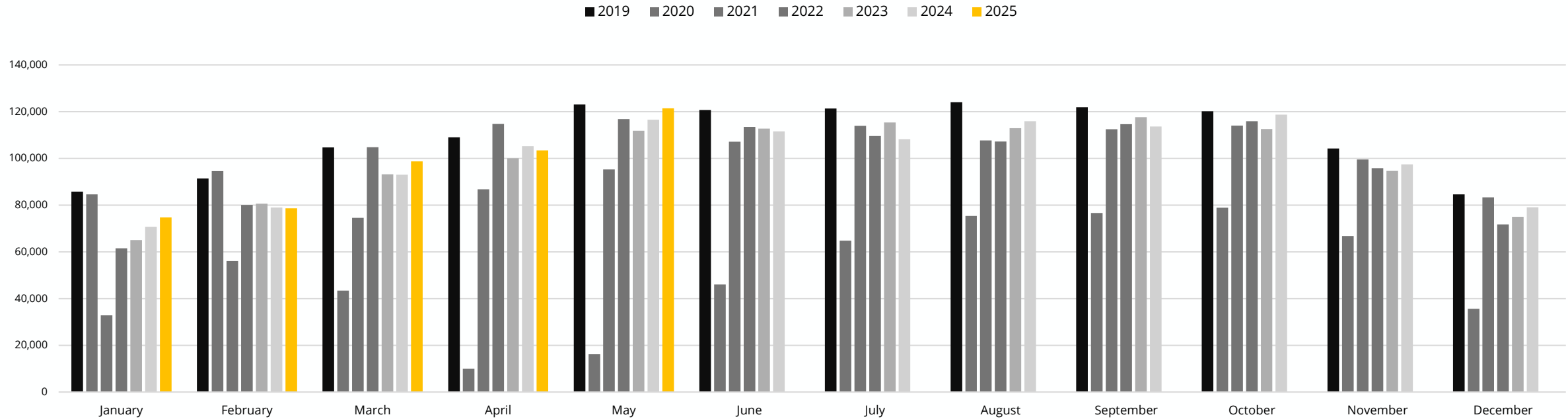


2019-2025 LODGING TREND



Napa County Lodging Demand, by Month



May Year to Date	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2025	59.9	\$396.65	\$237.76	\$189,550,968	797,221	477,882
2024	58.4	\$390.18	\$227.73	\$181,251,937	795,921	464,534
2019	67.4	\$292.01	\$196.71	\$150,020,465	762,651	513,750
YOY % change/2024	2.7%	1.7%	4.4%	4.6%	0.2%	2.9%
YOY % change/2019	-11.1%	35.8%	20.9%	26.4%	4.5%	-7.0%

LODGING: MAY 2025 YEAR-TO-DATE



Calendar YTD May 2025	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	59.9	2.7%	\$396.65	1.7%	\$237.76	4.4%
Sonoma County	8,300	55.9	-0.7%	\$196.08	-1.0%	\$109.58	-1.7%
Monterey County	12,900	64.9	6.6%	\$237.59	0.5%	\$154.16	7.2%
San Luis Obispo County	10,900	62.2	4.3%	\$172.73	1.0%	\$107.44	5.4%
Santa Barbara County	10,800	64.3	2.6%	\$228.87	3.0%	\$147.06	5.6%
San Francisco County	34,000	64.2	6.6%	\$259.83	3.8%	\$166.72	10.6%
JURISDICTIONS							
American Canyon	410	65.7	-8.3%	\$148.70	2.9%	\$97.69	-5.6%
Napa (City of)	2,790	62.7	5.2%	\$333.76	2.5%	\$209.29	7.8%
Yountville	440	50.1	-6.1%	\$669.11	3.0%	\$335.02	-3.3%
St. Helena	210	64.4	9.0%	\$542.92	-4.5%	\$349.82	4.1%
Calistoga	790	59.5	5.2%	\$515.17	-2.5%	\$306.44	2.5%
Unincorporated Co.	760	52.8	4.5%	\$548.21	4.1%	\$289.66	8.7%
SERVICE TYPE							
Luxury Hotels		53.9	5.4%	\$916.31	0.9%	\$493.74	6.4%
Group Hotels		62.2	4.1%	\$303.36	1.8%	\$188.67	5.9%
Limited-Service Hotels		66.4	-0.6%	\$187.90	-1.2%	\$188.67	-1.8%

LODGING: MONTH OF MAY



Month of May 2025	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	74.2	4.0%	\$520.94	2.1%	\$386.44	6.1%
Sonoma County	8,300	66.0	-2.3%	\$241.62	0.8%	\$159.54	-1.5%
Monterey County	12,900	71.3	4.3%	\$273.21	0.7%	\$194.77	5.1%
San Luis Obispo County	10,900	67.8	3.8%	\$194.99	1.3%	\$132.26	5.2%
Santa Barbara County	10,800	69.0	0.9%	\$265.79	5.6%	\$183.26	6.6%
San Francisco County	34,000	71.9	4.2%	\$218.29	10.3%	\$157.02	4.2%
JURISDICTIONS							
American Canyon	410	78.0	3.0%	\$217.25	4.9%	\$169.34	8.0%
Napa (City of)	2,790	76.5	5.5%	\$460.06	6.7%	\$352.13	12.6%
Yountville	440	72.4	0.2%	\$797.83	2.3%	\$577.61	2.4%
St. Helena	210	75.1	0.0%	\$712.47	-0.9%	\$535.38	-0.9%
Calistoga	790	70.2	1.3%	\$604.00	-4.5%	\$423.87	-3.3%
Unincorporated Co.	760	69.9	5.5%	\$702.51	0.8%	\$490.77	6.3%
SERVICE TYPE							
Luxury Hotels		73.5	4.4%	\$1,137.85	2.1%	\$836.42	6.6%
Group Hotels		76.1	6.5%	\$413.66	4.0%	\$314.91	10.8%
Limited-Service Hotels		79.8	3.5%	\$263.95	0.8%	\$210.58	4.3%