

## October 2011 MONTHLY HOTEL OCCUPANCY REPORT

The monthly Hotel Occupancy Report is compiled by the San Jose Convention & Visitors Bureau (SJCVB) using data collected from 14 Convention hotels located in San Jose.

The Occupancy Rate is the percentage of total available sleeping rooms in these 14 hotels that were actually occupied during the month. The Occupancy Rate is derived by dividing the total number of rooms occupied by the total number of rooms available during the month.

The citywide occupancy data is further broken down into two categories: the downtown hotels (7 hotels located within walking distance of the San Jose McEnery Convention Center) and the uptown hotels (7 hotels located beyond walking distance of the convention center)

The Average Daily Rate (ADR) is the 14 hotel's gross rooms revenue divided by the total number of rooms sold. Revenue Per Available Room (Rev PAR)

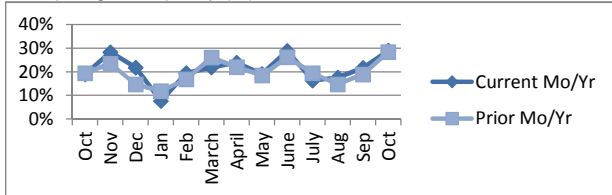
Hotel occupancy generates additional economic benefits for the City of San Jose through Transient Occupancy Tax (TOT), which funds numerous city services, local arts groups, the Convention Center and Cultural Facilities and the SJCVB.

The SJCVB uses funding from its partner hotels, the City and the TOT to enhance the image and economic well being of San Jose by taking the leadership role in marketing San José as a globally recognized destination.

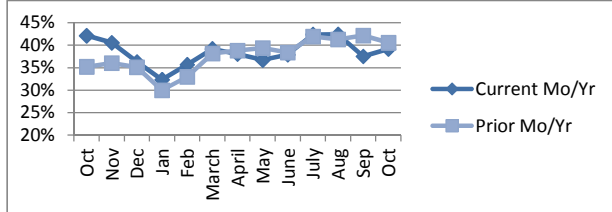
Monthly Comparison	CITYWIDE		DOWNTOWN		UPTOWN	
	Current Mo/Yr 14 Hotels	Prior Mo/Yr 14 Hotels	Current Mo/Yr 7 Hotels	Prior Mo/Yr 7 Hotels	Current Mo/Yr 7 Hotels	Prior Mo/Yr 6 Hotels
Group Avg. Occupancy	28.96%	28.32%	n/a	n/a	n/a	n/a
Transient Avg. Occupancy	39.17%	40.57%	n/a	n/a	n/a	n/a
<b>Total Occupancy</b>	68.14%	68.89%	71.48%	72.74%	64.62%	64.67%
ADR	\$130	\$125	\$147.08	\$143.75	\$111.04	\$102.65
Revenue	\$12,157,527	\$11,767,921	\$7,366,027	\$7,323,153	\$4,791,500	\$4,444,768
Rev PAR	\$ 88.85	\$ 85.90	\$105.14	\$104.57	\$71.76	\$66.38

### Citywide Trailing 13 Months

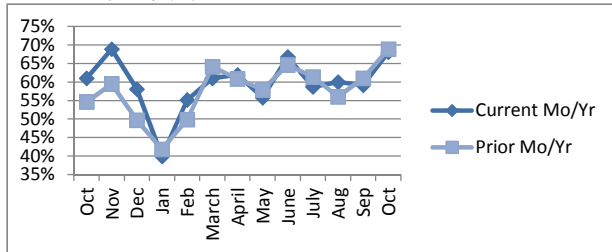
Group Avg. Occupancy (%)



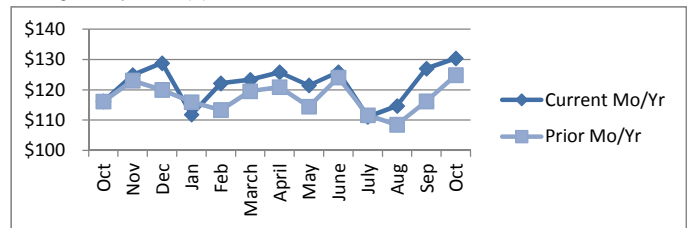
Transient Avg. Occupancy (%)



Total Occupancy (%)



Average Daily Rate (\$)



Rev PR (\$)

