

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Visit California

For the month of: April 2017

	Current Month - April 2017 vs April 2016												Year to Date - April 2017 vs April 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016						Properties		Rooms	
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	67.5	68.0	126.26	123.32	85.19	83.81	-0.7	2.4	1.7	3.5	1.8	1.1	62.7	62.4	124.83	121.82	78.26	76.02	0.5	2.5	3.0	4.8	1.8	2.3	53840	32679	5091591	3777472
Pacific	74.8	74.3	156.50	152.53	117.12	113.30	0.7	2.6	3.4	4.9	1.5	2.3	71.3	71.0	157.31	153.69	112.12	109.13	0.4	2.4	2.7	4.2	1.4	1.8	7966	4385	740451	575483
California	76.9	76.5	157.43	155.20	121.04	118.71	0.5	1.4	2.0	3.0	1.1	1.6	73.5	73.6	157.14	154.72	115.43	113.93	-0.2	1.6	1.3	2.4	1.1	0.8	5581	3082	512521	399087
Central Coast+	76.7	75.1	166.21	161.80	127.48	121.47	2.2	2.7	4.9	5.6	0.6	2.8	66.5	68.1	151.69	149.59	100.81	101.79	-2.3	1.4	-1.0	-0.1	0.8	-1.5	596	289	39160	26912
Central Valley+	68.2	67.3	88.86	85.70	60.63	57.69	1.3	3.7	5.1	5.7	0.6	1.9	62.5	61.8	88.21	84.66	55.16	52.35	1.1	4.2	5.4	6.5	1.0	2.2	529	342	38395	29773
Deserts+	70.7	66.1	183.82	172.78	129.94	114.28	6.9	6.4	13.7	14.5	0.7	7.6	69.5	67.9	157.17	150.05	109.21	101.92	2.3	4.7	7.2	8.2	0.9	3.3	290	147	24287	16961
Gold Country+	75.7	73.8	110.89	106.22	83.95	78.41	2.6	4.4	7.1	7.6	0.5	3.1	73.7	69.7	111.02	105.16	81.78	73.26	5.7	5.6	11.6	12.2	0.5	6.3	231	146	20309	16711
High Sierra+	61.9	54.2	140.14	119.95	86.77	65.01	14.2	16.8	33.5	33.4	-0.0	14.2	59.6	57.3	155.70	146.79	92.76	84.18	3.9	6.1	10.2	10.2	-0.0	3.9	223	60	14340	6705
Inland Empire+	73.1	74.5	97.27	93.44	71.13	69.61	-1.8	4.1	2.2	2.5	0.3	-1.5	72.2	71.9	97.31	92.68	70.30	66.67	0.4	5.0	5.4	5.9	0.4	0.8	313	166	23701	16720
Los Angeles County+	81.8	83.1	171.59	173.75	140.36	144.45	-1.6	-1.2	-2.8	-1.0	1.9	0.2	80.1	81.9	170.21	170.96	136.37	140.02	-2.2	-0.4	-2.6	-1.5	1.2	-1.0	1014	510	99645	77154
North Coast+	61.9	60.2	97.12	94.17	60.15	56.72	2.8	3.1	6.1	4.1	-1.8	1.0	56.3	55.3	100.17	97.61	56.44	53.95	1.9	2.6	4.6	3.3	-1.3	0.7	170	56	7194	3495
Orange County+	79.7	78.3	154.14	145.15	122.85	113.68	1.8	6.2	8.1	10.9	2.6	4.4	76.7	76.6	151.77	145.57	116.37	111.48	0.1	4.3	4.4	7.2	2.7	2.8	444	271	57416	47646
Shasta Cascade+	64.0	61.5	91.31	87.62	58.42	53.90	4.0	4.2	8.4	8.4	-0.0	4.0	56.5	55.3	88.31	84.91	49.87	47.00	2.0	4.0	6.1	6.1	-0.0	2.0	172	73	8873	5661
San Diego County+	80.3	79.2	155.58	153.39	124.98	121.47	1.4	1.4	2.9	3.6	0.7	2.2	76.6	75.6	153.89	146.89	117.91	111.07	1.3	4.8	6.2	7.3	1.1	2.4	478	336	61013	52268
San Francisco Bay Area+	78.4	80.0	186.79	187.82	146.43	150.24	-2.0	-0.5	-2.5	-1.7	0.8	-1.2	75.6	76.7	195.84	195.87	147.99	150.24	-1.5	-0.0	-1.5	-0.7	0.9	-0.6	1121	686	118296	99081
Bakersfield, CA	65.7	61.6	80.66	78.02	52.99	48.06	6.7	3.4	10.3	10.9	0.6	7.3	59.3	59.4	80.19	77.92	47.57	46.28	-0.1	2.9	2.8	5.1	2.3	2.1	128	89	10102	8475
Fresno, CA	67.6	67.5	95.83	91.89	64.76	62.02	0.1	4.3	4.4	4.7	0.2	0.4	59.6	58.7	93.70	90.11	55.80	52.90	1.4	4.0	5.5	5.8	0.3	1.8	123	74	10109	7121
Tulare/Visalia, CA	70.9	66.7	97.14	90.92	68.90	60.66	6.3	6.8	13.6	13.6	0.0	6.3	60.0	59.0	97.66	92.09	58.62	54.37	1.7	6.0	7.8	7.8	0.0	1.7	92	48	5369	3595
Santa Rosa, CA	73.6	80.5	158.19	155.18	116.49	124.96	-8.6	1.9	-6.8	-3.1	4.0	-4.9	69.1	71.5	142.10	137.75	98.25	98.45	-3.3	3.2	-0.2	3.6	3.8	0.4	95	48	6449	4751
Redding/Chico, CA	67.6	65.8	93.95	90.88	63.52	59.84	2.7	3.4	6.1	6.2	0.0	2.7	60.1	60.1	88.09	85.38	52.90	51.33	-0.1	3.2	3.1	3.1	0.0	-0.1	77	49	5199	4040
Napa Valley, CA	73.9	75.3	293.50	287.41	216.79	216.38	-1.9	2.1	0.2	1.6	1.4	-0.5	66.6	66.4	255.07	245.79	169.89	163.12	0.4	3.8	4.1	6.2	1.9	2.3	71	44	4873	3975
Vallejo/Fairfield/Vacaville, CA	66.9	68.6	88.30	87.57	59.08	60.03	-2.4	0.8	-1.6	-1.7	-0.1	-2.5	64.8	66.8	85.80	84.80	55.59	56.63	-3.0	1.2	-1.8	-2.1	-0.2	-3.2	53	39	4069	3334
California Rural North Area	62.7	58.7	101.61	95.34	63.67	55.98	6.7	6.6	13.7	12.9	-0.7	6.0	57.9	54.2	112.94	107.66	65.42	58.33	6.9	4.9	12.2	11.9	-0.2	6.7	276	97	12145	6396
Eureka/Crescent City, CA	62.0	61.7	89.46	87.64	55.43	54.09	0.4	2.1	2.5	1.2	-1.3	-0.9	55.5	55.4	86.18	83.98	47.83	46.53	0.2	2.6	2.8	1.5	-1.3	-1.1	74	32	3683	2132
Stockton/Modesto, CA	71.6	72.5	88.25	85.43	63.16	61.93	-1.3	3.3	2.0	2.0	-0.0	-1.3	68.1	67.6	87.64	83.56	59.66	56.51	0.7	4.9	5.6	5.6	-0.0	0.6	107	66	7385	5700
Merced/Central CA	69.4	62.8	134.16	112.82	93.17	70.89	10.5	18.9	31.4	32.5	0.8	11.4	65.7	63.5	138.69	129.69	91.16	82.36	3.5	6.9	10.7	11.6	0.8	4.3	166	55	10054	4722
Oxnard/Ventura, CA	78.5	84.8	134.62	137.62	105.64	116.64	-7.4	-2.2	-9.4	-9.7	-0.3	-7.7	72.7	78.8	127.55	130.34	92.79	102.74	-7.7	-2.1	-9.7	-9.8	-0.1	-7.8	85	52	8087	6615
Santa Barbara/Santa Maria, CA	79.8	74.5	193.13	176.23	154.07	131.25	7.1	9.6	17.4	21.2	3.2	10.6	68.1	69.2	175.71	165.05	119.73	114.17	-1.5	6.5	4.9	8.4	3.4	1.8	129	60	9385	6052
San Luis Obispo/Paso Robles, CA	76.6	71.3	149.33	143.76	114.33	102.53	7.3	3.9	11.5	11.5	0.0	7.4	62.4	63.3	131.89	131.48	82.33	83.16	-1.3	0.3	-1.0	-1.0	0.0	-1.3	160	74	8966	5609
Monterey/Salinas, CA	73.8	71.9	184.26	188.49	135.90	135.51	2.6	-2.2	0.3	-0.0	-0.3	2.3	64.1	63.6	169.34	171.21	108.50	108.87	0.8	-1.1	-0.3	-0.1	0.3	1.0	204	93	11772	7919

A blank row indicates insufficient data.

Source 2017 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.