



Smith Travel Research
California Tourism
June 2007 Compared with June 2006

e.outlook
 23-Jul-07

| Segment | Operating Performance - June | | | | | | | | | | | Operating Performance - June - Year to Date | | | | | | | | | | | Participation | | | | | |
|-------------------------------|------------------------------|------|-------|-------------------|--------|-------|--------|--------|-------|---------|--------|---|-------------------|------|-------|-------------------|--------|-------|--------|-------|-------|---------|---------------|--------|------------|--------|---------|---------|
| | Occupancy Percent | | | Average Room Rate | | | RevPAR | | | Revenue | Supply | Demand | Occupancy Percent | | | Average Room Rate | | | RevPAR | | | Revenue | Supply | Demand | Properties | | Rooms | |
| | 2007 | 2006 | % Chg | 2007 | 2006 | % Chg | 2007 | 2006 | % Chg | % Chg | % Chg | % Chg | 2007 | 2006 | % Chg | 2007 | 2006 | % Chg | 2007 | 2006 | % Chg | % Chg | % Chg | % Chg | % Chg | Census | Sample | Census |
| United States | 71.5 | 70.5 | 1.4 | 103.24 | 97.95 | 5.4 | 73.79 | 69.10 | 6.8 | 8.3 | 1.4 | 2.8 | 63.2 | 63.4 | -0.3 | 102.95 | 97.35 | 5.8 | 65.09 | 61.70 | 5.5 | 6.7 | 1.1 | 0.9 | 48786 | 24773 | 4491088 | 3003913 |
| Pacific | 75.8 | 75.0 | 1.1 | 122.74 | 115.86 | 5.9 | 92.99 | 86.92 | 7.0 | 7.9 | 0.9 | 1.9 | 68.0 | 68.2 | -0.3 | 119.78 | 112.85 | 6.1 | 81.44 | 76.93 | 5.9 | 6.5 | 0.6 | 0.4 | 7631 | 3390 | 689290 | 475749 |
| California | 75.3 | 74.0 | 1.8 | 119.01 | 111.96 | 6.3 | 89.57 | 82.90 | 8.0 | 8.8 | 0.7 | 2.4 | 69.2 | 69.3 | -0.1 | 117.15 | 109.99 | 6.5 | 81.09 | 76.27 | 6.3 | 7.0 | 0.7 | 0.5 | 5293 | 2403 | 473979 | 332366 |
| Anaheim-Santa Ana, CA | 80.2 | 76.0 | 5.5 | 122.89 | 113.79 | 8.0 | 98.52 | 86.49 | 13.9 | 13.7 | -0.2 | 5.3 | 73.8 | 73.4 | 0.5 | 120.04 | 110.35 | 8.8 | 88.55 | 80.98 | 9.3 | 10.7 | 1.3 | 1.8 | 422 | 221 | 52491 | 40573 |
| Los Angeles-Long Beach, CA | 79.3 | 78.1 | 1.5 | 122.70 | 114.66 | 7.0 | 97.33 | 89.49 | 8.8 | 8.5 | -0.2 | 1.4 | 75.6 | 76.1 | -0.7 | 122.15 | 114.36 | 6.8 | 92.32 | 86.98 | 6.1 | 5.6 | -0.5 | -1.1 | 952 | 394 | 92548 | 64484 |
| Oakland, CA | 72.8 | 70.0 | 4.0 | 95.76 | 91.01 | 5.2 | 69.73 | 63.68 | 9.5 | 10.0 | 0.4 | 4.5 | 66.1 | 63.0 | 4.9 | 95.56 | 90.65 | 5.4 | 63.17 | 57.12 | 10.6 | 11.0 | 0.4 | 5.3 | 240 | 138 | 24043 | 18988 |
| Riverside-San Bernardino, CA | 64.6 | 64.8 | -0.3 | 86.59 | 82.81 | 4.6 | 55.96 | 53.64 | 4.3 | 5.5 | 1.1 | 0.9 | 66.8 | 69.5 | -3.9 | 103.19 | 99.82 | 3.4 | 68.92 | 69.35 | -0.6 | -0.7 | 0.0 | -3.9 | 472 | 201 | 37972 | 24633 |
| Sacramento, CA | 71.9 | 68.7 | 4.7 | 99.23 | 96.94 | 2.4 | 71.32 | 66.64 | 7.0 | 7.1 | 0.1 | 4.7 | 62.8 | 64.4 | -2.5 | 99.89 | 96.83 | 3.2 | 62.70 | 62.34 | 0.6 | 1.3 | 0.7 | -1.8 | 272 | 120 | 22741 | 15462 |
| San Diego, CA | 80.5 | 80.2 | 0.4 | 143.14 | 131.91 | 8.5 | 115.22 | 105.85 | 8.9 | 10.1 | 1.2 | 1.5 | 72.6 | 73.4 | -1.1 | 137.17 | 128.41 | 6.8 | 99.52 | 94.23 | 5.6 | 6.7 | 1.0 | -0.1 | 448 | 246 | 53728 | 41645 |
| San Francisco/San Mateo, CA | 80.1 | 78.3 | 2.3 | 141.65 | 138.42 | 2.3 | 113.51 | 108.40 | 4.7 | 5.0 | 0.3 | 2.6 | 71.7 | 69.9 | 2.6 | 142.79 | 135.26 | 5.6 | 102.33 | 94.60 | 8.2 | 8.0 | -0.1 | 2.3 | 383 | 214 | 50351 | 41489 |
| San Jose-Santa Cruz, CA | 75.6 | 71.5 | 5.7 | 121.62 | 110.09 | 10.5 | 91.92 | 78.76 | 16.7 | 16.3 | -0.3 | 5.3 | 69.9 | 67.5 | 3.6 | 118.15 | 108.29 | 9.1 | 82.58 | 73.09 | 13.0 | 12.6 | -0.4 | 3.2 | 306 | 182 | 29093 | 22991 |
| California South/Central | 67.2 | 70.7 | -5.0 | 73.91 | 69.45 | 6.4 | 49.67 | 49.11 | 1.1 | 4.5 | 3.4 | -1.8 | 62.8 | 64.8 | -3.1 | 72.08 | 67.48 | 6.8 | 45.25 | 43.70 | 3.5 | 7.3 | 3.7 | 0.5 | 318 | 143 | 22839 | 13799 |
| California North | 70.8 | 70.8 | 0.0 | 99.51 | 94.42 | 5.4 | 70.47 | 66.85 | 5.4 | 7.6 | 2.0 | 2.1 | 58.1 | 58.9 | -1.4 | 90.39 | 86.17 | 4.9 | 52.52 | 50.79 | 3.4 | 5.1 | 1.7 | 0.2 | 628 | 215 | 33646 | 17341 |
| California North Central | 66.3 | 69.7 | -4.9 | 94.52 | 91.29 | 3.5 | 62.62 | 63.62 | -1.6 | -0.1 | 1.5 | -3.5 | 61.3 | 63.2 | -3.0 | 91.13 | 88.48 | 3.0 | 55.82 | 55.91 | -0.2 | 0.7 | 0.9 | -2.2 | 264 | 93 | 16306 | 8004 |
| Central California Coast | 72.4 | 71.3 | 1.5 | 140.72 | 133.67 | 5.3 | 101.86 | 95.37 | 6.8 | 9.0 | 2.1 | 3.6 | 64.0 | 63.1 | 1.4 | 128.48 | 119.64 | 7.4 | 82.28 | 75.45 | 9.1 | 11.6 | 2.3 | 3.9 | 550 | 224 | 36021 | 21947 |
| Bakersfield, CA | 65.4 | 69.9 | -6.4 | 66.43 | 63.13 | 5.2 | 43.44 | 44.14 | -1.6 | 1.5 | 3.1 | -3.6 | 63.2 | 65.2 | -3.1 | 65.53 | 62.58 | 4.7 | 41.43 | 40.80 | 1.5 | 5.3 | 3.7 | 0.6 | 117 | 54 | 9056 | 5411 |
| Fresno, CA | 66.8 | 70.5 | -5.2 | 78.73 | 74.71 | 5.4 | 52.60 | 52.68 | -0.2 | 0.8 | 1.0 | -4.3 | 61.8 | 63.5 | -2.7 | 77.13 | 71.40 | 8.0 | 47.70 | 45.33 | 5.2 | 6.4 | 1.2 | -1.5 | 113 | 56 | 8840 | 5792 |
| Tulare/Visalia | 71.2 | 72.6 | -1.9 | 78.39 | 71.34 | 9.9 | 55.84 | 51.81 | 7.8 | 16.9 | 8.4 | 6.4 | 63.6 | 66.3 | -4.1 | 75.12 | 69.41 | 8.2 | 47.75 | 46.03 | 3.7 | 12.4 | 8.3 | 3.8 | 88 | 33 | 4943 | 2596 |
| Santa Rosa | 75.5 | 72.1 | 4.7 | 132.78 | 125.85 | 5.5 | 100.27 | 90.70 | 10.6 | 11.4 | 0.8 | 5.6 | 61.0 | 60.4 | 1.0 | 114.79 | 110.39 | 4.0 | 69.99 | 66.68 | 5.0 | 5.5 | 0.5 | 1.5 | 81 | 36 | 5620 | 3864 |
| Redding/Chico | 70.8 | 70.5 | 0.4 | 71.87 | 68.61 | 4.8 | 50.89 | 48.37 | 5.2 | 5.2 | 0.0 | 0.4 | 58.9 | 59.7 | -1.3 | 68.60 | 65.62 | 4.5 | 40.41 | 39.17 | 3.2 | 3.5 | 0.3 | -1.0 | 68 | 32 | 4422 | 2621 |
| Vallejo/Napa Valley | 69.9 | 72.1 | -3.1 | 123.74 | 117.45 | 5.4 | 86.55 | 84.72 | 2.2 | 6.1 | 3.9 | 0.7 | 60.6 | 61.3 | -1.1 | 108.89 | 102.68 | 6.0 | 66.00 | 62.96 | 4.8 | 8.4 | 3.4 | 2.2 | 143 | 55 | 9069 | 5187 |
| California North Area | 68.7 | 69.4 | -1.0 | 79.00 | 75.32 | 4.9 | 54.26 | 52.30 | 3.7 | 6.4 | 2.6 | 1.5 | 54.3 | 56.9 | -4.6 | 75.29 | 72.88 | 3.3 | 40.89 | 41.47 | -1.4 | 0.5 | 1.9 | -2.7 | 267 | 64 | 11508 | 3888 |
| Eureka/Crescent City | 72.9 | 70.1 | 4.0 | 78.51 | 74.56 | 5.3 | 57.21 | 52.27 | 9.5 | 9.5 | 0.0 | 4.0 | 58.3 | 55.7 | 4.7 | 70.51 | 67.31 | 4.8 | 41.13 | 37.51 | 9.7 | 9.7 | 0.0 | 4.7 | 69 | 28 | 3027 | 1781 |
| Stockton/Modesto | 66.9 | 70.2 | -4.7 | 74.41 | 70.73 | 5.2 | 49.81 | 49.62 | 0.4 | 4.4 | 4.0 | -0.7 | 62.1 | 63.2 | -1.7 | 71.27 | 68.82 | 3.6 | 44.24 | 43.49 | 1.7 | 5.0 | 3.2 | 1.4 | 104 | 57 | 7096 | 5080 |
| Central CA/Merced | 65.7 | 69.4 | -5.3 | 110.30 | 106.62 | 3.5 | 72.49 | 73.95 | -2.0 | -2.4 | -0.4 | -5.6 | 60.6 | 63.2 | -4.1 | 106.69 | 102.92 | 3.7 | 64.68 | 65.04 | -0.6 | -1.4 | -0.8 | -4.9 | 160 | 36 | 9210 | 2924 |
| Oxnard/Ventura MSA | 71.5 | 75.6 | -5.4 | 113.19 | 105.82 | 7.0 | 80.93 | 80.01 | 1.1 | 8.8 | 7.5 | 1.7 | 66.3 | 68.1 | -2.6 | 106.37 | 96.85 | 9.8 | 70.48 | 66.00 | 6.8 | 13.0 | 5.8 | 2.9 | 83 | 45 | 7872 | 6020 |
| Santa Barbara/Santa Maria MSA | 75.4 | 73.8 | 2.2 | 154.18 | 137.65 | 12.0 | 116.29 | 101.57 | 14.5 | 13.5 | -0.9 | 1.3 | 66.7 | 65.6 | 1.7 | 134.21 | 117.39 | 14.3 | 89.49 | 77.04 | 16.2 | 15.6 | -0.5 | 1.1 | 120 | 51 | 8737 | 5231 |
| San Luis Obispo/Paso Robles | 73.6 | 71.2 | 3.4 | 123.46 | 116.61 | 5.9 | 90.82 | 82.98 | 9.4 | 13.3 | 3.5 | 7.0 | 63.3 | 59.4 | 6.6 | 106.24 | 101.38 | 4.8 | 67.26 | 60.20 | 11.7 | 15.5 | 3.4 | 10.3 | 145 | 49 | 7824 | 3675 |
| Monterey/Salinas MSA | 69.9 | 66.9 | 4.5 | 161.16 | 162.05 | -0.5 | 112.65 | 108.43 | 3.9 | 3.9 | 0.0 | 4.5 | 61.1 | 60.3 | 1.3 | 155.37 | 149.99 | 3.6 | 94.86 | 90.38 | 5.0 | 6.5 | 1.5 | 2.8 | 202 | 79 | 11588 | 7021 |

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