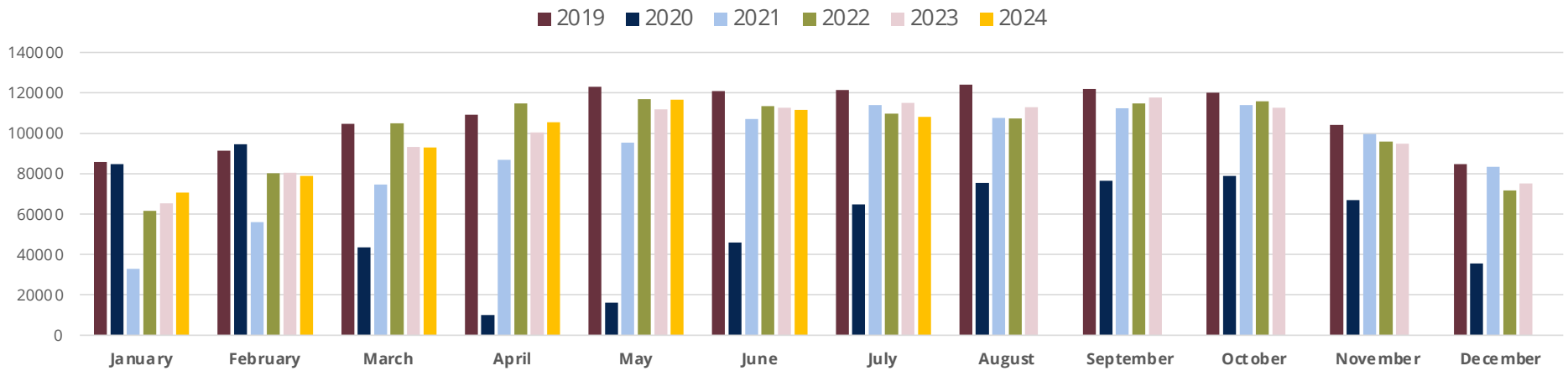


Napa County July Year-to-Date Lodging Trends



Napa County Lodging Demand



Smith Travel Research						
July Year to Date	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2024	61.2%	\$405.61	\$248.37	\$277,455,987	1,117,089	684,042
2023	60.4%	\$417.91	\$252.52	\$283,652,883	1,123,308	678,747
2019	71.6%	\$318.23	\$227.82	\$242,518,318	1,064,516	762,092
YOY % change/2023	+1.3%	-2.9%	-1.6%	-2.2%	-0.6%	+0.8%
YOY % change/2019	-14.5%	+27.7%	+9.0%	+14.4%	+4.9%	-10.2%

SMITH TRAVEL RESEARCH

July Year-to-Date Lodging Trends



Smith Travel Research								
	Calendar YTD July 2024	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Comp Set	Napa County	5,400	61.2%	+1.3%	\$405.61	-2.9%	\$248.37	-1.6%
	Sonoma County	8,300	60.7%	+2.7%	\$208.99	-3.6%	\$126.94	-1.0%
	Monterey County	12,900	66.5%	+0.3%	\$254.71	+0.1%	\$169.37	+0.4%
	San Luis Obispo County	10,900	64.7%	-1.0%	\$188.94	0.0%	\$122.31	-1.0%
	Santa Barbara County	10,800	67.4%	+1.6%	\$240.75	-1.7%	\$162.26	-0.1%
	San Francisco County	34,000	62.8%	-0.4%	\$237.95	-2.5%	\$149.37	-2.8%
Jurisdictions	American Canyon	410	72.3%	-2.3%	\$157.28	-5.3%	\$113.77	-7.4%
	Napa (City of)	3,000	62.5%	+2.3%	\$335.91	-2.6%	\$210.03	-0.4%
	Yountville	440	57.2%	+0.9%	\$664.50	-2.2%	\$379.96	-1.2%
	Calistoga	790	59.1%	-1.3%	\$539.18	-6.7%	\$318.41	-7.9%
	Unincorporated Co.	760	54.8%	-1.8%	\$559.49	-0.8%	\$306.46	-2.6%
Service Type	VNV Luxury Hotels		55.2%	+4.4%	\$929.07	-4.5%	\$512.63	-0.3%
	VNV Group Hotels		62.2%	-2.4%	\$310.51	-4.9%	\$193.09	-7.2%
	VNV Limited-Service Hotels		69.5%	+2.8%	\$201.51	+0.2%	\$140.07	+3.0%

SMITH TRAVEL RESEARCH

Month of July Lodging Outlook



Smith Travel Research								
	July 2024	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Comp Set	Napa County	5,400	66.2%	-5.2%	\$423.81	-4.8%	\$280.42	-9.8%
	Sonoma County	8,300	70.1%	+3.6%	\$226.58	+1.2%	\$158.95	+4.9%
	Monterey County	12,900	83.4%	+4.0%	\$302.67	+0.1%	\$252.33	+4.1%
	San Luis Obispo County	10,900	81.3%	+1.4%	\$229.53	+0.0%	\$186.65	+1.4%
	Santa Barbara County	10,800	81.0%	+3.1%	\$284.02	-3.3%	\$230.15	-0.2%
	San Francisco County	34,000	66.8%	-3.7%	\$200.30	-7.8%	\$133.76	-11.1%
Jurisdictions	American Canyon	410	70.6%	-6.3%	\$171.03	-9.2%	\$120.83	-14.9%
	Napa (City of)	3,000	67.5%	-4.6%	\$343.36	-4.9%	\$231.75	-9.2%
	Yountville	440	64.7%	-14.2%	\$672.62	+3.0%	\$434.90	-11.6%
	Calistoga	790	62.0%	-6.8%	\$546.32	-12.9%	\$338.55	-18.8%
	Unincorporated Co.	760	64.9%	+1.0%	\$615.11	-2.2%	\$398.97	-1.2%
Service Type	VNV Luxury Hotels		62.8%	-8.6%	\$948.84	-3.2%	\$595.45	-11.5%
	VNV Group Hotels		66.7%	-6.0%	\$326.33	-5.4%	\$217.70	-11.2%
	VNV Limited-Service Hotels		73.2%	-3.9%	\$211.68	-4.4%	\$154.87	-8.1%