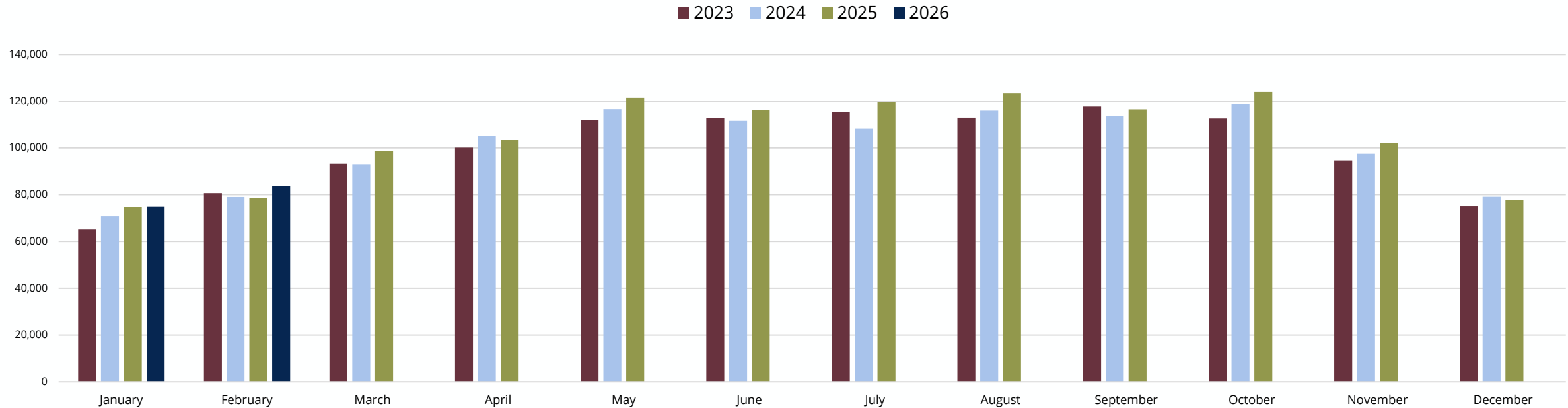


LODGING TREND, YTD FEBRUARY 2026



Napa County Lodging Demand, by Month



Jan-Feb 2026 YTD	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2026	50.8%	\$326.34	\$165.65	\$51,560,962	311,259	157,997
2025	49.7%	\$322.86	\$160.41	\$49,660,003	309,573	153,813
YOY % change/2025	+2.2%	+1.1%	+3.3%	+3.8%	+0.5%	+2.7%

Demand is the number of rooms sold, while Occupancy is the percentage of AVAILABLE rooms sold (Rooms Sold/Rooms Available)

LODGING: FEBRUARY 2026



COMPETITIVE REGIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Napa County	56.7%	+6.0%	\$346.31	+4.4%	\$196.40	+10.7%
Sonoma County	54.1%	+4.5%	\$173.67	+0.1%	\$94.01	+4.7%
Monterey County	64.0%	+9.8%	\$246.65	+13.5%	\$157.91	+24.7%
San Luis Obispo County	61.3%	+5.5%	\$166.66	+2.9%	\$102.16	+8.5%
Santa Barbara County	63.1%	+2.7%	\$224.65	+7.0%	\$141.66	+9.9%
San Francisco County	71.5%	+21.6%	\$308.26	+33.8%	\$220.36	+62.7%

YOY growth across all metrics. Super Bowl had a positive impact in the region.

JURISDICTIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
American Canyon	68.4%	+9.1%	\$120.27	+2.2%	\$82.26	+11.6%
Napa (City of)	58.5%	+3.5%	\$289.00	+4.5%	\$169.01	+8.1%
Yountville	47.6%	+13.2%	\$603.06	+6.4%	\$287.06	+20.4%
St. Helena	62.0%	-5.9%	\$442.76	-3.8%	\$274.47	-9.5%
Calistoga	52.8%	+5.2%	\$531.46	+13.3%	\$280.74	+19.2%
Unincorporated Co.	51.5%	+14.5%	\$434.22	-5.7%	\$223.59	+7.9%

American Canyon and St. Helena had the strongest occupancies, while Yountville and Unincorporated showed the most growth.

SERVICE TYPE	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Luxury	49.2%	+13.5%	\$818.14	+5.4%	\$402.46	+19.6%
Limited-Service	61.9%	+3.7%	\$164.26	+3.1%	\$101.70	+6.9%
Group	59.6%	+5.5%	\$258.53	+2.3%	\$154.08	+7.9%

Luxury continues to perform well, seeing YOY increases across the board.

LODGING: JANUARY-FEBRUARY 2026



COMPETITIVE REGIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Napa County	50.8%	+2.2%	\$326.34	+1.1%	\$165.65	+3.3%
Sonoma County	51.1%	+5.5%	\$167.70	-1.1%	\$85.67	+4.4%
Monterey County	59.1%	+3.4%	\$223.76	+4.6%	\$132.35	+8.2%
San Luis Obispo County	56.7%	+1.5%	\$157.76	+1.5%	\$89.51	+3.1%
Santa Barbara County	59.5%	-0.6%	\$216.00	+2.5%	\$128.58	+1.8%
San Francisco County	65.8%	+13.4%	\$353.20	+13.7%	\$232.47	+28.9%

Napa and Sonoma OCCs are on par, with all wine regions below 60%.

SF benefitted from Super Bowl.

JURISDICTIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
American Canyon	62.8%	+8.1%	\$111.95	-4.1%	\$70.26	+3.8%
Napa (City of)	52.4%	-1.2%	\$268.20	+0.2%	\$140.52	-1.1%
Yountville	40.2%	+10.4%	\$573.33	-0.6%	\$230.55	+9.7%
St. Helena	57.2%	-0.5%	\$420.61	-5.1%	\$240.46	-5.6%
Calistoga	48.6%	-1.7%	\$498.57	+9.2%	\$242.40	+7.3%
Unincorporated Co.	44.5%	+14.2%	\$436.09	-4.8%	\$194.11	+8.8%

American Canyon and St. Helena had the strongest occupancies, while Yountville and Unincorporated showed the most growth.

SERVICE TYPE	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Luxury	43.6%	+7.6%	\$770.63	+0.7%	\$335.85	+8.3%
Limited-Service	56.0%	-1.3%	\$151.51	-1.8%	\$84.86	-3.1%
Group	52.8%	+2.5%	\$241.82	-0.6%	\$127.57	+1.9%

Luxury continues to perform well, seeing YOY increases across the board.