

# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Visit California

For the month of: May 2017

	Current Month - May 2017 vs May 2016												Year to Date - May 2017 vs May 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 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	67.8	66.8	126.63	124.09	85.85	82.89	1.5	2.0	3.6	5.5	1.9	3.4	63.7	63.3	125.25	122.33	79.84	77.45	0.7	2.4	3.1	5.0	1.8	2.5	54642	32827	5135115	3792614
Pacific	75.4	73.8	158.04	154.31	119.09	113.81	2.2	2.4	4.6	6.2	1.5	3.7	72.1	71.6	157.48	153.84	113.56	110.11	0.7	2.4	3.1	4.6	1.4	2.2	8010	4404	745029	577386
California	76.3	74.9	158.89	156.42	121.17	117.10	1.9	1.6	3.5	4.6	1.1	3.0	74.0	73.9	157.55	155.10	116.63	114.60	0.2	1.6	1.8	2.8	1.1	1.2	5584	3091	512882	399961
Central Coast+	73.7	74.0	169.93	164.58	125.21	121.72	-0.4	3.3	2.9	3.5	0.6	0.2	68.0	69.3	155.72	152.87	105.82	105.89	-1.9	1.9	-0.1	0.7	0.8	-1.1	596	292	39161	26994
Central Valley+	70.8	67.1	90.73	86.18	64.25	57.80	5.6	5.3	11.2	11.5	0.4	6.0	64.2	62.9	88.79	85.00	57.02	53.47	2.1	4.5	6.6	7.6	0.9	3.0	527	342	38254	29833
Deserts+	59.5	57.8	124.21	122.35	73.88	70.74	2.9	1.5	4.4	5.2	0.7	3.6	67.4	65.9	151.33	145.08	102.01	95.55	2.3	4.3	6.8	7.7	0.9	3.3	290	147	24289	16963
Gold Country+	78.1	75.0	117.29	108.54	91.60	81.43	4.1	8.1	12.5	13.9	1.3	5.4	74.6	70.8	112.37	105.89	83.79	74.93	5.4	6.1	11.8	12.6	0.7	6.1	230	146	20282	16711
High Sierra+	58.9	55.3	132.14	122.47	77.84	67.72	6.5	7.9	14.9	14.9	-0.0	6.5	59.4	56.9	150.85	141.90	89.66	80.77	4.4	6.3	11.0	11.0	-0.0	4.4	225	59	14379	6556
Inland Empire+	72.2	69.7	96.48	91.96	69.64	64.08	3.6	4.9	8.7	9.0	0.3	3.9	72.2	71.5	97.14	92.54	70.17	66.14	1.1	5.0	6.1	6.5	0.4	1.4	313	166	23702	16721
Los Angeles County+	81.5	79.4	173.68	167.98	141.62	133.38	2.7	3.4	6.2	8.5	2.2	5.0	80.4	81.4	170.94	170.37	137.46	138.66	-1.2	0.3	-0.9	0.5	1.4	0.2	1016	515	99996	77479
North Coast+	69.4	64.3	109.43	103.62	75.96	66.67	7.9	5.6	13.9	11.9	-1.8	5.9	59.1	57.2	102.47	99.06	60.51	56.64	3.3	3.4	6.8	5.4	-1.4	1.9	171	57	7216	3562
Orange County+	75.7	75.0	148.91	141.49	112.79	106.11	1.0	5.2	6.3	8.4	2.0	3.0	76.5	76.3	151.25	144.74	115.66	110.36	0.3	4.5	4.8	7.3	2.4	2.7	443	269	57325	47603
Shasta Cascade+	65.9	63.0	94.20	90.21	62.10	56.87	4.6	4.4	9.2	9.2	-0.0	4.6	58.4	56.9	89.69	86.12	52.39	49.03	2.6	4.2	6.9	6.8	-0.0	2.6	173	74	8895	5691
San Diego County+	75.6	74.6	154.89	154.19	117.03	115.03	1.3	0.5	1.7	2.7	0.9	2.2	76.4	75.4	154.08	148.38	117.74	111.88	1.3	3.8	5.2	6.3	1.0	2.4	479	335	61129	52405
San Francisco Bay Area+	82.3	82.4	200.15	203.39	164.64	167.65	-0.2	-1.6	-1.8	-0.8	1.0	0.8	76.9	77.9	196.91	197.62	151.46	153.88	-1.2	-0.4	-1.6	-0.7	0.9	-0.3	1121	689	118362	99443
Bakersfield, CA	64.8	61.0	78.17	76.48	50.65	46.64	6.3	2.2	8.6	9.2	0.6	6.9	60.4	59.7	79.75	77.61	48.20	46.36	1.2	2.8	4.0	6.0	1.9	3.1	128	89	10102	8475
Fresno, CA	70.2	63.4	97.58	93.05	68.45	59.04	10.6	4.9	15.9	15.2	-0.7	9.8	61.7	59.7	94.61	90.75	58.37	54.16	3.4	4.3	7.8	7.9	0.1	3.5	121	74	9968	7181
Tulare/Visalia, CA	73.1	69.5	101.32	94.09	74.05	65.36	5.2	7.7	13.3	13.3	0.0	5.2	62.6	61.1	98.52	92.55	61.70	56.56	2.5	6.5	9.1	9.1	0.0	2.5	93	48	5387	3595
Santa Rosa, CA	78.6	78.1	183.41	168.75	144.16	131.82	0.6	8.7	9.4	13.7	4.0	4.6	71.0	72.8	151.70	144.56	107.68	105.29	-2.5	4.9	2.3	6.2	3.8	1.2	95	47	6449	4724
Redding/Chico, CA	68.0	66.7	96.62	92.65	65.74	61.76	2.1	4.3	6.4	6.5	0.0	2.1	61.7	61.5	90.04	87.00	55.53	53.48	0.3	3.5	3.8	3.9	0.0	0.4	77	50	5199	4070
Napa Valley, CA	78.5	76.2	353.60	336.05	277.58	255.97	3.1	5.2	8.4	10.0	1.4	4.5	69.2	68.6	280.34	269.19	193.91	184.73	0.8	4.1	5.0	6.9	1.8	2.6	71	45	4873	4055
Vallejo/Fairfield/Vacaville, CA	75.6	72.4	98.94	95.71	74.81	69.32	4.4	3.4	7.9	7.8	-0.1	4.3	67.0	67.9	88.85	87.19	59.54	59.23	-1.4	1.9	0.5	0.3	-0.2	-1.6	53	38	4069	3285
California Rural North Area	67.4	60.7	103.89	98.04	70.01	59.52	11.0	6.0	17.6	16.8	-0.7	10.2	59.9	55.5	110.90	105.54	66.42	58.62	7.8	5.1	13.3	12.9	-0.3	7.5	277	99	12162	6504
Eureka/Crescent City, CA	69.7	66.7	107.27	102.33	74.73	68.28	4.4	4.8	9.4	8.1	-1.2	3.1	58.4	57.7	91.34	88.34	53.34	51.00	1.1	3.4	4.6	3.3	-1.3	-0.1	74	31	3683	2091
Stockton/Modesto, CA	78.0	74.9	93.30	87.02	72.73	65.21	4.0	7.2	11.5	11.5	-0.0	4.0	70.1	69.1	88.95	84.33	62.34	58.30	1.4	5.5	6.9	6.9	-0.0	1.4	107	66	7385	5700
Merced/Central CA	66.4	62.2	121.62	113.80	80.78	70.77	6.8	6.9	14.2	15.1	0.8	7.7	65.9	63.2	135.11	126.45	89.00	79.96	4.2	6.8	11.3	12.2	0.8	5.0	166	54	10054	4573
Oxnard/Ventura, CA	75.4	77.7	139.84	138.94	105.39	107.94	-3.0	0.7	-2.4	-2.6	-0.2	-3.2	73.3	78.6	130.14	132.08	95.37	103.81	-6.8	-1.5	-8.1	-8.3	-0.2	-6.9	85	52	8088	6616
Santa Barbara/Santa Maria, CA	73.9	72.2	191.57	179.37	141.56	129.51	2.3	6.8	9.3	12.8	3.2	5.6	69.3	69.8	179.22	168.08	124.26	117.33	-0.7	6.6	5.9	9.5	3.3	2.6	129	61	9385	6067
San Luis Obispo/Paso Robles, CA	69.0	70.6	148.34	146.25	102.33	103.25	-2.3	1.4	-0.9	-0.9	0.0	-2.3	63.7	64.8	135.54	134.78	86.36	87.29	-1.6	0.6	-1.1	-1.0	0.0	-1.6	160	75	8966	5612
Monterey/Salinas, CA	75.9	75.3	193.62	189.98	147.03	143.11	0.8	1.9	2.7	2.4	-0.4	0.4	66.6	66.0	174.84	175.62	116.42	115.92	0.9	-0.4	0.4	0.6	0.1	1.0	204	94	11772	7982

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