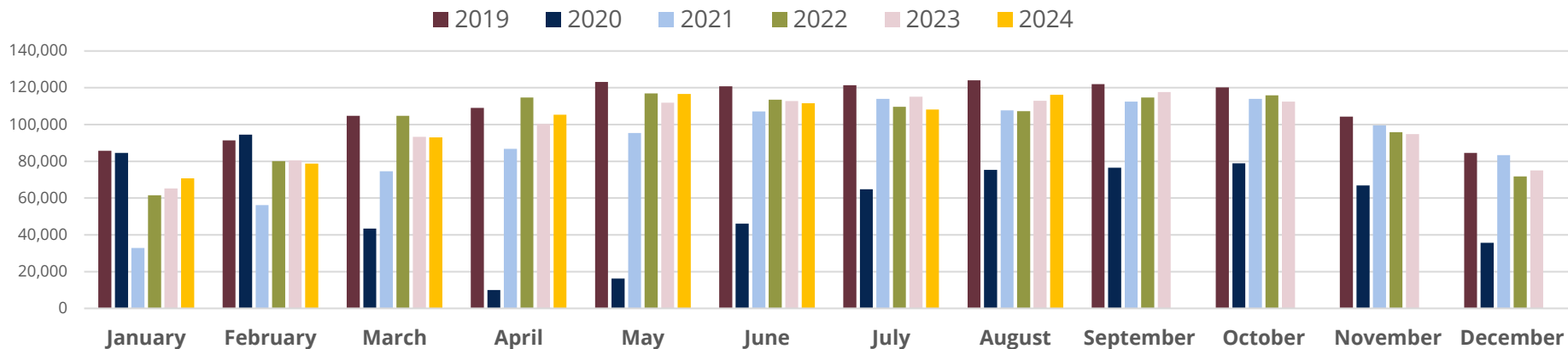


Napa County August Year-to-Date Lodging Trends



Napa County Lodging Demand



Smith Travel Research						
August Year to Date	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2024	62.5%	\$413.37	\$258.33	\$330,912,440	1,280,976	800,530
2023	61.5%	\$421.34	\$259.31	\$333,788,732	1,287,215	792,208
2019	72.7%	\$327.59	\$238.29	\$280,372,401	1,227,343	879,930
YOY % change/2023	+1.7%	-1.8%	-0.4%	-0.9%	-0.5%	+1.1%
YOY % change/2019	-14.0%	+26.2%	+8.4%	+18.0%	+4.4%	-9.0%

August Year-to-Date Lodging Comps



Smith Travel Research								
	Calendar YTD August 2024	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Comp Set	Napa County	5,400	62.5%	+1.7%	\$413.37	-1.8%	\$258.33	-0.1%
	Sonoma County	8,300	61.7%	+2.7%	\$212.73	-1.8%	\$131.24	+0.8%
	Monterey County	12,900	68.0%	+0.7%	\$271.40	+0.9%	\$184.56	+1.6%
	San Luis Obispo County	10,900	66.0%	-0.3%	\$193.80	+0.6%	\$127.85	+0.2%
	Santa Barbara County	10,800	68.5%	+1.8%	\$249.23	-1.0%	\$170.77	+0.7%
	San Francisco County	34,000	63.6%	-1.1%	\$231.53	-4.0%	\$147.25	-5.0%
	Jurisdictions	American Canyon	410	72.5%	-2.2%	\$160.23	-4.0%	\$116.23
Napa (City of)		3,000	63.7%	+2.5%	\$340.86	-1.5%	\$217.22	+1.0%
Yountville		440	59.0%	+0.2%	\$674.75	-0.8%	\$398.37	-0.6%
Calistoga		790	60.4%	+0.8%	\$549.89	-5.4%	\$332.40	-4.7%
Unincorporated Co.		760	56.5%	-1.4%	\$571.31	-0.2%	\$332.52	-1.6%
Service Type		VNV Luxury Hotels		57.2%	+4.6%	\$948.60	-2.8%	\$542.65
	VNV Group Hotels		63.2%	-2.1%	\$314.85	-3.9%	\$199.11	-6.0%
	VNV Limited-Service Hotels		70.4%	+2.9%	\$204.74	+1.2%	\$144.18	+4.0%

Month of August Lodging Outlook



Smith Travel Research								
	Month of August 2024	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Comp Set	Napa County	5,400	71.1%	+4.1%	\$459.77	+4.8%	\$326.76	+9.0%
	Sonoma County	8,300	68.3%	+2.6%	\$235.45	+8.9%	\$160.76	+11.7%
	Monterey County	12,900	79.9%	+5.5%	\$364.06	+2.6%	\$291.06	+8.2%
	San Luis Obispo County	10,900	74.5%	+3.6%	\$222.39	+3.1%	\$165.66	+6.8%
	Santa Barbara County	10,800	76.4%	+3.3%	\$302.49	+3.0%	\$231.14	+6.4%
	San Francisco County	34,000	69.2%	-5.5%	\$191.8	-14.4%	\$132.68	-19.2%
	Jurisdictions	American Canyon	410	73.9%	-2.1%	\$179.98	+4.2%	\$133.00
Napa (City of)		3,000	71.9%	+4.2%	\$370.33	+5.3%	\$266.44	+9.7%
Yountville		440	71.7%	-3.7%	\$730.66	+6.5%	\$524.25	+2.6%
Calistoga		790	69.7%	+14.3%	\$619.33	+2.1%	\$431.88	+16.7%
Unincorporated Co.		760	67.9%	+0.9%	\$636.56	+2.5%	\$432.37	+3.4%
Service Type		VNV Luxury Hotels		71.1%	+5.8%	\$1052.32	+6.2%	\$747.97
	VNV Group Hotels		70.4%	-0.6%	\$341.14	+1.8%	\$240.32	+1.2%
	VNV Limited-Service Hotels		76.6%	+3.0%	\$225.02	+7.2%	\$172.46	+10.4%