



**Smith Travel Research**  
**California Tourism**  
**February 2008 Compared with February 2007**

e.outlook

21-Mar-08

Segment	Operating Performance - February											Operating Performance - February - Year to Date											Participation							
	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Occupancy Percent			Average Room Rate			RevPAR			Revenue	Supply	Demand	Properties		Rooms			
	2008	2007	% Chg	2008	2007	% Chg	2008	2007	% Chg	% Chg	% Chg	% Chg	2008	2007	% Chg	2008	2007	% Chg	2008	2007	% Chg	% Chg	% Chg	% Chg	2008	2007	% Chg	Census	Sample	Census
United States	59.3	60.0	-1.2	108.46	104.06	4.2	64.32	62.43	3.0	5.2	2.1	1.0	55.3	56.1	-1.4	107.09	102.03	5.0	59.17	57.22	3.4	5.6	2.1	0.6	48067	25557	4488131	3081526		
Pacific	65.4	66.6	-1.8	127.30	120.99	5.2	83.21	80.57	3.3	4.6	1.2	-0.6	61.5	62.5	-1.6	125.74	118.96	5.7	77.36	74.34	4.1	5.2	1.1	-0.4	7621	3507	690680	487052		
California	66.5	68.5	-2.9	123.75	118.19	4.7	82.24	80.91	1.6	3.1	1.4	-1.6	62.8	64.3	-2.3	121.47	115.28	5.4	76.30	74.10	3.0	4.2	1.2	-1.1	5316	2476	478926	339902		
Anaheim-Santa Ana, CA	68.1	70.8	-3.8	124.40	118.02	5.4	84.74	83.54	1.4	1.1	-0.3	-4.1	65.1	66.6	-2.3	124.43	117.21	6.2	80.95	78.04	3.7	3.3	-0.4	-2.7	422	220	52452	40395		
Los Angeles-Long Beach, CA	74.5	77.1	-3.4	131.83	124.26	6.1	98.26	95.80	2.6	3.3	0.7	-2.6	70.9	72.8	-2.6	130.30	122.12	6.7	92.43	88.87	4.0	4.8	0.8	-1.8	951	402	92692	65375		
Oakland, CA	64.7	65.4	-1.1	98.66	95.10	3.7	63.84	62.21	2.6	2.4	-0.2	-1.3	61.9	63.7	-2.8	98.65	94.33	4.6	61.05	60.04	1.7	1.2	-0.5	-3.3	240	136	23948	18731		
Riverside-San Bernardino, CA	68.7	71.0	-3.2	110.43	109.73	0.6	75.88	77.91	-2.6	0.7	3.4	0.1	64.2	67.2	-4.5	106.77	104.81	1.9	68.57	70.41	-2.6	0.3	3.0	-1.6	479	212	38901	25783		
Sacramento, CA	59.6	60.6	-1.7	111.76	106.90	4.5	66.56	64.73	2.8	3.4	0.5	-1.1	57.6	58.1	-0.9	108.61	104.81	3.6	62.60	60.84	2.9	3.1	0.3	-0.5	264	125	23065	16178		
San Diego, CA	70.5	75.2	-6.3	139.26	142.33	-2.2	98.17	107.03	-8.3	-6.2	2.2	-4.2	65.9	68.1	-3.2	136.89	135.21	1.2	90.23	92.14	-2.1	0.1	2.3	-1.1	455	261	54808	43513		
San Francisco/San Mateo, CA	69.5	67.8	2.5	157.77	142.47	10.7	109.66	96.65	13.5	15.6	1.9	4.4	65.6	63.1	4.0	152.99	141.62	8.0	100.43	89.39	12.4	13.8	1.3	5.4	388	211	51033	41390		
San Jose-Santa Cruz, CA	67.0	68.2	-1.8	128.55	116.53	10.3	86.12	79.44	8.4	7.7	-0.6	-2.3	64.6	65.9	-2.0	127.95	116.58	9.8	82.69	76.78	7.7	7.0	-0.6	-2.5	305	181	28906	23037		
California South/Central	59.9	62.4	-4.0	77.83	74.17	4.9	46.66	46.25	0.9	2.7	1.8	-2.1	53.8	57.5	-6.4	74.37	71.60	3.9	40.01	41.19	-2.9	-1.7	1.2	-5.3	321	148	23484	14489		
California North	50.3	52.4	-4.0	87.29	84.12	3.8	43.94	44.05	-0.2	2.3	2.6	-1.4	48.8	49.5	-1.4	85.53	82.83	3.3	41.72	40.97	1.8	4.5	2.6	1.2	633	230	34120	18419		
California North Central	52.5	57.0	-7.9	93.06	85.65	8.7	48.87	48.79	0.2	5.4	5.3	-3.0	50.4	55.2	-8.7	92.91	85.25	9.0	46.79	47.03	-0.5	4.4	4.9	-4.2	265	100	16816	8643		
Central California Coast	61.1	61.2	-0.2	126.46	125.59	0.7	77.24	76.80	0.6	2.4	1.8	1.7	55.6	56.1	-0.9	120.12	118.65	1.2	66.79	66.59	0.3	2.1	1.8	0.9	555	237	36501	22920		
Bakersfield, CA	59.6	65.0	-8.3	68.12	65.97	3.3	40.59	42.88	-5.3	-4.8	0.6	-7.8	54.3	59.7	-9.0	65.64	64.60	1.6	35.63	38.55	-7.6	-7.1	0.6	-8.6	117	59	9057	6061		
Fresno, CA	60.0	60.4	-0.7	81.39	78.64	3.5	48.85	47.54	2.8	6.2	3.3	2.6	53.1	55.9	-5.0	79.10	76.58	3.3	41.98	42.82	-2.0	-0.1	1.9	-3.3	116	56	9154	5842		
Tulare/Visalia	60.4	61.0	-1.0	88.15	81.76	7.8	53.27	49.90	6.8	8.2	1.3	0.3	54.2	56.5	-4.1	81.46	76.01	7.2	44.13	42.97	2.7	4.1	1.3	-2.9	88	33	5273	2586		
Santa Rosa	54.9	53.3	3.0	103.94	104.06	-0.1	57.11	55.49	2.9	6.2	3.2	6.3	52.5	49.3	6.5	101.21	101.82	-0.6	53.12	50.18	5.9	9.2	3.2	9.9	84	39	5834	4062		
Redding/Chico	52.4	50.7	3.4	67.81	65.59	3.4	35.55	33.27	6.9	6.8	0.0	3.3	52.3	49.3	6.1	68.37	65.68	4.1	35.74	32.38	10.4	10.4	0.0	6.0	68	34	4423	2787		
Vallejo/Napa Valley	50.2	57.1	-12.1	100.75	94.67	6.4	50.62	54.06	-6.4	-2.2	4.4	-8.1	46.8	53.9	-13.2	98.48	92.96	5.9	46.06	50.13	-8.1	-4.1	4.4	-9.5	146	59	9324	5579		
California North Area	47.4	48.8	-2.9	79.47	76.37	4.1	37.64	37.23	1.1	3.8	2.6	-0.3	47.4	45.9	3.3	78.37	75.52	3.8	37.18	34.70	7.1	10.0	2.6	6.0	266	69	11511	4149		
Eureka/Crescent City	50.0	52.4	-4.6	68.32	65.28	4.7	34.18	34.22	-0.1	-0.1	0.0	-4.6	47.8	49.9	-4.2	67.79	65.19	4.0	32.40	32.51	-0.3	-0.3	0.0	-4.1	69	29	3028	1842		
Stockton/Modesto	53.8	59.2	-9.1	73.05	68.64	6.4	39.29	40.61	-3.3	3.3	6.8	-2.9	51.4	57.4	-10.5	72.84	68.39	6.5	37.45	39.22	-4.5	1.9	6.8	-4.3	106	61	7353	5475		
Central CA/Merced	51.5	55.3	-6.9	109.29	99.44	9.9	56.31	54.98	2.4	6.6	4.1	-3.0	49.5	53.5	-7.5	109.09	98.87	10.3	54.05	52.92	2.1	5.7	3.5	-4.2	159	39	9463	3168		
Oxnard/Ventura MSA	67.9	68.6	-1.0	103.96	102.03	1.9	70.56	69.98	0.8	5.6	4.8	3.7	62.0	63.6	-2.5	102.98	100.34	2.6	63.81	63.78	0.0	4.8	4.8	2.1	85	46	8063	5963		
Santa Barbara/Santa Maria MSA	65.6	61.9	6.0	128.69	126.76	1.5	84.38	78.46	7.5	8.8	1.1	7.1	61.3	58.6	4.6	124.90	121.43	2.9	76.58	71.14	7.6	8.8	1.1	5.8	121	53	8844	5320		
San Luis Obispo/Paso Robles	58.0	57.2	1.4	97.06	99.44	-2.4	56.28	56.88	-1.1	3.7	4.8	6.2	51.3	52.1	-1.5	94.78	96.63	-1.9	48.63	50.32	-3.4	1.3	4.8	3.2	149	57	8183	4473		
Monterey/Salinas MSA	55.0	58.3	-5.7	166.24	160.32	3.7	91.47	93.49	-2.2	-3.7	-1.6	-7.1	49.8	52.0	-4.2	149.35	145.98	2.3	74.34	75.96	-2.1	-3.7	-1.6	-5.9	200	81	11411	7164		

Source: Smith Travel Research

The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is in no way to be construed as a recommendation by Smith Travel Research of any industry standard and is intended solely for the internal purposes of your company and should not be published in any manner unless authorized by Smith Travel Research. Copyright 2008 Smith Travel Research.