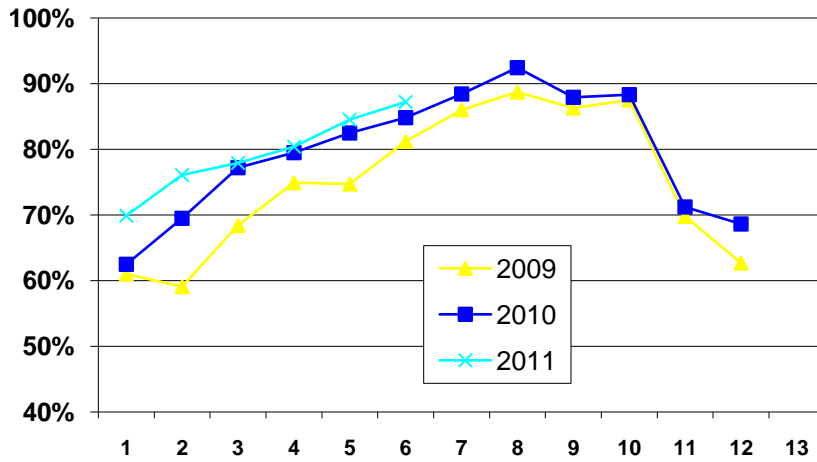


SAN FRANCISCO CITYWIDE HOTEL OCCUPANCY RATE

SAN FRANCISCO CITYWIDE HOTEL OCCUPANCY RATE
(2009-2011)

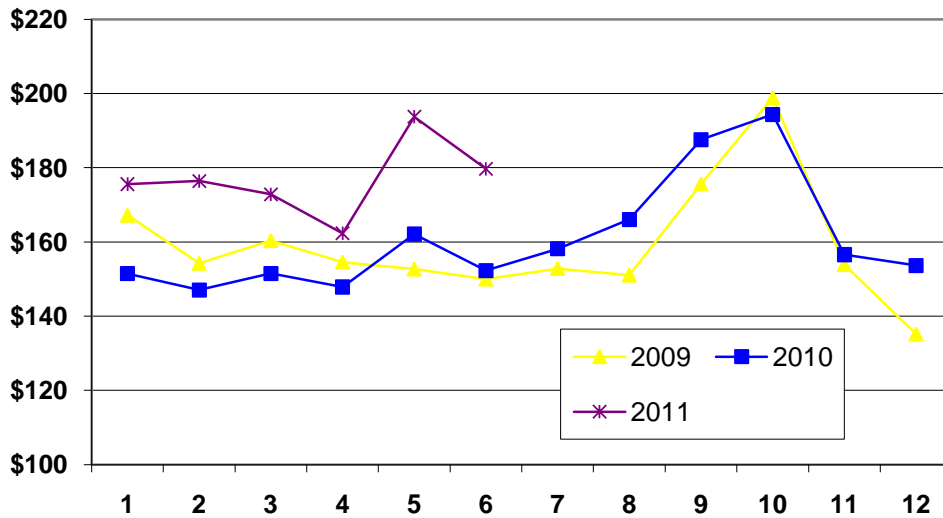


	2006	2007	2008	2009	2010	2011
Jan	62.1%	59.8%	64.5%	61.0%	62.5%	69.9%
Feb	65.9%	72.1%	73.9%	59.1%	69.5%	76.10%
Mar	75.2%	75.4%	76.5%	68.4%	77.20%	77.90%
Apr	77.6%	77.0%	78.1%	74.9%	79.50%	80.40%
May	76.4%	82.8%	79.6%	74.7%	82.50%	84.50%
June	80.6%	82.4%	85.6%	81.2%	84.80%	87.20%
July	82.0%	84.9%	88.8%	86.0%	88.40%	
Aug	82.7%	87.1%	93.0%	88.7%	92.40%	
Sept	86.5%	87.6%	86.6%	86.3%	87.90%	
Oct	85.7%	86.4%	82.4%	87.5%	88.30%	
Nov	71.8%	76.5%	68.5%	69.8%	71.20%	
Dec	62.3%	64.0%	66.8%	62.7%	68.60%	
	76.4%	79.0%	78.9%	75.5%	79.50%	79.4%

SOURCE: PKF CONSULTING

SAN FRANCISCO HOTEL AVERAGE DAILY RATE

SAN FRANCISCO AVERAGE DAILY HOTEL ROOM RATE
(MONTHLY) (2009-2011)



SAN FRANCISCO'S AVERAGE DAILY HOTEL ROOM RATE (MONTHLY)

	2006	2007	2008	2009	2010	2011
Jan	\$158.56	\$177.02	\$182.11	\$167.20	\$151.47	\$175.58
Feb	\$157.58	\$182.61	\$192.56	\$154.23	\$147.03	\$176.42
Mar	\$170.10	\$186.05	\$184.00	\$160.35	\$151.49	\$172.85
Apr	\$166.27	\$179.46	\$187.87	\$154.56	\$147.85	\$162.31
May	\$168.92	\$188.66	\$190.46	\$152.68	\$162.10	\$193.72
June	\$169.55	\$176.85	\$197.04	\$149.98	\$152.27	\$179.72
July	\$163.57	\$183.85	\$188.17	\$152.84	\$158.16	
Aug	\$162.20	\$185.94	\$186.51	\$151.06	\$166.04	
Sept	\$179.76	\$193.75	\$206.06	\$175.64	\$187.57	
Oct	\$201.01	\$216.24	\$208.04	\$198.93	\$194.35	
Nov	\$166.18	\$195.20	\$178.61	\$153.89	\$156.58	
Dec	\$153.24	\$157.17	\$167.39	\$135.16	\$153.64	
AVERAGE ANNUAL	\$167.63	\$181.22	\$190.28	\$160.40	\$161.99	\$177.31

SOURCE: PKF CONSULTING

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