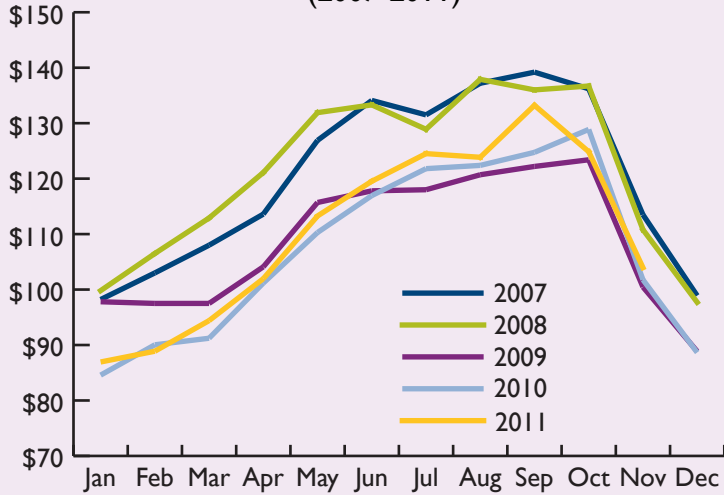


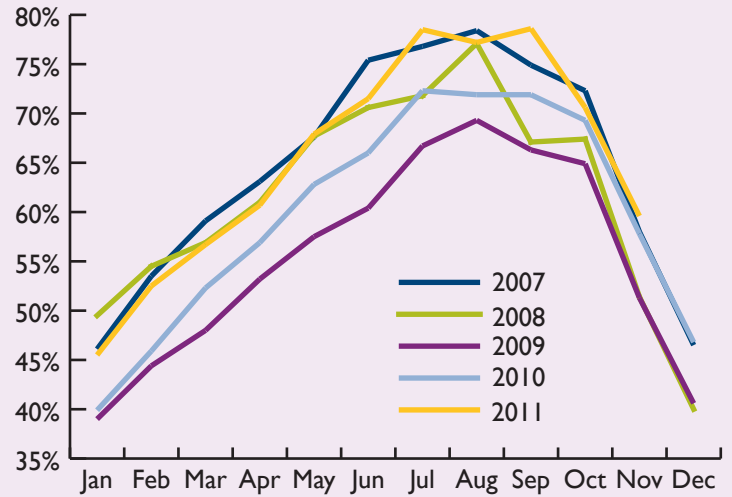
Sonoma County Tourism Bureau Research and Statistics

December 2011

Sonoma County Average Daily Rate By Month (2007-2011)



Sonoma County Occupancy Rate By Month (2007-2011)



Average Yearly ADR (2006-2010)



Average Yearly Occupancy Rate (2006-2010)



Sonoma County Average Daily Rate (\$)

	2011	2010	2009	2008	2007
Jan	86.94	84.57	97.8	99.8	98.2
Feb	88.88	90.04	97.5	106.5	103.0
Mar	94.40	91.22	97.5	112.9	108.0
Apr	101.96	101.17	104.1	121.1	113.6
May	113.27	110.29	115.7	131.9	126.9
Jun	119.53	116.94	117.8	133.3	134.1
Jul	124.51	121.80	118.0	128.9	131.5
Aug	123.85	122.39	120.7	137.9	137.2
Sep	133.22	124.74	122.2	136.0	139.2
Oct	124.86	128.87	123.4	136.7	136.2
Nov	103.95	101.77	100.46	110.8	113.5
Dec		88.65	88.86	97.7	98.9
Average:	110.49	101.87	108.7	121.1	122.6

Sonoma County Occupancy Rate (%)

	2011	2010	2009	2008	2007
Jan	45.5	39.9	39.0	49.5	46.1
Feb	52.5	45.9	44.4	54.5	53.5
Mar	56.7	52.3	48.0	56.9	59.1
Apr	60.7	56.9	53.2	61.0	63.1
May	67.9	62.8	57.5	67.7	67.6
Jun	71.5	66.0	60.4	70.6	75.4
Jul	78.5	72.3	66.7	71.8	76.8
Aug	77.2	71.9	69.3	77.1	78.4
Sep	78.6	71.9	66.3	67.1	74.9
Oct	70.7	69.3	64.9	67.4	72.3
Nov	59.6	57.8	51.3	51.4	58.0
Dec		46.8	40.6	40.0	46.5
Average:	65.4	59.5	55.1	61.3	64.3