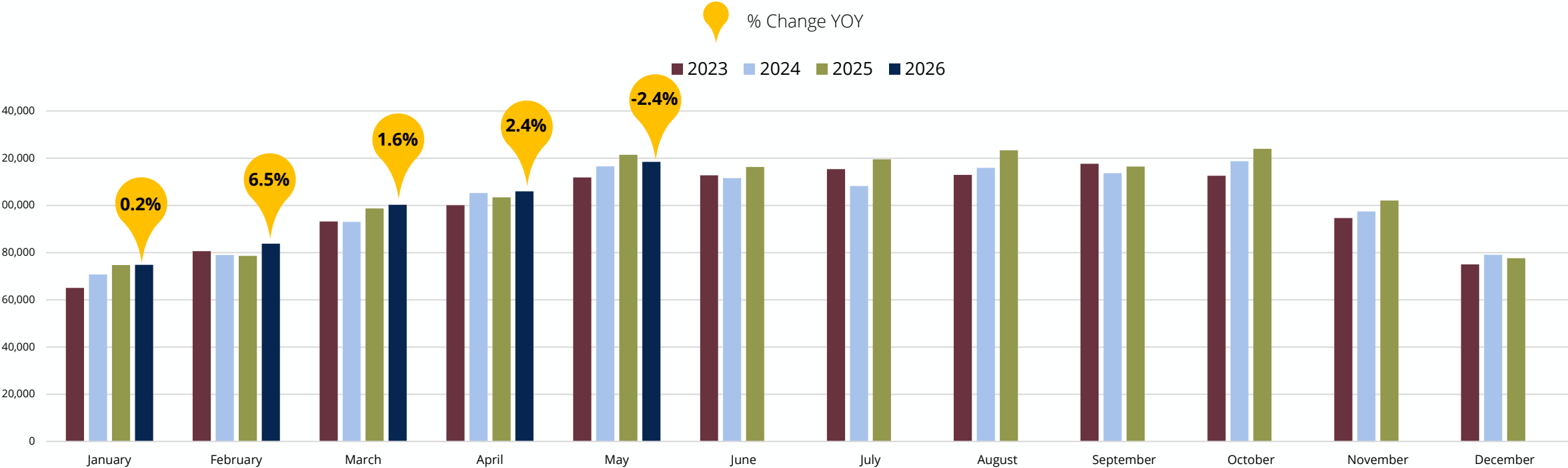


NAPA VALLEY LODGING DEMAND BY MONTH



Jan-May 2026 YTD	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2026	61.3%	\$409.15	\$246.84	\$197,332,680	799,451	482,302
2025	60.1%	\$394.92	\$237.36	\$187,972,156	791,936	475,980
YOY % change/2025	+0.4%	+3.6%	+4.0%	+5.0%	+0.9%	+1.3%

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

LODGING: MONTH OF MAY 2026



COMPETITIVE REGIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Napa County	71.0%	-4.4%	\$546.25	5.1%	\$388.03	0.4%
Sonoma County	68.7%	4.3%	\$246.02	1.2%	\$169.11	5.5%
Monterey County	71.0%	-0.5%	\$298.41	8.5%	\$211.88	8.0%
San Luis Obispo County	66.5%	-1.4%	\$208.80	6.9%	\$138.84	5.5%
Santa Barbara County	68.2%	-1.2%	\$284.37	6.8%	\$193.91	5.5%
San Francisco County	74.7%	3.9%	\$230.47	4.8%	\$172.07	8.9%

JURISDICTIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
American Canyon	69.0%	-11.5%	\$209.62	-3.5%	\$144.54	-14.6%
Napa (City of)	72.8%	-5.1%	\$465.91	1.3%	\$339.22	-3.9%
Yountville	69.7%	-3.8%	\$850.84	6.6%	\$592.67	2.6%
St. Helena	78.8%	4.2%	\$726.31	-1.5%	\$572.27	2.7%
Calistoga	71.1%	1.3%	\$666.77	10.4%	\$474.01	11.8%
Unincorporated Co.	71.1%	1.9%	\$769.96	8.6%	\$547.41	10.7%

SERVICE TYPE	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
VNV Luxury	73.4%	-0.1%	\$1,215.01	6.8%	\$892.42	6.7%
VNV Limited-Service	73.9%	-7.4%	\$269.11	2.0%	\$198.77	-5.6%
VNV Group	72.2%	-5.2%	\$426.55	3.1%	\$307.84	-2.2%

Takeaways:

Napa County hotels led with rate over occupancy in May. OCC is even with Monterey and leads the comp wine markets. All markets saw increases in rate.

St. Helena led in OCC, while Calistoga and Unincorporated County had strong YOY RevPAR.

Luxury properties captured rate with YOY increases in ADR and RevPar.



LODGING: YTD JAN-MAY 2026



COMPETITIVE REGIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Napa County	60.3%	0.4%	\$409.15	3.6%	\$246.84	4.0%
Sonoma County	59.4%	6.4%	\$199.10	0.9%	\$118.28	7.4%
Monterey County	67.2%	3.6%	\$255.45	6.8%	\$171.63	10.6%
San Luis Obispo County	63.8%	3.0%	\$180.25	4.2%	\$115.00	7.3%
Santa Barbara County	66.0%	2.8%	\$244.00	6.5%	\$161.10	9.5%
San Francisco County	70.3%	9.5%	\$291.54	11.3%	\$204.99	21.9%

Takeaways:

Napa County occupancy is flat YOY. OCC rankings remain consistent over the past three years, with Napa outpacing Sonoma but behind central coast markets.

JURISDICTIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
American Canyon	69.3%	5.4%	\$140.30	-5.6%	\$97.16	-0.5%
Napa (City of)	61.4%	-2.5%	\$339.34	1.9%	\$208.45	-0.6%
Yountville	52.1%	4.0%	\$693.73	3.7%	\$361.09	7.8%
St. Helena	65.1%	-0.4%	\$553.19	0.0%	\$360.21	-0.4%
Calistoga	58.9%	-0.9%	\$558.18	8.3%	\$329.03	7.4%
Unincorporated Co.	57.7%	9.7%	\$570.04	3.3%	\$328.68	13.3%

Yountville, Calistoga, and Unincorporated County have grown RevPAR, with remaining jurisdictions flat.

SERVICE TYPE	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
VNV Luxury	56.7%	5.2%	\$957.93	4.5%	\$543.06	10.0%
VNV Limited-Service	65.0%	-2.1%	\$187.27	-0.3%	\$121.74	-2.4%
VNV Group	62.0%	-0.3%	\$306.90	1.2%	\$190.20	0.8%

Luxury has balanced rate and occupancy for continued RevPAR growth.

