



Smith Travel Research
California Tourism
April 2008 Compared with April 2007

e.outlook

22-May-08

Segment	Operating Performance - April											Operating Performance - April - 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	2007
United States	63.6	63.9	-0.5	108.07	103.28	4.6	68.76	65.95	4.3	6.8	2.4	59.2	60.5	-2.1	108.01	103.17	4.7	63.99	62.43	2.5	4.8	2.2	0.1	48835	25827	4542909	3113184	
Pacific	66.6	67.7	-1.6	124.00	119.28	4.0	82.60	80.81	2.2	3.5	1.3	64.4	65.7	-2.0	125.38	119.18	5.2	80.70	78.31	3.1	4.3	1.2	-0.9	7653	3554	692815	492387	
California	68.1	69.7	-2.3	123.64	117.66	5.1	84.20	82.00	2.7	4.2	1.5	65.7	67.5	-2.7	122.39	116.33	5.2	80.43	78.53	2.4	3.8	1.3	-1.4	5331	2505	479922	343858	
Anaheim-Santa Ana, CA	73.2	76.3	-4.1	124.27	120.77	2.9	91.02	92.20	-1.3	-1.4	-0.1	70.1	72.6	-3.4	125.01	119.33	4.8	87.63	86.66	1.1	0.8	-0.3	-3.8	422	221	52456	40817	
Los Angeles-Long Beach, CA	73.6	74.9	-1.7	128.90	121.99	5.7	94.86	91.32	3.9	4.7	0.8	72.5	74.6	-2.8	128.90	121.90	5.7	93.46	90.97	2.7	3.3	0.5	-2.3	953	413	92762	66305	
Oakland, CA	65.4	64.1	2.0	98.83	95.93	3.0	64.64	61.48	5.1	5.1	0.0	63.6	64.3	-1.1	98.44	95.07	3.5	62.65	61.12	2.5	2.2	-0.3	-1.3	240	135	24022	18666	
Riverside-San Bernardino, CA	63.2	67.8	-6.8	111.65	111.06	0.5	70.55	75.31	-6.3	-2.4	4.2	65.2	68.7	-5.1	111.07	108.68	2.2	72.45	74.61	-2.9	0.4	3.4	-1.8	483	220	39422	26264	
Sacramento, CA	58.3	58.7	-0.7	99.66	95.31	4.6	58.14	55.93	4.0	6.5	2.5	58.7	60.3	-2.7	106.17	101.78	4.3	62.30	61.37	1.5	2.7	1.2	-1.5	265	128	23167	16497	
San Diego, CA	74.1	73.2	1.2	146.12	135.99	7.4	108.22	99.53	8.7	11.5	2.6	69.9	71.2	-1.8	139.97	135.29	3.5	97.77	96.29	1.5	3.9	2.4	0.5	456	262	54996	43702	
San Francisco/San Mateo, CA	74.1	73.0	1.5	151.77	141.11	7.6	112.42	103.04	9.1	11.0	1.7	69.8	67.7	3.1	152.92	141.10	8.4	106.79	95.49	11.8	13.7	1.6	4.9	388	209	51076	41947	
San Jose-Santa Cruz, CA	69.0	69.6	-0.9	126.66	118.03	7.3	87.34	82.16	6.3	5.6	-0.6	66.2	68.3	-3.1	127.01	116.98	8.6	84.08	79.88	5.3	4.7	-0.6	-3.6	305	182	28905	23101	
California South/Central	62.6	64.5	-2.9	74.64	71.80	4.0	46.71	46.32	0.8	2.9	2.1	57.0	60.8	-6.3	74.04	71.52	3.5	42.17	43.49	-3.0	-1.4	1.7	-4.8	323	154	23328	14956	
California North	56.1	59.3	-5.4	94.25	90.58	4.1	52.84	53.73	-1.7	0.0	1.7	52.3	54.0	-3.1	89.11	86.28	3.3	46.61	46.62	0.0	2.2	2.2	-1.1	635	228	34167	18421	
California North Central	54.9	59.7	-8.0	93.53	90.85	2.9	51.35	54.27	-5.4	-1.0	4.6	52.9	58.5	-9.6	93.58	86.74	7.9	49.55	50.72	-2.3	2.3	4.8	-5.2	268	101	16889	8906	
Central California Coast	63.2	67.5	-6.4	133.29	131.40	1.4	84.25	88.73	-5.0	-3.7	1.4	60.2	61.3	-1.8	125.37	124.35	0.8	75.42	76.21	-1.0	0.6	1.7	-0.2	555	239	36532	23247	
Bakersfield, CA	61.9	64.8	-4.5	68.58	65.81	4.2	42.42	42.63	-0.5	0.7	1.2	57.7	63.2	-8.7	66.82	65.49	2.0	38.56	41.38	-6.8	-5.9	1.0	-7.8	119	59	9168	6095	
Fresno, CA	64.4	64.8	-0.6	79.82	76.97	3.7	51.42	49.88	3.1	6.5	3.3	57.2	59.3	-3.5	78.93	76.59	3.1	45.13	45.41	-0.6	2.0	2.6	-1.1	117	59	9177	6088	
Tulare/Visalia	60.5	63.5	-4.7	75.86	73.52	3.2	45.91	46.68	-1.6	-0.3	1.4	55.2	59.3	-6.9	78.37	74.06	5.8	43.29	43.89	-1.4	0.0	1.3	-5.5	87	36	4983	2773	
Santa Rosa	61.5	63.0	-2.4	118.76	114.73	3.5	73.09	72.22	1.2	4.4	3.2	56.0	55.1	1.6	108.51	107.50	0.9	60.76	59.24	2.6	5.8	3.2	4.8	84	35	5834	3886	
Redding/Chico	57.6	61.6	-6.5	71.85	69.47	3.4	41.38	42.78	-3.3	-3.3	0.0	54.9	54.4	0.9	69.31	66.54	4.2	38.04	36.17	5.2	5.2	0.0	1.0	68	34	4423	2786	
Vallejo/Napa Valley	60.0	61.5	-2.4	115.24	109.73	5.0	69.17	67.48	2.5	5.4	2.8	53.0	57.7	-8.1	104.80	100.28	4.5	55.51	57.90	-4.1	-0.7	3.6	-5.0	146	61	9324	5763	
California North Area	50.2	55.0	-8.7	74.72	75.34	-0.8	37.48	41.47	-9.6	-8.6	1.2	49.3	50.4	-2.2	77.97	75.81	2.8	38.47	38.24	0.6	2.7	2.1	-0.2	268	70	11558	4210	
Eureka/Crescent City	53.5	58.8	-9.0	72.58	68.51	5.9	38.86	40.31	-3.6	-3.6	0.0	50.7	53.9	-5.9	69.95	66.77	4.8	35.49	35.98	-1.4	-1.4	0.0	-5.8	69	28	3028	1776	
Stockton/Modesto	58.6	60.0	-2.3	74.34	70.56	5.4	43.54	42.36	2.8	8.2	5.3	2.7	54.6	60.1	-9.2	73.49	69.93	5.1	40.10	42.02	-4.6	1.2	6.0	-3.7	106	61	7354	5505
Central CA/Merced	52.1	59.5	-12.4	110.19	106.46	3.5	57.37	63.36	-9.5	-5.7	4.1	51.7	57.3	-9.8	110.03	100.14	9.9	56.87	57.33	-0.8	3.0	3.8	-6.3	162	40	9535	3401	
Oxnard/Ventura MSA	66.5	64.6	2.9	110.86	106.23	4.4	73.74	68.61	7.5	11.3	3.5	64.0	65.6	-2.4	106.32	103.18	3.0	68.03	67.70	0.5	5.0	4.5	1.9	85	47	8064	6272	
Santa Barbara/Santa Maria MSA	67.1	70.5	-4.8	138.84	136.83	1.5	93.21	96.42	-3.3	-2.2	1.1	65.1	63.9	1.9	132.53	129.43	2.4	86.23	82.64	4.3	5.5	1.1	3.1	121	54	8843	5449	
San Luis Obispo/Paso Robles	58.2	68.9	-15.5	108.99	111.20	-2.0	63.40	76.64	-17.3	-13.8	4.2	56.8	58.9	-3.6	101.13	102.76	-1.6	57.40	60.51	-5.1	-0.8	4.5	0.8	149	60	8183	4591	
Monterey/Salinas MSA	61.4	66.3	-7.4	162.16	157.62	2.9	99.64	104.58	-4.7	-6.4	-1.7	56.1	58.1	-3.4	151.82	150.79	0.7	85.19	87.62	-2.8	-4.3	-1.6	-5.0	200	78	11442	6935	

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.