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## Visit California

For the Month of May 2012

Date Created: Jun 22, 2012

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Visit California

For the month of: May 2012

	Current Month - May 2012 vs May 2011												Year to Date - May 2012 vs May 2011												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2011						Occ %		ADR		RevPAR		Percent Change from YTD 2011						Properties		Rooms	
	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	63.5	61.3	105.81	101.79	67.17	62.36	3.6	3.9	7.7	8.1	0.4	4.0	59.1	57.3	104.52	100.32	61.80	57.48	3.2	4.2	7.5	7.9	0.3	3.5	52152	29785	4868619	3468437
Pacific	68.1	65.5	121.43	115.78	82.75	75.78	4.1	4.9	9.2	9.4	0.2	4.3	64.5	62.4	121.43	115.33	78.36	71.98	3.4	5.3	8.9	8.9	0.1	3.5	7882	4083	724584	543710
California	69.2	66.6	120.04	114.90	83.02	76.50	3.9	4.5	8.5	8.5	0.0	3.9	66.0	63.7	118.49	112.87	78.22	71.94	3.6	5.0	8.7	8.6	-0.1	3.4	5477	2885	499078	379648
Anaheim-Santa Ana, CA	70.8	68.3	114.12	111.21	80.77	75.92	3.7	2.6	6.4	6.5	0.1	3.8	69.6	68.2	115.11	110.40	80.15	75.28	2.1	4.3	6.5	6.8	0.3	2.4	427	249	53761	42946
Los Angeles-Long Beach, CA	75.0	70.9	126.09	120.39	94.53	85.32	5.8	4.7	10.8	10.2	-0.6	5.2	73.2	69.9	127.40	122.15	93.20	85.35	4.7	4.3	9.2	8.6	-0.5	4.1	985	467	97052	72537
Oakland, CA	73.4	69.7	95.08	87.33	69.76	60.89	5.2	8.9	14.6	15.2	0.5	5.8	67.1	63.3	93.07	85.42	62.43	54.04	6.0	9.0	15.5	14.8	-0.6	5.4	237	153	24191	20415
Riverside-San Bernardino, CA	57.8	56.0	91.87	90.57	53.10	50.72	3.2	1.4	4.7	5.6	0.9	4.1	61.5	59.7	100.60	97.54	61.90	58.25	3.0	3.1	6.3	6.8	0.5	3.5	502	251	42444	29601
Sacramento, CA	58.5	56.7	87.97	87.28	51.48	49.49	3.2	0.8	4.0	3.9	-0.1	3.1	56.2	54.8	89.49	89.32	50.34	48.94	2.7	0.2	2.9	2.0	-0.8	1.8	273	147	24290	18552
San Diego, CA	68.2	65.6	127.56	118.45	86.94	77.76	3.8	7.7	11.8	11.9	0.1	3.9	68.3	65.4	125.99	121.28	86.08	79.36	4.4	3.9	8.5	8.5	0.1	4.5	464	301	57988	48963
San Francisco/San Mateo, CA	82.3	82.6	166.34	157.26	136.83	129.84	-0.4	5.8	5.4	5.0	-0.3	-0.7	75.4	73.9	159.96	145.26	120.63	107.32	2.1	10.1	12.4	12.1	-0.3	1.8	394	228	51066	42814
San Jose-Santa Cruz, CA	74.2	70.6	123.80	113.13	91.86	79.83	5.2	9.4	15.1	14.4	-0.5	4.6	68.9	65.9	121.97	111.09	84.07	73.22	4.6	9.8	14.8	14.4	-0.3	4.2	307	189	29224	23876
California South/Central	63.5	60.4	75.29	73.68	47.79	44.53	5.0	2.2	7.3	8.2	0.8	5.9	56.1	55.1	73.66	72.54	41.36	39.95	1.9	1.5	3.5	4.2	0.7	2.6	349	204	25853	19029
California North	60.0	57.8	109.52	107.64	65.77	62.23	3.9	1.7	5.7	5.6	-0.1	3.8	52.5	51.3	99.02	96.55	52.00	49.52	2.4	2.5	5.0	4.4	-0.6	1.8	657	289	36297	23328
California North Central	58.7	55.7	87.92	87.81	51.62	48.91	5.4	0.1	5.5	5.8	0.2	5.7	52.9	50.7	90.60	94.08	47.90	47.74	4.2	-3.7	0.3	0.4	0.1	4.2	270	116	17080	10298
California Central Coast	67.3	64.5	136.10	131.21	91.54	84.62	4.3	3.7	8.2	8.6	0.4	4.7	60.5	58.2	125.19	120.91	75.68	70.32	3.9	3.5	7.6	7.8	0.1	4.1	571	277	37312	26134
Bakersfield, CA	70.7	63.4	66.85	64.25	47.28	40.71	11.6	4.1	16.2	17.7	1.3	13.1	63.9	59.8	65.67	64.06	41.99	38.33	6.9	2.5	9.5	10.9	1.2	8.2	128	79	9998	7621
Fresno, CA	56.8	57.6	82.44	79.92	46.82	46.07	-1.5	3.2	1.6	1.6	-0.0	-1.5	51.1	51.4	79.66	77.98	40.67	40.08	-0.7	2.2	1.5	1.4	-0.0	-0.7	127	79	10469	7918
Tulare/Visalia	63.0	60.5	80.33	80.33	50.62	48.58	4.2	-0.0	4.2	5.7	1.5	5.7	51.8	53.6	80.17	79.54	41.53	42.62	-3.3	0.8	-2.6	-1.5	1.1	-2.2	94	46	5386	3490
Santa Rosa	68.7	66.0	99.44	94.69	68.33	62.48	4.1	5.0	9.4	9.3	-0.0	4.1	59.0	55.3	88.35	84.77	52.16	46.87	6.8	4.2	11.3	11.2	-0.1	6.7	78	37	5341	3917
Redding/Chico	60.6	59.7	81.14	79.17	49.17	47.25	1.5	2.5	4.1	3.4	-0.6	0.9	55.1	53.6	76.14	74.29	41.97	39.83	2.8	2.5	5.4	4.0	-1.3	1.4	75	46	5083	3805
Vallejo/Napa Valley	64.6	64.5	171.08	169.72	110.48	109.42	0.2	0.8	1.0	2.9	1.9	2.0	55.8	55.6	144.18	137.23	80.46	76.35	0.3	5.1	5.4	5.8	0.4	0.7	144	74	9463	6791
California Rural North	52.0	49.4	80.18	78.26	41.73	38.64	5.4	2.5	8.0	7.3	-0.7	4.7	46.3	45.9	82.96	83.96	38.39	38.52	0.9	-1.2	-0.3	-1.0	-0.7	0.2	292	105	13194	7017
Eureka/Crescent City	64.3	56.8	85.21	82.75	54.79	47.05	13.1	3.0	16.5	13.7	-2.4	10.4	53.5	50.6	75.87	74.19	40.63	37.58	5.7	2.3	8.1	4.8	-3.1	2.5	68	27	3216	1798
Stockton/Modesto	59.2	57.2	70.18	67.73	41.56	38.76	3.5	3.6	7.2	7.8	0.5	4.0	54.8	50.5	68.55	66.37	37.57	33.50	8.6	3.3	12.1	12.4	0.3	8.8	109	66	7576	5823
Central CA/Merced	58.3	54.5	102.29	104.55	59.65	56.97	7.0	-2.2	4.7	4.7	0.0	7.0	51.3	51.0	109.53	116.06	56.20	59.15	0.7	-5.6	-5.0	-5.1	-0.1	0.6	161	50	9504	4475
Oxnard/Ventura MSA	67.7	65.9	104.50	102.50	70.78	67.56	2.8	2.0	4.8	4.7	-0.1	2.7	63.4	62.3	100.78	98.33	63.94	61.22	1.9	2.5	4.4	4.4	-0.1	1.8	87	51	8257	6625
Santa Barbara/Santa Maria MSA	67.9	65.6	146.77	145.33	99.69	95.38	3.5	1.0	4.5	4.9	0.3	3.8	62.5	61.8	137.18	133.95	85.81	82.72	1.3	2.4	3.7	4.0	0.2	1.5	129	58	9102	6011
San Luis Obispo/Paso Robles	67.0	65.3	116.17	112.85	77.80	73.74	2.5	2.9	5.5	7.9	2.3	4.8	60.2	56.6	107.03	103.98	64.40	58.82	6.4	2.9	9.5	10.9	1.3	7.8	153	68	8425	5367
Monterey/Salinas MSA	66.6	62.0	165.16	155.00	110.01	96.07	7.5	6.6	14.5	13.7	-0.7	6.7	56.9	53.6	148.23	140.55	84.28	75.27	6.2	5.5	12.0	11.2	-0.7	5.4	202	100	11528	8131

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# Tab 3 - Multi-Segment CA Locations

Currency: USD - US Dollar

Visit California

For the month of: May 2012

	Current Month - May 2012 vs May 2011												Year to Date - May 2012 vs May 2011												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2011						Occ %		ADR		RevPAR		Percent Change from YTD 2011						Properties		Rooms	
	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Airports	77.4	74.3	101.96	95.03	78.96	70.62	4.2	7.3	11.8	11.2	-0.6	3.6	73.5	70.8	100.05	93.84	73.55	66.43	3.8	6.6	10.7	9.9	-0.7	3.1	269	201	41383	37491
Interstate	56.4	53.9	71.61	69.95	40.41	37.73	4.6	2.4	7.1	7.3	0.2	4.8	53.9	52.4	70.16	68.78	37.85	36.03	3.0	2.0	5.0	4.9	-0.1	2.8	264	141	16115	10890
Resort	64.7	61.8	153.01	147.67	98.98	91.33	4.6	3.6	8.4	8.1	-0.3	4.3	64.9	62.1	151.93	146.45	98.59	90.98	4.4	3.7	8.4	8.0	-0.4	4.1	599	314	66142	53436
Small Metro/Town	60.5	57.9	99.00	97.19	59.90	56.32	4.4	1.9	6.4	6.8	0.4	4.8	54.3	53.2	96.24	95.68	52.25	50.90	2.0	0.6	2.6	2.7	0.1	2.1	1084	394	58602	31207
Suburban	69.6	66.5	110.20	104.61	76.73	69.58	4.7	5.3	10.3	10.9	0.6	5.3	66.2	63.8	108.64	103.34	71.92	65.95	3.7	5.1	9.1	9.5	0.4	4.1	2393	1457	219132	173757
Urban	74.8	73.8	145.43	138.95	108.82	102.55	1.4	4.7	6.1	5.1	-1.0	0.4	72.2	69.8	142.32	133.38	102.74	93.05	3.5	6.7	10.4	9.2	-1.1	2.4	868	384	97704	73474
Luxury Price	72.4	71.0	219.25	210.33	158.84	149.39	2.0	4.2	6.3	7.3	0.9	2.9	71.9	69.4	218.18	208.21	156.95	144.48	3.7	4.8	8.6	9.5	0.8	4.5	401	330	80422	76629
Upscale Price	73.1	70.1	143.47	138.96	104.81	97.42	4.2	3.2	7.6	7.8	0.2	4.4	69.6	67.4	139.62	135.24	97.11	91.20	3.1	3.2	6.5	6.7	0.2	3.4	735	515	95847	85058
Midprice Price	70.6	67.5	108.43	103.61	76.53	69.93	4.6	4.6	9.4	10.2	0.7	5.3	67.1	64.4	106.45	101.68	71.40	65.49	4.1	4.7	9.0	9.6	0.6	4.7	1301	880	134685	111075
Economy Price	63.7	60.7	78.86	74.31	50.26	45.09	5.1	6.1	11.5	11.9	0.4	5.5	59.5	57.1	76.08	71.81	45.28	40.97	4.3	5.9	10.5	10.4	-0.1	4.2	1184	567	82264	53357
Budget Price	65.5	63.5	60.04	55.98	39.30	35.56	3.0	7.2	10.5	10.7	0.2	3.2	62.0	60.7	57.31	53.51	35.53	32.47	2.2	7.1	9.4	9.5	0.1	2.3	1856	599	105860	54136

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## Tab 4 - Help

All data is processed by STR using both the current and historical sampling of hotels.  
For further questions about the methodology used to produce our reports, please email [info@str.com](mailto:info@str.com).

### **Average Daily Rate (ADR)**

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

### **Census (properties and rooms)**

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

### **Country**

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government. It is typically recognized by the International Organization for Standardization (ISO).

### **Demand (Rooms Sold)**

The number of rooms sold or rented (excludes complimentary rooms).

### **Exchange Rate**

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from a third party. Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of the reporting period.

### **Market**

A geographic area within a country. Markets are defined by STR and STR Global.

### **Occupancy (Occ)**

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of available rooms.

### **Percent Change**

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as  $\frac{\text{Current} - \text{Previous}}{\text{Previous}} \times 100$ .

### **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.

### **Sample or % Room Participants**

The percent of rooms from which STR receives data. Calculated as  $\frac{\text{Sample Rooms}}{\text{Census Rooms}} \times 100$ .

### **Sub-Market**

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

### **Supply (Rooms Available)**

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

### **Twelve Month Moving Average**

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given metric over the last 12 months.

### **WD (Weekday)**

Average of Sunday through Thursday

### **WE (Weekend)**

Average of Friday and Saturday

### **Year-to-date**

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1st to the end of the reporting period.