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California Tourism

For the Month of August 2009

Date Created: Sep 19, 2009

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

California Tourism

For the month of: August 2009

	Current Month - August 2009 vs August 2008												Year to Date - August 2009 vs August 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 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	60.7	67.4	96.58	107.44	58.65	72.37	-9.9	-10.1	-19.0	-16.3	3.2	-6.9	56.6	63.1	98.17	107.85	55.58	68.05	-10.3	-9.0	-18.3	-15.7	3.2	-7.4	51733	27923	4783864	3318125
Pacific	69.2	76.2	115.75	132.83	80.08	101.22	-9.2	-12.9	-20.9	-19.1	2.3	-7.2	61.2	68.7	113.92	127.82	69.76	87.81	-10.9	-10.9	-20.6	-18.8	2.2	-8.9	7905	3803	719609	521541
California	67.9	75.3	112.41	129.46	76.28	97.46	-9.9	-13.2	-21.7	-19.9	2.3	-7.7	61.3	69.3	110.93	124.95	67.98	86.55	-11.5	-11.2	-21.5	-19.6	2.3	-9.5	5495	2692	496647	365279
Anaheim-Santa Ana, CA	70.8	77.2	113.42	132.44	80.27	102.23	-8.3	-14.4	-21.5	-20.8	0.9	-7.5	65.8	73.0	111.86	125.84	73.60	91.93	-9.9	-11.1	-19.9	-19.0	1.2	-8.9	429	240	53380	42422
Los Angeles-Long Beach, CA	70.1	78.6	115.09	132.81	80.62	104.44	-10.9	-13.3	-22.8	-20.9	2.4	-8.8	65.2	74.6	115.69	130.27	75.43	97.24	-12.7	-11.2	-22.4	-20.7	2.2	-10.7	984	440	96230	70164
Oakland, CA	63.7	72.1	82.86	95.48	52.76	68.80	-11.6	-13.2	-23.3	-22.8	0.6	-11.1	56.6	66.3	86.14	97.06	48.78	64.33	-14.6	-11.2	-24.2	-23.1	1.4	-13.3	245	146	24458	19947
Riverside-San Bernardino, CA	47.1	57.4	76.41	85.42	35.99	49.07	-18.0	-10.6	-26.7	-22.7	5.4	-13.5	53.1	61.5	91.82	100.51	48.79	61.84	-13.6	-8.6	-21.1	-17.3	4.8	-9.5	506	242	41741	28985
Sacramento, CA	56.5	64.4	90.48	102.46	51.16	65.98	-12.2	-11.7	-22.5	-20.1	3.0	-9.6	52.4	60.5	94.32	103.57	49.41	62.65	-13.4	-8.9	-21.1	-18.7	3.0	-10.8	275	141	24006	17731
San Diego, CA	75.5	84.0	130.58	155.88	98.57	130.91	-10.1	-16.2	-24.7	-21.6	4.1	-6.4	66.0	74.5	128.31	147.69	84.65	110.05	-11.5	-13.1	-23.1	-20.1	3.9	-8.0	463	279	57479	47129
San Francisco/San Mateo, CA	84.7	87.6	127.87	154.86	108.31	135.71	-3.3	-17.4	-20.2	-20.0	0.2	-3.1	70.8	76.9	130.15	154.42	92.15	118.69	-7.9	-15.7	-22.4	-22.0	0.5	-7.5	396	219	51751	42530
San Jose-Santa Cruz, CA	66.4	71.2	104.56	123.39	69.43	87.86	-6.7	-15.3	-21.0	-20.9	0.1	-6.6	57.4	69.0	107.09	125.17	61.46	86.38	-16.8	-14.4	-28.8	-28.5	0.4	-16.5	308	182	29135	23426
California South/Central	53.9	62.4	72.80	77.24	39.24	48.21	-13.6	-5.7	-18.6	-15.6	3.7	-10.4	54.0	60.5	73.26	75.27	39.58	45.55	-10.7	-2.7	-13.1	-9.6	4.0	-7.2	342	175	24901	16614
California North	67.1	73.2	98.55	109.26	66.13	80.02	-8.4	-9.8	-17.4	-14.4	3.5	-5.1	54.5	60.9	91.80	99.58	50.04	60.62	-10.5	-7.8	-17.5	-14.6	3.4	-7.4	660	251	35974	20660
California North Central	58.3	65.9	98.05	98.48	57.13	64.94	-11.6	-0.4	-12.0	-10.0	2.3	-9.6	52.2	57.6	96.69	100.06	50.44	57.60	-9.4	-3.4	-12.4	-10.9	1.7	-7.8	278	115	17873	10393
California Central Coast	74.0	81.7	148.47	165.92	109.94	135.50	-9.3	-10.5	-18.9	-18.1	0.9	-8.5	61.7	67.5	128.53	140.80	79.28	94.99	-8.6	-8.7	-16.5	-15.9	0.8	-7.8	568	246	37204	24051
Bakersfield, CA	52.2	58.5	62.82	65.95	32.78	38.59	-10.8	-4.7	-15.1	-13.8	1.5	-9.5	54.9	59.6	65.09	67.05	35.72	39.95	-7.9	-2.9	-10.6	-8.4	2.4	-5.6	123	66	9525	6590
Fresno, CA	52.2	60.2	76.85	82.06	40.12	49.41	-13.3	-6.3	-18.8	-13.7	6.3	-7.8	52.3	60.0	78.00	79.73	40.81	47.86	-12.8	-2.2	-14.7	-10.0	5.5	-8.0	126	70	10072	7020
Tulare/Visalia	60.2	73.6	81.66	86.35	49.17	63.54	-18.2	-5.4	-22.6	-20.2	3.1	-15.6	55.6	63.1	79.30	81.49	44.11	51.41	-11.8	-2.7	-14.2	-10.7	4.1	-8.2	93	39	5304	3004
Santa Rosa	70.3	76.4	120.68	140.04	84.86	107.03	-8.0	-13.8	-20.7	-19.2	1.9	-6.2	55.8	63.6	111.06	124.62	62.02	79.24	-12.2	-10.9	-21.7	-19.4	2.9	-9.6	90	41	6094	4247
Redding/Chico	68.2	73.4	71.02	78.68	48.47	57.72	-7.0	-9.7	-16.0	-16.0	0.0	-7.0	55.6	63.5	71.14	74.94	39.56	47.58	-12.4	-5.1	-16.9	-15.7	1.3	-11.2	69	37	4545	3127
Vallejo/Napa Valley	65.0	72.8	121.78	139.48	79.17	101.55	-10.7	-12.7	-22.0	-16.3	7.4	-4.1	54.1	60.8	110.39	123.80	59.77	75.24	-10.9	-10.8	-20.6	-15.4	6.5	-5.1	152	67	10062	6501
California Rural North	62.6	69.2	80.47	84.68	50.39	58.62	-9.5	-5.0	-14.0	-12.1	2.3	-7.5	51.7	57.9	77.80	81.36	40.18	47.10	-10.8	-4.4	-14.7	-12.6	2.5	-8.6	279	77	12087	4896
Eureka/Crescent City	83.0	83.7	89.23	92.10	74.09	77.13	-0.9	-3.1	-3.9	0.8	4.9	4.0	62.5	63.6	78.19	80.15	48.88	50.95	-1.7	-2.4	-4.1	-2.3	1.9	0.2	70	29	3186	1889
Stockton/Modesto	52.3	62.6	69.25	74.26	36.21	46.46	-16.4	-6.7	-22.1	-21.2	1.0	-15.5	51.0	58.3	70.08	74.15	35.77	43.24	-12.5	-5.5	-17.3	-16.3	1.2	-11.5	108	65	7519	5734
Central CA/Merced	62.6	68.5	115.52	114.91	72.31	78.66	-8.6	0.5	-8.1	-5.0	3.3	-5.5	53.0	57.0	115.43	119.62	61.17	68.20	-7.1	-3.5	-10.3	-8.4	2.1	-5.1	170	50	10354	4659
Oxnard/Ventura MSA	67.0	77.5	105.61	120.12	70.71	93.13	-13.6	-12.1	-24.1	-24.1	0.0	-13.6	60.5	68.9	101.53	112.22	61.42	77.34	-12.2	-9.5	-20.6	-20.6	0.0	-12.2	85	49	8055	6476
Santa Barbara/Santa Maria MSA	78.5	84.6	160.28	182.02	125.83	153.97	-7.2	-11.9	-18.3	-16.6	2.1	-5.3	66.1	71.5	138.31	151.37	91.36	108.16	-7.6	-8.6	-15.5	-14.8	0.9	-6.8	129	48	9153	5078
San Luis Obispo/Paso Robles	75.7	78.4	125.77	133.17	95.22	104.44	-3.5	-5.6	-8.8	-8.8	0.0	-3.5	62.4	64.3	111.87	115.38	69.76	74.23	-3.1	-3.0	-6.0	-5.3	0.7	-2.4	151	59	8216	4694
Monterey/Salinas MSA	74.3	84.6	181.33	204.08	134.68	172.59	-12.2	-11.1	-22.0	-20.9	1.4	-10.9	58.7	65.6	151.57	170.36	88.91	111.71	-10.5	-11.0	-20.4	-19.3	1.4	-9.3	203	90	11780	7803

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: August 2009

	Current Month - August 2009 vs August 2008												Year to Date - August 2009 vs August 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 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	73.3	80.5	89.49	107.46	65.56	86.48	-9.0	-16.7	-24.2	-23.7	0.6	-8.4	67.0	75.2	92.71	108.20	62.11	81.32	-10.9	-14.3	-23.6	-22.5	1.4	-9.6	269	194	41077	36919
Interstate	56.0	63.0	69.30	73.24	38.83	46.16	-11.1	-5.4	-15.9	-13.7	2.6	-8.8	52.8	58.9	68.69	71.72	36.24	42.21	-10.4	-4.2	-14.1	-11.4	3.2	-7.5	274	137	16164	10664
Resort	67.2	76.2	159.95	186.53	107.55	142.15	-11.8	-14.3	-24.3	-23.2	1.5	-10.5	61.8	69.6	149.79	169.91	92.54	118.27	-11.2	-11.8	-21.8	-20.5	1.6	-9.8	605	292	66465	52208
Small Metro/Town	65.5	72.0	105.75	111.33	69.26	80.17	-9.1	-5.0	-13.6	-11.2	2.8	-6.5	55.9	61.3	97.70	102.38	54.60	62.79	-8.9	-4.6	-13.0	-10.9	2.4	-6.7	1094	352	59035	27990
Suburban	65.3	73.0	102.78	117.90	67.06	86.01	-10.6	-12.8	-22.0	-19.7	3.0	-7.9	59.8	68.6	101.82	114.90	60.91	78.84	-12.8	-11.4	-22.7	-20.4	3.0	-10.2	2379	1356	216414	165750
Urban	75.2	81.5	120.23	141.91	90.43	115.69	-7.7	-15.3	-21.8	-20.0	2.3	-5.6	66.4	74.5	124.48	142.12	82.71	105.88	-10.8	-12.4	-21.9	-20.1	2.2	-8.8	874	361	97492	71748

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