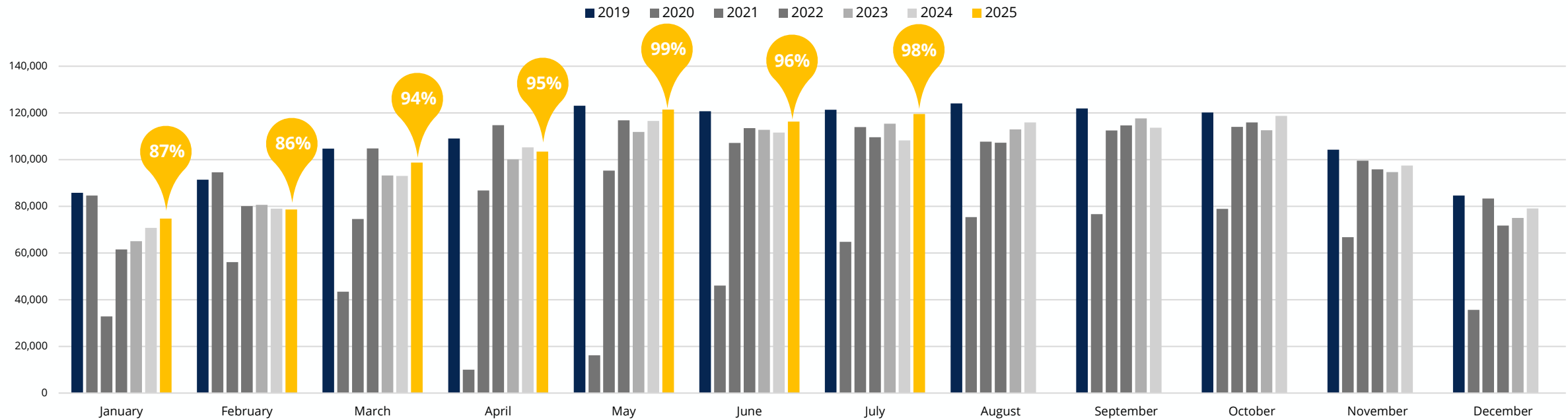


2019-2025 LODGING TREND



Napa County Lodging Demand, by Month



Pace to 2019

July Year to Date	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2025	63.5	\$400.73	\$254.34	\$292,932,467	1,151,737	731,005
2024	61.6	\$396.84	\$244.52	\$282,687,190	1,156,097	712,352
2019	70.6	\$309.62	\$218.56	\$234,024,551	1,070,762	755,833
YOY % change/2024	3.0%	1.0%	4.0%	3.6%	-0.4%	2.6%
YOY % change/2019	-10.1%	29.4%	16.4%	25.2%	7.6%	-3.3%

LODGING: MONTH OF JULY 2025



Month of July 2025	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	71.0	6.6%	\$414.50	0.0%	\$294.23	6.5%
Sonoma County	8,300	68.8	-1.8%	\$227.93	0.6%	\$156.85	-1.3%
Monterey County	12,900	81.0	-2.7%	\$274.73	-9.0%	\$222.47	-11.5%
San Luis Obispo County	10,900	78.3	-3.6%	\$223.33	-2.8%	\$174.93	-6.3%
Santa Barbara County	10,800	77.4	-4.5%	\$283.25	-0.2%	\$219.13	-4.7%
San Francisco County	34,000	70.3	5.4%	\$200.51	10.3%	\$140.93	5.4%
JURISDICTIONS							
American Canyon	410	80.4	13.9%	\$168.00	-1.8%	\$135.13	11.8%
Napa (City of)	2,790	71.4	4.7%	\$332.30	-0.2%	\$237.29	4.4%
Yountville	440	66.9	3.4%	\$696.98	3.6%	\$466.08	7.2%
St. Helena	210	68.3	3.5%	\$591.50	8.2%	\$403.80	12.0%
Calistoga	790	70.6	13.9%	\$556.27	2.0%	\$392.71	16.2%
Unincorporated Co.	760	68.2	5.1%	\$607.49	-1.2%	\$414.13	3.8%
SERVICE TYPE							
Luxury Hotels		69.2	10.2%	\$973.31	2.6%	\$673.18	13.1%
Group Hotels		71.0	6.5%	\$311.31	-4.8%	\$221.15	1.4%
Limited-Service Hotels		78.6	7.5%	\$204.90	-3.1%	\$161.14	4.1%

LODGING: JULY 2025 YEAR-TO-DATE



Calendar YTD July 2025	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	63.5	3.0%	\$400.73	1.0%	\$254.34	4.0%
Sonoma County	8,300	59.3	-2.1%	\$207.27	-0.9%	\$122.92	-3.0%
Monterey County	12,900	68.7	3.8%	\$249.31	-2.3%	\$171.20	1.4%
San Luis Obispo County	10,900	66.1	2.2%	\$188.74	-0.2%	\$124.72	1.9%
Santa Barbara County	10,800	67.3	0.1%	\$244.72	1.7%	\$164.80	1.8%
San Francisco County	34,000	66.3	5.8%	\$245.66	3.5%	\$162.89	9.5%
JURISDICTIONS							
American Canyon	410	69.8	-3.5%	\$156.93	-0.2%	\$109.54	-3.7%
Napa (City of)	2,790	65.9	4.2%	\$330.39	1.6%	\$217.58	5.8%
Yountville	440	54.2	-5.3%	\$684.98	3.1%	\$370.96	-2.4%
St. Helena	210	66.8	7.9%	\$572.12	0.4%	\$382.00	8.4%
Calistoga	790	62.7	6.2%	\$536.45	-0.3%	\$336.18	5.8%
Unincorporated Co.	760	57.0	4.1%	\$573.99	2.6%	\$327.23	6.8%
SERVICE TYPE							
Luxury Hotels		57.8	4.8%	\$947.43	2.0%	\$547.70	6.8%
Group Hotels		65.0	4.4%	\$311.34	0.2%	\$202.34	4.6%
Limited-Service Hotels		69.7	0.3%	\$197.08	-2.2%	\$202.34	-1.9%