



Smith Travel Research
California Tourism
October 2007 Compared with October 2006

e.outlook
20-Nov-07

Segment	Operating Performance - October											Operating Performance - October - 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	2007	2006	% Chg	Census	Sample	Census
United States	66.7	65.7	1.5	107.51	100.55	6.9	71.68	66.02	8.6	10.4	1.7	3.2	65.1	65.1	0.0	103.73	97.77	6.1	67.56	63.63	6.2	7.5	1.3	1.4	48871	25156	450681	3040196		
Pacific	70.5	69.9	0.9	123.03	115.29	6.7	86.73	80.57	7.6	8.9	1.2	2.1	70.6	70.8	-0.3	122.34	114.91	6.5	86.36	81.38	6.1	6.9	0.7	0.4	7621	3469	687853	482608		
California	71.9	71.4	0.7	123.43	115.84	6.6	88.72	82.74	7.2	8.5	1.2	1.9	71.1	71.3	-0.3	119.79	112.16	6.8	85.18	80.00	6.5	7.3	0.7	0.4	5303	2456	476270	337658		
Anaheim-Santa Ana, CA	71.7	70.0	2.4	121.93	111.65	9.2	87.47	78.17	11.9	11.6	-0.2	2.2	74.0	74.0	0.0	122.68	113.37	8.2	90.80	83.90	8.2	8.9	0.6	0.6	422	222	52496	40609		
Los Angeles-Long Beach, CA	78.5	76.0	3.3	128.45	115.41	11.3	100.81	87.69	15.0	15.2	0.2	3.5	76.9	76.8	0.1	122.72	114.03	7.6	94.42	87.56	7.8	7.4	-0.4	-0.2	952	400	92535	65460		
Oakland, CA	74.5	71.3	4.5	99.24	95.32	4.1	73.93	67.93	8.8	8.1	-0.7	3.8	69.5	66.2	5.0	96.30	91.21	5.6	66.90	60.41	10.7	11.0	0.3	5.2	239	139	23798	18971		
Riverside-San Bernardino, CA	65.2	64.6	0.9	95.61	95.59	0.0	62.37	61.74	1.0	3.0	2.0	3.0	65.0	66.8	-2.7	97.45	94.80	2.8	63.36	63.29	0.1	0.7	0.6	-2.1	473	202	38092	24743		
Sacramento, CA	60.2	61.2	-1.6	95.33	92.95	2.6	57.43	56.93	0.9	2.0	1.1	-0.5	63.2	65.3	-3.2	100.20	96.86	3.4	63.33	63.22	0.2	-0.1	-0.3	-3.5	265	126	23039	16342		
San Diego, CA	73.4	73.5	-0.1	135.99	132.65	2.5	99.78	97.45	2.4	4.7	2.3	2.2	75.0	76.0	-1.3	141.31	133.06	6.2	106.00	101.18	4.8	6.2	1.4	0.0	452	254	54398	42494		
San Francisco/San Mateo, CA	84.0	82.8	1.4	170.57	160.53	6.3	143.34	132.92	7.8	8.4	0.6	2.1	76.6	74.8	2.4	149.16	139.48	6.9	114.26	104.32	9.5	9.6	0.1	2.5	383	219	50362	41972		
San Jose-Santa Cruz, CA	73.9	70.8	4.4	122.63	113.29	8.2	90.56	80.24	12.9	12.5	-0.3	3.9	71.4	69.1	3.3	119.26	109.31	9.1	85.19	75.48	12.9	12.4	-0.4	3.0	306	180	29076	22682		
California South/Central	66.2	69.4	-4.6	72.67	69.94	3.9	48.14	48.52	-0.8	2.3	3.1	-1.5	63.8	66.9	-4.6	72.55	68.32	6.2	46.29	45.71	1.3	4.8	3.5	-1.3	319	147	23168	14234		
California North	62.9	65.8	-4.4	102.52	97.19	5.5	64.50	63.91	0.9	4.1	3.1	-1.3	62.2	64.1	-3.0	96.63	91.41	5.7	60.12	58.56	2.7	4.7	2.0	-0.9	633	225	34066	18077		
California North Central	58.4	62.3	-6.3	90.45	87.32	3.6	52.84	54.41	-2.9	-1.4	1.6	-4.8	62.2	65.2	-4.6	90.34	86.40	4.6	56.18	56.34	-0.3	0.8	1.1	-3.6	266	94	16425	8116		
Central California Coast	65.9	67.7	-2.7	137.74	131.32	4.9	90.82	88.88	2.2	6.0	3.7	1.0	68.1	67.9	0.3	138.59	130.23	6.4	94.38	88.40	6.8	9.7	2.8	3.1	555	236	36615	22956		
Bakersfield, CA	66.6	72.7	-8.4	65.60	64.95	1.0	43.69	47.19	-7.4	-4.7	2.9	-5.6	63.7	67.3	-5.3	65.57	63.07	4.0	41.74	42.47	-1.7	1.6	3.3	-2.3	117	57	9065	5752		
Fresno, CA	64.4	67.0	-3.9	77.91	74.73	4.3	50.14	50.07	0.1	0.8	0.6	-3.3	62.5	65.4	-4.4	77.34	72.44	6.8	48.37	47.38	2.1	3.2	1.1	-3.3	114	56	8884	5821		
Tulare/Visalia	68.8	67.7	1.6	76.22	71.05	7.3	52.44	48.09	9.0	17.7	8.0	9.8	66.3	68.9	-3.8	76.63	70.61	8.5	50.78	48.67	4.3	13.0	8.3	4.1	88	34	5219	2661		
Santa Rosa	71.5	72.9	-1.9	136.40	130.65	4.4	97.48	95.31	2.3	4.5	2.1	0.1	66.6	66.6	0.0	125.77	119.61	5.2	83.74	79.64	5.1	6.0	0.8	0.8	84	38	5774	3918		
Redding/Chico	62.4	65.1	-4.1	68.68	65.60	4.7	42.88	42.74	0.3	0.3	0.0	-4.2	62.0	64.0	-3.1	70.00	66.54	5.2	43.42	42.57	2.0	2.2	0.2	-2.9	68	33	4423	2644		
Vallejo/Napa Valley	65.5	68.6	-4.5	134.59	126.28	6.6	88.19	86.69	1.7	7.8	6.0	1.1	63.8	65.3	-2.3	118.56	111.62	6.2	75.60	72.90	3.7	7.7	3.9	1.4	146	60	9324	5711		
California North Area	57.0	61.7	-7.6	74.89	72.40	3.4	42.69	44.68	-4.5	-1.2	3.4	-4.5	58.3	62.1	-6.1	77.78	74.53	4.4	45.33	46.31	-2.1	0.3	2.5	-3.9	266	67	11517	4086		
Eureka/Crescent City	61.7	59.6	3.5	69.95	68.24	2.5	43.18	40.70	6.1	6.1	0.0	3.5	64.5	63.0	2.4	76.73	73.50	4.4	49.49	46.31	6.9	6.9	0.0	2.4	69	27	3028	1718		
Stockton/Modesto	61.2	62.5	-2.1	73.18	70.21	4.2	44.77	43.88	2.0	5.1	3.0	0.8	62.4	64.2	-2.8	72.37	68.97	4.9	45.18	44.25	2.1	5.4	3.2	0.4	104	56	7099	5016		
Central CA/Merced	56.3	62.2	-9.5	104.74	100.10	4.6	58.99	62.24	-5.2	-4.8	0.5	-9.0	62.0	66.0	-6.1	104.14	98.89	5.3	64.58	65.23	-1.0	-1.5	-0.5	-6.4	162	38	9326	3100		
Oxnard/Ventura MSA	64.1	67.7	-5.3	109.65	101.35	8.2	70.28	68.57	2.5	12.9	10.1	4.3	68.0	70.9	-4.1	109.14	99.55	9.6	74.17	70.61	5.0	12.6	7.2	2.7	84	47	8032	6224		
Santa Barbara/Santa Maria MSA	68.6	70.8	-3.1	142.30	130.09	9.4	97.66	92.09	6.0	7.2	1.1	-2.0	70.8	70.2	0.9	146.46	131.05	11.8	103.69	91.95	12.8	12.7	0.0	0.9	121	53	8845	5321		
San Luis Obispo/Paso Robles	63.2	65.3	-3.2	108.98	106.71	2.1	68.91	69.70	-1.1	5.2	6.4	3.0	66.7	65.2	2.3	115.97	111.97	3.6	77.32	73.01	5.9	11.0	4.8	7.1	149	55	8183	4428		
Monterey/Salinas MSA	67.1	66.9	0.3	172.04	167.31	2.8	115.39	111.96	3.1	2.8	-0.3	0.0	67.1	66.0	1.7	167.91	162.53	3.3	112.73	107.20	5.2	6.0	0.8	2.6	201	81	11555	6983		

Source: Smith Travel Research

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