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## California Tourism

For the Month of November 2009

Date Created: Dec 19, 2009

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

California Tourism

For the month of: November 2009

|                               | Current Month - November 2009 vs November 2008 |      |        |        |        |       |                                   |       |        |          |            |           | Year to Date - November 2009 vs November 2008 |      |        |        |        |        |                              |       |        |          | Participation |           |            |        |         |         |
|-------------------------------|--|------|--------|--------|--------|-------|-----------------------------------|-------|--------|----------|------------|-----------|---|------|--------|--------|--------|--------|------------------------------|-------|--------|----------|---------------|-----------|------------|--------|---------|---------|
|                               | Occ %  |      | ADR    |        | RevPAR |       | Percent Change from November 2008 |       |        |          |            |           | Occ %   |      | ADR    |        | RevPAR |        | Percent Change from YTD 2008 |       |        |          |               |           | Properties |        | Rooms   |         |
|                               | 2009   | 2008 | 2009   | 2008   | 2009   | 2008  | Occ                               | ADR   | RevPAR | Room Rev | Room Avail | Room Sold | 2009  | 2008 | 2009   | 2008   | 2009   | 2008   | Occ                          | ADR   | RevPAR | Room Rev | Room Avail    | Room Sold | Census     | Sample | Census  | Sample  |
| United States                 | 49.5   | 51.7 | 93.60  | 102.10 | 46.33  | 52.82 | -4.3                              | -8.3  | -12.3  | -9.5     | 3.1        | -1.3      | 56.1  | 61.7 | 97.77  | 107.43 | 54.85  | 66.30  | -9.1                         | -9.0  | -17.3  | -14.7    | 3.2           | -6.2      | 50910      | 28083  | 4764151 | 3335234 |
| Pacific                       | 53.5   | 54.7 | 106.43 | 116.50 | 56.98  | 63.76 | -2.2                              | -8.6  | -10.6  | -8.9     | 1.9        | -0.3      | 60.8  | 66.8 | 112.86 | 126.27 | 68.66  | 84.36  | -8.9                         | -10.6 | -18.6  | -16.9    | 2.1           | -7.0      | 7868       | 3798   | 718015  | 519241  |
| California                    | 54.5   | 55.9 | 104.75 | 115.01 | 57.08  | 64.33 | -2.6                              | -8.9  | -11.3  | -9.6     | 1.9        | -0.8      | 61.0  | 67.4 | 110.52 | 124.09 | 67.47  | 83.62  | -9.4                         | -10.9 | -19.3  | -17.5    | 2.3           | -7.4      | 5499       | 2670   | 498130  | 361454  |
| Anaheim-Santa Ana, CA         | 54.4   | 57.3 | 102.50 | 113.58 | 55.78  | 65.03 | -5.0                              | -9.8  | -14.2  | -13.0    | 1.4        | -3.6      | 64.5  | 69.8 | 110.27 | 123.50 | 71.08  | 86.14  | -7.6                         | -10.7 | -17.5  | -16.4    | 1.3           | -6.4      | 431        | 236    | 53750   | 41753   |
| Los Angeles-Long Beach, CA    | 60.3   | 60.6 | 113.47 | 123.10 | 68.47  | 74.63 | -0.5                              | -7.8  | -8.3   | -6.9     | 1.5        | 1.0       | 65.1  | 72.6 | 114.74 | 129.45 | 74.71  | 93.96  | -10.3                        | -11.4 | -20.5  | -18.8    | 2.2           | -8.3      | 986        | 439    | 96390   | 69844   |
| Oakland, CA                   | 54.3   | 55.2 | 80.82  | 92.49  | 43.92  | 51.05 | -1.5                              | -12.6 | -14.0  | -13.3    | 0.8        | -0.8      | 57.4  | 65.3 | 85.24  | 96.87  | 48.93  | 63.21  | -12.0                        | -12.0 | -22.6  | -21.6    | 1.2           | -11.0     | 246        | 144    | 24545   | 19860   |
| Riverside-San Bernardino, CA  | 50.2   | 54.1 | 89.24  | 96.08  | 44.84  | 52.00 | -7.2                              | -7.1  | -13.8  | -10.1    | 4.3        | -3.2      | 52.2  | 59.5 | 90.37  | 98.80  | 47.21  | 58.82  | -12.3                        | -8.5  | -19.7  | -15.9    | 4.7           | -8.1      | 506        | 237    | 41788   | 28328   |
| Sacramento, CA                | 44.2   | 47.3 | 79.87  | 90.73  | 35.32  | 42.92 | -6.5                              | -12.0 | -17.7  | -16.4    | 1.6        | -5.0      | 51.6  | 58.7 | 91.37  | 101.38 | 47.18  | 59.52  | -12.1                        | -9.9  | -20.7  | -18.4    | 2.9           | -9.5      | 275        | 142    | 24101   | 17907   |
| San Diego, CA                 | 55.3   | 57.9 | 115.72 | 127.70 | 63.96  | 73.96 | -4.6                              | -9.4  | -13.5  | -10.2    | 3.8        | -0.9      | 64.6  | 71.6 | 126.26 | 144.52 | 81.58  | 103.41 | -9.7                         | -12.6 | -21.1  | -18.0    | 4.0           | -6.1      | 465        | 278    | 57806   | 46778   |
| San Francisco/San Mateo, CA   | 66.3   | 63.4 | 130.02 | 146.30 | 86.27  | 92.69 | 4.7                               | -11.1 | -6.9   | -7.4     | -0.5       | 4.2       | 72.7  | 76.4 | 134.82 | 157.22 | 98.02  | 120.14 | -4.9                         | -14.2 | -18.4  | -18.1    | 0.3           | -4.5      | 396        | 217    | 51804   | 41968   |
| San Jose-Santa Cruz, CA       | 57.8   | 54.9 | 100.82 | 117.70 | 58.27  | 64.58 | 5.3                               | -14.3 | -9.8   | -9.5     | 0.3        | 5.6       | 58.3  | 67.0 | 105.91 | 124.37 | 61.75  | 83.39  | -13.0                        | -14.8 | -26.0  | -25.7    | 0.4           | -12.7     | 308        | 176    | 29134   | 22959   |
| California South/Central      | 46.5   | 50.6 | 67.82  | 71.78  | 31.52  | 36.33 | -8.2                              | -5.5  | -13.2  | -9.9     | 3.9        | -4.6      | 53.4  | 59.5 | 72.16  | 74.87  | 38.51  | 44.58  | -10.4                        | -3.6  | -13.6  | -10.2    | 4.0           | -6.8      | 344        | 172    | 25333   | 16265   |
| California North              | 47.4   | 48.7 | 86.36  | 92.81  | 40.93  | 45.16 | -2.6                              | -6.9  | -9.4   | -6.9     | 2.8        | 0.1       | 54.9  | 59.8 | 92.82  | 100.54 | 50.94  | 60.13  | -8.2                         | -7.7  | -15.3  | -12.5    | 3.3           | -5.2      | 658        | 251    | 35998   | 20651   |
| California North Central      | 40.6   | 44.2 | 83.01  | 88.02  | 33.72  | 38.95 | -8.2                              | -5.7  | -13.4  | -11.4    | 2.3        | -6.0      | 51.1  | 55.9 | 94.51  | 97.99  | 48.31  | 54.78  | -8.6                         | -3.6  | -11.8  | -10.2    | 1.9           | -6.9      | 274        | 117    | 17779   | 10601   |
| California Central Coast      | 50.3   | 53.2 | 118.93 | 128.03 | 59.78  | 68.14 | -5.5                              | -7.1  | -12.3  | -11.8    | 0.5        | -5.1      | 61.0  | 65.7 | 128.09 | 139.53 | 78.08  | 91.73  | -7.3                         | -8.2  | -14.9  | -14.3    | 0.7           | -6.6      | 569        | 245    | 37187   | 23313   |
| Bakersfield, CA               | 47.4   | 52.6 | 61.15  | 64.39  | 28.96  | 33.88 | -10.0                             | -5.0  | -14.5  | -12.6    | 2.2        | -8.0      | 54.2  | 58.9 | 64.24  | 66.72  | 34.81  | 39.27  | -7.9                         | -3.7  | -11.4  | -9.4     | 2.2           | -5.9      | 124        | 62     | 9587    | 6222    |
| Fresno, CA                    | 46.9   | 50.3 | 72.44  | 78.22  | 33.96  | 39.34 | -6.8                              | -7.4  | -13.7  | -7.6     | 7.0        | -0.2      | 51.6  | 58.8 | 76.60  | 79.59  | 39.55  | 46.81  | -12.2                        | -3.8  | -15.5  | -10.5    | 6.0           | -7.0      | 128        | 72     | 10192   | 7140    |
| Tulare/Visalia                | 44.3   | 47.8 | 71.13  | 73.92  | 31.48  | 35.30 | -7.3                              | -3.8  | -10.8  | -9.7     | 1.3        | -6.1      | 55.1  | 62.1 | 78.17  | 80.58  | 43.10  | 50.01  | -11.2                        | -3.0  | -13.8  | -10.9    | 3.5           | -8.1      | 92         | 38     | 5554    | 2903    |
| Santa Rosa                    | 52.2   | 50.4 | 100.59 | 113.67 | 52.51  | 57.32 | 3.5                               | -11.5 | -8.4   | -8.4     | 0.0        | 3.5       | 57.5  | 63.2 | 112.63 | 126.32 | 64.76  | 79.80  | -9.0                         | -10.8 | -18.8  | -16.8    | 2.5           | -6.7      | 90         | 42     | 6094    | 4331    |
| Redding/Chico                 | 50.7   | 50.4 | 66.58  | 70.37  | 33.74  | 35.47 | 0.6                               | -5.4  | -4.9   | -4.9     | 0.0        | 0.6       | 55.8  | 61.2 | 70.40  | 74.20  | 39.27  | 45.40  | -8.8                         | -5.1  | -13.5  | -12.7    | 1.0           | -7.9      | 69         | 35     | 4545    | 2945    |
| Vallejo/Napa Valley           | 47.8   | 50.7 | 105.34 | 117.84 | 50.39  | 59.76 | -5.7                              | -10.6 | -15.7  | -10.2    | 6.5        | 0.4       | 54.9  | 60.4 | 113.44 | 127.15 | 62.26  | 76.81  | -9.1                         | -10.8 | -18.9  | -13.8    | 6.4           | -3.4      | 153        | 67     | 10164   | 6537    |
| California Rural North        | 42.8   | 45.3 | 73.60  | 73.63  | 31.50  | 33.33 | -5.4                              | -0.0  | -5.5   | -3.9     | 1.7        | -3.9      | 51.4  | 56.4 | 77.39  | 80.30  | 39.74  | 45.29  | -8.9                         | -3.6  | -12.2  | -10.2    | 2.3           | -6.9      | 276        | 78     | 12009   | 4949    |
| Eureka/Crescent City          | 49.4   | 49.3 | 69.56  | 71.79  | 34.39  | 35.38 | 0.3                               | -3.1  | -2.8   | 2.0      | 4.9        | 5.3       | 62.0  | 62.5 | 77.20  | 78.95  | 47.85  | 49.38  | -0.9                         | -2.2  | -3.1   | -0.5     | 2.7           | 1.8       | 70         | 29     | 3186    | 1889    |
| Stockton/Modesto              | 44.2   | 49.7 | 65.98  | 71.74  | 29.13  | 35.62 | -11.1                             | -8.0  | -18.2  | -17.2    | 1.2        | -10.0     | 50.4  | 57.6 | 69.38  | 73.99  | 34.98  | 42.58  | -12.4                        | -6.2  | -17.8  | -16.9    | 1.2           | -11.4     | 108        | 67     | 7518    | 5960    |
| Central CA/Merced             | 38.0   | 40.2 | 97.50  | 103.05 | 37.08  | 41.44 | -5.4                              | -5.4  | -10.5  | -7.6     | 3.2        | -2.4      | 51.6  | 54.7 | 112.44 | 116.67 | 58.05  | 63.80  | -5.6                         | -3.6  | -9.0   | -6.9     | 2.4           | -3.4      | 166        | 50     | 10261   | 4641    |
| Oxnard/Ventura MSA            | 53.0   | 53.4 | 95.55  | 103.70 | 50.65  | 55.35 | -0.7                              | -7.9  | -8.5   | -9.1     | -0.6       | -1.3      | 59.8  | 66.4 | 100.58 | 110.90 | 60.19  | 73.60  | -9.8                         | -9.3  | -18.2  | -18.4    | -0.3          | -10.1     | 85         | 48     | 8004    | 6117    |
| Santa Barbara/Santa Maria MSA | 52.6   | 57.3 | 125.51 | 133.61 | 65.99  | 76.55 | -8.2                              | -6.1  | -13.8  | -12.3    | 1.8        | -6.6      | 64.8  | 70.0 | 137.36 | 148.75 | 89.04  | 104.15 | -7.4                         | -7.7  | -14.5  | -13.6    | 1.1           | -6.4      | 129        | 51     | 9153    | 5255    |
| San Luis Obispo/Paso Robles   | 48.6   | 52.2 | 101.31 | 107.06 | 49.21  | 55.89 | -6.9                              | -5.4  | -11.9  | -11.6    | 0.4        | -6.5      | 61.2  | 62.5 | 110.63 | 114.07 | 67.71  | 71.34  | -2.1                         | -3.0  | -5.1   | -4.4     | 0.7           | -1.5      | 152        | 57     | 8250    | 4452    |
| Monterey/Salinas MSA          | 47.8   | 50.7 | 143.48 | 155.87 | 68.58  | 79.03 | -5.7                              | -8.0  | -13.2  | -13.0    | 0.3        | -5.5      | 58.6  | 64.3 | 152.18 | 169.73 | 89.11  | 109.08 | -8.9                         | -10.3 | -18.3  | -17.3    | 1.2           | -7.8      | 203        | 89     | 11780   | 7489    |

A blank row indicates insufficient data.

Source 2009 Smith Travel Research, Inc

# Tab 3 - Multi-Segment CA Locations

Currency: USD - US Dollar

California Tourism

For the month of: November 2009

|                  | Current Month - November 2009 vs November 2008 |      |        |        |        |       |                                   |       |        |          |            |           | Year to Date - November 2009 vs November 2008 |      |        |        |        |        |                              |       |        |          |            |           | Participation |        |        |        |
|------------------|--|------|--------|--------|--------|-------|-----------------------------------|-------|--------|----------|------------|-----------|---|------|--------|--------|--------|--------|------------------------------|-------|--------|----------|------------|-----------|---------------|--------|--------|--------|
|                  | Occ %  |      | ADR    |        | RevPAR |       | Percent Change from November 2008 |       |        |          |            |           | Occ %   |      | ADR    |        | RevPAR |        | Percent Change from YTD 2008 |       |        |          |            |           | Properties    |        | Rooms  |        |
|                  | 2009   | 2008 | 2009   | 2008   | 2009   | 2008  | Occ                               | ADR   | RevPAR | Room Rev | Room Avail | Room Sold | 2009  | 2008 | 2009   | 2008   | 2009   | 2008   | Occ                          | ADR   | RevPAR | Room Rev | Room Avail | Room Sold | Census        | Sample | Census | Sample |
| Airports         | 60.0   | 60.0 | 87.36  | 100.17 | 52.38  | 60.08 | -0.0                              | -12.8 | -12.8  | -11.8    | 1.2        | 1.2       | 66.9  | 73.2 | 91.88  | 107.28 | 61.51  | 78.52  | -8.5                         | -14.4 | -21.7  | -20.6    | 1.3        | -7.3      | 271           | 192    | 41311  | 36566  |
| Interstate       | 47.8   | 50.4 | 65.86  | 68.12  | 31.50  | 34.33 | -5.1                              | -3.3  | -8.2   | -5.5     | 2.9        | -2.3      | 52.2  | 57.3 | 68.26  | 71.05  | 35.63  | 40.69  | -8.9                         | -3.9  | -12.4  | -9.7     | 3.1        | -6.0      | 275           | 138    | 16296  | 10649  |
| Resort           | 51.1   | 54.4 | 135.58 | 150.15 | 69.32  | 81.66 | -6.0                              | -9.7  | -15.1  | -13.8    | 1.5        | -4.6      | 60.5  | 66.8 | 147.59 | 166.61 | 89.24  | 111.33 | -9.5                         | -11.4 | -19.8  | -18.5    | 1.6        | -8.0      | 605           | 292    | 66638  | 52028  |
| Small Metro/Town | 45.1   | 48.0 | 88.67  | 92.44  | 39.97  | 44.39 | -6.1                              | -4.1  | -10.0  | -8.1     | 2.1        | -4.2      | 55.2  | 59.8 | 96.64  | 100.91 | 53.36  | 60.36  | -7.7                         | -4.2  | -11.6  | -9.4     | 2.5        | -5.4      | 1087          | 351    | 59175  | 27793  |
| Suburban         | 54.8   | 56.0 | 96.87  | 106.76 | 53.05  | 59.77 | -2.2                              | -9.3  | -11.2  | -9.3     | 2.2        | -0.0      | 59.7  | 66.7 | 100.81 | 113.71 | 60.18  | 75.86  | -10.5                        | -11.3 | -20.7  | -18.4    | 2.9        | -7.9      | 2386          | 1338   | 216909 | 163325 |
| Urban            | 60.7   | 61.0 | 122.40 | 133.39 | 74.30  | 81.34 | -0.5                              | -8.2  | -8.7   | -6.4     | 2.4        | 2.0       | 67.0  | 73.1 | 126.94 | 143.59 | 85.07  | 104.99 | -8.3                         | -11.6 | -19.0  | -17.1    | 2.3        | -6.3      | 875           | 359    | 97801  | 71093  |

A blank row indicates insufficient data.

Source 2009 Smith Travel Research, Inc

# Tab 4 - Help

All data is processed by STR using both the current and historical sampling of hotels.  
For further questions about the methodology used to produce our reports, please email [info@str.com](mailto:info@str.com).

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

Room revenue divided by rooms sold. The currency used to express ADR is shown on each report.

## **Census (properties and rooms)**

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

## **Country**

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition. It is typically recognized by the International Organization for Standardization (ISO).

## **Demand (Rooms Sold)**

The number of rooms sold or rented (excludes complimentary 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.

## **Market**

A geographic area within a country. Markets are defined by STR and STR Global.

## **Occupancy (Occ)**

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

## **Percent Change**

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as  $((TY - LY) / LY) * 100$ .

## **Revenue (Room Revenue)**

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

## **Revenue Per Available Room (RevPAR)**

Room revenue divided by rooms available.

## **Sample**

The number of hotels and rooms from which data is received.

## **Sub-Market**

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

## **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

## **WD (Weekday)**

Average of Sunday through Thursday