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## California Tourism

**For the Month of November 2008**

All pages/reports are purchased separately

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# Tab 2 - Multi-Segment

California Tourism

For the month of: November 2008

	Current Month - November 2008 vs November 2007												Year to Date - November 2008 vs November 2007										Participation					
	Occ %		ADR		RevPAR		Percent Change from November 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
	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	51.9	58.1	101.81	104.47	52.86	60.68	-10.6	-2.5	-12.9	-10.1	3.2	-7.8	61.8	64.4	107.02	104.12	66.18	67.07	-4.0	2.8	-1.3	1.2	2.6	-1.5	49504	26609	4623987	3186095
Pacific	54.9	63.5	116.23	119.59	63.86	75.96	-13.5	-2.8	-15.9	-14.2	2.0	-11.7	66.9	69.8	125.88	122.34	84.20	85.45	-4.2	2.9	-1.5	0.0	1.5	-2.8	7764	3673	704024	503746
California	56.2	64.9	114.70	118.62	64.41	77.01	-13.5	-3.3	-16.4	-14.6	2.1	-11.7	67.5	70.4	123.64	119.90	83.40	84.46	-4.3	3.1	-1.3	0.4	1.7	-2.6	5416	2600	488480	353155
Anaheim-Santa Ana, CA	57.9	64.8	113.27	117.12	65.59	75.92	-10.7	-3.3	-13.6	-12.3	1.6	-9.3	69.9	73.1	123.66	122.47	86.40	89.59	-4.5	1.0	-3.6	-3.2	0.3	-4.2	426	227	53138	40955
Los Angeles-Long Beach, CA	60.7	70.4	122.64	123.19	74.47	86.71	-13.7	-0.4	-14.1	-12.0	2.5	-11.6	72.7	76.2	129.06	123.52	93.78	94.15	-4.7	4.5	-0.4	1.0	1.4	-3.3	976	434	94848	68619
Oakland, CA	55.2	68.8	92.42	96.47	51.02	66.41	-19.8	-4.2	-23.2	-21.4	2.3	-18.0	65.4	69.2	96.92	96.06	63.36	66.44	-5.5	0.9	-4.6	-4.1	0.6	-4.9	243	142	24333	19555
Riverside-San Bernardino, CA	54.6	65.4	95.19	99.85	51.98	65.30	-16.5	-4.7	-20.4	-16.9	4.4	-12.8	59.6	65.1	98.12	97.55	58.49	63.54	-8.5	0.6	-8.0	-4.4	3.9	-5.0	492	230	40146	27278
Sacramento, CA	47.3	51.3	90.74	92.43	42.89	47.40	-7.9	-1.8	-9.5	-7.2	2.5	-5.5	58.9	61.8	101.24	99.86	59.67	61.76	-4.7	1.4	-3.4	-1.6	1.9	-2.9	271	133	23833	16889
San Diego, CA	57.9	71.3	127.06	133.15	73.56	94.97	-18.8	-4.6	-22.5	-21.3	1.6	-17.5	71.6	74.7	143.68	140.42	102.85	104.85	-4.1	2.3	-1.9	0.3	2.2	-2.0	461	269	55799	44886
San Francisco/San Mateo, CA	63.1	73.7	147.54	158.58	93.15	116.83	-14.3	-7.0	-20.3	-19.1	1.5	-13.0	76.2	76.2	157.48	149.59	119.96	114.04	-0.1	5.3	5.2	6.7	1.5	1.4	393	213	51500	42103
San Jose-Santa Cruz, CA	55.2	64.0	117.96	119.91	65.15	76.72	-13.7	-1.6	-15.1	-15.1	0.0	-13.7	67.3	70.5	124.73	119.26	83.89	84.14	-4.7	4.6	-0.3	-0.6	-0.3	-4.9	308	179	29109	22985
California South/Central	51.4	58.0	71.40	70.58	36.71	40.94	-11.4	1.2	-10.3	-5.9	4.9	-7.0	59.4	63.1	74.49	72.38	44.24	45.67	-5.9	2.9	-3.1	0.3	3.5	-2.5	331	162	24370	15535
California North	48.8	53.2	92.09	93.38	44.91	49.67	-8.3	-1.4	-9.6	-7.6	2.2	-6.3	59.8	61.5	99.75	97.31	59.64	59.89	-2.9	2.5	-0.4	1.7	2.2	-0.8	646	243	34967	19833
California North Central	45.0	48.6	88.22	86.72	39.72	42.19	-7.5	1.7	-5.9	-3.9	2.1	-5.6	56.8	60.2	94.18	90.53	53.48	54.51	-5.7	4.0	-1.9	2.0	4.0	-1.9	269	112	17319	9714
California Central Coast	53.4	59.2	127.95	130.06	68.31	76.96	-9.8	-1.6	-11.2	-10.4	1.0	-8.9	65.7	67.4	139.22	138.18	91.53	93.07	-2.4	0.8	-1.7	-0.3	1.3	-1.1	561	244	36863	23914
Bakersfield, CA	54.3	57.0	64.17	62.83	34.85	35.81	-4.7	2.1	-2.7	0.8	3.6	-1.3	58.8	63.1	66.30	65.06	39.01	41.04	-6.7	1.9	-4.9	-2.6	2.4	-4.4	121	62	9382	6224
Fresno, CA	51.0	57.8	77.90	76.36	39.70	44.16	-11.9	2.0	-10.1	-4.3	6.4	-6.2	58.9	62.0	79.64	77.55	46.94	48.09	-5.0	2.7	-2.4	2.6	5.1	-0.1	120	62	9519	6363
Tulare/Visalia	47.2	60.0	73.43	73.82	34.69	44.32	-21.3	-0.5	-21.7	-18.1	4.6	-17.7	61.2	65.0	79.59	76.43	48.73	49.70	-5.9	4.1	-2.0	0.8	2.8	-3.2	90	38	5469	2948
Santa Rosa	51.4	57.5	110.82	117.11	56.99	67.30	-10.5	-5.4	-15.3	-12.1	3.8	-7.1	63.5	65.7	125.15	126.52	79.42	83.17	-3.5	-1.1	-4.5	-0.8	3.9	0.3	87	41	6035	4258
Redding/Chico	50.5	53.9	70.68	68.61	35.73	37.01	-6.3	3.0	-3.5	-0.8	2.8	-3.7	61.2	61.4	73.65	69.65	45.04	42.77	-0.4	5.7	5.3	7.2	1.8	1.4	69	36	4545	3086
Vallejo/Napa Valley	50.9	55.5	117.42	117.92	59.75	65.45	-8.3	-0.4	-8.7	-6.1	2.8	-5.7	60.5	62.6	125.96	119.78	76.21	74.98	-3.3	5.2	1.6	4.7	3.0	-0.4	148	64	9585	6071
California Rural North	44.9	49.6	72.78	74.44	32.68	36.95	-9.5	-2.2	-11.6	-10.4	1.3	-8.3	56.0	58.1	79.55	79.23	44.58	46.04	-3.6	0.4	-3.2	-1.9	1.3	-2.3	273	74	11765	4658
Eureka/Crescent City	49.1	50.5	71.62	68.51	35.13	34.57	-2.8	4.5	1.6	1.6	0.0	-2.8	62.8	63.9	78.93	76.18	49.58	48.64	-1.6	3.6	1.9	1.9	0.0	-1.6	69	28	3037	1760
Stockton/Modesto	49.4	54.7	71.93	71.31	35.51	39.02	-9.8	0.9	-9.0	-4.5	4.9	-5.3	58.0	61.4	73.89	71.89	42.88	44.12	-5.4	2.8	-2.8	2.3	5.3	-0.5	107	67	7437	5818
Central CA/Merced	41.7	44.3	102.73	100.37	42.88	44.46	-5.8	2.4	-3.5	-3.5	0.0	-5.8	55.9	59.4	109.88	104.58	61.37	62.09	-5.9	5.1	-1.1	1.9	3.1	-3.0	162	45	9882	3896
Oxnard/Ventura MSA	53.7	61.4	103.72	107.76	55.68	66.13	-12.5	-3.8	-15.8	-15.8	0.0	-12.5	66.4	67.4	110.86	109.69	73.59	73.95	-1.5	1.1	-0.5	1.8	2.3	0.7	85	48	8056	6407
Santa Barbara/Santa Maria MSA	57.7	64.0	133.69	135.43	77.11	86.67	-9.9	-1.3	-11.0	-10.8	0.2	-9.6	70.0	70.3	149.47	145.50	104.62	102.30	-0.4	2.7	2.3	3.0	0.7	0.2	124	51	8901	5202
San Luis Obispo/Paso Robles	52.4	55.7	107.59	107.35	56.37	59.85	-6.0	0.2	-5.8	-4.9	1.0	-5.1	62.5	65.5	114.33	115.32	71.51	75.48	-4.4	-0.9	-5.3	-2.7	2.7	-1.9	150	59	8205	4738
Monterey/Salinas MSA	50.6	56.3	155.44	158.38	78.70	89.20	-10.1	-1.9	-11.8	-9.8	2.2	-8.1	64.3	66.4	168.17	167.58	108.10	111.21	-3.1	0.4	-2.8	-2.5	0.3	-2.9	202	86	11701	7567

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# Tab 3 - Multi-Segment CA Locations

California Tourism

For the month of: November 2008

	Current Month - November 2008 vs November 2007												Year to Date - November 2008 vs November 2007												Participation			
	Occ %		ADR		RevPAR		Percent Change from November 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
Airports	60.1	70.1	100.34	107.17	60.33	75.08	-14.2	-6.4	-19.7	-17.9	2.2	-12.3	73.3	75.5	107.42	105.62	78.75	79.78	-2.9	1.7	-1.3	1.1	2.4	-0.6	266	193	40602	36722
Interstate	51.1	56.4	68.69	70.07	35.12	39.53	-9.4	-2.0	-11.2	-9.3	2.0	-7.5	57.7	61.7	71.70	70.41	41.38	43.42	-6.4	1.8	-4.7	-2.8	2.0	-4.6	270	132	15986	10394
Resort	54.4	63.0	149.57	152.64	81.41	96.22	-13.7	-2.0	-15.4	-13.4	2.3	-11.6	66.7	69.7	166.09	163.31	110.78	113.87	-4.3	1.7	-2.7	-0.9	1.8	-2.6	601	284	65769	50796
Small Metro/Town	48.5	53.7	92.14	92.86	44.67	49.82	-9.6	-0.8	-10.3	-8.5	2.0	-7.8	60.0	62.7	99.48	98.00	59.71	61.40	-4.2	1.5	-2.8	-0.1	2.7	-1.6	1067	333	57810	26210
Suburban	56.3	65.3	106.60	109.46	59.98	71.50	-13.9	-2.6	-16.1	-13.8	2.7	-11.5	66.8	70.3	113.62	110.08	75.89	77.41	-5.0	3.2	-2.0	-0.2	1.8	-3.3	2344	1310	212557	159886
Urban	60.9	71.5	133.24	139.29	81.09	99.53	-14.8	-4.3	-18.5	-17.3	1.5	-13.6	73.1	75.4	142.86	136.27	104.36	102.75	-3.1	4.8	1.6	3.3	1.7	-1.5	868	348	95756	69147

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SMITH TRAVEL RESEARCH

# Tab 4 - Help

## Methodology

While virtually every chain in the United States provides STR with data on almost all of their properties, there are still some hotels that don't submit data. But we've got you covered.

Every year we examine guidebook listings and hotel directories for information on hotels that don't provide us with data. We don't stop there. We call each hotel in our database every year to obtain "published" rates for multiple categories. Based on this information we group all hotels - those that report data and those that don't - into groupings based off of price level and geographic proximity. We then estimate the non-respondents based off of nearby hotels with similar price levels.

Similarly, we sometimes obtain monthly data from a property, but not daily data. We use a similar process. We take the monthly data that the property has provided, and distribute it to the individual days based on the revenue and demand distribution patterns of similar hotels in the same location.

We believe it imperative to perform this analysis in order to provide interested parties with our best estimate of total lodging demand and room revenue on their areas of interest. Armed with this information a more informed decision can be made.

## Glossary

### **ADR (Average Daily Rate)**

Room revenue divided by rooms sold.

### **Affiliation Date**

Date the property affiliated with current chain/flag

### **Census (Properties and Rooms)**

The number of properties and rooms that exist (universe)

### **Change in Rooms**

Indicator of whether or not an individual hotel has had added or deleted 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.

### **Demand (Rooms Sold)**

The number of rooms sold (excludes complimentary rooms).

### **Full Historical TREND**

Data on selected properties or segments starting in 1987.

### **Occupancy**

Rooms sold divided by rooms available.

### **Open Date**

Date the property opened

### **Percent Change**

Amount of growth, up, flat, or down from the same period last year (month, ytd, three months, twelve months). Calculated as  $((TY-LY)/LY) * "100"$ .

### **Revenue (Room Revenue)**

Total room revenue generated from the sale or rental of rooms.

### **RevPAR - Revenue Per Available Room**

Room revenue divided by rooms available (occupancy times average room rate will closely approximate RevPAR).

### **Sample % (Rooms)**

The % of rooms STR receives data from. Calculated as  $(\text{Sample Rooms}/\text{Census Rooms}) * "100"$ .

### **Standard Historical TREND**

Data on selected properties or segments starting in 1997.

### **STR Code**

Smith Travel Research's proprietary numbering system. Each hotel in the lodging census has a unique STR code.

### **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 twelve.

### **Year to Date**

Average or sum of values starting January 1 of the given year.