

Tab 2 - Multi-Segment

California Tourism

For the month of: June 2008

	Current Month - June 2008 vs June 2007												Year to Date - June 2008 vs June 2007										Participation					
	Occ %		ADR (\$)		RevPAR (\$)		Percent Change from June 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	68.0	71.2	106.89	103.53	72.72	73.75	-4.5	3.2	-1.4	1.1	2.5	-2.1	61.4	63.1	107.64	103.29	66.11	65.13	-2.6	4.2	1.5	3.9	2.3	-0.3	49899	26047	#####	#####
Pacific	72.8	75.7	128.94	123.05	93.85	93.20	-3.9	4.8	0.7	2.4	1.7	-2.3	66.3	67.9	125.76	120.06	83.42	81.49	-2.3	4.8	2.4	3.7	1.3	-1.0	7736	3605	700317	497047
California	73.0	75.3	125.91	119.16	91.95	89.68	-3.0	5.7	2.5	4.6	2.0	-1.0	67.3	69.1	123.16	117.41	82.92	81.13	-2.6	4.9	2.2	3.8	1.5	-1.1	5363	2532	482681	346091
Anaheim-Santa Ana, CA	77.6	80.3	124.25	123.37	96.47	99.09	-3.3	0.7	-2.6	-2.5	0.1	-3.2	71.1	73.6	124.08	120.56	88.22	88.77	-3.4	2.9	-0.6	-0.8	-0.2	-3.6	423	224	52486	40487
Los Angeles-Long Beach, CA	76.8	79.5	129.61	122.72	99.50	97.50	-3.4	5.6	2.0	3.6	1.5	-1.9	73.4	75.3	129.22	122.39	94.85	92.21	-2.6	5.6	2.9	3.7	0.8	-1.8	962	417	93486	67075
Oakland, CA	70.5	72.8	97.44	95.52	68.66	69.51	-3.2	2.0	-1.2	-0.6	0.6	-2.6	65.1	66.1	98.15	95.57	63.93	63.16	-1.4	2.7	1.2	1.1	-0.1	-1.6	241	139	24172	19249
Riverside-San Bernardino, CA	58.7	64.6	85.68	86.43	50.32	55.84	-9.1	-0.9	-9.9	-6.0	4.3	-5.2	63.0	67.0	105.18	103.32	66.25	69.26	-6.0	1.8	-4.3	-0.8	3.7	-2.6	485	222	39542	26386
Sacramento, CA	62.9	71.6	100.03	99.84	62.94	71.50	-12.1	0.2	-12.0	-8.6	3.8	-8.8	59.6	62.4	103.68	100.46	61.77	62.73	-4.6	3.2	-1.5	0.4	2.0	-2.7	267	131	23272	16691
San Diego, CA	79.5	80.9	153.76	142.70	122.28	115.39	-1.7	7.8	6.0	9.2	3.0	1.3	71.8	72.6	143.39	137.10	103.00	99.55	-1.1	4.6	3.5	6.1	2.5	1.4	458	263	55412	43866
San Francisco/San Mateo, CA	83.2	79.8	163.84	141.20	136.38	112.70	4.3	16.0	21.0	23.0	1.6	6.0	73.2	71.5	155.00	143.10	113.47	102.30	2.4	8.3	10.9	12.7	1.6	4.0	389	210	51220	41844
San Jose-Santa Cruz, CA	74.0	75.4	126.34	121.64	93.51	91.74	-1.9	3.9	1.9	1.6	-0.3	-2.2	67.9	69.7	126.14	118.12	85.63	82.34	-2.6	6.8	4.0	3.4	-0.5	-3.1	305	178	28906	22793
California South/Central	64.5	67.3	75.99	74.26	48.98	49.99	-4.2	2.3	-2.0	1.9	4.0	-0.4	59.3	62.7	74.39	72.27	44.08	45.29	-5.4	2.9	-2.7	-0.3	2.4	-3.2	328	157	23760	15270
California North	68.8	71.0	102.92	101.21	70.77	71.89	-3.2	1.7	-1.6	0.6	2.2	-1.1	56.5	58.3	94.68	91.38	53.52	53.29	-3.1	3.6	0.4	2.6	2.2	-0.9	641	232	34515	18785
California North Central	62.6	65.5	95.30	93.48	59.68	61.20	-4.3	1.9	-2.5	0.9	3.5	-1.0	55.6	60.2	93.75	88.67	52.13	53.39	-7.7	5.7	-2.4	2.1	4.6	-3.5	269	106	16917	9123
California Central Coast	71.2	72.3	143.16	141.59	101.89	102.31	-1.5	1.1	-0.4	1.9	2.3	0.7	63.1	64.0	131.45	129.66	82.94	82.93	-1.4	1.4	0.0	1.9	1.8	0.5	556	240	36738	23485
Bakersfield, CA	62.2	66.1	66.83	67.20	41.55	44.39	-5.9	-0.5	-6.4	-4.2	2.3	-3.7	58.8	63.8	66.71	65.78	39.21	41.98	-7.9	1.4	-6.6	-5.3	1.4	-6.6	120	60	9261	6212
Fresno, CA	64.1	66.8	81.26	78.74	52.06	52.56	-4.0	3.2	-1.0	5.2	6.3	2.0	59.6	61.6	79.30	77.37	47.30	47.70	-3.2	2.5	-0.8	3.0	3.8	0.5	118	60	9391	6199
Tulare/Visalia	69.3	70.6	81.95	78.80	56.77	55.62	-1.8	4.0	2.1	5.3	3.1	1.2	59.4	62.4	79.09	75.28	46.99	46.97	-4.8	5.1	0.0	1.7	1.6	-3.2	90	37	5108	2859
Santa Rosa	70.6	75.3	133.28	134.69	94.07	101.37	-6.2	-1.0	-7.2	-2.5	5.0	-1.5	60.5	60.6	116.73	117.00	70.66	70.85	-0.0	-0.2	-0.3	3.4	3.7	3.6	85	38	5939	4048
Redding/Chico	68.3	71.4	74.48	70.98	50.87	50.68	-4.4	4.9	0.4	3.1	2.8	-1.7	58.4	58.8	71.33	68.41	41.68	40.23	-0.6	4.3	3.6	4.6	0.9	0.3	69	35	4545	2866
Vallejo/Napa Valley	70.3	69.6	129.76	125.85	91.28	87.60	1.1	3.1	4.2	7.3	3.0	4.1	57.6	60.6	115.78	108.42	66.70	65.74	-5.0	6.8	1.5	5.0	3.5	-1.7	146	59	9336	5696
California Rural North	64.6	69.3	80.99	82.21	52.29	56.98	-6.8	-1.5	-8.2	-7.7	0.5	-6.3	52.7	55.1	78.96	77.86	41.62	42.87	-4.3	1.4	-2.9	-1.4	1.6	-2.8	272	71	11667	4333
Eureka/Crescent City	77.2	73.5	81.48	78.89	62.91	57.96	5.1	3.3	8.5	8.5	0.0	5.1	57.3	58.7	74.70	71.18	42.82	41.81	-2.4	4.9	2.4	2.4	0.0	-2.4	69	29	3028	1842
Stockton/Modesto	63.6	66.0	74.94	73.74	47.65	48.65	-3.6	1.6	-2.1	1.5	3.6	-0.1	57.9	61.7	74.53	71.04	43.13	43.86	-6.3	4.9	-1.7	3.7	5.5	-1.1	106	64	7355	5658
Central CA/Merced	61.9	65.1	111.38	108.84	68.94	70.82	-4.9	2.3	-2.6	0.6	3.4	-1.6	53.8	59.1	109.74	102.71	59.09	60.65	-8.8	6.8	-2.6	1.2	3.8	-5.3	163	42	9562	3465
Oxnard/Ventura MSA	72.6	71.6	113.94	113.21	82.75	81.06	1.4	0.6	2.1	4.4	2.3	3.8	66.1	66.4	108.78	106.12	71.90	70.50	-0.5	2.5	2.0	6.0	3.9	3.4	85	47	8059	6270
Santa Barbara/Santa Maria MSA	75.2	74.4	157.49	154.69	118.41	115.13	1.0	1.8	2.9	4.0	1.1	2.2	67.5	66.7	140.49	136.31	94.85	90.98	1.1	3.1	4.2	5.4	1.1	2.3	121	52	8843	5349
San Luis Obispo/Paso Robles	69.3	72.6	123.88	124.17	85.87	90.15	-4.5	-0.2	-4.8	-0.8	4.2	-0.5	59.8	62.4	108.19	108.62	64.69	67.76	-4.1	-0.4	-4.5	-0.3	4.4	0.1	149	58	8183	4563
Monterey/Salinas MSA	68.4	70.8	166.38	163.09	113.83	115.48	-3.4	2.0	-1.4	0.4	1.8	-1.6	59.9	61.3	157.66	155.74	94.49	95.41	-2.2	1.2	-1.0	-1.7	-0.8	-2.9	201	83	11653	7303

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