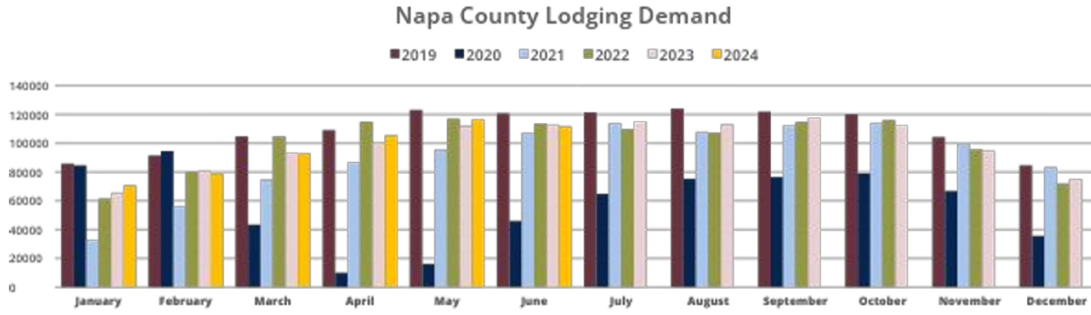


# Napa County June Year-to-Date Lodging Trends



Smith Travel Research						
June Year to Date	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2024	60.4%	\$402.30	\$242.96	\$231,719,093	953,719	575,991
2023	58.8%	\$412.28	\$242.44	\$232,272,663	958,047	563,389
2019	69.4%	\$302.62	\$210.04	\$192,014,535	914,181	634,501
YOY % change/2023	+2.7%	-2.4%	+0.2%	-0.2%	-0.5%	+2.2%
YOY % change/2019	-13.0%	+32.9%	+15.7%	+20.7%	+4.3%	-9.2%

# Month of June Lodging Trends



Smith Travel Research								
	June 2024	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Comp Set	Napa County	5,400	70.6	-0.5%	\$452.61	1.2%	\$319.51	0.8%
	Sonoma County	8,300	72.4	8.6%	\$235.34	-0.5%	\$170.36	8.1%
	Monterey County	12,900	75.6	24.0%	\$276.71	1.3%	\$209.29	4.7%
	San Luis Obispo County	10,900	72.8	-0.4%	\$217.29	1.0%	\$158.25	0.6%
	Santa Barbara County	10,800	76.6	5.4%	\$268.69	-1.6%	\$205.77	3.8%
	San Francisco County	34,000	71.3	4.6%	\$218.68	10.3%	\$155.85	4.6%
Jurisdictions	American Canyon	410	77.7	-301.2%	\$203.40	0.0%	\$158.04	-3.1%
	Napa (City of)	3,000	72.2	1.2%	\$374.57	3.3%	\$270.43	4.6%
	Yountville	440	69.0	-1.9%	\$714.45	9.3%	\$492.64	7.3%
	Calistoga	790	68.4	-2.7%	\$573.42	-7.5%	\$392.35	-10.0%
	Unincorporated Co.	760	65.4	-4.8%	\$630.89	1.4%	\$412.65	-3.5%
Service Type	Luxury Hotels		67.8	0.1%	\$989.91	0.6%	\$671.22	0.7%
	Group Hotels		70.2	-3.7%	\$350.61	-0.1%	\$246.02	-3.9%
	Limited-Service Hotels		79.4	2.2%	\$239.37	5.7%	\$189.97	8.0%

# June Year-to-Date Lodging Trends



Smith Travel Research								
	Calendar YTD June 2024	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Comp Set	Napa County	5,400	60.4	2.7%	\$402.30	-2.4%	\$242.96	0.2%
	Sonoma County	8,300	59.1	2.5%	\$205.39	-4.6%	\$121.41	-2.2%
	Monterey County	12,900	63.6	-0.4%	\$243.63	-0.2%	\$155.03	-0.6%
	San Luis Obispo County	10,900	61.9	-1.5%	\$179.80	-0.2%	\$111.25	-1.6%
	Santa Barbara County	10,800	65.0	1.2%	\$231.39	-1.3%	\$150.51	-0.1%
	San Francisco County	34,000	62.1	0.2%	\$244.75	-1.7%	\$151.95	-1.5%
Jurisdictions	American Canyon	410	72.6	-1.6%	\$154.98	-4.4%	\$112.57	-5.9%
	Napa (City of)	3,000	61.7	3.7%	\$334.71	-2.1%	\$206.46	1.5%
	Yountville	440	55.9	4.6%	\$662.89	-3.3%	\$370.55	1.1%
	Calistoga	790	58.6	-0.1%	\$537.88	-5.2%	\$314.96	-5.4%
	Unincorporated Co.	760	53.0	-2.4%	\$547.84	-0.5%	\$290.61	-2.9%
Service Type	Luxury Hotels		53.9	7.5%	\$925.12	-4.7%	\$498.45	2.4%
	Group Hotels		61.4	-1.7%	\$307.78	-4.7%	\$189.04	-6.3%
	Limited-Service Hotels		68.9	4.2%	\$199.66	1.2%	\$189.04	5.5%