



JUNE 2006 MONTHLY ANALYSIS

East Bay Economic Development Alliance
The bright side of the San Francisco Bay



Prepared by the East Bay Economic Development Alliance (East Bay EDA)

The East Bay Monthly Analysis augments the East Bay Quarterly Forecast authored by the UCLA Anderson Forecast. A free subscription and downloads of both monthly and quarterly reports are available at www.edab.org/newsletter.html. EDAB welcomes your comments and suggestions. Send your email to srbrown@edab.org or call us at (510) 272-6843.

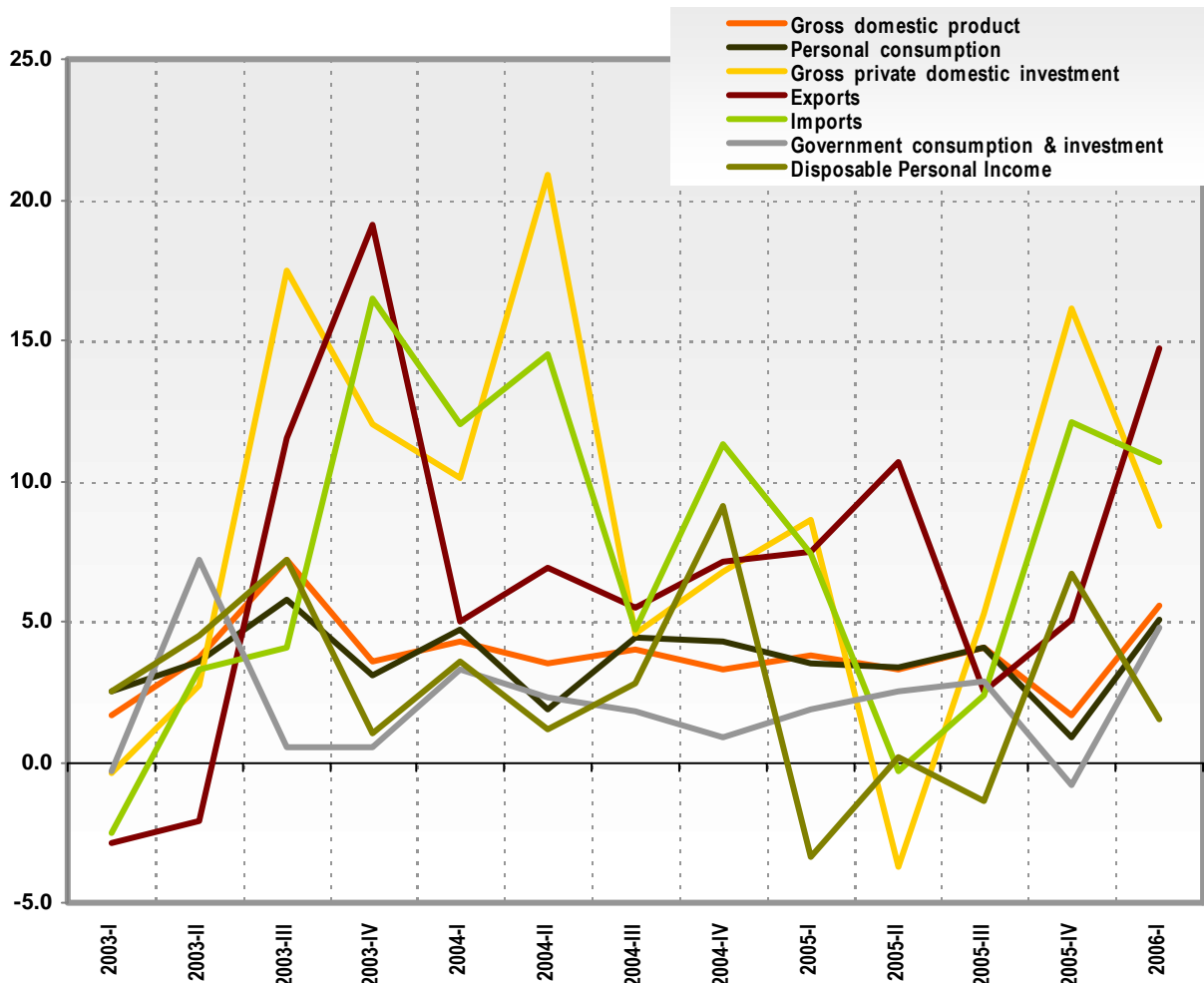
SNAPSHOT: THE EAST BAY IN MAY 2006

- The East Bay **unemployment rate was 4.1% in May**, down from 4.3% in April
- Between April and May of 2006, East Bay **payroll employment climbed 5,900 jobs to reach 1,059,300** - the highest level since June 2001
- East Bay **home sales continued to decline**, while **median home prices continued to increase**, reaching a new high
- East Bay **residential and non-residential construction permits increased by \$74 million** from April 2006 to May 2006
- The **City of Fremont issued permits for 41 multi-family units** in May 2006 (the most in the East Bay)
- The **Contra Costa County Unincorporated Area** was the largest East Bay issuer (**143**) of **single-family unit permits** in May 2006
- The **Contra Costa County Unincorporated Area** issued a total of **\$67,774,633 in construction permits** in May 2006 - the most in the East Bay
- The East Bay averaged a **12.3% vacancy rate for office space** in the first quarter of 2006
- East Bay **hotel occupancy increased by 0.1%** and **average daily room rates by 5.5%** in April 2005 to April 2006 comparisons

GDP SUMMARY

Real gross domestic product -- the output of goods and services produced by labor and property located in the United States -- increased at an annual rate of 5.6% in the first quarter of 2006, according to final estimates released by the Bureau of Economic Analysis. In the fourth quarter, real GDP increased 1.7%. The increase in real GDP in the first quarter primarily reflected positive contributions from personal

Real GDP Percent Change From Preceding Quarter

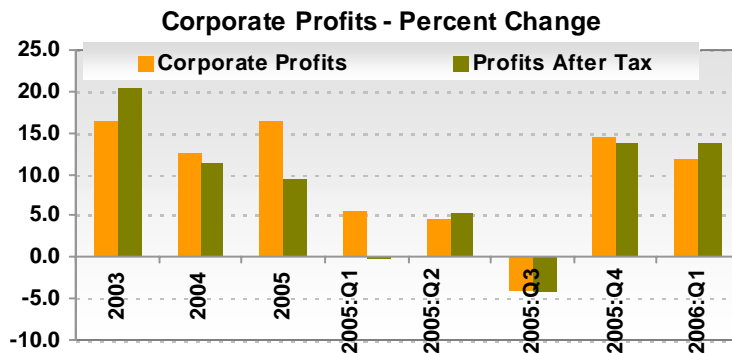


Source: Bureau of Economic Analysis

consumption expenditures (PCE), exports, equipment and software, and federal government spending. Imports, which are a subtraction in the calculation of GDP, increased. In addition to these areas, the acceleration in Real GDP growth reflected PCE for durable goods and was partially offset by a downturn in private inventory investment.

Corporate Profits

While not increasing at the rate of 14.4%, as seen in the fourth quarter of 2005, profits continued to show positive growth during the first quarter of 2006, rising 11.9%, according to final estimates released by the Bureau of Economic Analysis. The increase in Profits after Tax of 13.8% was unchanged between April and May of 2006.



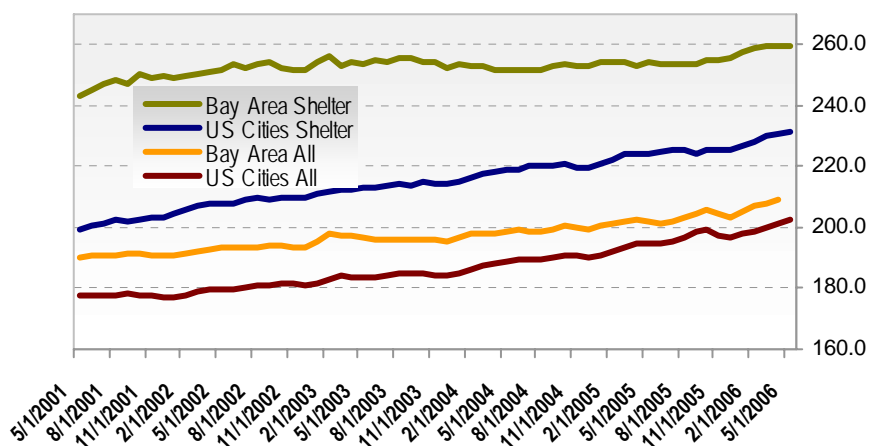
Source: Bureau of Economic Analysis

COST OF LIVING

The Consumer Price Index for All Urban Consumers (CPI-U) increased 0.5% in May 2006, before seasonal adjustment. The May level for US Cities of 202.5 (1982-84=100) was 4.2% higher than in May 2005.

On a seasonally adjusted basis, the CPI-U advanced 0.4% in May 2006, following a 0.6% rise in April. Energy costs continued their advance--up 2.4% in May. Within energy, the index for petroleum based energy increased 4.8%, while the index for energy services fell 0.6%. The food index increased 0.1% in May.

CPI for the Bay Area vs the US



Source: Bureau of Labor Statistics

	May 2005	Jun 2005	Jul 2005	Aug 2005	Sep 2005	Oct 2005	Nov 2005	Dec 2005	Jan 2006	Feb 2006	Mar 2006	Apr 2006	May 2006
US All Cities - All Items	194.4	194.5	195.4	196.4	198.8	199.2	197.6	196.8	198.3	198.7	199.8	201.5	202.5
US All Cities - Shelter	224	224.5	225.6	225.6	224.4	225.7	225.4	225.6	226.8	228.3	229.9	230.7	231.3
Bay Area - All Items	201.8	201.2	202.1	203.0	204.4	205.9	204.6	203.4	205.2	207.1	208.0	208.9	n/a
Bay Area - All Items Less Shelter	181.7	180.6	182.0	183.4	185.3	187.2	185.1	183.1	185.0	186.9	188.2	189.5	n/a
Bay Area - Shelter	254.1	253.9	253.4	253.4	253.9	254.8	255.1	255.6	257.5	259.0	259.7	259.2	259.4

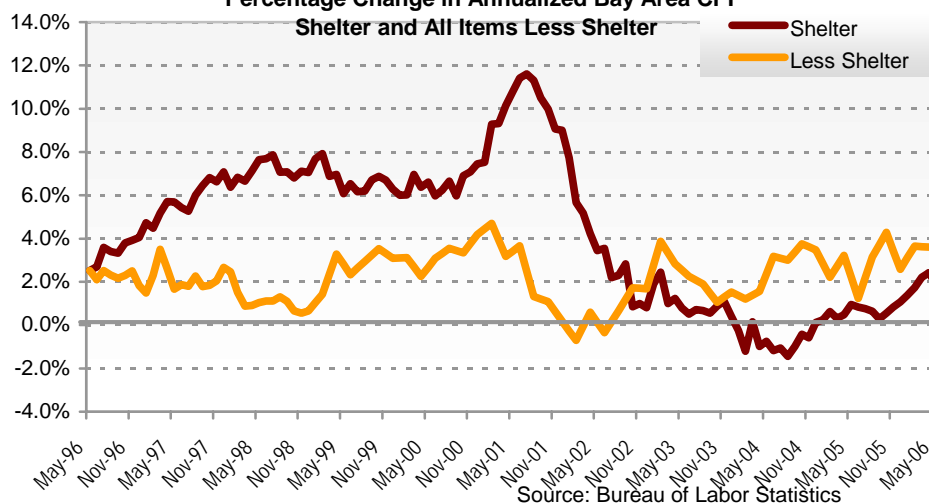
US Cities Shelter costs rose 0.4% in May, while Bay Area Shelter costs were virtually unchanged, increasing less than 0.01%.

The annual growth rate of the US City CPI was 4.2% higher in May 2006 than in May 2005.

In May 2006 the Bay Area's annualized Shelter cost increase was 1.93%, close to half a percentage point less than April's increase of 2.41%.

April's increase was the highest since February 2003, when annualized shelter costs began a steep year-over-year decline, dipping to a low of -1.45% in August 2004. Increases have remained above 1% since December 2005.

Percentage Change in Annualized Bay Area CPI Shelter and All Items Less Shelter



Source: Bureau of Labor Statistics

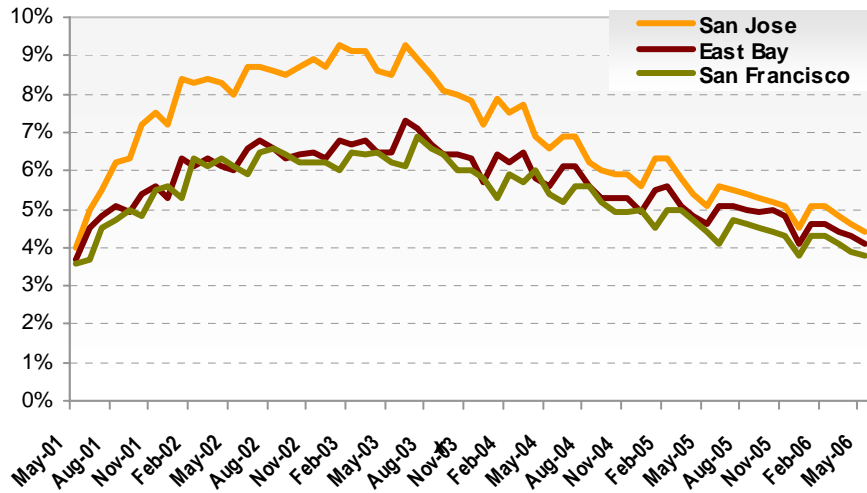
% Change in Annualized CPI	May 06	Jun 06	Jul 06	Aug 06	Sep 06	Oct 06	Nov 06	Dec 06	Jan 06	Feb 06	Mar 06	Apr 06	May 06
US City Annual % Chg	2.80%	2.50%	3.20%	3.60%	4.70%	4.30%	3.50%	3.40%	4.00%	3.60%	3.40%	3.50%	4.20%
Bay Area Annual % Chg	1.60%	1.10%	1.60%	2.20%	2.50%	2.80%	2.40%	2.00%	2.40%	2.90%	3.10%	3.20%	n/a

BAY AREA LABOR FORCE, UNEMPLOYMENT & EMPLOYED RESIDENTS

The unemployment rate in the East Bay was 4.1% in May 2006, down from 4.3% in April 2006, and below the year-ago estimate of 4.8%. This compares with an unadjusted unemployment rate of 4.6% for California and 4.4% for the nation in May 2006.

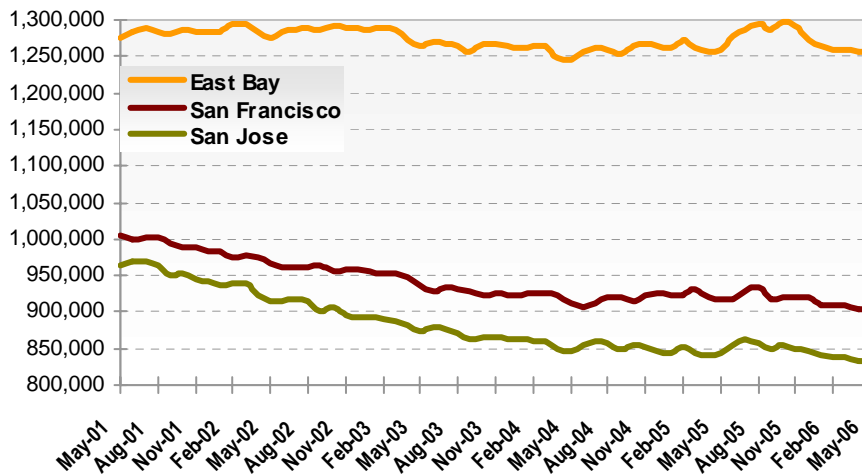
Within the East Bay, Alameda County's unemployment rate was 4.2% in May 2006, down from 4.4% in April, and Contra Costa County's rate was 3.9%, down from 4.1% in April.

Bay Area Monthly Unemployment Rates



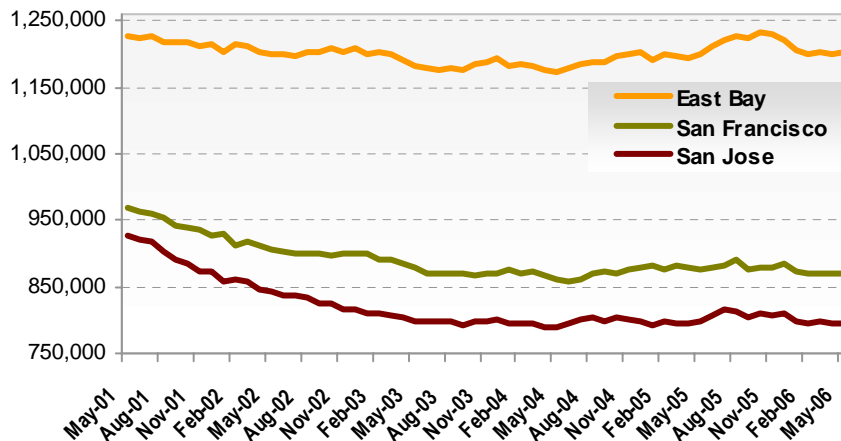
Source: CA Employment Development Dept.

Bay Area Labor Force



Source: CA Employment Development Dept.

Bay Area Employed Residents

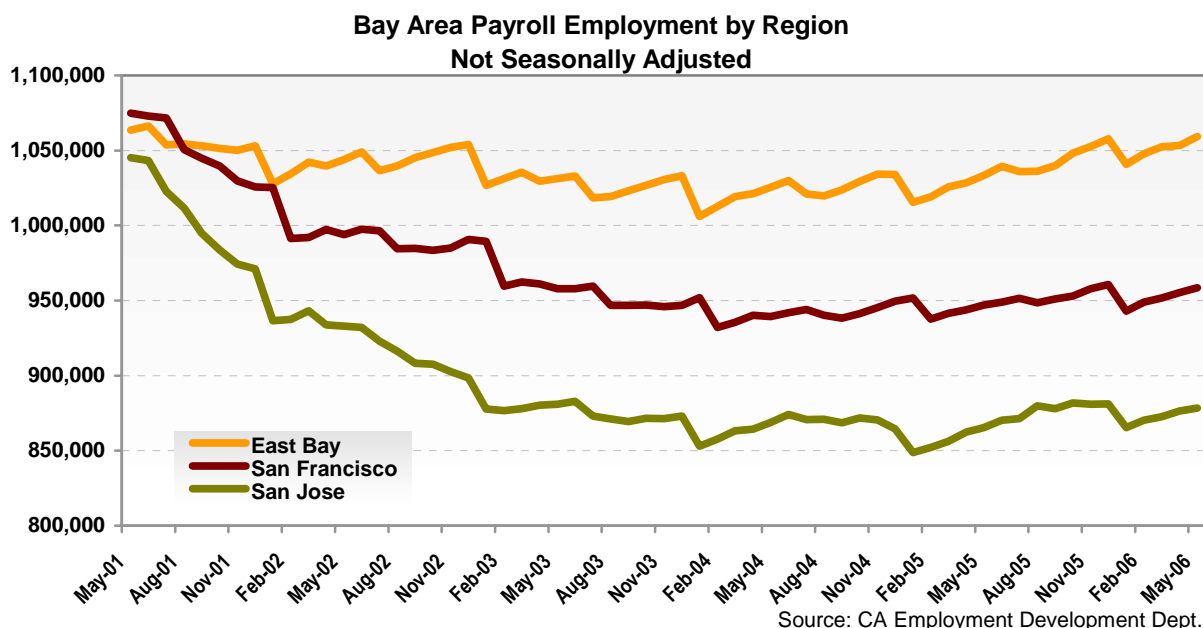


Source: CA Employment Development Dept.

Between April and May of 2006, 400 jobs were added to the East Bay's labor force, San Francisco added 700 to its work force, and San Jose lost 200. A comparison of May 2006 with May 2005 shows the East Bay with 2,700 fewer, San Francisco with 12,100 less and San Jose with 9,600 fewer.

In terms of Employed Residents, all three regions experienced increases between April and May of 2006. In the East Bay there were 2,600 more employed residents, in San Francisco 1,600 more and in San Jose 1,200 more. A comparison of May 2006 with May 2005 shows the East Bay with 3,000 more jobs, San Francisco with 6,200 fewer jobs and San Jose with 3,600 fewer jobs.

Between April and May of 2006, East Bay payroll employment climbed 5,900 jobs to reach 1,059,300 - the highest level since June 2001. During the same period, San Francisco added 3,200 jobs and San Jose added 2,000 jobs.



In a year-over-year comparison of May 2005 and May 2006 the numbers were also bright, as the East Bay added 25,900 jobs, San Francisco 9,500 and San Jose 13,000.

EAST BAY PAYROLL EMPLOYMENT BY SECTOR

East Bay Primary Industry Sectors	1 Month Change	12 Month Change	24 Month Change	Change from 5/01
Construction	1,400	8,200	11,000	9,300
Professional and Business Services	400	4,600	6,200	-5,800
Financial Activities	300	3,800	6,400	15,900
Educational and Health Services	300	3,100	3,900	10,000
Retail Trade	300	2,700	3,300	700
Leisure and Hospitality	1,200	2,400	4,900	7,100
Government	1,100	800	1,200	2,600
Manufacturing	300	500	-3,000	-19,800
Trans, Warehousing & Utilities	500	200	200	-6,900
Wholesale Trade	-100	-200	-700	-7,300
Other Services	200	-400	-1,400	200
Information	0	-900	-1,500	-8,000

Source: CA Employment Development Dept.

Between April 2006 and May 2006:

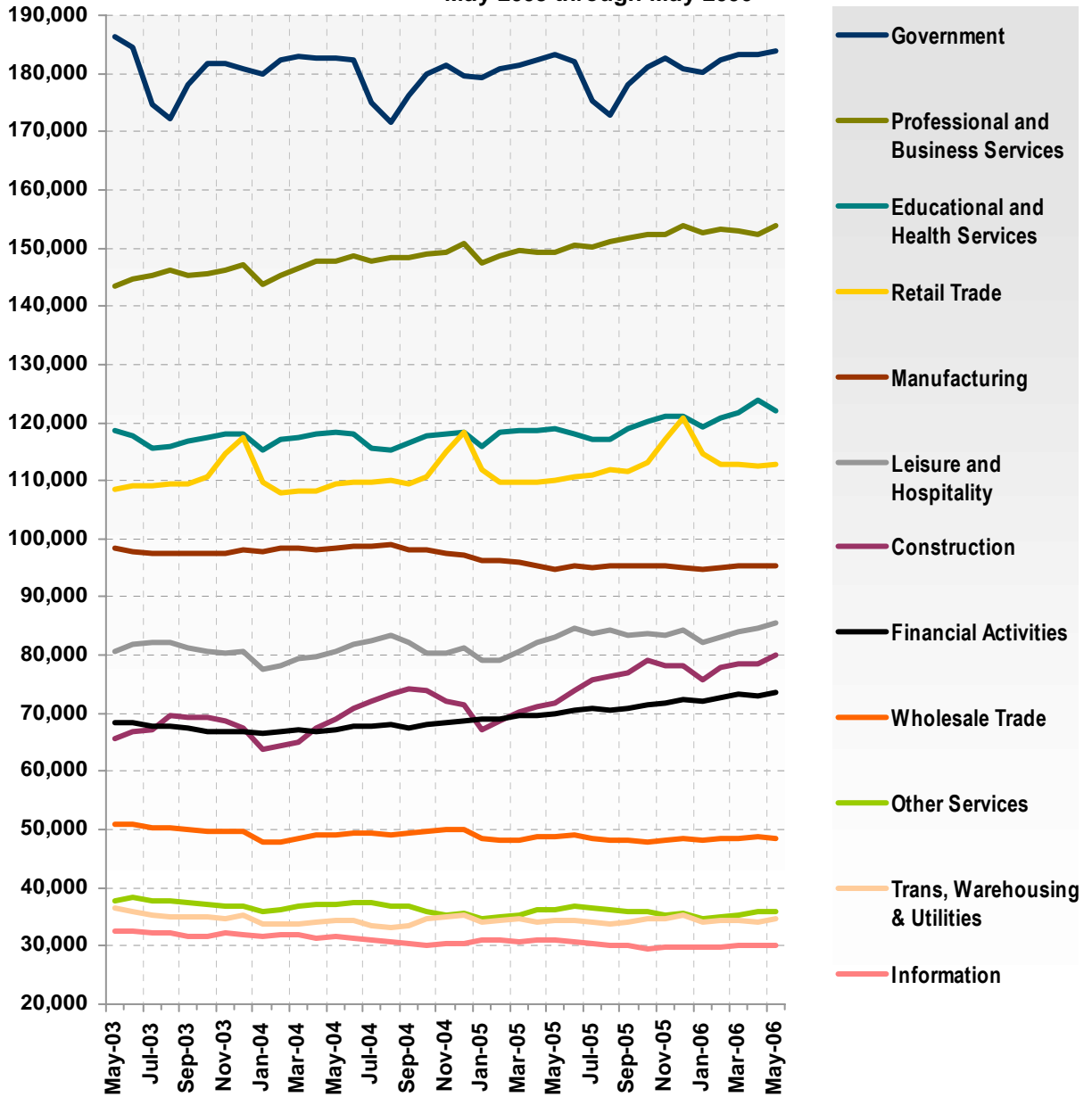
- Sunny weather brought more construction jobs (up 1,400 jobs), mainly in specialty trade contractors (up 900 jobs).
- Leisure and hospitality added jobs (up 1,200 jobs) in arts, entertainment, and recreation (up 700 jobs), and accommodation and food services (up 500 jobs).
- Government picked up 1,100 jobs. Most of the expansion occurred in local government (up 900 jobs), including local government education (up 500 jobs), and city government (up 200 jobs).
- Manufacturing showed the largest April to May gain since 2000 by adding 300 jobs.

A comparison of the East Bay's manufacturing sector May 2005 and May 2006 and shows an improvement of 500 jobs. Residual-food manufacturing gained 200 jobs over the past month, while computer and peripheral equipment manufacturing and residual-communications equipment manufacturing each lost 100 jobs. Compared to May 2001, total manufacturing is down 19,800 jobs.

East Bay Manufacturing Sector	5/2006 Employment	1 Month Change	12 Month Change	24 Month Change	Change from 5/01
Residual-Food Manufacturing	21,900	200	900	100	-2,900
Residual-Miscellaneous Manufacturing	22,800	200	600	-200	-3,200
Primary Metal Manufacturing	2,800	100	-100	0	-400
Industrial Machinery Manufacturing	3,100	0	200	200	-2,100
Chemical Manufacturing	7,200	0	200	-100	-1,000
Machinery Manufacturing	6,000	0	100	-100	-2,800
Residual-Other General Purpose Machinery Manufacturing	2,900	0	-100	-300	-700
Petroleum and Coal Products Manufacturing	6,300	0	-200	-600	-700
Computer and Peripheral Equipment Manufacturing	4,000	-100	-500	-1,700	-2,700
Residual-Communications Equipment Manufacturing	16,700	-100	-500	-200	-6,400
Total Manufacturing	95,300	300	500	-3,000	-19,800

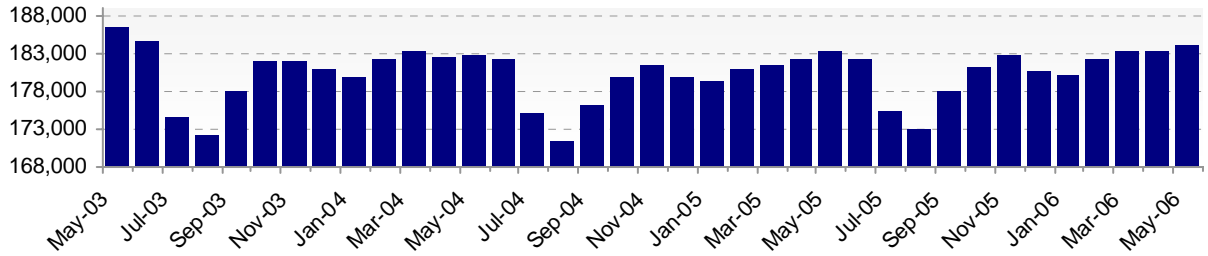
Source: CA Employment Development Dept.

East Bay Sector Employment Summary Not Seasonally Adjusted May 2003 through May 2006

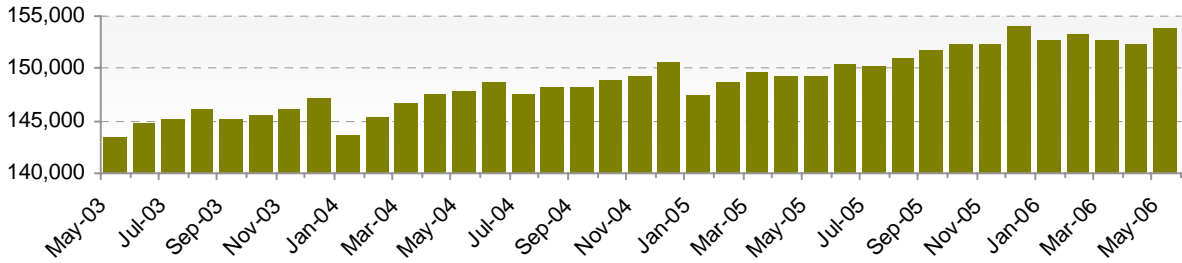


Source: CA Employment Development Dept.

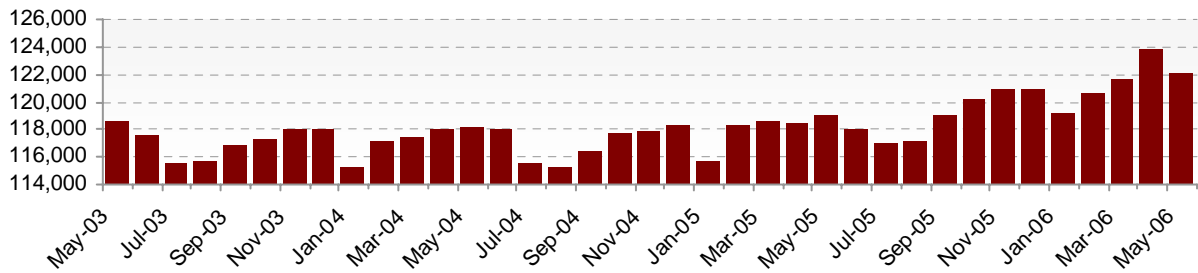
Government



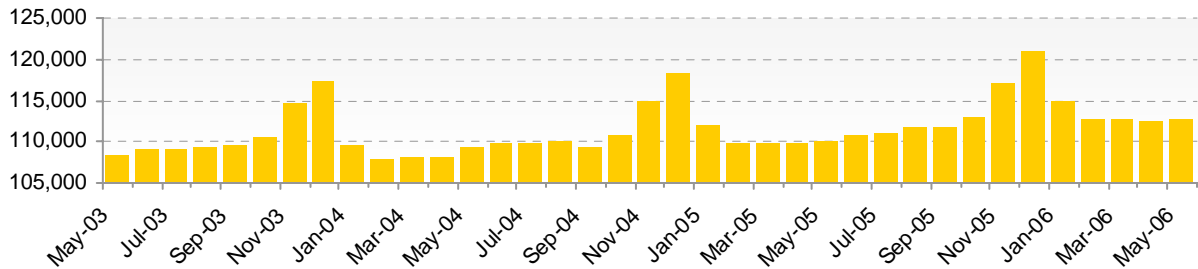
Professional and Business Services



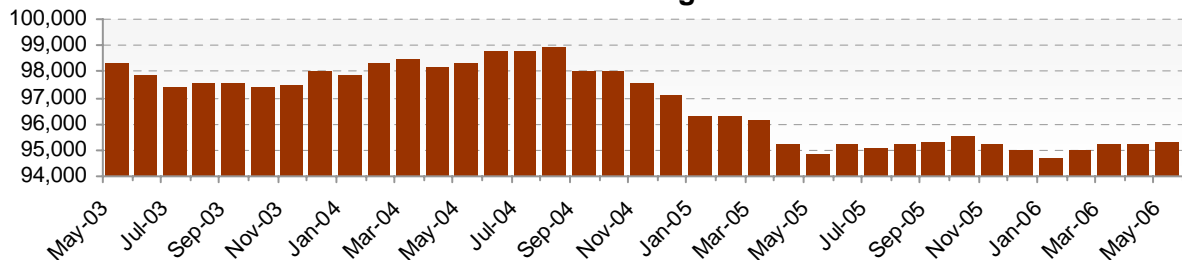
Education and Health Services



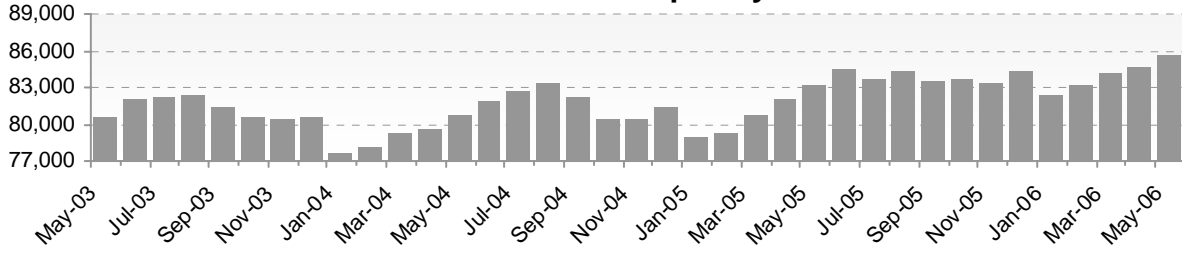
Retail Trade



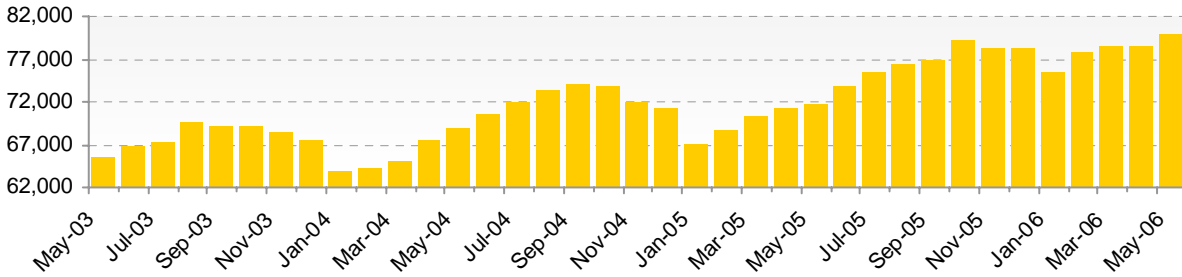
Manufacturing



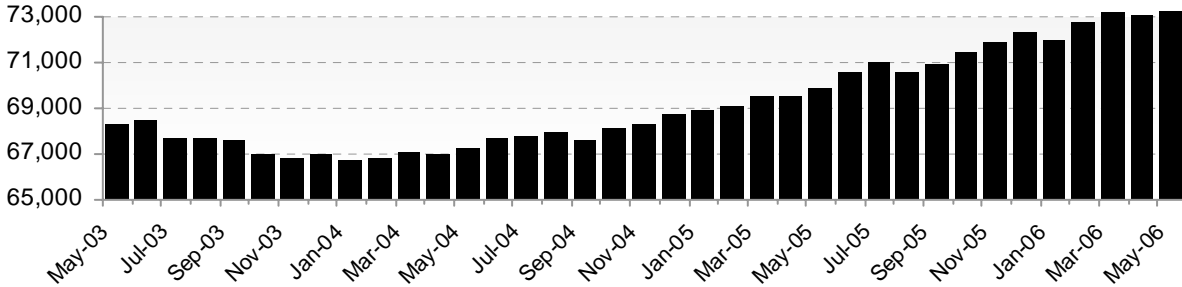
Leisure and Hospitality



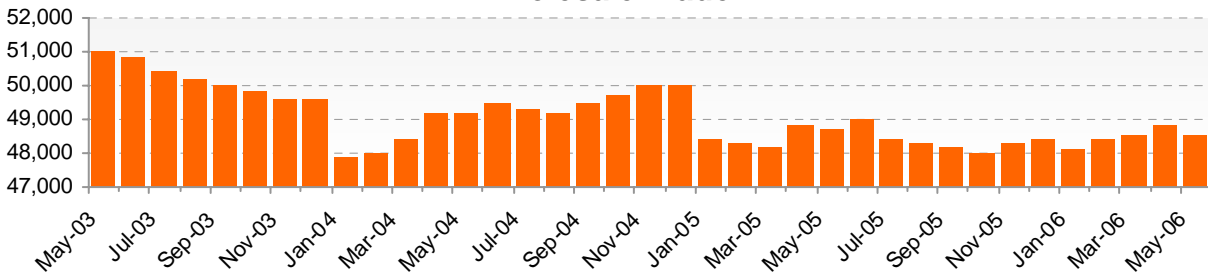
Construction



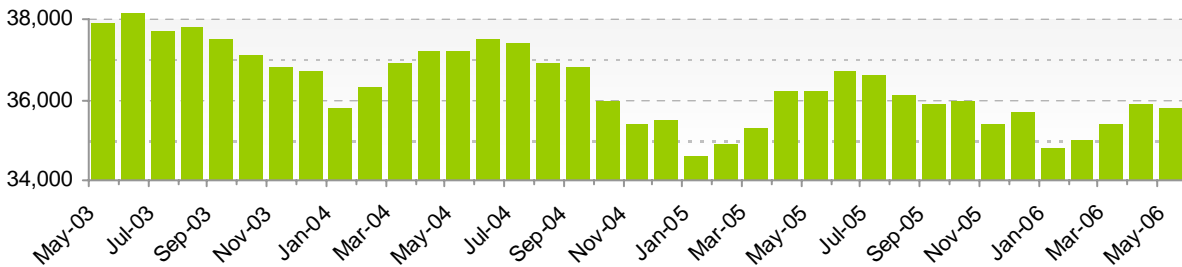
Financial Activities



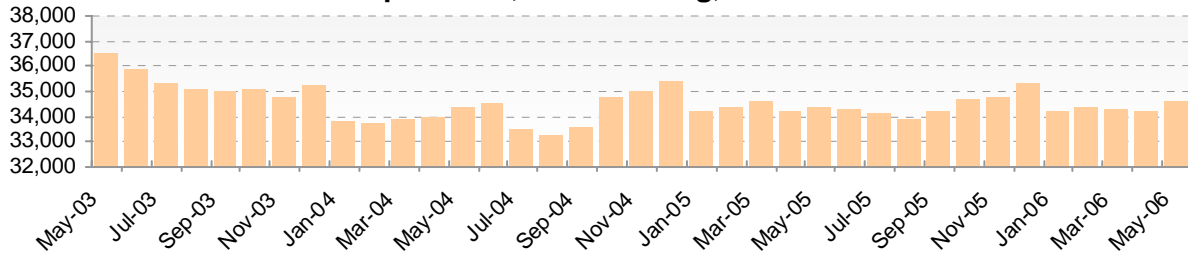
Wholesale Trade



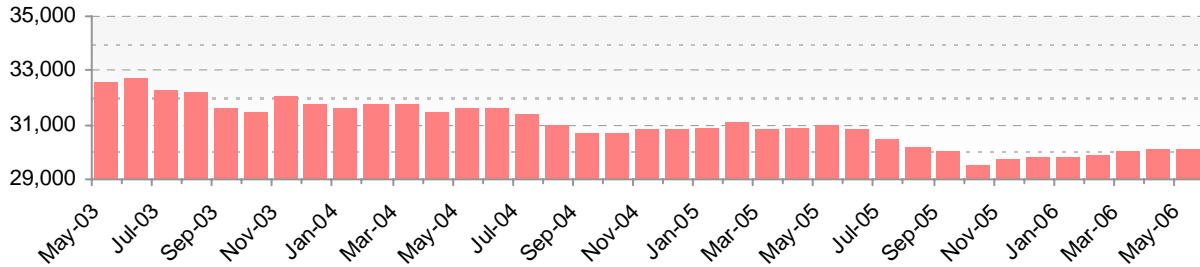
Other Services



Transportation, Warehousing, and Utilities



Information



HOUSING

Sales of Bay Area homes declined for the fourteenth month in a row in May as prices continued to slowly edge up, according to Data Quick Information Systems.

A total of 9,064 new and resale houses and condos were sold in the nine-county region last month. That was up 8.4% from 8,358 in April, but down 19.8% from 11,308 in May 2005.

Last month was the slowest May since 2001 when 7,864 homes were sold. Since 1988, the strongest month of May was May 2004 with 12,028 sales. The slowest month of May since 1988 was in 1995, when only 5,779 were sold.

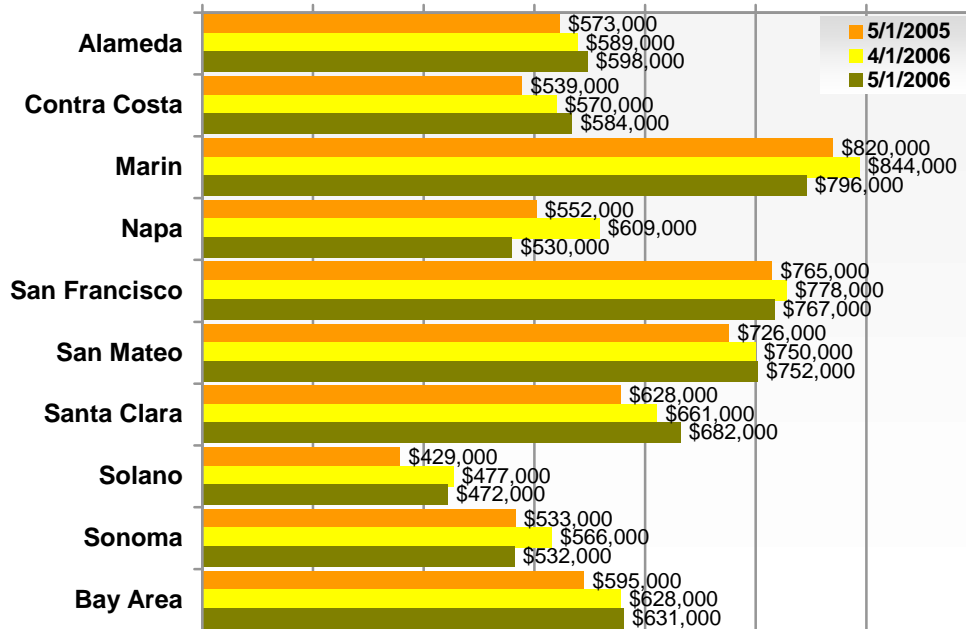
The median price paid for a Bay Area home was \$631,000 last month, another record. That was up 0.5% from April 2006's \$628,000, and up 6.1% from \$595,000 in May 2005. However, last month's year-over-year increase was the lowest since May 2003 when the \$427,000 median was up 3.4%.

All Homes by County	Number Sold May 2006	Annual Pct. Chg	Median May 2006	Median Annual Pct. Chg
Alameda	1,881	-12.70%	\$598,000	4.40%
Contra Costa	1,772	-20.50%	\$584,000	8.30%
Marin	340	-20.70%	\$796,000	-2.90%
Napa	165	-9.30%	\$530,000	-4.00%
San Francisco	626	-10.30%	\$767,000	0.30%
San Mateo	676	-16.00%	\$752,000	3.60%
Santa Clara	2,241	-21.00%	\$682,000	8.60%
Solano	720	-34.40%	\$472,000	10.00%
Sonoma	643	-26.40%	\$532,000	-0.20%
Bay Area	9,064	-19.80%	\$631,000	6.10%

Source: Data Quick Information Systems

The typical monthly mortgage payment that Bay Area buyers committed themselves to paying was \$3,091 in May 2006. That was up from \$3,048 in April, and up from \$2,646 for May a year ago. Adjusted for inflation, mortgage payments are 22% higher than they were at the peak of the prior cycle sixteen years ago.

Median Housing Prices by County



Source: Data Quick Information Systems

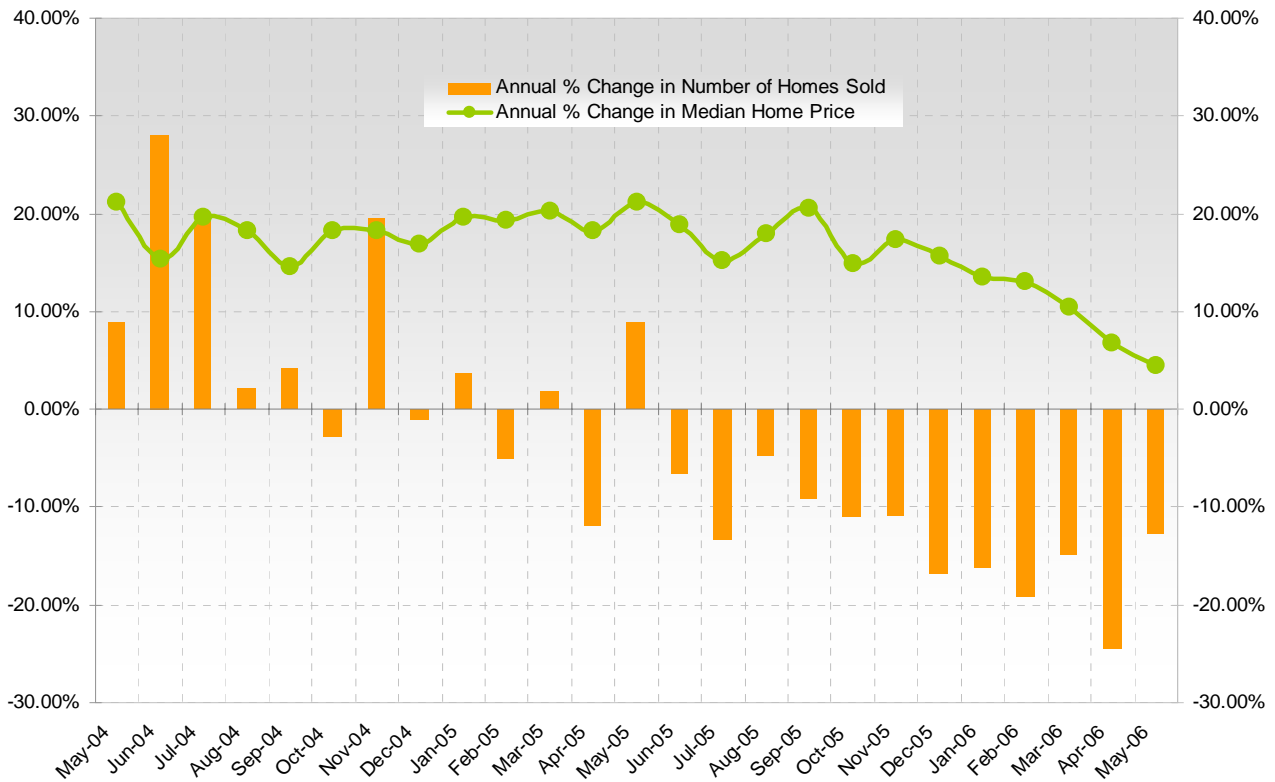
Note: The last update of Housing Affordability Index figures was in December 2005 and is available in our February 2006 newsletter.

EAST BAY HOME SALES

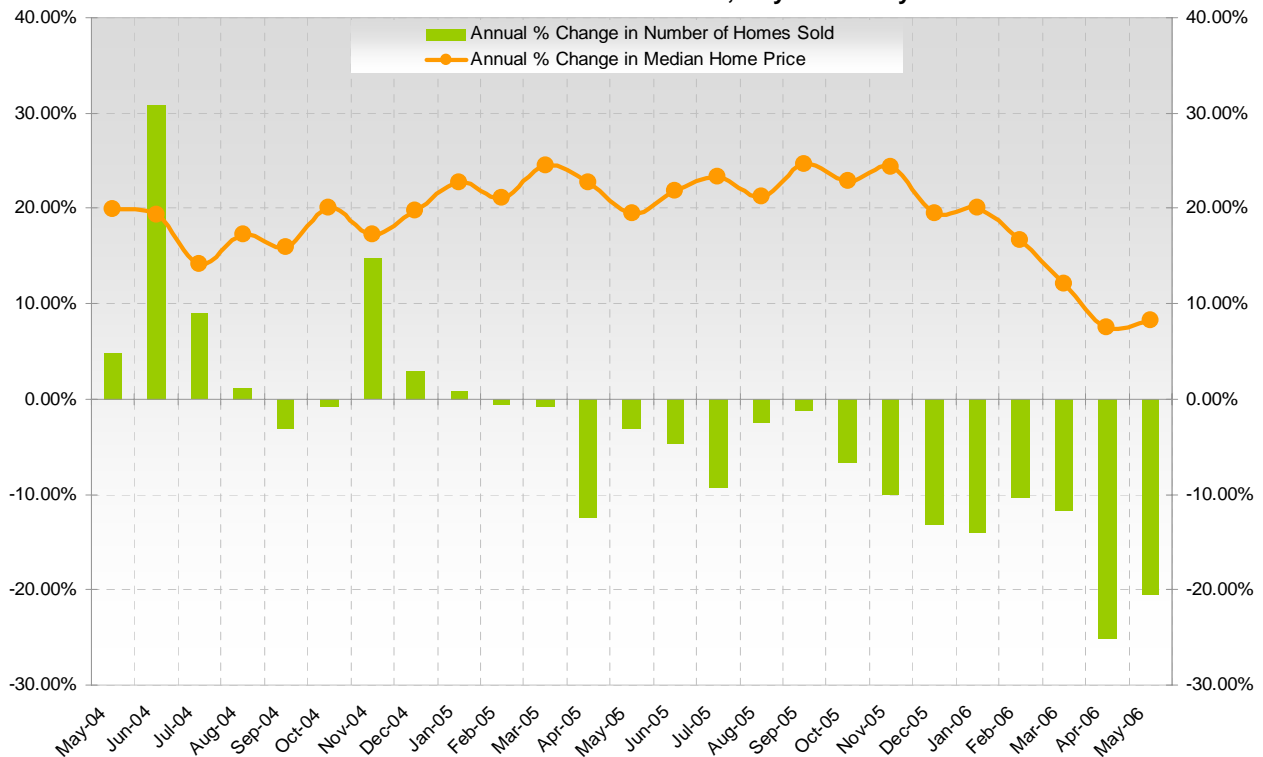
The following charts show the annual percent change in both median home sale price and number of homes sold for both Alameda and Contra Costa Counties. In Alameda County, the annual change in both the number of homes sold and the median home sale price have shown a downward trend November 2005. This trend was also apparent in Contra Costa County. However, in May 2006 both the number of homes sold and median home sale prices Contra Costa County showed improvement for the first time since January 2006.

To view the data tables for both of the following charts, please click here.

Alameda County Annual Percent Change in Median Home Sale Price and Number of Homes Sold, May 2004 - May 2006



Contra Costa County Annual Percent Change in Median Home Sale Price and Number of Homes Sold, May 2004 - May 2006



In May 2006 the median home sale price in Alameda County was \$600,000 – a 3.45%, or \$20,000, increase compared to May of 2005. In Contra Costa County the median home sale price was \$580,000 in May 2006 - a 7.91%, or \$42,500, increase compared to May 2005.

The largest year-to-year percentage increase in the East Bay was in Contra Costa County, where the median home sale price in Crockett jumped 77.86%, or \$272,500.

The largest year-to-year decrease in the East Bay was in Alameda County, where the median home sale price in Dublin fell -12.74%, or \$92,000.

Within Alameda County, Pleasanton had the highest median home sale price of \$799,500. Both Union City and Pleasanton saw high percentage changes from May of 2005, with the median home sale price rising 17.26% in Union City and 14.21% in Pleasanton.

Emeryville had the lowest median home price in Alameda County, \$479,500. This is still 8.98% higher than in May of 2005, when the median home price in Emeryville was \$440,000.

In Contra Costa County, Diablo had the highest median home sale price of \$3,300,000, while Crockett experienced the highest percentage change from May of 2005, with the median home sale price rising 77.86%.

The lowest median home price in Contra Costa County, \$435,000, was in Richmond. But the city with the greatest percentage decrease was San Ramon, which experienced a -5.52% decrease from May of 2005 to \$800,000.

NOTE: The housing costs provided by DataQuick include all home sales – new and existing, condos and single-family.

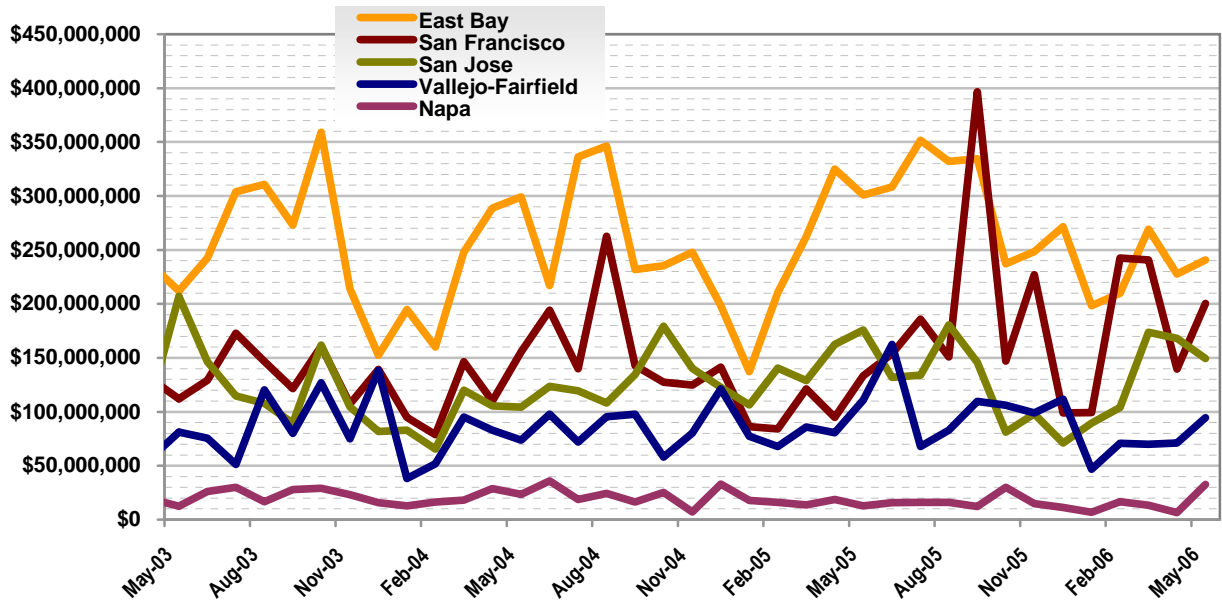
County/City/Area	# Sold	May 2006	May 2005	% Change Yr-To-Yr
Alameda County	1,636	\$600,000	\$580,000	3.45%
Alameda	69	\$675,000	\$642,500	5.06%
Albany	27	\$575,000	\$653,000	-11.94%
Berkeley	56	\$723,500	\$710,000	1.90%
Castro Valley	49	\$630,000	\$587,500	7.23%
Dublin	50	\$630,000	\$722,000	-12.74%
Emeryville	34	\$479,500	\$440,000	8.98%
Fremont	319	\$641,000	\$625,000	2.56%
Hayward	159	\$560,000	\$535,000	4.67%
Livermore	142	\$625,000	\$625,000	0.00%
Newark	58	\$622,500	\$607,500	2.47%
Oakland	366	\$502,500	\$475,000	5.79%
Pleasanton	90	\$799,500	\$700,000	14.21%
San Leandro	116	\$563,500	\$520,000	8.37%
San Lorenzo	30	\$560,000	\$527,500	6.16%
Union City	71	\$710,000	\$605,500	17.26%
Contra Costa County	1,547	\$580,000	\$537,500	7.91%
Alamo	17	\$1,410,000	\$1,470,000	-4.08%
Antioch	156	\$510,000	\$475,000	7.37%
Bethel Island	n/a	n/a	n/a	n/a
Brentwood	115	\$640,000	\$613,000	4.40%
Byron	32	\$731,750	\$610,000	19.96%
Clayton	12	\$772,500	\$800,000	-3.44%
Concord	190	\$541,000	\$500,000	8.20%
Crockett	4	\$622,500	\$350,000	77.86%
Danville	86	\$1,019,500	\$960,000	6.20%
Diablo	1	\$3,300,000	\$2,266,000	45.63%
El Cerrito	19	\$665,000	\$630,000	5.56%
El Sobrante	27	\$512,000	\$520,000	-1.54%
Hercules	43	\$471,000	\$412,000	14.32%
Lafayette	30	\$1,142,500	\$1,075,000	6.28%
Martinez	46	\$530,000	\$522,500	1.44%
Moraga	28	\$1,070,000	\$700,000	52.86%
Oakley	82	\$506,500	\$462,250	9.57%
Orinda	24	\$1,084,000	\$1,037,500	4.48%
Pinole	29	\$560,000	\$537,500	4.19%
Pittsburg	103	\$475,000	\$434,500	9.32%
Pleasant Hill	56	\$640,000	\$625,000	2.40%
Richmond	111	\$435,000	\$413,500	5.20%
Rodeo	12	\$574,500	\$542,500	5.90%
San Pablo	69	\$479,000	\$440,000	8.86%
San Ramon	144	\$800,000	\$846,750	-5.52%
Walnut Creek	117	\$675,000	\$620,000	8.87%

Source: DataQuick

CONSTRUCTION PERMITS

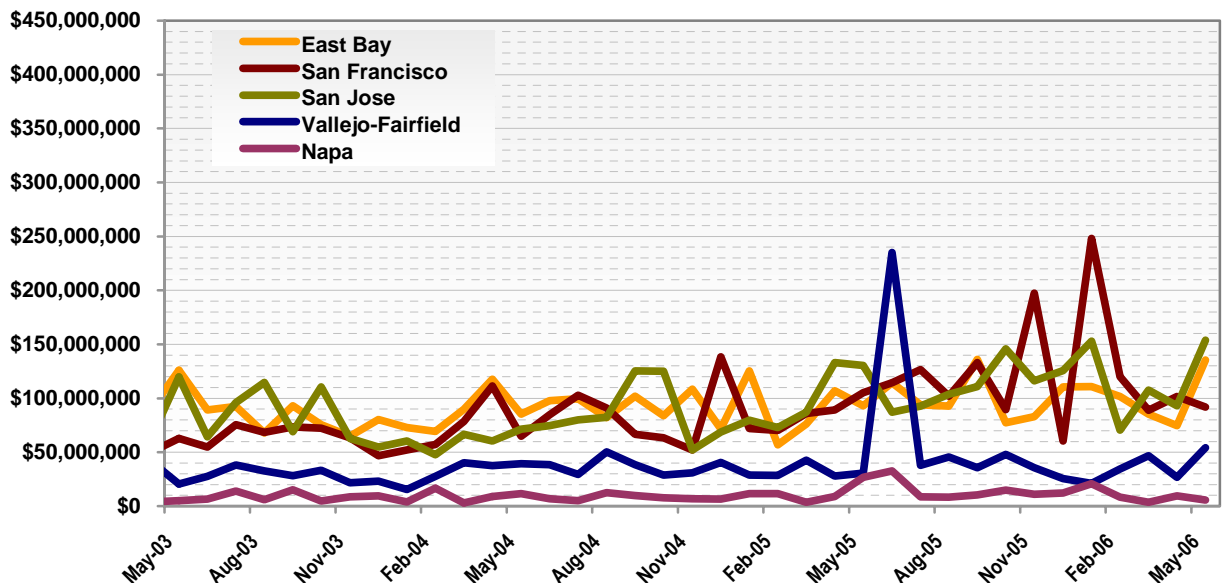
The following two charts of residential and non-residential permit values issued in each of the Bay Area's regions since May 2003 provide a quick comparative view of activity. Data follow in subsequent tables.

Dollar Value of Bay Area Residential Permits Issued by Region



Source: Construction Industry Research Board

Dollar Value of Non-Residential Permits Issued by Region



Source: Construction Industry Research Board

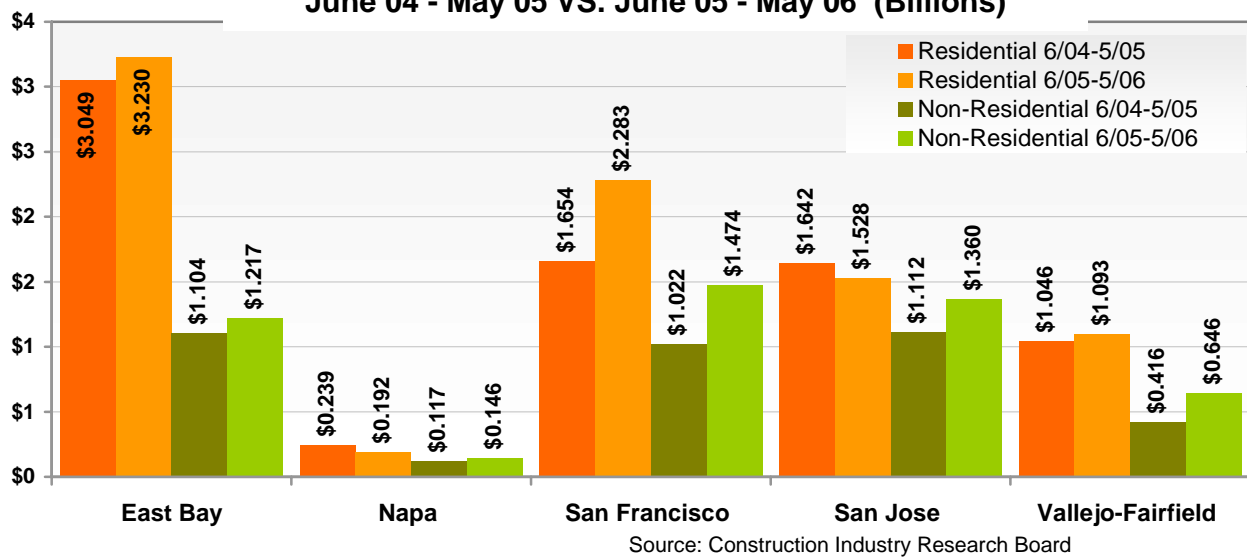
The East Bay experienced increases in both Residential and Non-Residential Permits from April 2006 to May 2006. In June 2005 commercial projects in the Vallejo-Fairfield region brought the non-residential permit total for the month to \$235,082,563. In the San Francisco region non-residential permit values reached highs of \$197,338,296 in November 2005, and \$248,035,828 in January 2006.

All of the Bay Area regions experienced an increase in the total value of all the construction permits issued in the last month – April 2006 compared to May 2006. Napa experienced the greatest percentage increase (139.7%), while the East Bay had the largest dollar increase in permits issued with \$74,043.268 with Vallejo-Fairfield second in dollar value (\$51 million) and in percentage increase (\$52.4%).

Region	April 06 '05 VS. May '06	Percent Change
East Bay	\$74,043,268	24.5%
Napa	\$22,252,255	139.7%
San Francisco	\$51,191,669	21.2%
San Jose	\$42,101,500	16.1%
Vallejo Fairfield	\$51,227,478	52.4%

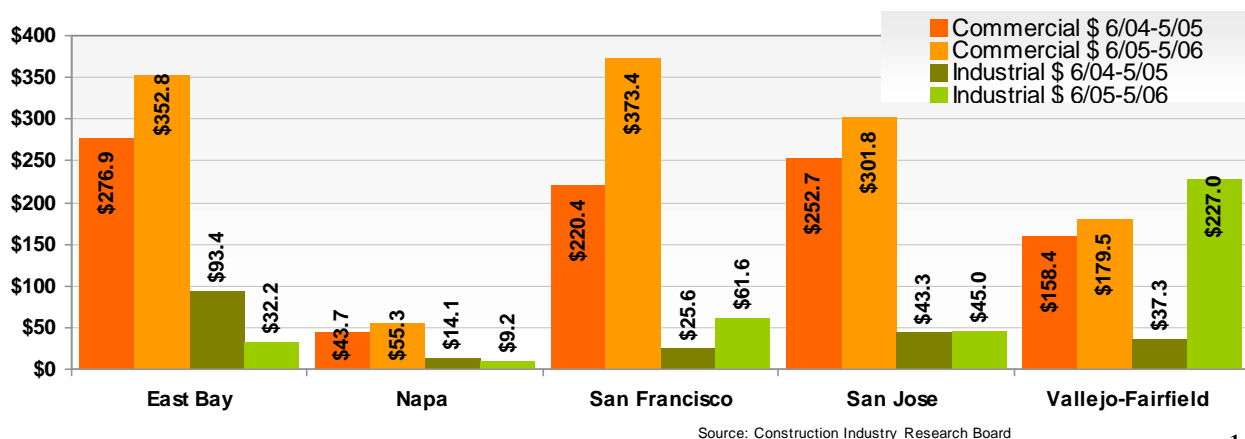
Comparing the twelve-month period ending May 2006 with the same period ending May 2005, The East Bay, San Francisco and Vallejo-Fairfield metro areas saw increases in the value of both residential and non-residential permits issued. In Napa and San Jose, residential permit values decreased.

Bay Area Construction Permits Issued by Region Residential and Non-Residential June 04 - May 05 VS. June 05 - May 06 (Billions)



In a comparison of commercial and industrial permits issued during the same two twelve-month periods, all of the Bay Area's regions saw increases in the value of commercial permits issued, with San Francisco issuing over \$150 million more in commercial permits between June 2005 and May 2006. The Vallejo-Fairfield area had close to a \$200 million increase in Industrial permits.

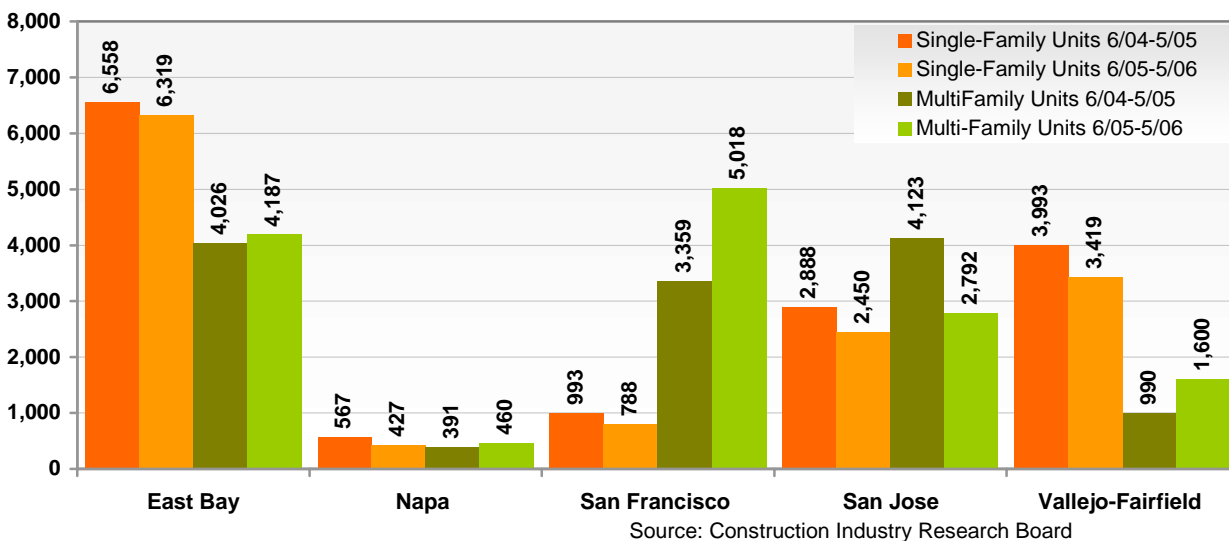
Bay Area Construction Permits Issued by Region Commercial and Industrial June 04 - May 05 VS. June 05 - May 06 (Millions)



In twelve-month period ending May 2006, all of the metro areas except San Jose saw increases in the dollar value of multi-family unit permits issued, while the value of single-family permits declined across the five metro areas.

Bay Area Single Family and Multi-Family Permits Issued by Region

June 04 - May 05 VS. June 05 - May 06



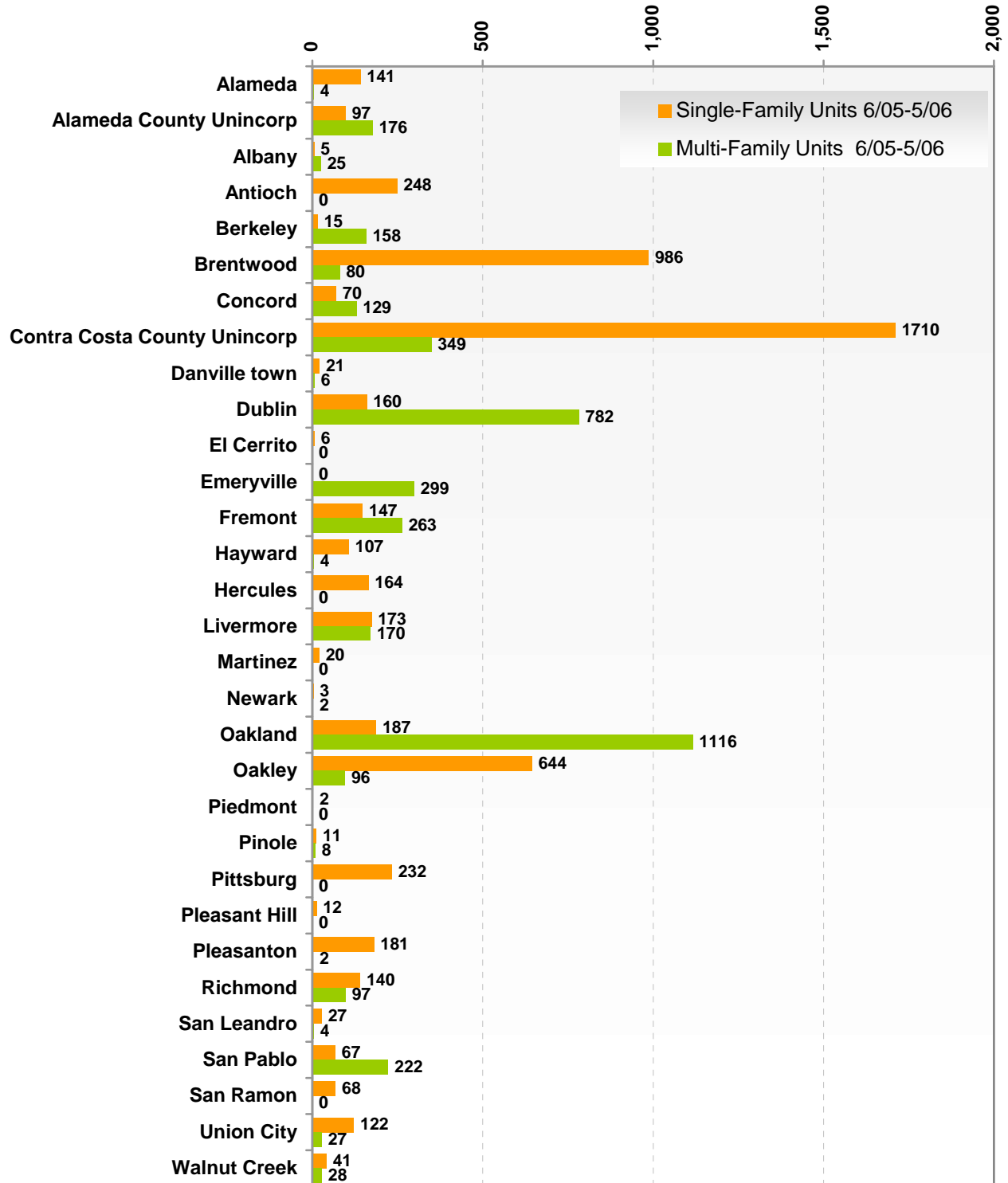
The following tables examine these permit categories for the same comparative time periods for Alameda and Contra Costa Counties.

Construction Permit Values	6/04-5/05	6/05-5/06	Change	% Change
Alameda County Residential	\$1,466,918,866	\$1,277,344,626	-\$189,574,240	-12.9%
Alameda County Non-Residential	\$707,167,002	\$745,770,124	\$38,603,122	5.5%
Alameda County Commercial	\$187,279,411	\$210,844,678	\$23,565,267	12.6%
Alameda County Industrial	\$71,667,009	\$12,432,995	-\$59,234,014	-82.7%
Contra Costa County Residential	\$1,582,077,884	\$1,277,344,626	-\$304,733,258	-19.3%
Contra Costa County Non-Residential	\$396,715,940	\$77,685,827	-\$319,030,113	-80.4%
Contra Costa County Commercial	\$89,620,945	\$77,685,827	-\$11,935,118	-13.3%
Contra Costa County Industrial	\$21,733,027	\$16,844,290	-\$4,888,737	-22.5%

Housing Unit Permit Comparison	6/04-5/05	6/05-5/06	Change	% Change
Alameda County Single-Family Units	3313	3032	-281	-8.5%
Contra Costa County Single-Family Units	713	1015	302	42.4%
Alameda County Multi-Family Units	1836	1367	-469	-25.5%
Contra Costa County Multi-Family Units	4722	4440	-282	-6.0%

The following charts show the number and value of single, multi-family, residential and non-residential construction permits issued within the East Bay for the twelve-month period ending May 2006.

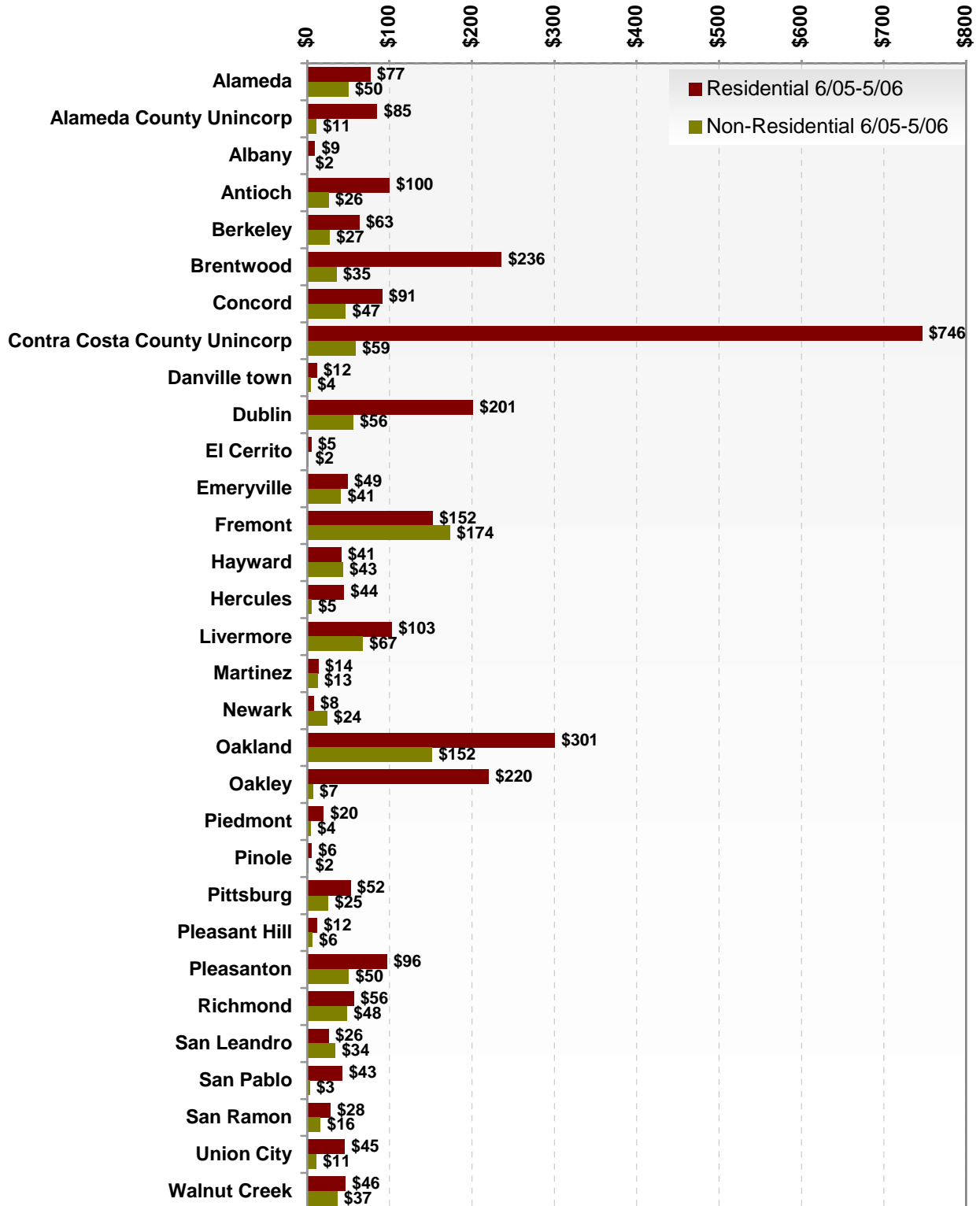
Number of East Bay Residential Unit Permits Issued by City June 2005 - May 2006



Source: Construction Industry Research Board

To view/obtain the accompanying data tables for these charts please click http://www.edab.org/data/monthly_datafiles/june06constructiontables.xls here to download the Microsoft Excel worksheets.

Value of East Bay Permits Issued by City June 2005 - May 2006 (Millions)



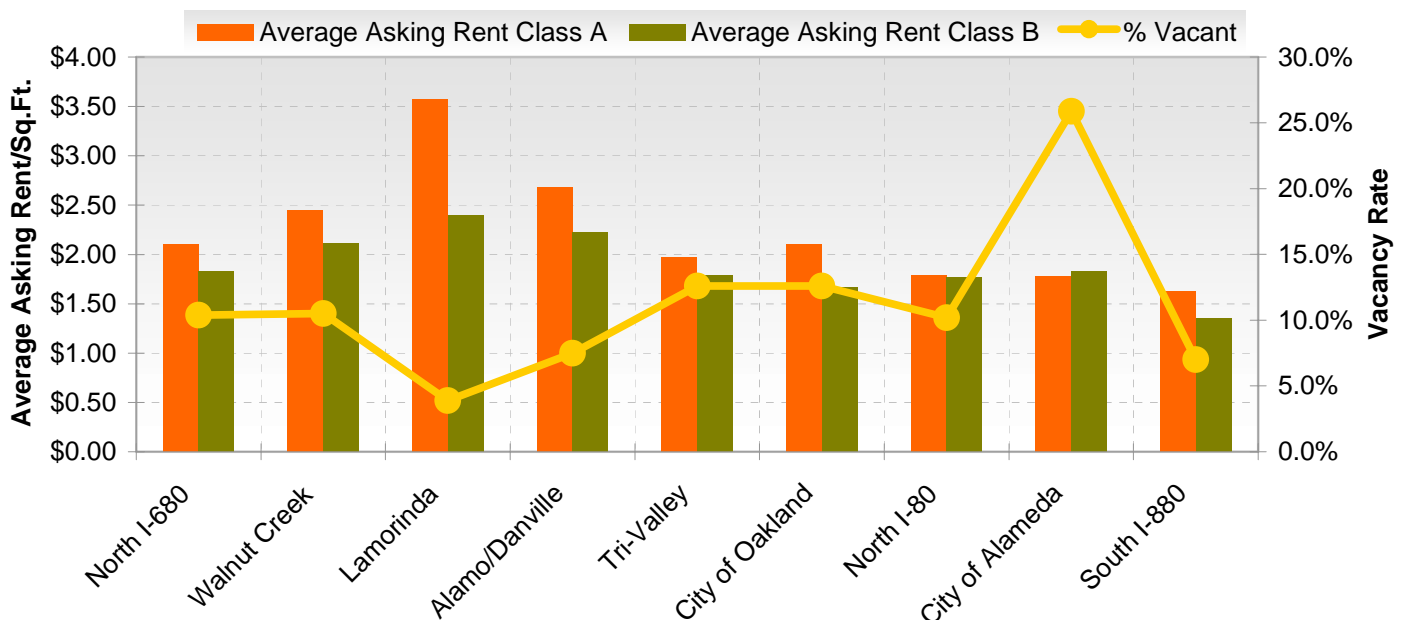
Source: Construction Industry Research Board

EAST BAY OFFICE & MANUFACTURING VACANCY RATES

The Average asking rent for Class A office space was highest in the Lafayette-Moraga-Orinda, or Lamorinda, sub-market in the first quarter of 2006, where the average asking rent climbed to \$3.58 per square foot from \$3.56 in the fourth quarter of 2005. In the South I-880 sub-market, which includes Hayward and San Leandro, Class A office space was least expensive, at \$1.35 per square foot, up from \$1.23 in the fourth quarter of 2005.

Vacancy rates around the East Bay were a mixed bag, with the North I-680, Lamorinda, North I-80 and South I-880 sub-markets seeing declines in the first quarter of 2006 – the most dramatic of these being in the South I-880 area where the rate dipped down to 7.0% from 11.6% in the fourth quarter of 2005. In the Walnut Creek, Alamo/Danville, Oakland and Alameda sub-markets vacancy rates increased, the largest increase being in the Alamo/Danville sub-market where the rate jumped to 7.5% from 2.8% in the fourth quarter of 2005.

Average Asking Rent and Vacancy Rates for Office Space, East Bay Sub-Markets, First Quarter 2006



Source: Grubb & Ellis

Over 60% of the Bay Area's manufacturing market is located in the East Bay, which contains approximately 92.2 million square feet of manufacturing space. In the first quarter of 2006 the East Bay's manufacturing vacancy rate was 6.0%, up from 5.1% in the fourth quarter of 2005. Oakland, Hayward and San Leandro, which contain the largest shares of East Bay manufacturing space, recorded vacancy rates of 3.7%, 3.2% and 5.5%, respectively. San Leandro was one of only 9 Bay Area manufacturing sub-markets to show improvement compared to the first quarter of 2005. Richmond's vacancy rate of 15.4% was the highest in both the East Bay as well as the Bay Area as a whole.

HOTEL OCCUPANCY

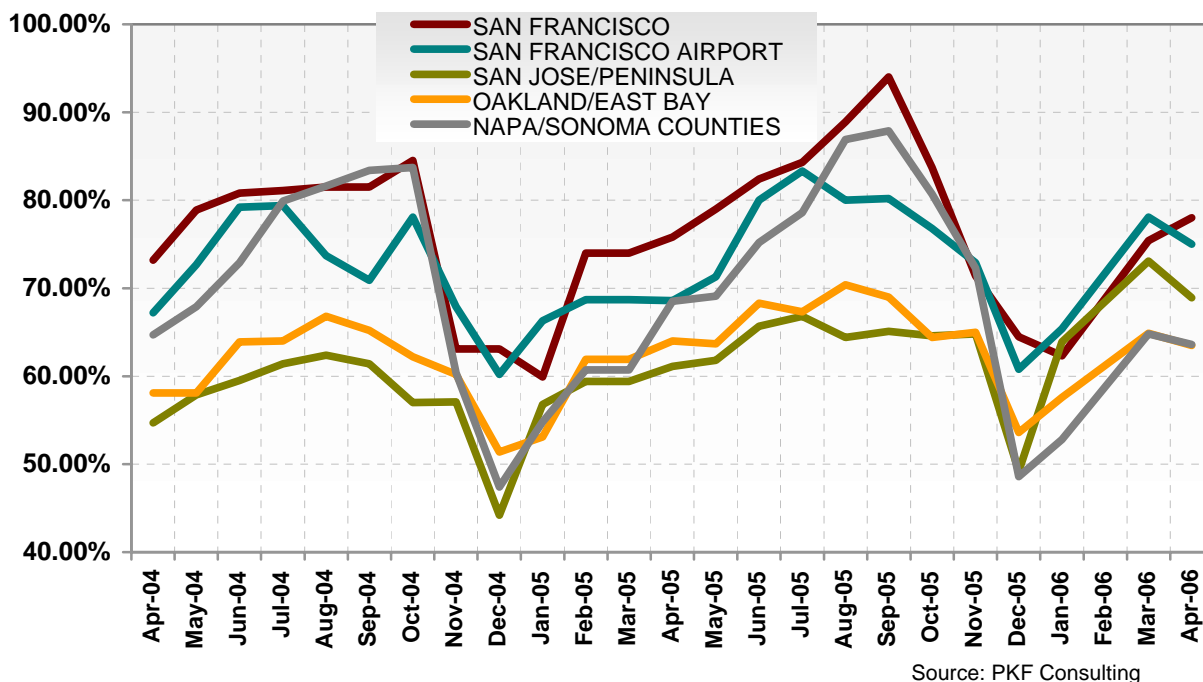
The PKF Consulting report on hotel trends for April 2006 shows a 6.2% increase in room rates throughout Northern California. The East Bay's average daily room rate showed a 5.5% year-to-year increase, and is now ranked 7th in Northern California. In the Napa County and Monterey/Carmel areas, room rates saw small decreases of -3.3% and -2.4%, respectively.

Hotel occupancy percent remained above 60% for all regions, with the average for Northern California remaining at 70.2% for the second month in a row. In Napa County occupancy percent decreased -17.4% from April of 2005, while the San Jose/Peninsula region experience the greatest increase of 10.2%.

	AVERAGE DAILY ROOM RATE			OCCUPANCY PERCENT		
	April-06	April-05	% Change	April-06	April-05	% Change
Monterey/Carmel	\$221.36	\$226.84	-2.4%	73.6%	70.3%	4.7%
San Francisco	\$164.27	\$154.44	6.4%	78.7%	74.6%	5.5%
Napa County	\$156.43	\$161.75	-3.3%	63.6%	77.0%	-17.4%
Marin County	\$127.39	\$125.09	1.8%	75.4%	73.1%	3.1%
Sonoma County	\$125.24	\$114.63	9.3%	66.3%	67.7%	-2.0%
San Jose/Peninsula	\$115.07	\$106.51	8.0%	68.9%	62.5%	10.2%
Oakland/East Bay	\$103.83	\$98.43	5.5%	63.5%	63.4%	0.1%
Sacramento	\$103.18	\$96.09	7.4%	72.2%	76.9%	-6.1%
San Francisco Airport	\$98.25	\$91.97	6.8%	75.0%	70.6%	6.2%
Other Northern California	\$77.14	\$71.47	7.9%	62.9%	65.2%	-3.5%
Central Valley	\$71.21	\$65.41	8.9%	73.1%	76.9%	-5.0%
Overall Average	\$127.91	\$120.43	6.2%	72.2%	70.2%	2.8%

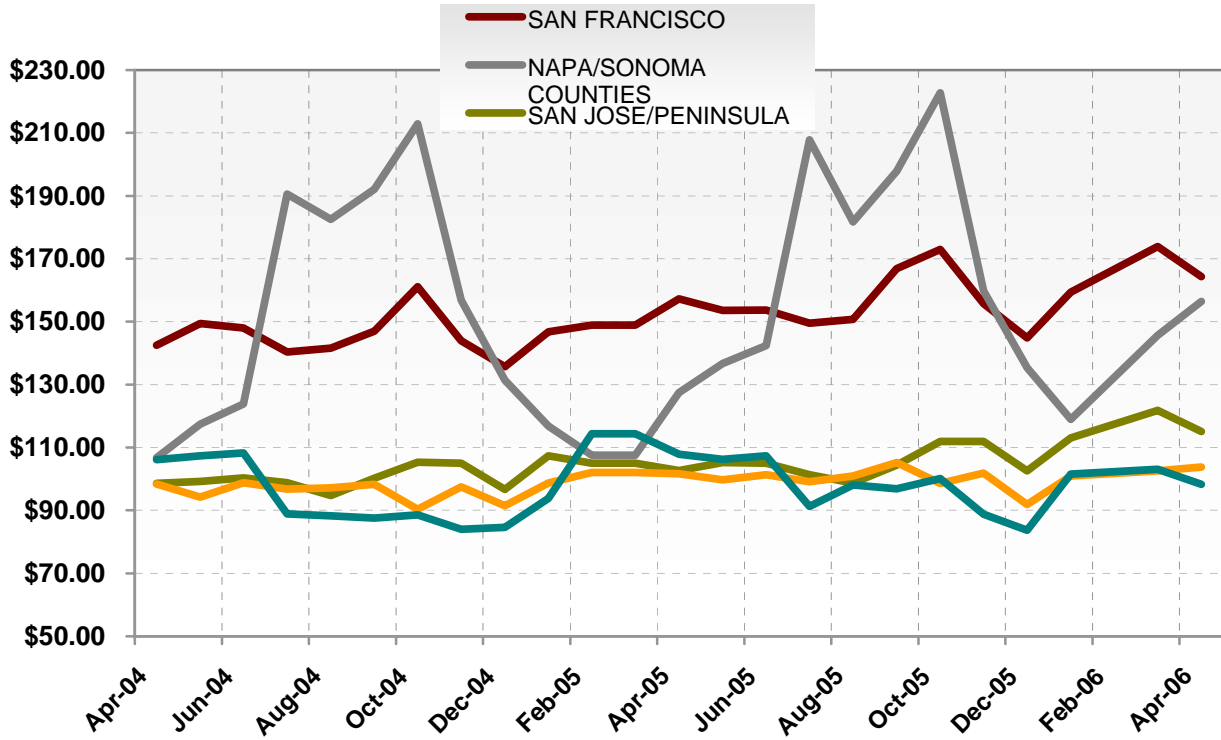
Source: PKF Consulting

Hotel Occupancy Percent
April 2004 - April 2006



The East Bay's Average Daily Room Rate continued to be steadier than those of San Francisco and the Napa/Sonoma region

Bay Area Hotel Average Daily Room Rate April 2004 - April 2006



Source: PKF Consulting