



Smith Travel Research
California Tourism

December 2007 Compared with December 2006

e.outlook

23-Jan-08

Segment	Operating Performance - December												Operating Performance - December - 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	48.6	50.0	-2.8	102.05	96.60	5.6	49.61	48.26	2.8	4.8	2.0	-0.8	63.2	63.3	-0.2	103.64	97.89	5.9	65.50	61.96	5.7	7.2	1.4	1.2	48064	25444	4478676	3070637
Pacific	54.8	56.2	-2.5	117.98	111.61	5.7	64.68	62.68	3.2	4.3	1.1	-1.3	68.7	69.0	-0.4	121.74	114.60	6.2	83.63	79.03	5.8	6.6	0.8	0.4	7613	3492	689122	484118
California	55.4	56.5	-1.9	110.06	104.24	5.6	60.96	58.87	3.6	4.7	1.1	-0.8	69.3	69.5	-0.3	118.94	111.64	6.5	82.42	77.61	6.2	7.1	0.8	0.5	5306	2466	477599	338185
Anaheim-Santa Ana, CA	62.2	65.7	-5.3	113.25	109.64	3.3	70.45	72.05	-2.2	-2.4	-0.2	-5.5	72.4	72.6	-0.3	121.39	112.83	7.6	87.85	81.97	7.2	7.7	0.5	0.1	422	220	52495	40405
Los Angeles-Long Beach, CA	62.2	62.5	-0.5	118.31	108.50	9.0	73.60	67.77	8.6	9.1	0.5	0.1	75.2	75.3	-0.1	122.59	114.11	7.4	92.15	85.87	7.3	7.0	-0.3	-0.4	953	403	92742	65229
Oakland, CA	57.2	54.9	4.2	92.29	87.66	5.3	52.76	48.12	9.6	8.7	-0.9	3.2	68.4	65.0	5.2	96.06	91.05	5.5	65.74	59.17	11.1	11.2	0.1	5.4	239	137	23793	18735
Riverside-San Bernardino, CA	53.1	55.6	-4.5	92.60	89.94	3.0	49.15	50.03	-1.8	-0.1	1.7	-3.0	64.0	65.7	-2.6	97.01	94.38	2.8	62.04	62.05	0.0	0.7	0.7	-2.0	475	202	38275	24602
Sacramento, CA	47.9	49.9	-4.0	105.84	105.86	0.0	50.74	52.79	-3.9	-3.2	0.8	-3.1	60.9	62.9	-3.2	100.13	98.02	2.2	60.98	61.62	-1.0	-1.1	-0.1	-3.2	265	127	23138	16515
San Diego, CA	54.2	54.4	-0.4	116.15	112.92	2.9	62.98	61.38	2.6	5.3	2.6	2.3	72.9	73.3	-0.5	138.89	131.29	5.8	101.27	96.24	5.2	6.9	1.6	1.1	454	258	54856	43374
San Francisco/San Mateo, CA	62.6	60.2	4.0	132.95	125.78	5.7	83.26	75.73	9.9	10.5	0.5	4.6	75.2	73.0	3.0	148.59	138.56	7.2	111.75	101.12	10.5	10.7	0.2	3.2	382	212	50315	41120
San Jose-Santa Cruz, CA	52.9	52.7	0.4	113.41	101.83	11.4	60.00	53.67	11.8	11.4	-0.3	0.1	69.3	67.2	3.1	118.94	108.85	9.3	82.41	73.19	12.6	12.2	-0.4	2.6	306	182	29073	22817
California South/Central	46.9	50.9	-7.9	68.66	67.18	2.2	32.18	34.17	-5.8	-4.3	1.6	-6.4	61.8	64.9	-4.8	72.07	68.32	5.5	44.52	44.33	0.4	3.6	3.2	-1.8	319	149	23203	14493
California North	44.8	46.8	-4.3	82.99	81.04	2.4	37.15	37.90	-2.0	0.6	2.6	-1.8	60.2	61.9	-2.7	95.04	90.48	5.0	57.18	56.01	2.1	4.3	2.1	-0.7	633	230	34129	18460
California North Central	46.2	50.9	-9.2	92.59	90.17	2.7	42.81	45.93	-6.8	-3.0	4.1	-5.5	60.1	63.4	-5.2	91.58	88.66	3.3	55.01	56.24	-2.2	-0.7	1.5	-3.9	265	97	16756	8374
Central California Coast	47.9	49.5	-3.2	118.90	113.27	5.0	56.99	56.07	1.6	4.3	2.6	-0.6	65.6	65.5	0.2	136.04	128.62	5.8	89.20	84.22	5.9	8.8	2.8	2.9	555	236	36624	23032
Bakersfield, CA	48.1	53.0	-9.2	60.67	61.86	-1.9	29.18	32.77	-11.0	-9.3	1.9	-7.5	61.5	65.5	-6.1	64.75	62.96	2.8	39.85	41.25	-3.4	-0.4	3.1	-3.1	117	59	9063	6050
Fresno, CA	46.1	50.0	-7.8	74.53	71.28	4.6	34.39	35.67	-3.6	-3.0	0.6	-7.2	60.8	63.7	-4.6	77.22	72.41	6.6	46.93	46.14	1.7	2.8	1.0	-3.6	115	56	8935	5817
Tulare/Visalia	46.0	48.6	-5.3	73.11	69.96	4.5	33.64	33.97	-1.0	1.7	2.6	-2.7	63.9	65.9	-3.0	76.07	70.85	7.4	48.63	46.69	4.2	11.8	7.4	4.2	87	34	5205	2626
Santa Rosa	46.5	48.0	-3.1	98.89	97.48	1.4	46.02	46.84	-1.8	1.4	3.2	-0.1	64.3	64.6	-0.5	122.64	117.41	4.5	78.89	75.85	4.0	5.3	1.2	0.8	84	39	5834	4019
Redding/Chico	48.1	50.4	-4.6	66.71	62.62	6.5	32.08	31.55	1.7	1.7	0.0	-4.6	60.7	62.2	-2.4	69.44	66.29	4.8	42.16	41.26	2.2	2.4	0.2	-2.3	68	33	4429	2705
Vallejo/Napa Valley	42.1	44.6	-5.6	94.80	93.16	1.8	39.86	41.57	-4.1	0.1	4.4	-1.6	61.4	62.6	-1.9	116.48	110.38	5.5	71.51	69.13	3.4	7.5	4.0	1.9	146	60	9327	5720
California North Area	44.7	45.9	-2.6	76.48	75.65	1.1	34.16	34.70	-1.6	1.0	2.6	-0.1	56.4	60.0	-6.0	77.22	74.59	3.5	43.55	44.78	-2.7	-0.3	2.5	-3.7	266	69	11511	4174
Eureka/Crescent City	45.3	48.8	-7.2	67.40	64.68	4.2	30.56	31.55	-3.1	-3.1	0.0	-7.0	62.1	61.2	1.5	75.06	71.93	4.4	46.61	44.00	5.9	5.9	0.0	1.5	69	29	3028	1842
Stockton/Modesto	48.7	51.5	-5.4	71.33	66.34	7.5	34.72	34.14	1.7	7.4	5.6	-0.1	60.2	62.5	-3.7	72.08	68.94	4.6	43.39	43.11	0.6	4.1	3.4	-0.4	105	58	7274	5267
Central CA/Merced	44.4	50.5	-12.1	110.47	108.33	2.0	49.03	54.75	-10.4	-7.8	3.0	-9.6	60.0	64.1	-6.4	106.49	102.84	3.5	63.87	65.93	-3.1	-3.0	0.1	-6.4	160	39	9482	3107
Oxnard/Ventura MSA	53.3	54.5	-2.2	104.41	95.88	8.9	55.67	52.29	6.5	11.6	4.8	2.4	66.1	68.6	-3.6	108.58	101.42	7.1	71.74	69.57	3.1	10.3	7.0	3.0	85	46	8057	6185
Santa Barbara/Santa Maria MSA	51.8	53.8	-3.7	129.93	120.06	8.2	67.31	64.55	4.3	5.4	1.1	-2.6	68.6	68.3	0.4	143.61	129.28	11.1	98.51	88.34	11.5	11.7	0.2	0.5	121	53	8845	5268
San Luis Obispo/Paso Robles	44.0	47.5	-7.4	99.62	100.45	-0.8	43.81	47.69	-8.1	-2.2	6.4	-1.4	63.7	62.6	1.8	112.81	109.00	3.5	71.89	68.18	5.4	10.8	5.1	7.0	149	57	8183	4611
Monterey/Salinas MSA	44.0	44.3	-0.7	134.87	130.41	3.4	59.34	57.72	2.8	2.5	-0.3	-0.9	64.2	63.2	1.6	165.08	159.85	3.3	105.96	101.09	4.8	5.4	0.6	2.1	200	80	11539	6968

Source: Smith Travel Research

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