



Smith Travel Research
California Tourism
March 2008 Compared with March 2007

e.outlook
 22-Apr-08

Segment	Operating Performance - March											Operating Performance - March - 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	% Chg	2008	Sample	Census
United States	62.6	65.7	-4.7	109.36	104.82	4.3	68.50	68.82	-0.5	1.8	2.3	-2.4	57.8	59.4	-2.7	107.93	103.10	4.7	62.37	61.22	1.9	4.1	2.1	-0.6	48294	25710	4507164	3098854
Pacific	67.6	69.8	-3.2	126.06	119.36	5.6	85.17	83.32	2.2	3.4	1.2	-2.1	63.6	65.0	-2.2	125.82	119.11	5.6	80.02	77.43	3.3	4.5	1.1	-1.1	7629	3525	690649	488953
California	69.0	71.6	-3.6	122.90	116.94	5.1	84.78	83.67	1.3	2.7	1.3	-2.3	64.9	66.8	-2.8	121.94	115.90	5.2	79.18	77.39	2.3	3.6	1.2	-1.6	5321	2485	478846	341299
Anaheim-Santa Ana, CA	76.8	80.6	-4.7	126.65	121.44	4.3	97.28	97.83	-0.6	-0.9	-0.3	-5.0	69.1	71.4	-3.2	125.28	118.85	5.4	86.53	84.85	2.0	1.6	-0.4	-3.6	422	220	52457	40549
Los Angeles-Long Beach, CA	74.5	77.9	-4.4	126.99	121.34	4.7	94.57	94.53	0.0	0.3	0.3	-4.1	72.2	74.5	-3.1	128.88	121.88	5.7	93.04	90.86	2.4	2.8	0.4	-2.8	951	404	92313	65734
Oakland, CA	65.5	65.7	-0.3	98.18	95.70	2.6	64.31	62.86	2.3	1.9	-0.4	-0.6	63.2	64.4	-1.9	98.47	94.81	3.9	62.20	61.01	2.0	1.5	-0.5	-2.3	240	136	23948	18538
Riverside-San Bernardino, CA	69.3	72.3	-4.1	118.10	113.48	4.1	81.87	82.05	-0.2	3.1	3.3	-0.9	66.0	68.9	-4.2	110.91	107.96	2.7	73.16	74.42	-1.7	1.4	3.1	-1.3	480	212	38955	25755
Sacramento, CA	60.9	66.1	-7.9	107.72	102.16	5.4	65.62	67.57	-2.9	-1.3	1.6	-6.4	58.8	60.8	-3.3	108.31	103.83	4.3	63.66	63.15	0.8	1.5	0.7	-2.7	264	125	23057	16119
San Diego, CA	73.2	75.3	-2.8	139.35	134.95	3.3	101.96	101.57	0.4	2.7	2.3	-0.5	68.4	70.6	-3.1	137.79	135.11	2.0	94.25	95.33	-1.1	1.1	2.3	-0.9	456	263	54876	43647
San Francisco/San Mateo, CA	73.7	71.2	3.5	154.02	140.18	9.9	113.44	99.79	13.7	15.9	2.0	5.5	68.4	65.9	3.8	153.36	141.09	8.7	104.88	92.97	12.8	14.6	1.6	5.4	388	212	51075	41999
San Jose-Santa Cruz, CA	66.5	71.6	-7.1	125.78	116.79	7.7	83.71	83.66	0.1	-0.3	-0.4	-7.5	65.3	67.8	-3.7	127.17	116.62	9.0	83.04	79.12	5.0	4.4	-0.6	-4.3	305	181	28905	22922
California South/Central	57.7	63.6	-9.3	72.73	71.41	1.8	41.97	45.38	-7.5	-5.5	2.2	-7.2	55.1	59.6	-7.6	73.74	71.45	3.2	40.65	42.56	-4.5	-3.0	1.6	-6.0	323	153	23598	14761
California North	55.4	57.4	-3.5	89.63	87.33	2.6	49.65	50.13	-1.0	1.0	1.9	-1.6	51.0	52.2	-2.3	87.10	84.54	3.0	44.45	44.14	0.7	3.1	2.4	0.1	633	234	34120	18637
California North Central	56.2	63.4	-11.4	94.61	85.81	10.3	53.17	54.41	-2.3	2.3	4.6	-7.3	52.3	58.0	-9.8	93.70	85.46	9.6	49.01	49.57	-1.1	3.6	4.8	-5.5	266	102	16836	8911
Central California Coast	65.9	65.1	1.2	125.77	126.46	-0.5	82.92	82.37	0.7	2.4	1.7	3.0	59.2	59.2	0.0	122.32	121.65	0.6	72.38	72.02	0.5	2.3	1.8	1.8	555	230	36506	22667
Bakersfield, CA	60.3	68.3	-11.7	66.51	66.69	-0.3	40.08	45.56	-12.0	-10.6	1.6	-10.4	56.3	62.7	-10.2	65.97	65.38	0.9	37.18	40.97	-9.3	-8.4	0.9	-9.2	118	59	9148	6059
Fresno, CA	58.0	60.1	-3.5	77.87	76.42	1.9	45.16	45.96	-1.7	1.5	3.3	-0.4	54.8	57.4	-4.5	78.61	76.52	2.7	43.08	43.90	-1.9	0.4	2.4	-2.2	117	58	9177	5929
Tulare/Visalia	52.8	61.1	-13.6	75.21	72.12	4.3	39.69	44.10	-10.0	-8.8	1.3	-12.6	53.6	57.9	-7.4	79.25	74.25	6.7	42.47	43.01	-1.3	0.0	1.3	-6.3	88	36	5273	2773
Santa Rosa	57.3	58.6	-2.2	110.68	109.07	1.5	63.37	63.93	-0.9	2.3	3.2	0.8	54.1	52.5	3.0	104.66	104.61	0.0	56.65	54.91	3.2	6.5	3.2	6.4	84	39	5834	4062
Redding/Chico	57.9	57.0	1.6	68.44	64.90	5.5	39.66	37.00	7.2	7.2	0.0	1.6	54.2	52.0	4.2	68.41	65.39	4.6	37.10	33.97	9.2	9.2	0.0	4.4	68	34	4423	2787
Vallejo/Napa Valley	58.2	61.2	-4.9	103.99	103.19	0.8	60.54	63.20	-4.2	-1.5	2.8	-2.3	50.6	56.5	-10.4	100.67	96.81	4.0	50.96	54.68	-6.8	-3.2	3.9	-6.9	146	61	9324	5763
California North Area	51.7	54.0	-4.3	79.00	75.91	4.1	40.81	41.01	-0.5	1.4	1.9	-2.6	48.9	48.7	0.4	78.70	75.67	4.0	38.50	36.88	4.4	6.8	2.4	2.7	266	73	11511	4354
Eureka/Crescent City	53.6	56.7	-5.5	70.75	67.67	4.6	37.91	38.39	-1.3	-1.3	0.0	-5.6	49.8	52.2	-4.6	68.89	66.12	4.2	34.30	34.54	-0.7	-0.7	0.0	-4.7	69	27	3028	1671
Stockton/Modesto	56.9	65.4	-13.0	73.68	72.10	2.2	41.92	47.13	-11.1	-6.3	5.3	-8.3	53.3	60.1	-11.3	73.15	69.79	4.8	38.99	41.97	-7.1	-1.3	6.2	-5.8	106	61	7354	5486
Central CA/Merced	55.7	61.9	-10.0	111.20	96.91	14.7	61.90	59.99	3.2	7.4	4.1	-6.4	51.5	56.4	-8.7	110.21	98.13	12.3	56.80	55.34	2.6	6.5	3.7	-5.2	160	41	9482	3425
Oxnard/Ventura MSA	65.4	70.7	-7.5	107.26	105.18	2.0	70.19	74.34	-5.6	-1.1	4.8	-3.0	63.1	66.0	-4.4	104.73	102.17	2.5	66.12	67.40	-1.9	2.8	4.8	0.3	85	47	8063	6271
Santa Barbara/Santa Maria MSA	70.2	67.5	4.0	138.20	135.14	2.3	97.05	91.16	6.5	7.7	1.1	5.3	64.4	61.6	4.5	129.90	126.60	2.6	83.63	78.04	7.2	8.4	1.1	5.6	121	49	8844	5037
San Luis Obispo/Paso Robles	65.9	62.2	5.9	103.22	103.21	0.0	68.05	64.21	6.0	10.6	4.4	10.6	56.4	55.5	1.6	98.15	99.26	-1.1	55.37	55.11	0.5	5.2	4.7	6.4	149	54	8183	4226
Monterey/Salinas MSA	62.9	61.7	1.9	145.55	151.33	-3.8	91.62	93.35	-1.9	-3.4	-1.6	0.4	54.3	55.4	-2.0	147.82	148.03	-0.1	80.29	81.94	-2.0	-3.6	-1.6	-3.4	200	80	11416	7133

Source: Smith Travel Research

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