



Smith Travel Research

California Tourism

November 2007 Compared with November 2006

e.outlook

20-Dec-07

| Segment | Operating Performance - November | | | | | | | | | | | Operating Performance - November - 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 | 58.2 | 58.8 | -1.0 | 103.79 | 98.05 | 5.9 | 60.45 | 57.66 | 4.8 | 6.8 | 1.9 | 0.9 | 64.6 | 64.5 | 0.2 | 103.70 | 97.96 | 5.9 | 66.95 | 63.21 | 5.9 | 7.3 | 1.3 | 1.4 | 48142 | 25268 | 4478942 | 3052417 | | |
| Pacific | 63.7 | 63.3 | 0.6 | 119.35 | 112.04 | 6.5 | 76.01 | 70.87 | 7.3 | 8.5 | 1.1 | 1.8 | 70.0 | 70.1 | -0.1 | 122.01 | 114.83 | 6.3 | 85.40 | 80.55 | 6.0 | 6.8 | 0.7 | 0.5 | 7613 | 3476 | 688846 | 482651 | | |
| California | 65.1 | 64.6 | 0.8 | 118.38 | 110.55 | 7.1 | 77.11 | 71.39 | 8.0 | 9.3 | 1.2 | 2.0 | 70.6 | 70.7 | -0.1 | 119.60 | 112.20 | 6.6 | 84.43 | 79.36 | 6.4 | 7.2 | 0.8 | 0.6 | 5306 | 2454 | 477399 | 337865 | | |
| Anaheim-Santa Ana, CA | 65.0 | 65.6 | -0.9 | 116.66 | 108.28 | 7.7 | 75.83 | 70.99 | 6.8 | 6.6 | -0.2 | -1.1 | 73.3 | 73.3 | 0.0 | 122.02 | 113.09 | 7.9 | 89.46 | 82.89 | 7.9 | 8.5 | 0.6 | 0.6 | 422 | 218 | 52497 | 40174 | | |
| Los Angeles-Long Beach, CA | 70.6 | 72.5 | -2.6 | 122.83 | 116.11 | 5.8 | 86.76 | 84.13 | 3.1 | 3.5 | 0.4 | -2.2 | 76.4 | 76.4 | 0.0 | 122.87 | 114.53 | 7.3 | 93.82 | 87.55 | 7.2 | 6.8 | -0.4 | -0.5 | 953 | 399 | 92762 | 64871 | | |
| Oakland, CA | 69.2 | 63.0 | 9.8 | 96.65 | 91.86 | 5.2 | 66.84 | 57.86 | 15.5 | 14.7 | -0.7 | 9.0 | 69.5 | 65.9 | 5.5 | 96.35 | 91.31 | 5.5 | 66.93 | 60.20 | 11.2 | 11.4 | 0.2 | 5.6 | 239 | 139 | 23797 | 18974 | | |
| Riverside-San Bernardino, CA | 65.6 | 65.7 | -0.2 | 99.39 | 96.69 | 2.8 | 65.22 | 63.56 | 2.6 | 4.3 | 1.7 | 1.5 | 65.0 | 66.7 | -2.5 | 97.42 | 94.80 | 2.8 | 63.30 | 63.21 | 0.1 | 0.8 | 0.7 | -1.9 | 474 | 203 | 38234 | 24830 | | |
| Sacramento, CA | 51.5 | 52.1 | -1.2 | 92.78 | 91.82 | 1.0 | 47.77 | 47.84 | -0.1 | 0.6 | 0.8 | -0.4 | 62.1 | 64.1 | -3.1 | 99.72 | 97.45 | 2.3 | 61.96 | 62.45 | -0.8 | -1.0 | -0.2 | -3.2 | 265 | 126 | 23136 | 16358 | | |
| San Diego, CA | 71.3 | 65.3 | 9.2 | 133.09 | 126.77 | 5.0 | 94.94 | 82.81 | 14.6 | 18.2 | 3.1 | 12.6 | 74.7 | 75.1 | -0.5 | 140.51 | 132.60 | 6.0 | 104.92 | 99.55 | 5.4 | 7.0 | 1.5 | 1.0 | 453 | 257 | 54830 | 43234 | | |
| San Francisco/San Mateo, CA | 73.7 | 68.2 | 8.1 | 159.32 | 138.33 | 15.2 | 117.41 | 94.35 | 24.4 | 24.9 | 0.4 | 8.5 | 76.4 | 74.2 | 3.0 | 149.77 | 139.52 | 7.3 | 114.38 | 103.48 | 10.5 | 10.7 | 0.1 | 3.1 | 383 | 215 | 50360 | 41546 | | |
| San Jose-Santa Cruz, CA | 64.5 | 63.8 | 1.1 | 119.58 | 108.18 | 10.5 | 77.09 | 69.06 | 11.6 | 11.3 | -0.3 | 0.7 | 70.8 | 68.6 | 3.2 | 119.30 | 109.35 | 9.1 | 84.48 | 74.99 | 12.7 | 12.2 | -0.4 | 2.8 | 306 | 182 | 29077 | 22999 | | |
| California South/Central | 57.5 | 61.4 | -6.4 | 71.17 | 68.93 | 3.2 | 40.94 | 42.33 | -3.3 | -1.8 | 1.6 | -4.8 | 63.2 | 66.2 | -4.5 | 72.30 | 68.40 | 5.7 | 45.68 | 45.30 | 0.8 | 4.2 | 3.3 | -1.4 | 319 | 147 | 23204 | 14341 | | |
| California North | 53.7 | 55.4 | -3.1 | 91.29 | 87.55 | 4.3 | 49.00 | 48.52 | 1.0 | 3.7 | 2.7 | -0.5 | 61.6 | 63.3 | -2.7 | 95.99 | 91.13 | 5.3 | 59.11 | 57.71 | 2.4 | 4.6 | 2.1 | -0.7 | 634 | 226 | 34080 | 18131 | | |
| California North Central | 50.2 | 55.4 | -9.4 | 87.02 | 84.86 | 2.5 | 43.65 | 47.00 | -7.1 | -4.4 | 3.0 | -6.7 | 61.6 | 64.6 | -4.6 | 91.51 | 88.54 | 3.4 | 56.36 | 57.19 | -1.5 | -0.2 | 1.3 | -3.4 | 264 | 98 | 16584 | 8532 | | |
| Central California Coast | 59.0 | 59.2 | -0.3 | 129.62 | 129.06 | 0.4 | 76.44 | 76.40 | 0.1 | 3.0 | 2.9 | 2.6 | 67.2 | 67.0 | 0.3 | 137.22 | 129.70 | 5.8 | 92.23 | 86.87 | 6.2 | 9.1 | 2.8 | 3.1 | 556 | 231 | 36638 | 22846 | | |
| Bakersfield, CA | 56.3 | 64.1 | -12.2 | 63.27 | 63.76 | -0.8 | 35.63 | 40.84 | -12.8 | -11.1 | 1.9 | -10.4 | 62.8 | 66.7 | -5.8 | 65.04 | 63.04 | 3.2 | 40.85 | 42.05 | -2.9 | 0.3 | 3.2 | -2.8 | 117 | 57 | 9065 | 5903 | | |
| Fresno, CA | 57.1 | 60.6 | -5.8 | 77.33 | 73.94 | 4.6 | 44.19 | 44.83 | -1.4 | -0.8 | 0.6 | -5.1 | 62.1 | 65.0 | -4.5 | 77.40 | 72.49 | 6.8 | 48.10 | 47.12 | 2.1 | 3.1 | 1.0 | -3.4 | 115 | 56 | 8934 | 5758 | | |
| Tulare/Visalia | 60.3 | 58.1 | 3.8 | 73.99 | 69.76 | 6.1 | 44.62 | 40.55 | 10.0 | 12.9 | 2.6 | 6.5 | 65.6 | 67.6 | -3.0 | 76.27 | 70.92 | 7.5 | 50.06 | 47.96 | 4.4 | 12.6 | 7.8 | 4.7 | 87 | 34 | 5205 | 2680 | | |
| Santa Rosa | 57.9 | 61.4 | -5.7 | 112.80 | 112.67 | 0.1 | 65.35 | 69.13 | -5.5 | -3.5 | 2.1 | -3.6 | 66.0 | 66.2 | -0.3 | 124.18 | 118.75 | 4.6 | 81.99 | 78.57 | 4.4 | 5.3 | 1.0 | 0.7 | 84 | 37 | 5774 | 3798 | | |
| Redding/Chico | 56.1 | 57.2 | -1.9 | 68.43 | 63.16 | 8.3 | 38.42 | 36.13 | 6.3 | 6.3 | 0.0 | -1.8 | 62.1 | 63.4 | -2.1 | 69.64 | 66.42 | 4.8 | 43.26 | 42.12 | 2.7 | 2.9 | 0.2 | -1.9 | 68 | 33 | 4423 | 2704 | | |
| Vallejo/Napa Valley | 56.2 | 55.1 | 2.0 | 114.51 | 109.07 | 5.0 | 64.38 | 60.06 | 7.2 | 11.9 | 4.4 | 6.6 | 63.1 | 64.3 | -1.9 | 118.32 | 111.51 | 6.1 | 74.64 | 71.73 | 4.1 | 8.1 | 3.9 | 1.9 | 146 | 60 | 9326 | 5713 | | |
| California North Area | 49.5 | 52.6 | -5.9 | 73.46 | 71.50 | 2.7 | 36.33 | 37.61 | -3.4 | -0.1 | 3.4 | -2.7 | 57.5 | 61.4 | -6.4 | 77.30 | 74.52 | 3.7 | 44.43 | 45.72 | -2.8 | -0.4 | 2.5 | -4.0 | 267 | 68 | 11529 | 4135 | | |
| Eureka/Crescent City | 50.2 | 53.2 | -5.6 | 68.10 | 64.47 | 5.6 | 34.20 | 34.29 | -0.3 | -0.3 | 0.0 | -5.6 | 63.5 | 62.3 | 1.9 | 75.76 | 72.57 | 4.4 | 48.11 | 45.19 | 6.5 | 6.5 | 0.0 | 2.0 | 69 | 28 | 3028 | 1781 | | |
| Stockton/Modesto | 55.8 | 57.5 | -3.0 | 71.55 | 68.73 | 4.1 | 39.93 | 39.54 | 1.0 | 4.0 | 3.0 | -0.1 | 61.8 | 63.6 | -2.8 | 72.29 | 69.14 | 4.6 | 44.66 | 43.95 | 1.6 | 4.9 | 3.2 | 0.3 | 104 | 57 | 7099 | 5095 | | |
| Central CA/Merced | 45.9 | 53.8 | -14.7 | 101.09 | 97.78 | 3.4 | 46.43 | 52.58 | -11.7 | -9.1 | 3.0 | -12.0 | 61.5 | 65.3 | -5.8 | 106.21 | 102.44 | 3.7 | 65.27 | 66.94 | -2.5 | -2.7 | -0.2 | -6.1 | 160 | 41 | 9485 | 3437 | | |
| Oxnard/Ventura MSA | 61.4 | 63.3 | -3.0 | 106.37 | 116.76 | -8.9 | 65.29 | 73.87 | -11.6 | -5.9 | 6.4 | 3.3 | 67.3 | 70.0 | -3.9 | 108.89 | 101.83 | 6.9 | 73.27 | 71.24 | 2.8 | 10.2 | 7.2 | 3.1 | 85 | 47 | 8055 | 6227 | | |
| Santa Barbara/Santa Maria MSA | 63.4 | 63.9 | -0.8 | 136.57 | 129.34 | 5.6 | 86.62 | 82.64 | 4.8 | 6.0 | 1.1 | 0.4 | 70.1 | 69.7 | 0.6 | 144.68 | 129.95 | 11.3 | 101.45 | 90.53 | 12.1 | 12.1 | 0.1 | 0.7 | 121 | 47 | 8845 | 5018 | | |
| San Luis Obispo/Paso Robles | 55.7 | 55.7 | 0.0 | 107.40 | 104.99 | 2.3 | 59.82 | 58.45 | 2.3 | 8.9 | 6.4 | 6.5 | 65.6 | 64.0 | 2.5 | 113.66 | 109.59 | 3.7 | 74.56 | 70.11 | 6.3 | 11.6 | 4.9 | 7.6 | 149 | 55 | 8183 | 4406 | | |
| Monterey/Salinas MSA | 56.2 | 55.3 | 1.6 | 156.89 | 154.07 | 1.8 | 88.17 | 85.24 | 3.4 | 3.2 | -0.3 | 1.3 | 66.1 | 65.0 | 1.7 | 166.95 | 161.73 | 3.2 | 110.28 | 105.15 | 4.9 | 5.6 | 0.7 | 2.3 | 201 | 82 | 11555 | 7195 | | |

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