	-1.2	-1.4	-2.5	2.3	4.9	3.7	60.4	61.0	76.59	78.30	46.27	47.76	-1.0	-2.2	-3.1	-0.3	2.9	1.9	70	29	3186	1889
Stockton/Modesto	41.6	42.3	62.86	69.29	26.12	29.29	-1.7	-9.3	-10.8	-9.7	1.2	-0.5	49.7	56.2	68.90	73.69	34.22	41.45	-11.7	-6.5	-17.4	-16.5	1.2	-10.7	108	65	7516	5789
Central CA/Merced	42.6	44.4	153.03	146.89	65.20	65.19	-4.0	4.2	0.0	3.3	3.2	-0.9	50.9	53.8	115.35	118.79	58.66	63.92	-5.5	-2.9	-8.2	-6.0	2.4	-3.2	166	48	10260	4486
Oxnard/Ventura MSA	48.2	48.4	91.50	98.15	44.14	47.46	-0.2	-6.8	-7.0	-6.1	1.0	0.7	58.8	64.8	99.91	110.10	58.77	71.38	-9.3	-9.3	-17.7	-17.8	-0.2	-9.4	86	50	8132	6553
Santa Barbara/Santa Maria MSA	48.0	47.5	120.26	122.67	57.67	58.22	1.0	-2.0	-0.9	0.8	1.8	2.9	63.4	68.1	136.27	147.20	86.34	100.25	-7.0	-7.4	-13.9	-12.9	1.2	-5.9	129	50	9153	5262
San Luis Obispo/Paso Robles	40.4	42.1	96.94	96.62	39.20	40.67	-3.9	0.3	-3.6	-2.9	0.8	-3.2	59.4	60.8	109.88	113.04	65.24	68.73	-2.3	-2.8	-5.1	-4.4	0.7	-1.7	152	59	8277	4722
Monterey/Salinas MSA	39.7	39.7	123.00	125.52	48.83	49.80	0.1	-2.0	-1.9	-2.5	-0.6	-0.5	57.0	62.2	150.46	167.31	85.71	103.99	-8.4	-10.1	-17.6	-16.7	1.1	-7.4	201	87	11666	7368

A blank row indicates insufficient data.

Source 2010 Smith Travel Research, Inc

Tab 3 - Multi-Segment CA Locations

Currency: USD - US Dollar

California Tourism
 For the month of: December 2009

	Current Month - December 2009 vs December 2008												Year to Date - December 2009 vs December 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 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	55.7	56.7	82.07	93.15	45.74	52.77	-1.6	-11.9	-13.3	-12.5	0.9	-0.7	66.0	71.8	91.17	106.32	60.16	76.32	-8.1	-14.3	-21.2	-20.1	1.3	-6.9	271	192	41324	36579
Interstate	43.0	45.6	65.51	66.61	28.15	30.35	-5.7	-1.7	-7.3	-5.2	2.3	-3.6	51.4	56.3	68.06	70.74	34.98	39.79	-8.6	-3.8	-12.1	-9.4	3.0	-5.9	277	137	16398	10675
Resort	49.7	48.7	127.65	138.78	63.44	67.57	2.1	-8.0	-6.1	-4.8	1.4	3.5	59.5	65.3	146.15	164.71	86.97	107.50	-8.8	-11.3	-19.1	-17.8	1.6	-7.3	604	291	66542	52205
Small Metro/Town	41.7	43.5	99.22	96.62	41.38	42.08	-4.2	2.7	-1.7	0.4	2.1	-2.2	54.1	58.4	96.89	100.72	52.40	58.87	-7.5	-3.8	-11.0	-8.8	2.4	-5.2	1085	349	59307	27901
Suburban	51.1	50.1	91.62	100.40	46.84	50.30	2.0	-8.7	-6.9	-4.7	2.4	4.5	59.0	65.3	100.25	112.98	59.12	73.77	-9.7	-11.3	-19.9	-17.6	2.8	-7.1	2395	1355	217519	165054
Urban	53.9	55.9	108.01	126.30	58.18	70.55	-3.6	-14.5	-17.5	-16.4	1.4	-2.2	65.9	71.6	125.62	142.43	82.74	102.01	-8.0	-11.8	-18.9	-17.1	2.2	-6.0	876	364	98007	71806

A blank row indicates insufficient data.

Source 2010 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@str.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