United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848

www.strglobal.com

California Tourism

For the Month of April 2009

Date Created: May 20, 2009

All pages/reports are purchased separately

	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: April 2009

	Current Month - April 2009 vs April 2008												Year to Date - April 2009 vs April 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 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	56.4	63.5	98.37	108.58	55.48	68.90	-11.1	-9.4	-19.5	-16.9	3.2	-8.3	52.6	59.1	99.67	108.48	52.46	64.14	-11.0	-8.1	-18.2	-15.6	3.2	-8.1	50414	27337	4695149	3260552
Pacific	59.5	66.6	111.58	124.24	66.39	82.69	-10.6	-10.2	-19.7	-17.9	2.2	-8.6	56.4	64.3	114.11	125.72	64.35	80.87	-12.3	-9.2	-20.4	-18.6	2.3	-10.3	7819	3754	709916	514971
California	60.7	68.1	109.35	123.96	66.39	84.38	-10.8	-11.8	-21.3	-19.5	2.3	-8.7	57.2	65.7	111.12	122.87	63.61	80.68	-12.8	-9.6	-21.2	-19.3	2.4	-10.7	5462	2651	492983	359911
Anaheim-Santa Ana, CA	66.8	73.1	110.46	124.09	73.74	90.75	-8.7	-11.0	-18.7	-18.0	0.9	-7.9	61.8	70.0	113.45	124.82	70.11	87.39	-11.7	-9.1	-19.8	-18.9	1.0	-10.8	425	232	52924	41735
Los Angeles-Long Beach, CA	62.8	73.5	113.18	129.72	71.05	95.33	-14.6	-12.8	-25.5	-24.0	2.0	-12.9	62.3	72.4	117.10	129.41	72.94	93.70	-14.0	-9.5	-22.2	-20.4	2.3	-12.0	981	436	95280	69063
Oakland, CA	56.3	65.4	86.81	98.57	48.86	64.42	-13.9	-11.9	-24.2	-22.9	1.6	-12.5	52.9	63.5	89.43	97.99	47.26	62.21	-16.8	-8.7	-24.0	-22.6	1.9	-15.1	245	144	24459	19750
Riverside-San Bernardino, CA	56.7	63.1	103.38	111.65	58.58	70.47	-10.2	-7.4	-16.9	-13.1	4.5	-6.1	56.6	65.2	101.26	111.29	57.27	72.58	-13.3	-9.0	-21.1	-17.4	4.6	-9.3	502	237	41348	28418
Sacramento, CA	48.8	58.0	91.17	99.44	44.45	57.65	-15.9	-8.3	-22.9	-20.6	3.0	-13.4	50.4	58.3	98.14	105.47	49.43	61.44	-13.6	-7.0	-19.6	-16.9	3.4	-10.6	273	139	23953	17620
San Diego, CA	64.5	74.4	123.19	146.78	79.51	109.15	-13.2	-16.1	-27.2	-24.3	3.9	-9.8	60.6	69.9	125.18	140.47	75.88	98.16	-13.3	-10.9	-22.7	-19.6	4.0	-9.8	461	272	57052	46332
San Francisco/San Mateo, CA	70.5	74.3	130.15	151.03	91.81	112.21	-5.1	-13.8	-18.2	-17.8	0.4	-4.6	62.7	70.2	132.62	151.70	83.16	106.45	-10.6	-12.6	-21.9	-21.5	0.5	-10.2	395	219	51638	42441
San Jose-Santa Cruz, CA	56.2	68.9	104.91	126.46	58.94	87.12	-18.5	-17.0	-32.3	-31.9	0.7	-17.9	53.0	66.1	110.80	127.03	58.75	83.99	-19.8	-12.8	-30.1	-29.7	0.4	-19.5	308	182	29138	22996
California South/Central	56.7	63.0	72.44	74.81	41.07	47.13	-10.0	-3.2	-12.9	-8.7	4.8	-5.7	51.7	57.0	73.14	74.24	37.83	42.34	-9.3	-1.5	-10.7	-6.4	4.8	-4.9	336	170	24494	16214
California North	52.2	56.1	88.65	96.33	46.32	54.07	-6.9	-8.0	-14.3	-11.1	3.8	-3.4	46.6	52.3	85.00	91.10	39.58	47.61	-10.9	-6.7	-16.9	-14.1	3.3	-7.9	656	247	35624	20311
California North Central	50.1	54.3	94.12	95.48	47.13	51.86	-7.8	-1.4	-9.1	-7.4	1.9	-6.0	47.7	53.0	99.10	104.76	47.32	55.48	-9.8	-5.4	-14.7	-13.5	1.4	-8.5	274	114	17608	10203
California Central Coast	62.6	62.9	121.48	133.45	76.06	84.00	-0.5	-9.0	-9.4	-8.7	0.8	0.3	54.8	60.1	117.70	125.80	64.48	75.61	-8.9	-6.4	-14.7	-14.0	0.9	-8.0	565	244	36950	23681
Bakersfield, CA	57.5	62.3	66.73	68.96	38.40	42.94	-7.6	-3.2	-10.6	-7.9	3.0	-4.8	54.7	57.8	66.10	67.24	36.13	38.87	-5.4	-1.7	-7.1	-4.1	3.2	-2.4	122	66	9443	6565
Fresno, CA	55.0	64.7	76.53	79.20	42.09	51.24	-15.0	-3.4	-17.9	-12.5	6.6	-9.4	49.2	57.1	77.77	78.81	38.26	45.00	-13.8	-1.3	-15.0	-9.4	6.5	-8.2	123	66	9786	6686
Tulare/Visalia	58.3	61.2	75.39	77.22	43.98	47.27	-4.7	-2.4	-7.0	-2.4	4.9	-0.1	51.2	55.6	78.15	78.75	39.98	43.77	-8.0	-0.8	-8.7	-4.4	4.7	-3.7	91	38	5265	2963
Santa Rosa	54.1	61.0	104.69	121.07	56.60	73.84	-11.4	-13.5	-23.4	-20.7	3.5	-8.3	46.6	55.4	100.02	110.75	46.65	61.37	-15.8	-9.7	-24.0	-21.3	3.6	-12.8	90	41	6094	4264
Redding/Chico	54.5	58.5	73.10	73.05	39.82	42.73	-6.9	0.1	-6.8	-4.2	2.8	-4.3	48.9	54.8	69.41	71.41	33.91	39.13	-10.8	-2.8	-13.3	-10.9	2.8	-8.4	69	37	4546	3128
Vallejo/Napa Valley	53.2	59.7	107.87	120.24	57.37	71.83	-11.0	-10.3	-20.1	-14.6	6.9	-4.8	47.5	52.6	99.32	108.75	47.19	57.23	-9.7	-8.7	-17.5	-12.7	5.8	-4.5	151	64	9921	6278
California Rural North	48.5	50.6	74.31	75.66	36.02	38.31	-4.3	-1.8	-6.0	-3.3	2.8	-1.6	44.1	49.8	75.51	79.00	33.30	39.35	-11.5	-4.4	-15.4	-13.4	2.3	-9.4	277	76	12027	4800
Eureka/Crescent City	57.2	53.4	70.10	72.45	40.07	38.69	7.0	-3.2	3.6	3.6	0.0	7.0	49.6	50.7	68.37	70.14	33.88	35.59	-2.3	-2.5	-4.8	-4.8	0.0	-2.3	69	29	3036	1841
Stockton/Modesto	50.1	58.6	69.60	74.54	34.89	43.67	-14.4	-6.6	-20.1	-19.1	1.2	-13.4	47.8	54.2	69.96	73.68	33.43	39.97	-11.9	-5.0	-16.4	-15.3	1.2	-10.8	107	65	7430	5824
Central CA/Merced	50.0	51.2	112.04	113.19	56.07	57.91	-2.2	-1.0	-3.2	-0.8	2.4	0.2	47.7	52.0	120.68	128.83	57.58	67.00	-8.2	-6.3	-14.1	-12.7	1.6	-6.8	167	49	10178	4379
Oxnard/Ventura MSA	58.2	66.8	99.39	111.81	57.81	74.74	-13.0	-11.1	-22.6	-22.6	0.0	-13.0	56.0	64.1	99.06	107.24	55.50	68.70	-12.5	-7.6	-19.2	-19.2	0.0	-12.5	85	49	8055	6476
Santa Barbara/Santa Maria MSA	66.8	66.5	129.23	138.41	86.34	92.08	0.4	-6.6	-6.2	-6.0	0.3	0.7	59.4	64.9	124.88	132.39	74.15	85.90	-8.5	-5.7	-13.7	-13.5	0.3	-8.3	127	51	8992	5196
San Luis Obispo/Paso Robles	65.1	58.0	106.50	108.08	69.28	62.69	12.2	-1.5	10.5	11.6	1.0	13.3	55.2	56.7	98.51	100.70	54.37	57.15	-2.7	-2.2	-4.9	-3.9	1.0	-1.8	151	57	8216	4565
Monterey/Salinas MSA	60.7	60.9	140.77	162.99	85.49	99.26	-0.3	-13.6	-13.9	-12.4	1.7	1.4	50.1	56.0	140.36	152.79	70.33	85.49	-10.5	-8.1	-17.7	-16.1	2.0	-8.7	202	87	11687	7444

A blank row indicates insufficient data.

SMITH TRAVEL RESEARCH

Tab 3 - Multi-Segment CA Locations

Currency: USD - US Dollar

California Tourism

For the month of: April 2009

	Current Month - April 2009 vs April 2008												Year to Date - April 2009 vs April 2008												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 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	64.7	73.3	92.14	108.52	59.65	79.52	-11.7	-15.1	-25.0	-23.9	1.4	-10.4	63.2	71.7	95.85	108.75	60.55	77.92	-11.8	-11.9	-22.3	-20.7	2.0	-10.1	268	192	40937	36660
Interstate	52.4	56.1	69.48	71.72	36.44	40.23	-6.5	-3.1	-9.4	-6.0	3.8	-3.0	50.4	55.6	68.61	71.43	34.58	39.72	-9.4	-4.0	-12.9	-10.0	3.4	-6.3	276	136	16369	10651
Resort	64.4	69.1	147.59	166.65	95.03	115.13	-6.8	-11.4	-17.5	-16.3	1.5	-5.4	58.7	67.2	149.40	164.46	87.76	110.50	-12.6	-9.2	-20.6	-19.0	2.0	-10.8	602	285	66093	51326
Small Metro/Town	55.3	56.7	93.02	96.93	51.42	54.92	-2.4	-4.0	-6.4	-4.1	2.4	-0.0	50.0	54.8	92.72	97.69	46.38	53.55	-8.8	-5.1	-13.4	-11.4	2.3	-6.7	1082	343	58377	27178
Suburban	59.0	68.4	99.73	114.07	58.88	78.06	-13.7	-12.6	-24.6	-22.2	3.1	-11.0	56.3	65.5	102.15	113.60	57.52	74.46	-14.1	-10.1	-22.8	-20.4	3.1	-11.4	2363	1342	214233	163416
Urban	64.9	73.3	123.87	142.78	80.39	104.65	-11.5	-13.2	-23.2	-21.4	2.3	-9.4	61.3	70.6	125.91	139.68	77.19	98.67	-13.2	-9.9	-21.8	-20.0	2.3	-11.3	871	353	96974	70680

A blank row indicates insufficient data.

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

Year-to-date
Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.