



**United Kingdom**  
Blue Fin Building  
110 Southwark Street  
London SE1 0TA  
Phone: +44 (0)20 7922 1930  
Fax: +44 (0)20 7922 1931  
[www.strglobal.com](http://www.strglobal.com)

**United States**  
735 East Main Street  
Hendersonville  
TN 37075  
Phone: +1 (615) 824 8664  
Fax: +1 (615) 824 3848

## California Tourism

**For the Month of December 2008**

**Date Created: Jan 21, 2009**

All pages/reports are purchased separately

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Tab 2 - Multi-Segment

California Tourism  
For the month of: December 2008

	Current Month - December 2008 vs December 2007												Year to Date - December 2008 vs December 2007												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 2007						Occ %		ADR		RevPAR		Percent Change from YTD 2007						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
	45.3	48.5	99.42	102.68	44.99	49.83	-6.8	-3.2	-9.7	-6.6	3.4	-3.6	60.4	63.1	106.55	104.04	64.37	65.61	-4.2	2.4	-1.9	0.7	2.7	-1.6	49537	26651	4636625	3193256
United States																												
Pacific	49.6	54.7	114.89	118.40	57.01	64.71	-9.2	-3.0	-11.9	-9.8	2.3	-7.1	65.4	68.5	125.12	122.07	81.82	83.66	-4.6	2.5	-2.2	-0.7	1.6	-3.1	7777	3669	706591	506080
California	50.8	55.2	108.45	110.54	55.12	61.00	-7.9	-1.9	-9.6	-7.3	2.6	-5.5	66.0	69.1	122.62	119.26	80.93	82.44	-4.5	2.8	-1.8	-0.1	1.8	-2.8	5429	2590	490762	353713
Anaheim-Santa Ana, CA	58.2	62.0	109.36	113.74	63.62	70.52	-6.2	-3.8	-9.8	-8.2	1.8	-4.5	68.8	72.2	122.61	121.82	84.39	87.96	-4.7	0.6	-4.1	-3.6	0.5	-4.2	427	227	53286	41430
Los Angeles-Long Beach, CA	56.2	62.0	114.14	118.49	64.19	73.52	-9.4	-3.7	-12.7	-10.4	2.6	-7.0	71.3	75.0	127.94	123.06	91.17	92.33	-5.0	4.0	-1.3	0.2	1.5	-3.6	979	433	95118	68648
Oakland, CA	49.0	56.7	88.62	92.22	43.46	52.33	-13.6	-3.9	-16.9	-15.1	2.3	-11.6	64.0	68.1	96.28	95.75	61.60	65.21	-6.1	0.6	-5.5	-4.8	0.8	-5.3	244	142	24360	19585
Riverside-San Bernardino, CA	47.0	52.5	85.71	93.42	40.27	49.02	-10.5	-8.3	-17.9	-13.3	5.5	-5.5	58.5	64.1	97.26	97.26	56.91	62.31	-8.7	0.0	-8.7	-5.0	4.0	-5.0	498	225	40611	26865
Sacramento, CA	44.5	47.7	101.15	104.85	44.96	50.00	-6.8	-3.5	-10.1	-7.2	3.2	-3.8	57.7	60.6	101.21	100.19	58.39	60.75	-4.9	1.0	-3.9	-2.0	2.0	-3.0	273	135	23991	17357
San Diego, CA	47.9	54.4	110.62	116.24	53.00	63.21	-11.9	-4.8	-16.2	-12.8	4.0	-8.4	69.5	72.9	141.96	139.13	98.70	101.48	-4.7	2.0	-2.7	-0.4	2.4	-2.4	462	271	56987	45764
San Francisco/San Mateo, CA	62.7	62.5	142.51	132.35	89.33	82.68	0.3	7.7	8.0	9.7	1.6	1.9	75.0	75.1	156.34	148.35	117.28	111.35	-0.1	5.4	5.3	6.8	1.4	1.3	393	214	51473	42082
San Jose-Santa Cruz, CA	44.2	52.6	109.37	113.53	48.38	59.74	-15.9	-3.7	-19.0	-19.0	0.0	-15.9	65.3	69.0	123.85	118.89	80.86	82.07	-5.4	4.2	-1.5	-1.7	-0.3	-5.7	308	181	29106	23171
California South/Central	44.8	47.0	69.57	68.57	31.20	32.20	-4.5	1.5	-3.1	1.7	4.9	0.2	58.1	61.7	74.16	72.13	43.09	44.52	-5.9	2.8	-3.2	0.3	3.7	-2.4	331	159	24369	15313
California North	42.2	44.8	82.48	85.18	34.78	38.12	-5.8	-3.2	-8.8	-6.7	2.2	-3.7	58.3	60.1	98.70	96.71	57.50	58.11	-3.0	2.1	-1.1	1.1	2.2	-1.0	645	246	34948	19948
California North Central	44.1	44.8	115.09	100.89	50.75	45.18	-1.5	14.1	12.3	13.4	1.0	-0.6	55.2	58.2	95.12	90.42	52.48	52.63	-5.2	5.2	-0.3	3.5	3.7	-1.7	269	107	17319	9296
California Central Coast	44.0	48.0	111.93	119.48	49.29	57.32	-8.2	-6.3	-14.0	-13.2	1.0	-7.3	63.9	65.7	137.62	137.01	87.92	90.01	-2.8	0.4	-2.3	-1.1	1.3	-1.5	560	238	36845	23365
Bakersfield, CA	48.0	48.5	62.30	61.03	29.92	29.61	-1.0	2.1	1.0	4.7	3.6	2.5	57.8	61.8	66.01	64.79	38.17	40.06	-6.5	1.9	-4.7	-2.3	2.5	-4.1	121	61	9382	6189
Fresno, CA	43.3	45.7	76.68	74.28	33.22	33.94	-5.2	3.2	-2.1	4.2	6.4	0.9	57.6	60.6	79.45	77.33	45.75	46.88	-5.0	2.7	-2.4	2.7	5.2	-0.1	120	61	9519	6277
Tulare/Visalia	42.1	46.4	71.06	72.63	29.88	33.72	-9.4	-2.2	-11.4	-7.2	4.7	-5.2	59.5	63.4	79.06	76.19	47.06	48.31	-6.1	3.8	-2.6	0.3	3.0	-3.4	90	37	5468	2847
Santa Rosa	40.0	46.3	97.70	101.82	39.12	47.15	-13.5	-4.0	-17.0	-13.9	3.8	-10.3	61.3	64.0	123.69	124.97	75.88	80.04	-4.2	-1.0	-5.2	-1.5	3.9	-0.5	87	42	6035	4342
Redding/Chico	45.8	46.9	66.17	66.81	30.31	31.36	-2.4	-1.0	-3.3	-0.7	2.8	0.3	59.8	60.2	73.15	69.47	43.76	41.80	-0.6	5.3	4.7	6.6	1.9	1.3	69	36	4546	3049
Vallejo/Napa Valley	40.6	42.3	94.08	99.29	38.22	42.03	-4.0	-5.2	-9.1	-6.5	2.8	-1.4	58.8	60.8	124.07	119.22	72.94	72.48	-3.3	4.1	0.6	3.6	3.0	-0.4	148	65	9585	6123
California Rural North	42.6	44.9	76.65	77.87	32.62	35.00	-5.3	-1.6	-6.8	-5.6	1.3	-4.0	54.9	57.0	79.37	79.14	43.57	45.10	-3.7	0.3	-3.4	-2.1	1.3	-2.4	272	74	11745	4592
Eureka/Crescent City	44.3	45.2	68.51	67.56	30.35	30.57	-2.1	1.4	-0.7	-0.7	0.0	-2.1	61.3	62.3	78.29	75.64	47.95	47.11	-1.6	3.5	1.8	1.8	0.0	-1.6	69	29	3037	1842
Stockton/Modesto	41.5	46.6	68.84	70.09	28.59	32.69	-11.0	-1.8	-12.5	-10.5	2.3	-8.9	56.7	60.1	73.56	71.77	41.68	43.12	-5.7	2.5	-3.3	1.5	5.0	-1.0	107	64	7437	5645
Central CA/Merced	46.0	43.4	146.51	125.23	67.42	54.36	6.0	17.0	24.0	24.0	0.0	6.0	54.1	56.8	111.96	104.80	60.54	59.57	-4.9	6.8	1.6	4.5	2.8	-2.2	162	43	9882	3651
Oxnard/Ventura MSA	48.3	53.0	97.98	105.93	47.30	56.16	-8.9	-7.5	-15.8	-15.8	0.0	-8.9	64.8	66.2	110.05	109.43	71.36	72.41	-2.0	0.6	-1.4	0.6	2.1	0.0	85	47	8056	6266
Santa Barbara/Santa Maria MSA	47.6	51.5	122.47	130.31	58.34	67.12	-7.5	-6.0	-13.1	-12.9	0.2	-7.3	68.1	68.7	147.86	144.52	100.66	99.30	-0.9	2.3	1.4	2.0	0.6	-0.3	124	47	8901	5037
San Luis Obispo/Paso Robles	42.0	44.4	96.38	99.33	40.43	44.06	-5.4	-3.0	-8.2	-7.3	1.0	-4.5	60.8	63.6	113.27	114.35	68.85	72.75	-4.5	-0.9	-5.4	-3.0	2.5	-2.0	150	58	8205	4613
Monterey/Salinas MSA	39.8	44.3	125.47	135.48	49.99	59.97	-10.0	-7.4	-16.6	-14.8	2.2	-8.0	62.2	64.5	165.83	165.73	103.12	106.89	-3.6	0.1	-3.5	-3.1	0.4	-3.2	201	86	11683	7449

A blank row indicates insufficient data.

SMITH TRAVEL RESEARCH

Tab 3 - Multi-Segment CA Locations

California Tourism  
For the month of: December 2008

Current Month - December 2008 vs December 2007													Year to Date - December 2008 vs December 2007												Participation			
Occ %		ADR		RevPAR		Percent Change from December 2007							Occ %		ADR		RevPAR		Percent Change from YTD 2007						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
Airports	56.7	59.6	93.24	97.99	52.89	58.38	-4.8	-4.9	-9.4	-7.1	2.5	-2.4	71.9	74.2	106.35	104.97	76.49	77.90	-3.1	1.3	-1.8	0.5	2.4	-0.8	268	193	40933	36752
Interstate	46.3	48.5	67.17	69.02	31.13	33.46	-4.4	-2.7	-7.0	-4.0	3.2	-1.4	56.7	60.5	71.44	70.32	40.54	42.57	-6.3	1.6	-4.8	-2.8	2.1	-4.3	273	130	16191	10227
Resort	48.9	53.5	138.33	146.83	67.58	78.52	-8.6	-5.8	-13.9	-11.8	2.5	-6.4	65.2	68.4	164.48	162.42	107.21	111.02	-4.6	1.3	-3.4	-1.6	1.9	-2.8	603	277	65846	50077
Small Metro/Town	43.8	45.6	95.83	94.38	41.99	43.01	-3.8	1.5	-2.4	-0.2	2.2	-1.7	58.5	61.0	99.12	97.57	57.94	59.50	-4.1	1.6	-2.6	-0.0	2.7	-1.6	1067	330	57909	25751
Suburban	50.2	56.0	100.19	104.41	50.31	58.51	-10.4	-4.0	-14.0	-11.5	2.9	-7.8	65.4	69.1	112.73	109.71	73.68	75.81	-5.4	2.8	-2.8	-1.0	1.9	-3.6	2348	1309	212937	160295
Urban	55.9	59.6	125.12	119.39	69.98	71.14	-6.1	4.8	-1.6	0.9	2.5	-3.8	71.6	74.0	141.60	135.09	101.32	100.03	-3.4	4.8	1.3	3.1	1.7	-1.7	870	351	96946	70611

A blank row indicates insufficient data.

SMITH TRAVEL RESEARCH

Methodology

While virtually every chain in the United States provides STR with data on almost all of their properties, there are still some hotels that don't submit data. But we've got you covered.

Every year we examine guidebook listings and hotel directories for information on hotels that don't provide us with data. We don't stop there. We call each hotel in our database every year to obtain "published" rates for multiple categories. Based on this information we group all hotels - those that report data and those that don't - into groupings based off of price level and geographic proximity. We then estimate the non-respondents based off of nearby hotels with similar price levels.

Similarly, we sometimes obtain monthly data from a property, but not daily data. We use a similar process. We take the monthly data that the property has provided, and distribute it to the individual days based on the revenue and demand distribution patterns of similar hotels in the same location.

We believe it imperative to perform this analysis in order to provide interested parties with our best estimate of total lodging demand and room revenue on their areas of interest. Armed with this information a more informed decision can be made.

Glossary

ADR (Average Daily Rate)

Room revenue divided by rooms sold.

Affiliation Date

Date the property affiliated with current chain/flag

Census (Properties and Rooms)

The number of properties and rooms that exist (universe)

Change in Rooms

Indicator of whether or not an individual hotel has had added or deleted rooms.

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency.  
The exchange rate data is obtained from Oanda.com. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Demand (Rooms Sold)

The number of rooms sold (excludes complimentary rooms).

Full Historical TREND

Data on selected properties or segments starting in 1987.

Occupancy

Rooms sold divided by rooms available.

Open Date

Date the property opened

Percent Change

Amount of growth, up, flat, or down from the same period last year (month, ytd, three months, twelve months). Calculated as ((TY-LY)/LY) \* "100".

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR - Revenue Per Available Room

Room revenue divided by rooms available (occupancy times average room rate will closely approximate RevPAR).

Sample % (Rooms)

The % of rooms STR receives data from. Calculated as (Sample Rooms/Census Rooms) \* "100".

Standard Historical TREND

Data on selected properties or segments starting in 1997.

STR Code

Smith Travel Research's proprietary numbering system. Each hotel in the lodging census has a unique STR code.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

The value of any given month is computed by taking the value of that month and the values of the eleven preceding months, adding them together and dividing by twelve.

Year to Date

Average or sum of values starting January 1 of the given year.