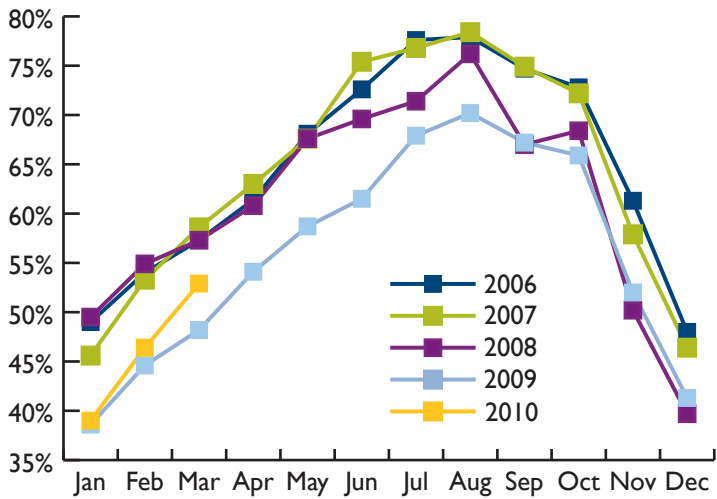


Sonoma County Tourism Bureau Research and Statistics

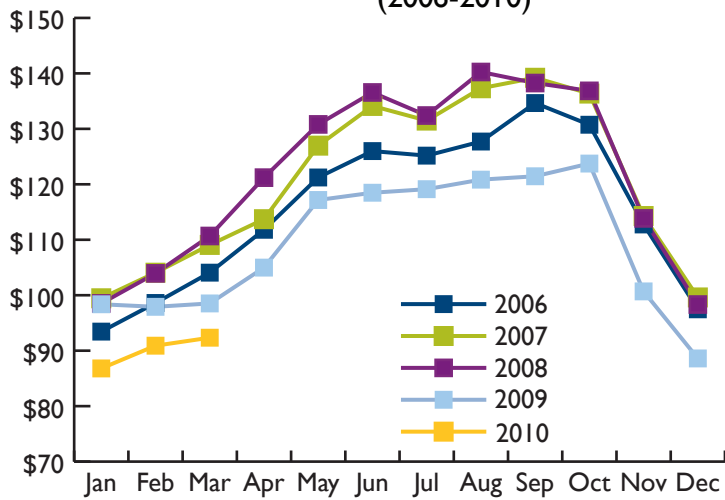
Sonoma County Occupancy Rate By Month (2006-2010)



Sonoma County Occupancy Rate (%)

	2006	2007	2008	2009	2010
Jan	49.0	45.6	49.5	38.6	39.0
Feb	54.0	53.3	54.9	44.6	46.4
Mar	57.3	58.6	57.3	48.2	52.9
Apr	61.4	63.0	60.8	54.1	
May	68.1	67.6	67.6	58.7	
Jun	72.6	75.4	69.6	61.5	
Jul	77.6	76.8	71.4	67.9	
Aug	77.9	78.4	76.2	70.2	
Sept	74.7	74.9	67.0	67.2	
Oct	72.8	72.2	68.4	65.9	
Nov	61.3	57.9	50.2	52.0	
Dec	48.0	46.4	39.7	41.3	
Average:	64.6	64.2	61.1	55.9	46.1

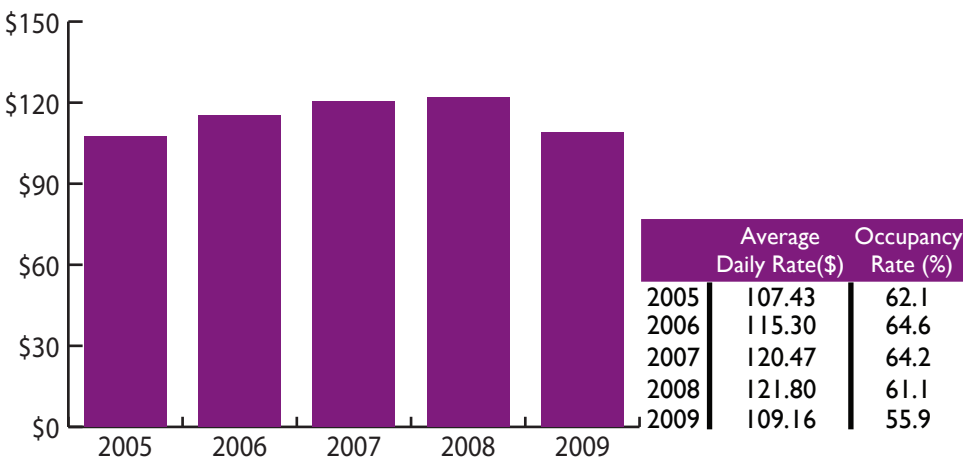
Sonoma County Average Daily Rate By Month (2006-2010)



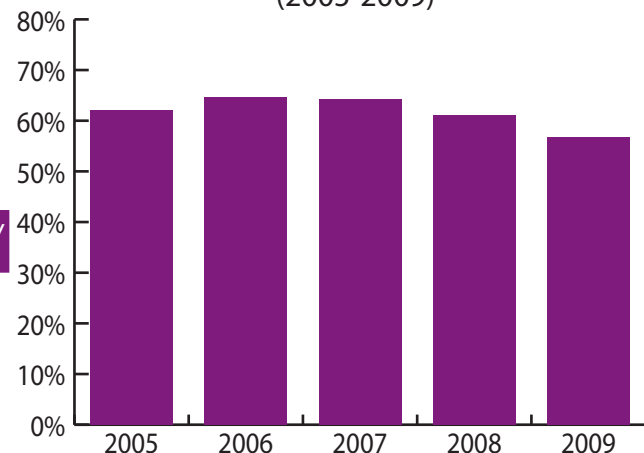
Sonoma County Average Daily Rate (\$)

	2006	2007	2008	2009	2010
Jan	93.44	99.45	98.52	98.37	86.80
Feb	98.60	104.06	103.94	97.91	90.90
Mar	104.07	109.07	110.68	98.52	92.34
Apr	111.80	113.71	121.20	104.98	
May	121.23	126.97	130.80	117.17	
Jun	125.99	134.13	136.56	118.48	
Jul	125.17	131.49	132.40	119.12	
Aug	127.71	137.32	140.25	120.84	
Sept	134.65	139.21	138.26	121.45	
Oct	130.74	136.36	136.85	123.74	
Nov	112.76	114.28	113.85	100.69	
Dec	97.46	99.60	98.32	88.60	
Average:	115.30	120.47	121.80	109.16	90.01

Average Yearly ADR (2005-2009)

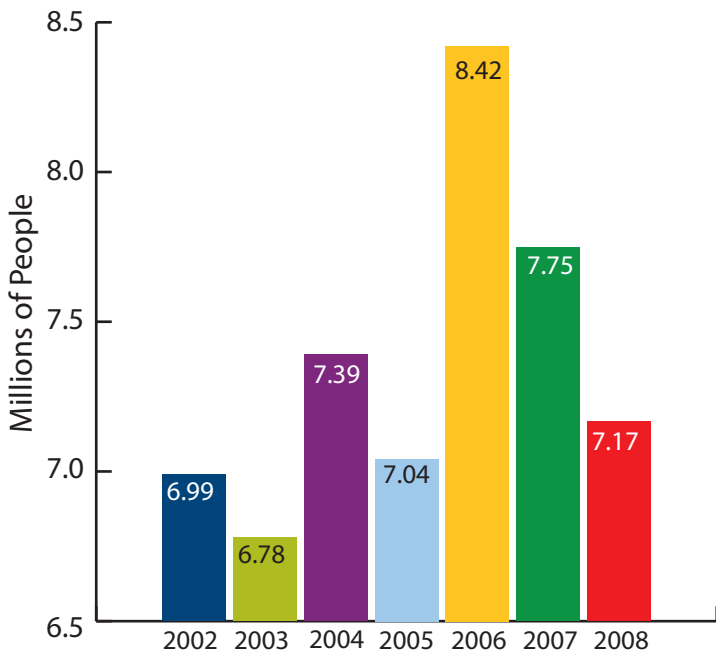


Average Yearly Occupancy Rate (2005-2009)

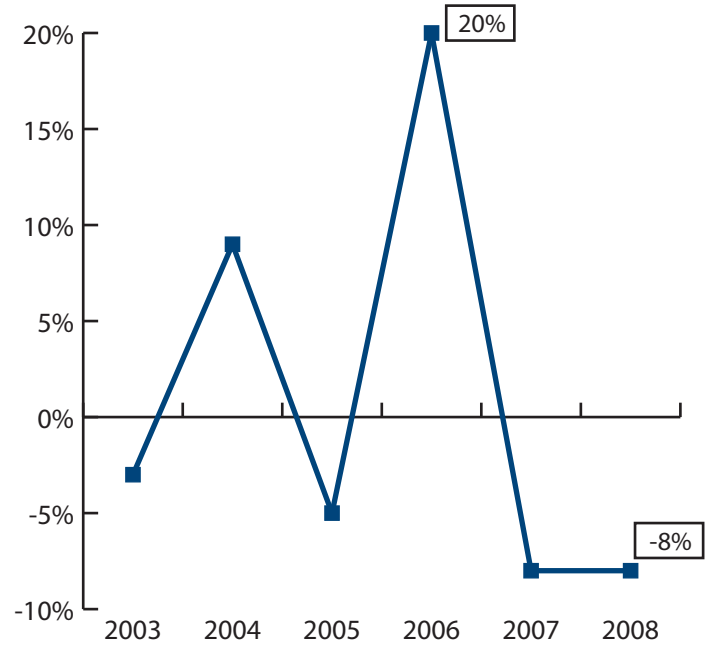


Sonoma County Tourism Bureau Research and Statistics

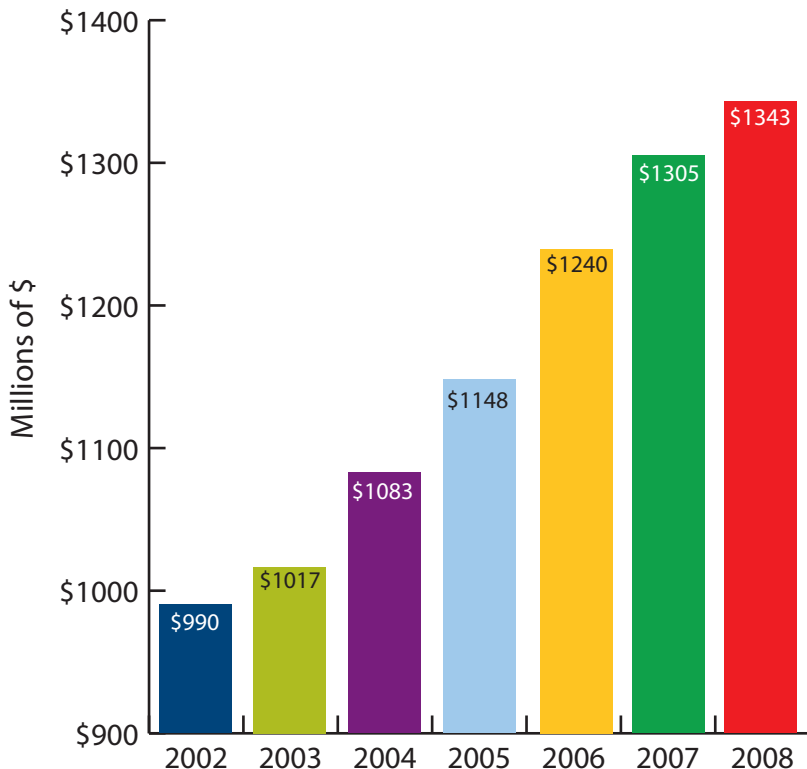
Total Domestic Visitors to Sonoma County (2002-2008)



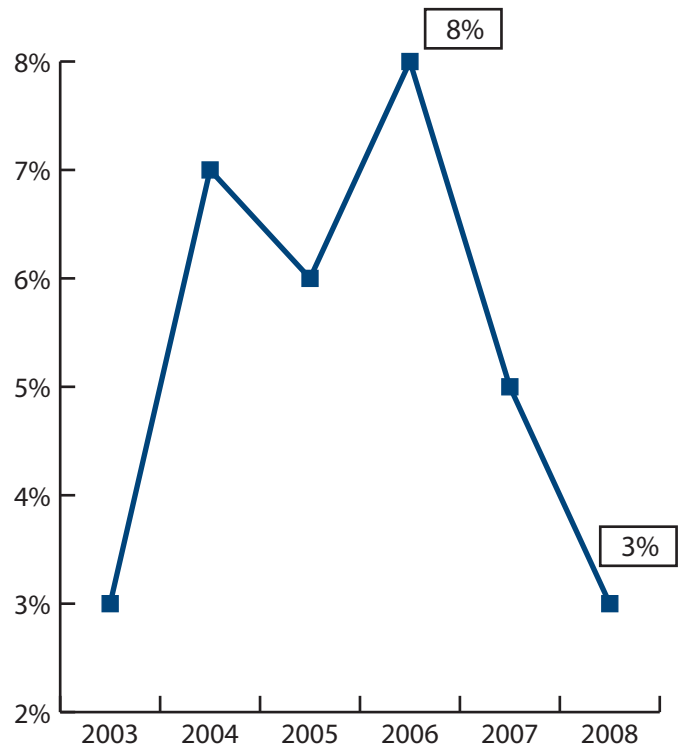
Annual Year-Over % Change of Domestic Visitors to Sonoma County (2003-2008)



Annual Direct Visitor Spending (\$ Millions) (2002-2008)



Annual Year-Over % Change in Visitor Spending (2003-2008)



Source: California Domestic Travel Reports, 2008. Prepared for the California Travel & Tourism Commission by D.K. Shifflet & Associates, July 2009.

California Travel Impacts by County, 2009 Preliminary State Estimates. Prepared for the California Travel & Tourism Commission by Dean Runyan and Associates, April 2010.