



Smith Travel Research
California Tourism
April 2007 Compared with April 2006

e.outlook
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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			
	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg	2007	2006	% Chg	2007	2006	% Chg	2007	2006	% Chg	% Chg	% Chg	% Chg	% Chg	2007	2006	Census	Sample	Census
United States	64.0	64.7	-1.1	102.94	97.95	5.1	65.92	63.39	4.0	5.3	1.3	60.7	61.2	-0.8	102.79	97.10	5.9	62.36	59.47	4.9	6.1	1.2	0.2	47927	24543	4443826	2983710			
Pacific	67.9	68.7	-1.2	118.88	112.40	5.8	80.76	77.24	4.6	5.4	0.8	65.8	66.3	-0.8	118.81	111.88	6.2	78.19	74.23	5.3	5.9	0.6	-0.2	7582	3355	684271	472216			
California	70.0	70.7	-1.0	117.31	110.49	6.2	82.07	78.15	5.0	5.8	0.8	67.6	68.2	-0.9	116.10	108.91	6.6	78.52	74.28	5.7	6.4	0.7	-0.1	5283	2378	473209	329670			
Anaheim-Santa Ana, CA	76.8	77.8	-1.3	120.12	112.30	7.0	92.22	87.43	5.5	7.0	1.4	72.8	73.5	-1.0	118.83	109.25	8.8	86.49	80.28	7.7	9.6	1.7	0.7	423	219	52626	40138			
Los Angeles-Long Beach, CA	75.1	74.8	0.4	122.06	111.82	9.2	91.62	83.69	9.5	9.0	-0.4	74.8	75.5	-0.9	122.20	112.93	8.2	91.45	85.22	7.3	6.6	-0.6	-1.5	948	392	92293	64524			
Oakland, CA	64.3	61.5	4.6	95.74	90.05	6.3	61.57	55.40	11.1	11.6	0.4	64.3	61.1	5.2	95.06	90.05	5.6	61.11	55.02	11.1	11.5	0.4	5.6	240	140	24046	18927			
Riverside-San Bernardino, CA	67.7	71.9	-5.8	110.19	108.78	1.3	74.56	78.27	-4.7	-4.9	-0.1	68.3	71.6	-4.6	108.07	104.73	3.2	73.82	75.00	-1.6	-1.9	-0.3	-4.9	471	198	37915	24094			
Sacramento, CA	59.2	63.3	-6.5	94.63	93.63	1.1	55.99	59.26	-5.5	-4.5	1.1	60.6	63.8	-5.0	101.07	97.44	3.7	61.30	62.21	-1.5	-0.4	1.1	-4.0	272	118	22782	15314			
San Diego, CA	73.3	73.7	-0.5	136.13	127.50	6.8	99.77	93.99	6.1	7.1	0.9	71.1	72.6	-2.1	135.18	127.16	6.3	96.18	92.27	4.2	5.4	1.1	-0.9	448	243	53650	40740			
San Francisco/San Mateo, CA	73.4	74.4	-1.3	140.70	136.00	3.5	103.32	101.24	2.1	1.9	-0.2	67.8	67.3	0.7	140.58	134.00	4.9	95.33	90.22	5.7	5.3	-0.3	0.4	382	215	50159	41594			
San Jose-Santa Cruz, CA	69.8	67.4	3.6	117.88	106.87	10.3	82.28	71.98	14.3	13.9	-0.3	68.4	66.5	2.9	117.10	107.97	8.5	80.14	71.77	11.7	11.2	-0.4	2.6	306	183	29077	23160			
California South/Central	64.7	68.6	-5.7	71.38	67.16	6.3	46.19	46.07	0.3	3.9	3.7	61.0	62.6	-2.6	71.39	66.70	7.0	43.52	41.75	4.2	8.0	3.6	1.0	318	144	22837	13863			
California North	59.1	58.9	0.3	89.44	85.65	4.4	52.86	50.48	4.7	6.8	2.0	54.0	55.0	-1.8	85.36	81.68	4.5	46.06	44.88	2.6	4.3	1.7	-0.2	625	211	33582	17164			
California North Central	61.3	64.4	-4.8	93.26	91.50	1.9	57.12	58.92	-3.1	-1.7	1.4	59.7	60.9	-2.0	89.68	87.42	2.6	53.57	53.23	0.6	2.2	1.5	-0.4	263	90	16118	7794			
Central California Coast	67.8	67.6	0.3	130.12	122.04	6.6	88.28	82.54	7.0	9.7	2.5	61.3	60.2	1.8	122.86	112.86	8.9	75.30	67.93	10.8	13.4	2.3	4.2	549	215	35924	21455			
Bakersfield, CA	64.2	68.5	-6.3	65.28	62.91	3.8	41.89	43.12	-2.9	0.9	3.8	62.7	63.8	-1.7	65.39	62.23	5.1	40.97	39.68	3.3	7.2	3.8	2.0	118	55	9093	5464			
Fresno, CA	65.5	67.9	-3.5	76.19	70.70	7.8	49.88	48.01	3.9	4.9	1.0	59.5	60.8	-2.1	76.10	70.01	8.7	45.32	42.57	6.5	7.5	1.0	-1.1	114	57	8842	5922			
Tulare/Visalia	64.3	70.0	-8.1	73.86	68.59	7.7	47.47	48.02	-1.1	7.3	8.5	60.4	63.7	-5.2	74.39	69.12	7.6	44.94	44.04	2.0	10.5	8.3	2.7	86	32	4902	2477			
Santa Rosa	63.3	61.4	3.1	112.94	111.37	1.4	71.48	68.43	4.5	4.9	0.4	55.6	55.5	0.2	105.55	102.12	3.4	58.68	56.67	3.5	3.9	0.4	0.6	81	35	5620	3780			
Redding/Chico	62.0	60.2	3.0	69.45	67.10	3.5	43.07	40.39	6.6	6.6	0.0	54.7	55.7	-1.8	66.47	63.78	4.2	36.33	35.55	2.2	2.7	0.5	-1.5	68	32	4422	2665			
Vallejo/Napa Valley	61.6	61.6	0.0	110.31	102.84	7.3	67.90	63.35	7.2	12.0	4.5	57.9	57.4	0.9	100.89	94.91	6.3	58.38	54.50	7.1	11.2	3.8	4.6	143	53	9120	5098			
California North Area	54.1	56.0	-3.4	72.04	70.13	2.7	38.96	39.28	-0.8	1.3	2.2	49.9	53.5	-6.7	73.33	72.08	1.7	36.56	38.56	-5.2	-3.7	1.6	-5.3	264	63	11393	3841			
Eureka/Crescent City	58.6	55.5	5.6	67.58	65.09	3.8	39.58	36.15	9.5	9.5	0.0	53.5	51.0	4.9	65.99	62.90	4.9	35.29	32.08	10.0	10.0	0.0	4.8	69	28	3027	1780			
Stockton/Modesto	60.7	62.0	-2.1	70.40	67.88	3.7	42.70	42.07	1.5	6.5	4.9	60.1	60.3	-0.3	69.66	67.55	3.1	41.89	40.74	2.8	7.6	4.7	4.3	104	55	7078	4952			
Central CA/Merced	61.7	66.2	-6.8	110.85	107.83	2.8	68.41	71.36	-4.1	-5.2	-1.1	59.4	61.3	-3.1	105.47	101.86	3.5	62.68	62.45	0.4	-0.5	-0.8	-3.9	159	35	9040	2842			
Oxnard/Ventura MSA	64.4	67.5	-4.6	106.77	97.29	9.7	68.71	65.65	4.7	11.2	6.2	65.3	66.0	-1.1	103.85	93.11	11.5	67.79	61.49	10.2	16.0	5.3	4.0	82	44	7776	5892			
Santa Barbara/Santa Maria MSA	69.9	69.9	0.0	133.67	122.08	9.5	93.47	85.31	9.6	9.1	-0.5	63.5	63.9	-0.6	126.31	108.56	16.4	80.15	69.34	15.6	15.1	-0.5	-1.1	120	48	8739	5053			
San Luis Obispo/Paso Robles	71.2	66.5	7.1	110.16	104.26	5.7	78.44	69.33	13.1	17.1	3.5	59.7	55.3	8.0	99.75	95.41	4.5	59.60	52.73	13.0	16.8	3.4	11.7	145	47	7823	3516			
Monterey/Salinas MSA	66.3	66.8	-0.7	156.97	149.84	4.8	104.15	100.04	4.1	6.0	1.8	58.0	56.8	2.1	150.29	142.62	5.4	87.21	81.07	7.6	9.5	1.8	3.9	202	76	11586	6994			

Source: Smith Travel Research

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