

# Tab 2 - Multi-Segment

California Tourism

For the month of: May 2008

	Current Month - May 2008 vs May 2007													Year to Date - May 2008 vs May 2007										Participation				
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from May 2008						Occ %		ADR (\$)		RevPAR (\$)		Percent Change from YTD 2008						Properties		Rooms	
	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2008	2007	2008	2007	2008	2007	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	63.3	64.9	106.95	103.14	67.69	66.97	-2.5	3.7	1.1	3.5	2.4	-0.2	60.1	61.4	107.78	103.17	64.75	63.37	-2.2	4.5	2.2	4.5	2.3	0.0	49672	25974	4588024	3126923
Pacific	67.5	68.6	123.39	119.75	83.31	82.20	-1.6	3.0	1.4	2.8	1.5	-0.2	65.0	66.3	125.00	119.33	81.27	79.13	-1.9	4.8	2.7	4.0	1.2	-0.8	7704	3571	698177	493286
California	68.0	69.4	122.61	119.15	83.32	82.71	-2.1	2.9	0.7	2.5	1.7	-0.4	66.2	67.9	122.49	116.97	81.06	79.41	-2.5	4.7	2.1	3.5	1.4	-1.2	5343	2520	481315	344828
Anaheim-Santa Ana, CA	68.7	71.2	119.93	121.87	82.33	86.72	-3.5	-1.6	-5.1	-5.1	-0.1	-3.6	69.8	72.3	123.98	119.85	86.54	86.69	-3.5	3.4	-0.2	-0.4	-0.3	-3.8	422	226	52457	40790
Los Angeles-Long Beach, CA	73.5	74.3	127.97	122.14	94.11	90.80	-1.1	4.8	3.6	4.8	1.1	0.0	72.7	74.5	128.98	122.23	93.77	91.09	-2.4	5.5	2.9	3.6	0.6	-1.8	956	419	93230	67245
Oakland, CA	65.7	66.8	97.55	97.22	64.11	64.92	-1.6	0.3	-1.3	-1.3	-0.0	-1.6	64.1	64.8	98.29	95.51	63.00	61.89	-1.1	2.9	1.8	1.5	-0.3	-1.4	240	137	24027	18983
Riverside-San Bernardino, CA	58.6	63.2	98.63	97.70	57.83	61.71	-7.2	1.0	-6.3	-2.3	4.2	-3.3	63.9	67.5	108.82	106.56	69.49	71.95	-5.4	2.1	-3.4	0.0	3.6	-2.1	483	216	39422	25852
Sacramento, CA	60.1	62.1	98.17	95.99	58.98	59.64	-3.3	2.3	-1.1	2.1	3.2	-0.2	58.9	60.7	104.48	100.57	61.58	61.01	-2.8	3.9	0.9	2.5	1.6	-1.3	266	129	23187	16591
San Diego, CA	71.8	70.2	145.40	137.98	104.44	96.92	2.2	5.4	7.8	10.6	2.6	4.9	70.3	71.0	141.10	135.80	99.18	96.40	-1.0	3.9	2.9	5.4	2.4	1.4	457	261	55196	43552
San Francisco/San Mateo, CA	76.1	78.1	153.11	151.58	116.50	118.46	-2.6	1.0	-1.6	-0.3	1.3	-1.3	71.1	69.8	152.87	143.51	108.73	100.22	1.9	6.5	8.5	10.2	1.6	3.5	388	213	51076	42036
San Jose-Santa Cruz, CA	68.6	69.8	123.27	118.60	84.52	82.81	-1.8	3.9	2.1	1.4	-0.6	-2.4	66.7	68.6	126.23	117.32	84.17	80.48	-2.8	7.6	4.6	4.0	-0.6	-3.4	305	178	28905	22855
California South/Central	63.0	65.5	73.79	72.93	46.51	47.78	-3.8	1.2	-2.7	0.9	3.6	-0.3	58.2	61.8	73.98	71.83	43.08	44.37	-5.7	3.0	-2.9	-0.9	2.1	-3.8	326	153	23650	14924
California North	61.1	62.8	101.64	97.24	62.11	61.07	-2.7	4.5	1.7	3.6	1.8	-0.9	54.1	55.8	91.97	88.77	49.74	49.56	-3.1	3.6	0.4	2.5	2.1	-1.1	638	234	34337	18704
California North Central	58.2	61.9	92.86	90.52	54.05	56.05	-6.0	2.6	-3.6	1.1	4.8	-1.5	54.1	59.2	93.39	87.55	50.49	51.82	-8.7	6.7	-2.6	2.1	4.8	-4.3	268	102	16889	8882
California Central Coast	66.5	66.2	140.89	136.21	93.71	90.24	0.4	3.4	3.8	5.9	2.0	2.4	61.4	62.3	128.81	126.92	79.13	79.09	-1.4	1.5	0.1	1.8	1.8	0.3	556	238	36739	23327
Bakersfield, CA	59.9	64.2	65.89	65.34	39.44	41.97	-6.8	0.9	-6.0	-3.9	2.3	-4.7	58.1	63.4	66.63	65.46	38.73	41.50	-8.3	1.8	-6.7	-5.5	1.3	-7.2	120	58	9262	6062
Fresno, CA	64.4	65.9	78.44	78.71	50.53	51.91	-2.3	-0.3	-2.7	3.4	6.3	3.8	58.8	60.7	78.78	77.06	46.30	46.74	-3.1	2.2	-0.9	2.4	3.4	0.1	118	60	9387	6143
Tulare/Visalia	66.3	67.1	78.54	76.10	52.07	51.07	-1.2	3.2	2.0	3.4	1.4	0.2	57.4	60.8	78.41	74.51	45.04	45.32	-5.6	5.2	-0.6	0.7	1.4	-4.3	88	35	5001	2719
Santa Rosa	68.2	67.8	126.65	127.47	86.41	86.36	0.7	-0.6	0.1	3.2	3.2	3.9	58.5	57.7	112.85	112.31	66.03	64.81	1.4	0.5	1.9	5.1	3.2	4.6	84	37	5834	3958
Redding/Chico	62.4	63.9	75.48	71.76	47.08	45.83	-2.3	5.2	2.7	5.6	2.8	0.4	56.4	56.3	70.56	67.76	39.82	38.15	0.2	4.1	4.4	4.9	0.6	0.8	69	35	4545	2866
Vallejo/Napa Valley	64.0	64.3	127.11	117.63	81.29	75.61	-0.5	8.1	7.5	10.5	2.8	2.3	55.1	59.0	110.01	103.99	60.65	61.40	-6.6	5.8	-1.2	2.2	3.4	-3.4	146	61	9324	5763
California Rural North	54.0	58.7	79.59	78.94	43.01	46.33	-7.9	0.8	-7.2	-6.7	0.5	-7.5	50.3	52.2	78.31	76.55	39.39	39.93	-3.6	2.3	-1.4	0.4	1.7	-1.9	270	73	11606	4357
Eureka/Crescent City	63.8	63.2	81.43	77.08	51.98	48.73	1.0	5.6	6.7	6.7	0.0	1.0	53.4	55.8	72.74	69.17	38.84	38.60	-4.3	5.2	0.6	0.6	0.0	-4.3	69	28	3028	1760
Stockton/Modesto	63.9	64.1	77.01	72.10	49.24	46.25	-0.3	6.8	6.5	12.1	5.3	5.0	56.5	60.9	74.27	70.40	42.00	42.90	-7.2	5.5	-2.1	3.6	5.9	-1.8	106	63	7354	5600
Central CA/Merced	53.8	60.2	107.39	105.52	57.76	63.54	-10.7	1.8	-9.1	-5.1	4.4	-6.7	52.1	57.9	109.44	101.29	57.06	58.60	-9.9	8.1	-2.6	1.2	3.9	-6.3	162	39	9535	3282
Oxnard/Ventura MSA	68.0	64.6	112.28	109.68	76.30	70.89	5.1	2.4	7.6	11.4	3.5	8.8	64.8	65.4	107.61	104.48	69.73	68.35	-0.9	3.0	2.0	6.4	4.3	3.3	85	47	8062	6270
Santa Barbara/Santa Maria MSA	69.7	70.6	151.03	141.64	105.31	99.94	-1.2	6.6	5.4	6.6	1.1	-0.1	65.9	65.2	136.64	132.14	90.06	86.19	1.1	3.4	4.5	5.7	1.1	2.2	121	50	8843	5204
San Luis Obispo/Paso Robles	62.2	66.0	115.98	112.22	72.09	74.07	-5.8	3.3	-2.7	1.4	4.2	-1.9	57.9	60.3	104.40	104.89	60.42	63.30	-4.1	-0.5	-4.5	-0.3	4.5	0.2	149	59	8183	4479
Monterey/Salinas MSA	66.1	64.3	169.54	166.21	112.14	106.80	2.9	2.0	5.0	5.1	0.1	3.0	58.2	59.4	155.90	154.15	90.67	91.53	-2.1	1.1	-0.9	-2.2	-1.3	-3.3	201	82	11651	7374