



Smith Travel Research
California Tourism
August 2007 Compared with August 2006

e.outlook

21-Sep-07

Segment	Operating Performance - August											Operating Performance - August - 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	70.0	68.4	2.3	103.64	97.73	6.0	72.56	66.87	8.5	10.1	1.5	3.9	65.1	65.0	0.2	103.15	97.55	5.7	67.14	63.45	5.8	7.1	1.2	1.3	48954	25018	4503884	3028592
Pacific	78.5	78.2	0.4	129.06	121.43	6.3	101.35	95.00	6.7	7.7	0.9	1.3	70.6	70.8	-0.3	122.30	115.19	6.2	86.33	81.51	5.9	6.6	0.7	0.4	7651	3449	689794	480381
California	77.3	76.5	1.0	124.82	116.81	6.9	96.45	89.32	8.0	9.0	1.0	2.0	71.2	71.3	-0.1	119.15	111.78	6.6	84.80	79.67	6.4	7.2	0.7	0.6	5304	2434	474932	335097
Anaheim-Santa Ana, CA	78.4	77.9	0.6	131.23	122.64	7.0	102.87	95.48	7.7	7.5	-0.2	0.4	75.6	75.3	0.4	123.00	113.60	8.3	92.98	85.55	8.7	9.6	0.9	1.2	422	218	52487	40464
Los Angeles-Long Beach, CA	81.9	80.3	2.0	126.18	117.39	7.5	103.39	94.25	9.7	9.4	-0.3	1.8	76.9	77.2	-0.4	122.63	114.67	6.9	94.34	88.48	6.6	6.0	-0.6	-0.9	949	398	92009	64625
Oakland, CA	76.6	71.4	7.3	96.44	92.11	4.7	73.89	65.78	12.3	12.7	0.3	7.6	68.7	65.1	5.5	95.75	90.66	5.6	65.75	59.05	11.3	11.8	0.4	5.8	240	141	24045	19281
Riverside-San Bernardino, CA	62.2	59.7	4.2	82.71	79.10	4.6	51.43	47.26	8.8	10.4	1.5	5.6	65.4	67.5	-3.1	98.14	95.14	3.2	64.15	64.25	-0.2	0.0	0.1	-3.1	473	200	38147	24404
Sacramento, CA	67.4	71.3	-5.5	101.30	100.49	0.8	68.32	71.67	-4.7	-2.6	2.2	-3.3	63.6	65.6	-3.0	100.31	98.05	2.3	63.77	64.36	-0.9	0.2	1.1	-2.1	275	125	23204	16211
San Diego, CA	85.1	84.3	0.9	152.85	144.75	5.6	130.07	122.00	6.6	8.3	1.6	2.6	75.7	76.7	-1.3	142.33	133.61	6.5	107.81	102.43	5.3	6.5	1.1	-0.1	449	249	53840	42037
San Francisco/San Mateo, CA	84.8	81.0	4.7	148.93	135.59	9.8	126.36	109.80	15.1	15.5	0.3	5.1	74.8	72.7	2.9	144.33	135.47	6.5	107.93	98.47	9.6	9.6	0.0	2.9	383	220	50360	42004
San Jose-Santa Cruz, CA	75.8	73.8	2.7	121.08	111.24	8.8	91.73	82.04	11.8	11.4	-0.4	2.3	71.3	68.9	3.5	118.88	108.96	9.1	84.79	75.03	13.0	12.5	-0.4	3.1	306	182	29074	23016
California South/Central	67.4	70.7	-4.7	73.54	70.03	5.0	49.53	49.54	0.0	3.3	3.3	-1.6	63.6	66.2	-3.9	72.51	68.04	6.6	46.11	45.01	2.4	6.1	3.6	-0.4	319	147	22892	14156
California North	73.1	75.7	-3.4	103.82	97.50	6.5	75.88	73.78	2.8	5.3	2.4	-1.1	61.7	63.0	-2.1	94.29	89.52	5.3	58.17	56.42	3.1	5.0	1.8	-0.3	633	220	33933	17647
California North Central	69.2	73.0	-5.2	92.90	88.71	4.7	64.25	64.78	-0.8	0.2	1.0	-4.3	63.3	65.6	-3.5	91.96	88.67	3.7	58.18	58.13	0.1	1.1	1.0	-2.6	264	95	16304	8127
Central California Coast	80.5	79.9	0.8	160.10	151.43	5.7	128.90	121.04	6.5	9.7	3.0	3.8	68.1	67.3	1.2	137.32	128.62	6.8	93.52	86.60	8.0	10.6	2.5	3.6	553	228	36437	22173
Bakersfield, CA	65.6	68.2	-3.8	64.38	63.49	1.4	42.22	43.29	-2.5	-0.2	2.4	-1.6	63.5	66.2	-4.1	65.37	62.67	4.3	41.49	41.49	0.0	3.5	3.5	-0.8	117	56	9064	5651
Fresno, CA	65.6	70.5	-7.0	78.92	73.93	6.7	51.75	52.12	-0.7	0.9	1.6	-5.5	62.6	64.9	-3.5	77.62	72.00	7.8	48.59	46.75	3.9	5.2	1.2	-2.4	114	57	8885	5870
Tulare/Visalia	73.8	76.2	-3.1	79.89	74.47	7.3	58.96	56.72	3.9	12.7	8.4	5.1	65.6	68.4	-4.1	76.33	70.78	7.8	50.08	48.38	3.5	12.2	8.4	4.0	88	34	4943	2635
Santa Rosa	78.6	78.0	0.8	137.20	127.66	7.5	107.80	99.61	8.2	9.4	1.1	1.8	65.2	64.9	0.5	121.49	115.41	5.3	79.24	74.94	5.7	6.4	0.7	1.1	83	37	5672	3880
Redding/Chico	74.5	74.2	0.4	72.60	69.05	5.1	54.09	51.22	5.6	5.6	0.0	0.4	62.5	63.1	-1.0	69.81	66.66	4.7	43.66	42.07	3.8	4.0	0.2	-0.7	68	32	4423	2647
Vallejo/Napa Valley	71.7	73.1	-1.9	128.12	121.43	5.5	91.83	88.80	3.4	7.7	4.2	2.1	63.0	64.2	-1.9	114.02	107.57	6.0	71.83	69.04	4.0	7.6	3.5	1.5	145	56	9242	5271
California North Area	68.5	75.7	-9.5	82.01	77.92	5.2	56.15	58.99	-4.8	-1.8	3.1	-6.7	57.8	61.3	-5.7	77.45	74.60	3.8	44.80	45.74	-2.1	0.1	2.2	-3.6	268	68	11569	4134
Eureka/Crescent City	82.7	80.7	2.5	90.22	86.19	4.7	74.59	69.58	7.2	7.2	0.0	2.4	64.5	62.4	3.4	76.64	73.42	4.4	49.42	45.80	7.9	7.9	0.0	3.4	69	27	3027	1715
Stockton/Modesto	64.3	68.5	-6.1	74.70	69.83	7.0	48.02	47.83	0.4	3.4	3.0	-3.3	62.6	64.4	-2.8	72.13	69.00	4.5	45.14	44.41	1.6	5.0	3.3	0.4	104	58	7094	5138
Central CA/Merced	72.9	76.4	-4.6	105.26	101.30	3.9	76.75	77.41	-0.9	-1.3	-0.4	-5.0	63.8	66.4	-3.9	106.86	102.70	4.1	68.17	68.23	-0.1	-0.8	-0.7	-4.7	160	37	9210	2989
Oxnard/Ventura MSA	75.9	80.2	-5.4	116.69	110.54	5.6	88.53	88.68	-0.2	8.7	8.9	3.0	68.5	71.1	-3.7	108.91	100.33	8.6	74.64	71.32	4.7	11.4	6.4	2.6	84	46	8033	6130
Santa Barbara/Santa Maria MSA	83.5	81.6	2.3	173.79	157.99	10.0	145.11	128.93	12.5	12.8	0.2	2.6	70.6	69.5	1.6	145.82	129.16	12.9	102.93	89.82	14.6	14.2	-0.3	1.2	121	53	8837	5368
San Luis Obispo/Paso Robles	78.6	77.8	1.0	131.88	126.96	3.9	103.61	98.76	4.9	10.1	4.9	6.0	67.5	64.3	5.0	114.34	109.38	4.5	77.20	70.38	9.7	13.9	3.8	8.9	146	50	7963	3876
Monterey/Salinas MSA	82.8	79.9	3.6	195.52	188.09	4.0	161.85	150.24	7.7	7.9	0.1	3.8	66.3	65.2	1.7	166.09	160.44	3.5	110.16	104.62	5.3	6.6	1.2	2.9	202	79	11604	6799

Source: Smith Travel Research

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