

Tab 2 - Multi-Segment

California Tourism

For the month of: July 2008

	Current Month - July 2008 vs July 2007												Year to Date - July 2008 vs July 2007										Participation					
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from July 2007						Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2007						Properties		Rooms	
	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	69.3	70.8	106.50	103.92	73.81	73.53	-2.1	2.5	0.4	3.1	2.7	0.6	62.6	64.2	107.45	103.41	67.24	66.38	-2.5	3.9	1.3	3.7	2.4	-0.2	50042	26220	4622415	3149829
Pacific	75.3	77.5	131.60	128.90	99.14	99.89	-2.8	2.1	-0.8	1.0	1.7	-1.1	67.7	69.3	126.70	121.53	85.72	84.21	-2.4	4.3	1.8	3.2	1.4	-1.0	7749	3613	701878	498224
California	74.8	76.3	127.60	124.54	95.43	94.97	-1.9	2.5	0.5	2.6	2.1	0.1	68.4	70.2	123.88	118.56	84.76	83.17	-2.5	4.5	1.9	3.5	1.6	-0.9	5373	2549	483949	348194
Anaheim-Santa Ana, CA	80.9	82.7	130.37	131.05	105.42	108.35	-2.2	-0.5	-2.7	-1.7	1.0	-1.2	72.5	74.9	125.13	122.25	90.77	91.62	-3.2	2.4	-0.9	-1.0	-0.0	-3.2	425	226	52949	41041
Los Angeles-Long Beach, CA	78.5	80.0	131.93	123.94	103.58	99.17	-1.9	6.4	4.5	6.6	2.1	0.2	74.2	76.0	129.63	122.62	96.13	93.22	-2.5	5.7	3.1	4.2	1.0	-1.5	964	419	93725	67470
Oakland, CA	68.4	75.2	95.97	96.24	65.60	72.35	-9.1	-0.3	-9.3	-8.4	1.0	-8.1	65.6	67.4	97.80	95.68	64.16	64.50	-2.7	2.2	-0.5	-0.5	0.0	-2.6	242	137	24276	19085
Riverside-San Bernardino, CA	56.2	60.2	82.89	81.84	46.58	49.28	-6.7	1.3	-5.5	-1.6	4.1	-2.8	62.0	66.0	102.20	100.45	63.36	66.32	-6.1	1.8	-4.5	-0.9	3.8	-2.6	486	222	39545	26333
Sacramento, CA	64.1	64.9	105.34	103.97	67.57	67.52	-1.2	1.3	0.1	2.0	1.9	0.7	60.2	62.8	103.93	100.99	62.62	63.44	-4.1	2.9	-1.3	0.6	1.9	-2.2	267	130	23269	16550
San Diego, CA	80.9	84.8	156.91	157.03	127.01	133.09	-4.5	-0.1	-4.6	-2.0	2.7	-1.9	73.1	74.4	145.59	140.43	106.48	104.48	-1.7	3.7	1.9	4.5	2.5	0.8	457	266	55348	44367
San Francisco/San Mateo, CA	85.2	83.1	156.16	147.86	132.97	122.86	2.5	5.6	8.2	10.0	1.6	4.1	75.0	73.2	155.16	143.90	116.33	105.31	2.4	7.8	10.5	12.2	1.6	4.1	389	213	51217	42045
San Jose-Santa Cruz, CA	74.2	75.0	124.94	120.55	92.76	90.39	-1.0	3.6	2.6	2.6	0.0	-1.0	68.8	70.5	125.94	118.50	86.68	83.52	-2.3	6.3	3.8	3.3	-0.5	-2.8	306	182	29071	23191
California South/Central	64.0	64.4	76.27	73.56	48.81	47.38	-0.6	3.7	3.0	8.0	4.9	4.2	60.0	62.9	74.64	72.46	44.76	45.59	-4.7	3.0	-1.8	0.9	2.8	-2.1	330	160	23958	15557
California North	73.4	70.9	102.40	103.24	75.13	73.24	3.4	-0.8	2.6	4.5	1.9	5.4	58.9	60.2	96.19	93.52	56.68	56.29	-2.1	2.9	0.7	2.9	2.2	0.0	642	235	34585	18949
California North Central	65.9	66.0	93.84	91.92	61.84	60.65	-0.1	2.1	1.9	6.1	4.1	4.0	57.1	61.1	93.63	89.21	53.43	54.49	-6.6	5.0	-2.0	2.4	4.5	-2.4	270	105	17018	9120
California Central Coast	78.3	79.5	154.93	154.49	121.30	122.80	-1.5	0.3	-1.2	0.3	1.5	0.0	65.3	66.3	135.65	134.22	88.62	88.95	-1.4	1.1	-0.4	1.4	1.8	0.3	556	240	36733	23394
Bakersfield, CA	63.4	61.6	67.10	64.64	42.51	39.85	2.8	3.8	6.7	10.5	3.6	6.5	59.4	63.5	66.78	65.62	39.70	41.67	-6.4	1.8	-4.7	-3.1	1.8	-4.7	121	61	9381	6268
Fresno, CA	61.8	64.0	81.51	78.50	50.33	50.27	-3.6	3.8	0.1	7.3	7.1	3.3	60.0	62.0	79.51	77.54	47.71	48.07	-3.2	2.5	-0.8	3.5	4.3	1.0	119	62	9469	6430
Tulare/Visalia	69.3	70.2	83.01	79.85	57.55	56.02	-1.2	4.0	2.7	6.0	3.1	1.9	60.9	63.5	79.74	76.00	48.52	48.27	-4.2	4.9	0.5	2.4	1.9	-2.4	90	37	5108	2859
Santa Rosa	71.8	76.0	128.94	132.69	92.62	100.87	-5.5	-2.8	-8.2	-3.9	4.7	-1.1	62.0	62.8	119.34	120.09	74.01	75.47	-1.3	-0.6	-1.9	1.8	3.8	2.5	85	39	5939	4092
Redding/Chico	84.2	69.8	76.04	72.56	64.00	50.67	20.5	4.8	26.3	29.8	2.8	23.9	61.8	60.4	72.18	69.11	44.64	41.76	2.3	4.4	6.9	8.2	1.2	3.6	69	36	4545	2988
Vallejo/Napa Valley	67.7	67.7	131.14	129.31	88.77	87.57	-0.0	1.4	1.4	4.1	2.7	2.7	59.1	61.7	118.33	111.81	69.91	68.98	-4.2	5.8	1.4	4.8	3.4	-1.0	147	61	9406	5828
California Rural North	72.0	68.5	82.87	83.43	59.67	57.15	5.1	-0.7	4.4	4.4	0.0	5.1	55.6	57.1	79.77	78.89	44.35	45.03	-2.6	1.1	-1.5	-0.2	1.3	-1.3	272	72	11667	4370
Eureka/Crescent City	83.1	82.2	89.92	88.90	74.68	73.08	1.0	1.2	2.2	2.2	0.0	1.0	60.9	62.2	77.76	74.61	47.38	46.38	-2.0	4.2	2.2	2.2	0.0	-2.0	69	27	3028	1671
Stockton/Modesto	60.5	62.8	74.53	73.76	45.09	46.33	-3.7	1.0	-2.7	2.3	5.1	1.2	58.1	61.9	74.02	71.45	42.99	44.23	-6.2	3.6	-2.8	2.5	5.4	-1.1	107	63	7456	5662
Central CA/Merced	70.1	68.4	106.85	104.70	74.89	71.65	2.4	2.0	4.5	8.1	3.4	5.9	56.3	60.5	109.30	103.08	61.51	62.32	-6.9	6.0	-1.3	2.4	3.8	-3.4	163	42	9562	3458
Oxnard/Ventura MSA	75.9	74.0	117.64	114.45	89.32	84.70	2.6	2.8	5.5	7.6	2.0	4.7	67.6	67.7	110.93	108.34	75.01	73.32	-0.1	2.4	2.3	6.0	3.7	3.6	85	48	8059	6410
Santa Barbara/Santa Maria MSA	81.5	81.1	176.05	168.34	143.47	136.61	0.4	4.6	5.0	5.0	0.0	0.4	69.5	68.9	146.32	141.88	101.73	97.72	0.9	3.1	4.1	5.1	1.0	1.9	121	51	8843	5139
San Luis Obispo/Paso Robles	75.7	80.3	131.35	134.39	99.45	107.93	-5.7	-2.3	-7.9	-4.7	3.4	-2.5	62.1	65.0	112.29	113.35	69.77	73.73	-4.5	-0.9	-5.4	-1.3	4.3	-0.4	150	58	8263	4607
Monterey/Salinas MSA	79.3	81.4	179.27	182.79	142.24	148.81	-2.5	-1.9	-4.4	-3.4	1.1	-1.5	62.8	64.2	161.66	160.70	101.51	103.13	-2.2	0.6	-1.6	-2.1	-0.5	-2.7	200	83	11568	7238

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