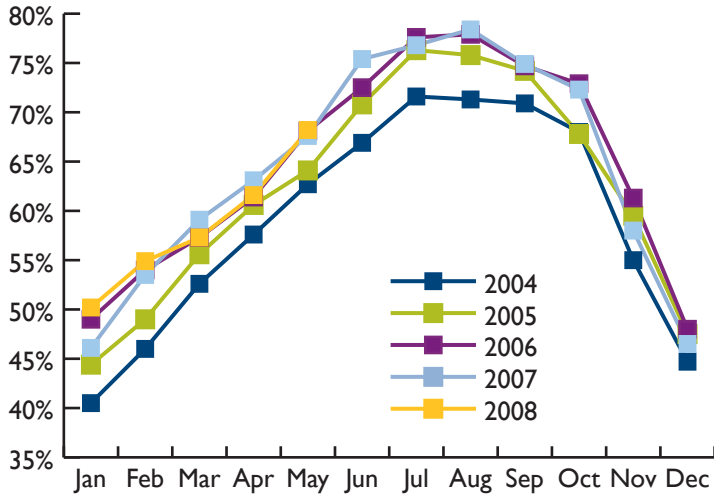


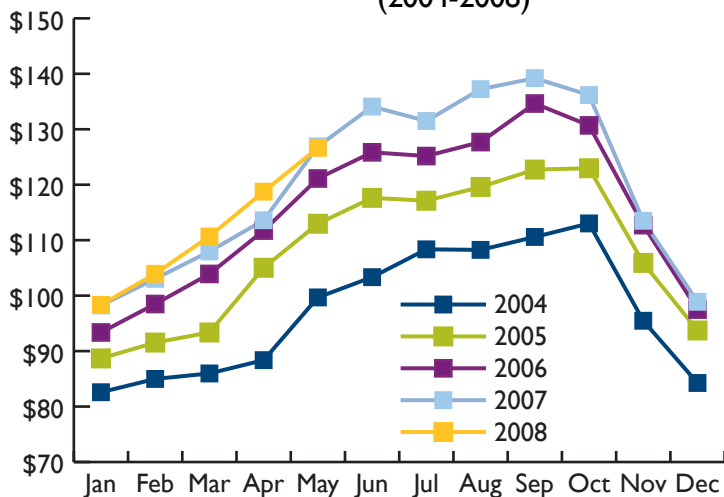
# Sonoma County Tourism Bureau Research and Statistics

### Sonoma County Occupancy Rate By Month (2004-2008)



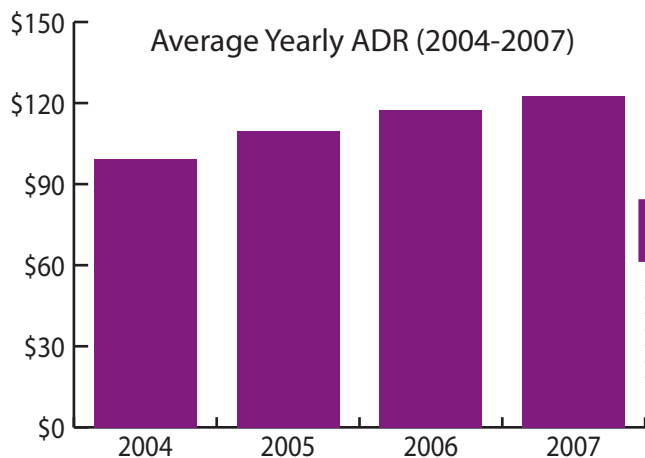
Sonoma County Occupancy Rate (%)					
	2008	2007	2006	2005	2004
Jan	50.2	46.1	49.0	44.4	40.5
Feb	54.9	53.5	54.0	49.0	46.0
Mar	57.3	59.1	57.3	55.6	52.6
Apr	61.6	63.1	61.4	60.6	57.6
May	68.2	67.6	68.1	64.1	62.7
Jun		75.4	72.5	70.8	66.9
Jul		76.8	77.6	76.3	71.6
Aug		78.4	77.9	75.8	71.3
Sep		74.9	74.7	74.2	70.9
Oct		72.3	72.9	67.8	68.0
Nov		58.0	61.3	59.5	55.0
Dec		46.5	48.0	47.5	44.7
Average		64.3	64.6	62.3	59.0

### Sonoma County Average Daily Rate By Month (2004-2008)



Sonoma County Average Daily Rate (\$)					
	2008	2007	2006	2005	2004
Jan	98.34	98.23	93.36	88.68	82.58
Feb	103.94	103.03	98.49	91.54	84.98
Mar	110.68	107.96	103.91	93.36	85.97
Apr	118.75	113.60	111.73	105.02	88.37
May	126.65	126.90	121.12	112.97	99.68
Jun		134.09	125.84	117.63	103.33
Jul		131.49	125.17	117.11	108.35
Aug		137.23	127.69	119.60	108.25
Sep		139.21	134.64	122.73	110.58
Oct		136.17	130.70	122.97	113.02
Nov		113.50	112.72	105.90	95.47
Dec		98.89	97.48	93.72	84.25
Average		122.6	117.46	109.8	99.0

### Average Yearly ADR (2004-2007)



	Average Daily Rate (\$)	Occupancy Rate (%)
2004	99.4	59.0
2005	109.77	62.3
2006	117.41	64.6
2007	122.64	64.3

Source: Smith Travel Research

### Average Yearly Occupancy Rate (2004-2007)

