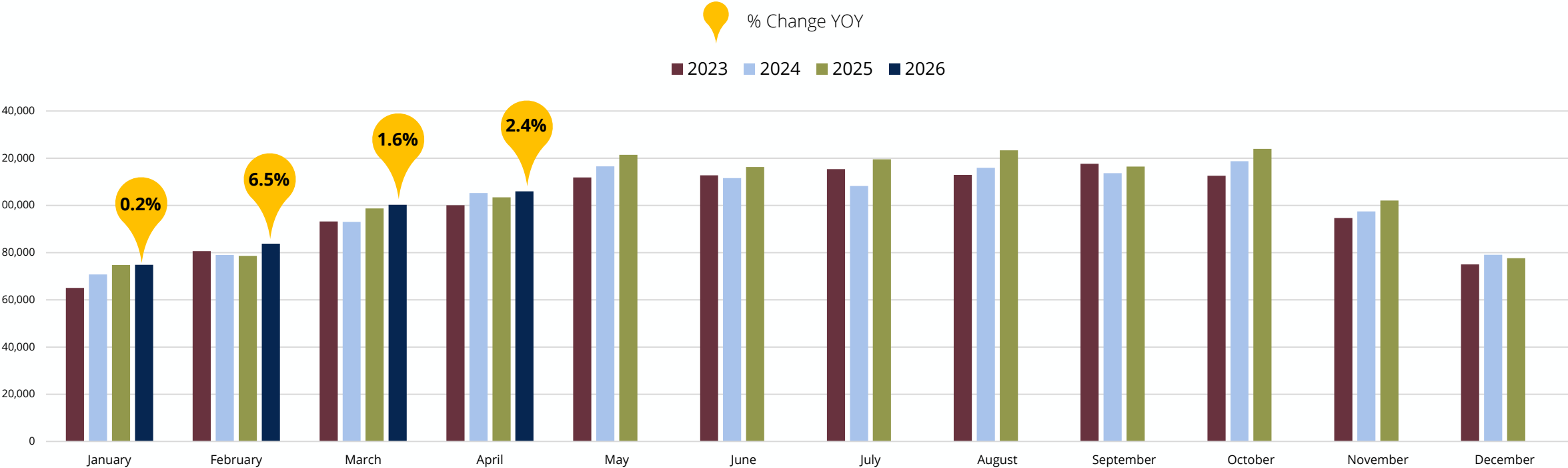


NAPA VALLEY LODGING DEMAND BY MONTH



Jan-Apr 2026 YTD	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2026	57.5%	\$364.15	\$209.49	\$132,619,207	633,062	364,193
2025	56.4%	\$352.27	\$198.81	\$125,191,154	629,701	355,382
YOY % change/2025	+1.9%	+3.4%	+5.4%	+5.9%	+0.5%	+2.5%

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

LODGING: APRIL 2026



COMPETITIVE REGIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Napa County	66.9%	2.3%	\$420.91	4.9%	\$281.79	7.3%
Sonoma County	64.9%	7.2%	\$210.99	3.9%	\$136.86	11.4%
Monterey County	73.9%	0.5%	\$273.95	9.9%	\$202.46	10.5%
San Luis Obispo County	70.6%	1.7%	\$195.12	5.6%	\$137.74	7.4%
Santa Barbara County	71.0%	3.1%	\$260.02	9.4%	\$184.72	12.8%
San Francisco County	71.0%	4.3%	\$231.75	-6.8%	\$164.64	-2.8%

JURISDICTIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
American Canyon	74.8%	11.3%	\$139.82	-2.4%	\$104.56	8.6%
Napa (City of)	66.2%	-1.9%	\$341.07	5.9%	\$225.92	3.9%
Yountville	59.3%	6.0%	\$732.11	7.8%	\$434.20	14.2%
St. Helena	66.0%	-3.2%	\$634.72	6.7%	\$418.65	3.3%
Calistoga	66.7%	-4.2%	\$561.41	2.9%	\$374.20	-1.5%
Unincorporated Co.	70.5%	21.6%	\$573.78	-0.7%	\$404.74	20.7%

SERVICE TYPE	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
VNV Luxury	64.6%	4.3%	\$1,001.15	5.9%	\$646.38	10.4%
VNV Limited-Service	71.4%	0.3%	\$180.60	2.9%	\$129.02	3.2%
VNV Group	67.9%	2.7%	\$310.13	3.5%	\$210.48	6.2%

Takeaways:

Napa's YOY OCC increase of 2.3% lands at the midpoint of the comp set. Sonoma continues to see strong growth but remains behind the comp markets.

American Canyon led in OCC; Unincorporated saw the highest OCC increase YOY.

While all service types saw increases in OCC and ADR; Luxury continues to lead RevPAR.



LODGING: YTD-APRIL 2026



COMPETITIVE REGIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Napa County	57.5%	1.9%	\$364.15	3.4%	\$209.49	5.4%
Sonoma County	57.0%	7.1%	\$184.45	1.0%	\$105.12	8.2%
Monterey County	66.2%	4.7%	\$242.76	6.5%	\$160.74	11.5%
San Luis Obispo County	63.1%	4.2%	\$172.26	3.5%	\$108.67	7.8%
Santa Barbara County	65.4%	3.8%	\$233.28	6.7%	\$152.49	10.7%
San Francisco County	69.2%	11.2%	\$308.65	12.5%	\$213.55	25.1%

JURISDICTIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
American Canyon	69.3%	10.9%	\$122.27	-3.4%	\$84.77	7.1%
Napa (City of)	58.5%	-1.6%	\$298.65	2.8%	\$174.67	1.2%
Yountville	47.5%	7.2%	\$634.21	3.2%	\$301.26	10.6%
St. Helena	61.6%	-1.8%	\$495.97	0.0%	\$305.43	-1.8%
Calistoga	55.8%	-1.6%	\$522.45	7.3%	\$291.58	5.6%
Unincorporated Co.	54.3%	12.8%	\$500.07	1.4%	\$271.58	14.4%

SERVICE TYPE	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
VNV Luxury	52.4%	7.3%	\$864.77	4.2%	\$452.81	11.7%
VNV Limited-Service	62.7%	-0.3%	\$162.37	-0.4%	\$101.85	-0.7%
VNV Group	59.3%	1.3%	\$269.24	1.1%	\$159.76	2.4%

Takeaways:

Every market saw OCC & ADR increases YOY. OCC rankings are consistent over the past three years: Napa outpaces Sonoma but ranks behind Central Coast markets.

American Canyon & St. Helena both have OCC in the 60s. American Canyon, Yountville & Unincorporated show strong OCC growth; Calistoga the biggest ADR increase.

Luxury continues to perform well, with increases in both OCC and ADR.

