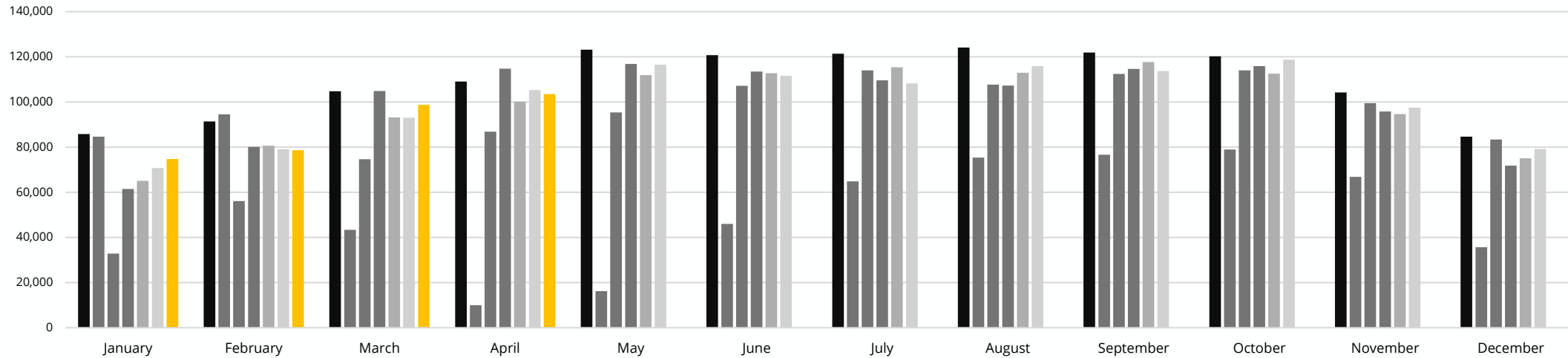


2019-2025 LODGING TREND



Napa County Lodging Demand

■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ 2025



April Year to Date	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2025	56.2	\$354.62	\$199.45	\$126,361,427	633,541	356,333
2024	55.0	\$350.11	\$192.63	\$121,845,311	632,520	348,025
2019	65.9	\$272.80	\$224.30	\$104,271,088	606,070	390,636
YOY % change/2024	2.2%	1.3%	3.5%	3.7%	0.2%	2.4%
YOY % change/2019	-14.7%	30.0%	-11.1%	21.2%	4.5%	-8.8%

LODGING: APRIL 2025 YEAR-TO-DATE



Calendar YTD April 2025	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	56.2	2.2%	\$354.62	1.3%	\$199.45	3.5%
Sonoma County	8,300	53.3	-0.3%	\$181.03	-1.7%	\$96.42	-1.9%
Monterey County	12,900	63.2	7.4%	\$227.14	0.6%	\$143.62	8.0%
San Luis Obispo County	10,900	60.7	4.4%	\$166.07	0.8%	\$100.80	5.3%
Santa Barbara County	10,800	63.0	3.0%	\$218.22	2.1%	\$137.51	5.2%
San Francisco County	34,000	62.2	7.3%	\$272.29	7.6%	\$169.25	15.5%
JURISDICTIONS							
American Canyon	410	62.5	-11.4%	\$126.62	-0.5%	\$79.18	-11.8%
Napa (City of)	3,000	59.1	5.0%	\$291.56	0.4%	\$172.41	5.5%
Yountville	440	44.3	-8.5%	\$614.77	2.6%	\$272.35	-6.1%
Calistoga	790	56.7	6.5%	\$486.64	-1.4%	\$276.01	5.0%
Unincorporated Co.	760	48.4	4.1%	\$490.72	5.8%	\$237.70	10.1%
SERVICE TYPE							
Luxury Hotels		48.8	5.8%	\$830.13	0.4%	\$405.23	6.3%
Group Hotels		58.6	3.3%	\$266.37	0.3%	\$156.07	3.6%
Limited-Service Hotels		62.9	-1.9%	\$162.99	-3.0%	\$156.07	-4.8%

LODGING: MONTH OF APRIL



Month of April 2025	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	65.3	-1.9%	\$403.33	-2.4%	\$263.40	-4.3%
Sonoma County	8,300	60.7	-2.7%	\$201.01	-4.5%	\$122.02	-7.1%
Monterey County	12,900	73.5	8.9%	\$248.18	1.1%	\$182.48	10.0%
San Luis Obispo County	10,900	69.8	4.7%	\$184.09	-1.9%	\$128.53	2.7%
Santa Barbara County	10,800	68.9	-1.0%	\$236.93	-2.8%	\$163.26	-3.8%
San Francisco County	34,000	68.1	16.7%	\$247.03	10.3%	\$168.22	16.7%
JURISDICTIONS							
American Canyon	410	67.2	-11.2%	\$143.25	-5.3%	\$96.25	-15.9%
Napa (City of)	3,000	67.3	0.0%	\$322.66	-4.8%	\$217.11	-4.9%
Yountville	440	56.0	-11.4%	\$679.39	-1.0%	\$380.23	-12.2%
Calistoga	790	69.6	4.4%	\$545.44	-1.1%	\$379.55	3.3%
Unincorporated Co.	760	58.3	-4.1%	\$573.74	3.5%	\$334.42	-0.7%
SERVICE TYPE							
Luxury Hotels		61.9	-2.4%	\$945.38	-0.3%	\$585.35	-2.7%
Group Hotels		66.1	-1.4%	\$299.78	-2.2%	\$198.19	-3.5%
Limited-Service Hotels		71.2	-3.7%	\$175.55	-8.3%	\$125.01	-11.8%