Date Created: Jun 19, 2018

Santa Maria Valley Chamber of Commerce & Visitor & Convention Bureau

For the Month of May 2018

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Tab 2 - Multi-Segment

Santa Maria Valley Chamber of Commerce & Visitor & Convention Bureau

For the month of: May 2018

	Current Month - May 2018 vs May 2017												Year to Date - May 201					
	Occ %		ADR		RevPAR		Percent Change from May 2017						Occ %		ADR		RevPAR	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017
Santa Maria Valley+	65.0	67.1	109.83	103.77	71.35	69.68	-3.2	5.8	2.4	2.5	0.1	-3.1	59.0	60.7	95.50	92.34	56.36	56.06
Santa Barbara/Goleta/Carpinteria+	73.0	75.6	199.30	224.84	145.46	170.04	-3.5	-11.4	-14.5	-12.1	2.8	-0.8	73.1	71.4	183.70	211.67	134.22	151.22
SLO+	69.7	71.9	150.35	148.09	104.77	106.54	-3.1	1.5	-1.7	-1.6	0.1	-3.0	67.5	67.7	139.80	136.36	94.39	92.34
SLO County North/Paso Robles+	70.0	73.3	139.95	139.33	98.02	102.18	-4.5	0.4	-4.1	-4.0	0.1	-4.4	64.6	67.0	128.26	127.31	82.84	85.32
SLO County South/Five Cities+	67.0	67.8	168.77	163.80	113.13	110.98	-1.1	3.0	1.9	6.2	4.2	3.1	64.0	63.0	153.23	147.63	98.08	93.07
SB County/Santa Ynez Valley+	70.9	73.7	172.76	187.45	122.47	138.20	-3.8	-7.8	-11.4	-5.4	6.7	2.6	68.1	70.4	161.20	172.74	109.72	121.69
California	75.6	76.0	164.70	159.18	124.48	121.00	-0.6	3.5	2.9	4.9	2.0	1.4	74.0	73.9	163.54	157.74	120.97	116.50

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Currency: USD - US Dollar

8 vs May 2017						Participation			
Percent Change from YTD 2017						Properties		Rooms	
Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
-2.8	3.4	0.5	0.7	0.1	-2.7	22	10	1535	1058
2.3	-13.2	-11.2	-8.5	3.1	5.4	62	30	4477	3146
-0.3	2.5	2.2	2.3	0.1	-0.2	30	16	2106	1427
-3.6	0.7	-2.9	-2.9	0.0	-3.6	28	13	1928	1279
1.5	3.8	5.4	9.8	4.2	5.8	37	22	2599	1875
-3.4	-6.7	-9.8	-3.8	6.7	3.1	25	11	1728	844
0.2	3.7	3.8	6.0	2.1	2.2	5637	3149	522663	408766

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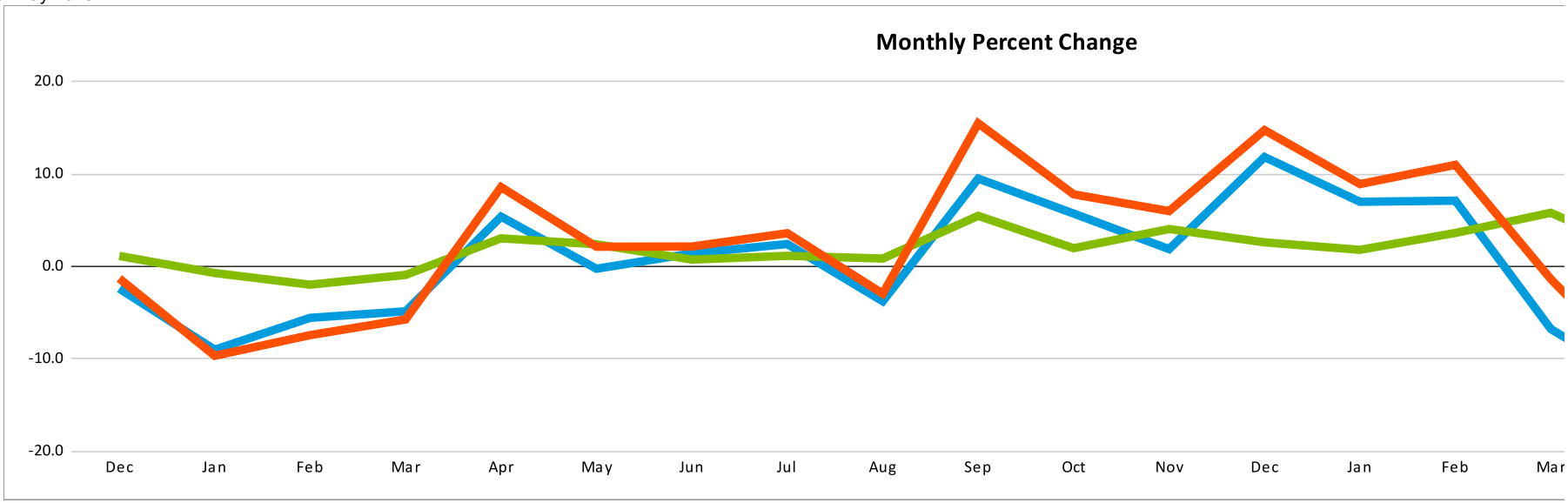
Tab 3 - Trend Santa Maria, CA+

Santa Maria Valley Chamber of Commerce & Visitor & Convention Bureau

For the Month of May 2018



Occupancy (%)	2016	2017									
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	51.0	47.4	56.4	62.3	70.2	67.1	76.3	85.9	76.1	80.3	67.6
Last Year	52.2	52.1	59.8	65.4	66.6	67.3	75.2	83.8	79.1	73.3	64.0
Percent Change	-2.4	-9.0	-5.6	-4.9	5.4	-0.3	1.4	2.4	-3.8	9.5	5.7

ADR	2016	2017									
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	85.54	83.50	85.25	88.69	95.86	103.77	111.29	119.45	112.19	109.33	100.95
Last Year	84.59	84.11	86.97	89.52	93.04	101.35	110.48	118.10	111.25	103.67	99.00
Percent Change	1.1	-0.7	-2.0	-0.9	3.0	2.4	0.7	1.1	0.8	5.5	2.0

RevPAR	2016	2017									
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	43.61	39.59	48.11	55.22	67.31	69.68	84.89	102.57	85.36	87.79	68.29
Last Year	44.18	43.83	51.98	58.58	62.00	68.23	83.10	99.02	87.96	76.02	63.35

Percent Change	-1.3	-9.7	-7.4	-5.7	8.6	2.1	2.1	3.6	-3.0	15.5	7.8

Supply	2016	2017									
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	47,523	47,523	42,924	47,523	45,990	47,523	45,990	47,554	47,585	46,050	47,585
Last Year	47,523	47,523	42,924	47,523	45,990	47,523	45,990	47,523	47,523	45,990	47,523
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1

Demand	2016	2017									
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	24,225	22,530	24,225	29,588	32,294	31,911	35,078	40,832	36,204	36,975	32,188
Last Year	24,822	24,763	25,653	31,100	30,646	31,993	34,592	39,842	37,576	33,724	30,408
Percent Change	-2.4	-9.0	-5.6	-4.9	5.4	-0.3	1.4	2.5	-3.7	9.6	5.9

Revenue	2016	2017									
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	2,072,250	1,881,358	2,065,188	2,624,163	3,095,708	3,311,429	3,903,888	4,877,558	4,061,819	4,042,602	3,249,359
Last Year	2,099,627	2,082,758	2,231,092	2,783,995	2,851,244	3,242,509	3,821,816	4,705,495	4,180,306	3,496,061	3,010,484
Percent Change	-1.3	-9.7	-7.4	-5.7	8.6	2.1	2.1	3.7	-2.8	15.6	7.9

Census %	2016	2017									
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Census Props	22	22	22	22	22	22	22	22	22	22	22
Census Rooms	1533	1533	1533	1533	1533	1533	1533	1534	1535	1535	1535
% Rooms Participants	79.6	79.6	79.6	79.6	79.6	79.6	79.6	79.6	79.6	79.6	79.6

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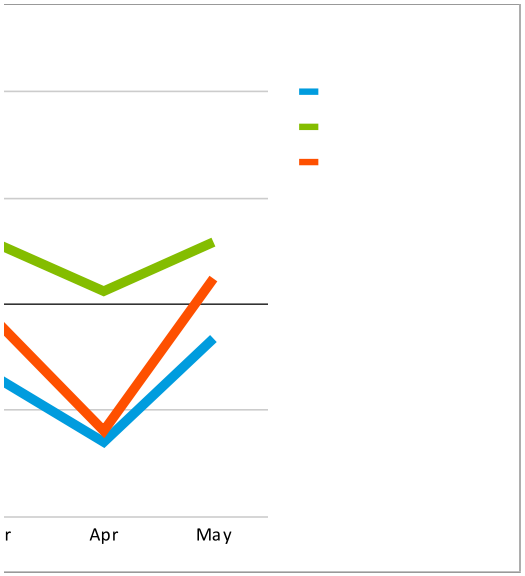

		2018					Year To Date			Running 12 Months	
Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017
58.9	57.0	50.7	60.4	58.0	61.1	65.0	62.3	60.7	59.0	66.2	65.7
57.8	51.0	47.4	56.4	62.3	70.2	67.1	63.6	62.3	60.7	66.6	66.2
1.9	11.8	7.0	7.1	-6.8	-13.0	-3.2	-2.1	-2.5	-2.8	-0.6	-0.8

		2018					Year To Date			Running 12 Months	
Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017
93.62	87.77	85.00	88.33	93.83	97.02	109.83	91.51	92.34	95.50	97.53	99.75
89.99	85.54	83.50	85.25	88.69	95.86	103.77	89.10	91.51	92.34	92.64	97.53
4.0	2.6	1.8	3.6	5.8	1.2	5.8	2.7	0.9	3.4	5.3	2.3

		2018					Year To Date			Running 12 Months	
Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017
55.15	50.03	43.11	53.40	54.46	59.28	71.35	56.99	56.06	56.36	64.60	65.51
52.03	43.61	39.59	48.11	55.22	67.31	69.68	56.67	56.99	56.06	61.72	64.60

6.0	14.7	8.9	11.0	-1.4	-11.9	2.4	0.6	-1.6	0.5	4.7	1.4

		2018					Year To Date			Running 12 Months	
Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017
46,050	47,585	47,585	42,980	47,585	46,050	47,585	231,483	231,483	231,785	559,545	559,545
45,990	47,523	47,523	42,924	47,523	45,990	47,523	231,483	231,483	231,483	559,545	559,545
0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0

		2018					Year To Date			Running 12 Months	
Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017
27,125	27,126	24,136	25,981	27,619	28,136	30,916	144,155	140,548	136,788	370,594	367,508
26,593	24,225	22,530	24,225	29,588	32,294	31,911	147,232	144,155	140,548	372,802	370,594
2.0	12.0	7.1	7.2	-6.7	-12.9	-3.1	-2.1	-2.5	-2.7	-0.6	-0.8

		2018					Year To Date			Running 12 Months	
Nov	Dec	Jan	Feb	Mar	Apr	May	2016	2017	2018	2016	2017
2,539,525	2,380,756	2,051,540	2,294,969	2,591,530	2,729,870	3,395,400	13,191,598	12,977,846	13,063,309	36,145,077	36,657,318
2,393,060	2,072,250	1,881,358	2,065,188	2,624,163	3,095,708	3,311,429	13,118,456	13,191,598	12,977,846	34,534,745	36,145,077
6.1	14.9	9.0	11.1	-1.2	-11.8	2.5	0.6	-1.6	0.7	4.7	1.4

		2018				
Nov	Dec	Jan	Feb	Mar	Apr	May
22	22	22	22	22	22	22
1535	1535	1535	1535	1535	1535	1535
79.6	79.6	79.6	79.6	79.6	68.9	68.9

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:y: USD - US Dollar

2018
66.5
65.7
1.2

2018
102.38
99.75
2.6

2018
68.05
65.51

3.9

2018
560,184
559,545
0.1

2018
372,316
367,508
1.3

2018
38,118,816
36,657,318
4.0

Tab 4 - Response Santa Maria, CA+

Santa Maria Valley Chamber of Commerce & Visitor & Convention Bureau

For the Month of May 2018

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2016 J	F	M	A	M	J	J	A	S	O	N	D	2017 J	F	M	A	M	J
2797	Best Western Plus Big America	Santa Maria, CA	93454	Oct 2010	Jun 1986	106		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
28658	Broadway Motel	Santa Maria, CA	93454			24																			
25175	Buck Board Motel	Santa Maria, CA	93454	Jun 1959	Jun 1959	30																			
59562	Candlewood Suites Santa Maria	Santa Maria, CA	93454	Aug 2009	Aug 2009	72		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
25172	Closed - Independent Budget Inn	Santa Maria, CA	93454	Dec 2013		0	Y																		
203	Closed Main Street Plaza	Santa Maria, CA	93454	Jun 1990		0	Y																		
7253	Closed Vandenburg Inn	Santa Maria, CA	93454	May 1991		0	Y																		
15500	Colonial Motel	Santa Maria, CA	93454			30																			
6339	Days Inn Santa Maria	Santa Maria, CA	93454	Jun 2012	Jun 1963	58	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
2900	Econo Lodge Inn & Suites Santa Maria	Santa Maria, CA	93454	Aug 2017	Jun 1969	64		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
16949	Economy Inn	Santa Maria, CA	93454	Mar 1959	Mar 1959	25																			
58275	Fairfield Inn & Suites Santa Maria	Santa Maria, CA	93454	May 2009	May 2009	89		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
11945	Historic Santa Maria Inn	Santa Maria, CA	93454	Jun 1917	Jun 1917	164		○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
26593	Holiday Inn Suites Santa Maria	Santa Maria, CA	93454	May 1998	Mar 1987	207		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
50917	Holiday Motel	Santa Maria, CA	93454	Jun 1975	Jun 1975	35																			
24119	Laura Lodge	Santa Maria, CA	93454			25																			
11943	Motel 6 Santa Maria	Santa Maria, CA	93454	Dec 2014	May 1969	81	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
12487	Motel 6 Santa Maria	Santa Maria, CA	93454	Sep 1987	Sep 1987	127	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
58149	Solaire Inn & Suite	Santa Maria, CA	93454	Nov 2011	Sep 2008	23																			
28777	Town & Country Inn	Santa Maria, CA	93454			30																			
11942	Travelodge Santa Maria	Santa Maria, CA	93454	Apr 2006	Jun 1959	70		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
25160	Villa Motel	Santa Maria, CA	93454			20																			
25159	Western Motel	Santa Maria, CA	93454			51																			
24007	Radisson Hotel Santa Maria	Santa Maria, CA	93455	Dec 2001	Jun 1986	184		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
25136	Palms Motel	Santa Maria, CA	93458			20																			
			Total Properties:		25	1535																			

○ - Monthly data received by STR

● - Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room additic

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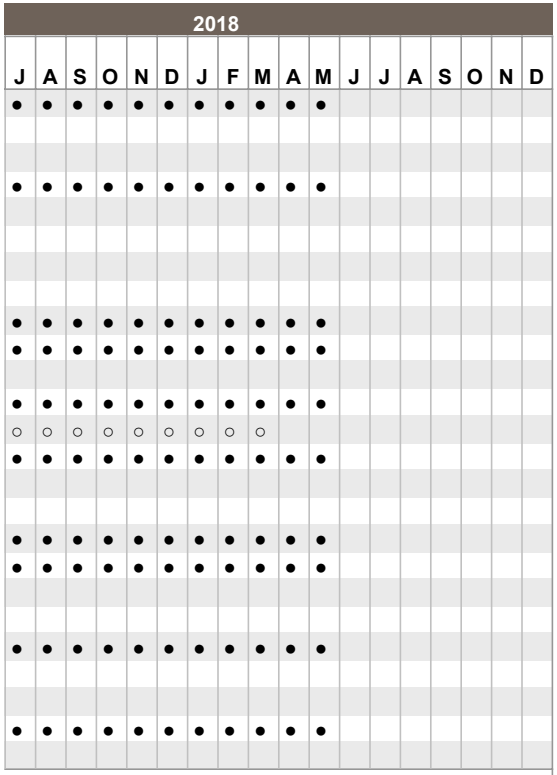

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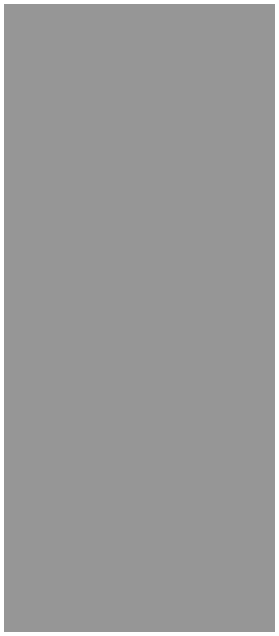

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