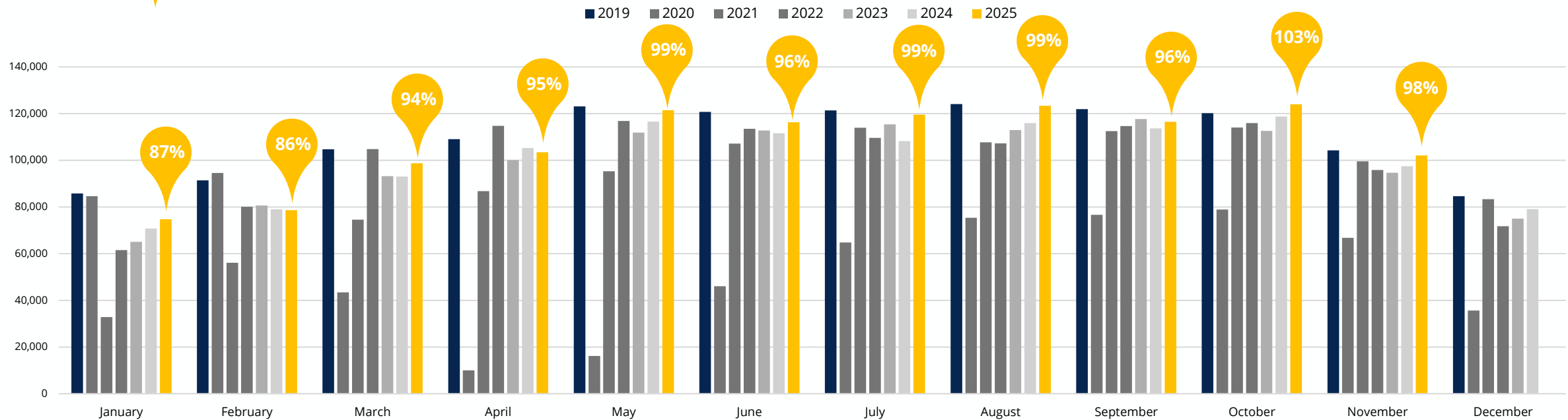


2019-2025 LODGING TREND



Pace to 2019

Napa County Lodging Demand, by Month



November Year to Date	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2025	66.2	\$429.58	\$284.57	\$504,946,423	1,774,450	1,175,444
2024	64.3	\$425.51	\$273.57	\$486,182,542	1,777,208	1,142,600
2019	72.7	\$333.35	\$242.29	\$408,780,058	1,687,167	1,226,265
YOY % change/2024	3.0%	1.0%	4.0%	3.9%	-0.2%	2.9%
YOY % change/2019	-8.9%	28.9%	17.4%	23.5%	5.2%	-4.1%

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

LODGING: MONTH OF NOVEMBER 2025



Month of November 2025	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	63.8	3.3%	\$408.50	1.9%	\$260.58	5.3%
Sonoma County	8,300	56.7	2.2%	\$196.61	-2.6%	\$111.52	-0.5%
Monterey County	12,900	63.5	2.1%	\$256.35	0.1%	\$162.75	2.3%
San Luis Obispo County	10,900	60.3	-2.1%	\$178.18	-1.4%	\$107.46	-3.4%
Santa Barbara County	10,800	61.9	-4.2%	\$246.60	4.8%	\$152.62	0.4%
San Francisco County	34,000	62.1	17.1%	\$238.09	10.3%	\$147.79	17.1%
JURISDICTIONS							
American Canyon	410	68.0	9.6%	\$133.92	-4.3%	\$91.05	4.9%
Napa (City of)	2,790	65.9	5.3%	\$322.42	1.7%	\$212.38	7.0%
Yountville	440	58.3	-2.9%	\$677.45	2.1%	\$395.10	-0.8%
St. Helena	210	66.3	-12.1	\$561.23	0.7%	\$372.25	-11.5%
Calistoga	790	60.7	-2.2%	\$586.21	6.6%	\$355.79	4.3%
Unincorporated Co.	760	62.2	11.7%	\$577.42	0.2%	\$359.29	12.0%
SERVICE TYPE							
Luxury Hotels		61.8	5.4%	\$964.37	4.4%	\$595.60	10.0%
Group Hotels		66.7	8.7%	\$294.62	-2.5%	\$196.40	6.0%
Limited-Service Hotels		67.0	-1.6%	\$179.81	-2.4%	\$120.52	-3.9%

Napa Valley had the strongest Occupancy in November, with YOY growth second only to San Francisco

LODGING: NOVEMBER 2025 YEAR-TO-DATE



January- November 2025	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	66.2	3.0%	\$429.58	1.0%	\$284.57	4.0%
Sonoma County	8,300	61.2	-1.5%	\$214.01	-2.1%	\$130.94	-3.6%
Monterey County	12,900	69.7	2.5%	\$274.28	1.0%	\$191.22	3.5%
San Luis Obispo County	10,900	66.4	1.0%	\$191.88	-0.4%	\$127.45	0.6%
Santa Barbara County	10,800	67.9	-0.8%	\$256.05	1.6%	\$173.92	0.8%
San Francisco County	34,000	68.4	6.6%	\$246.54	7.1%	\$168.64	14.1%
JURISDICTIONS							
American Canyon	410	73.1	0.4%	\$157.70	-3.3%	\$115.28	-2.9%
Napa (City of)	2,790	68.2	4.1%	\$352.84	2.0%	\$240.62	6.2%
Yountville	440	59.5	-2.4%	\$722.31	1.9%	\$429.95	-0.5%
St. Helena	210	70.0	5.2%	\$602.48	1.0%	\$419.48	6.1%
Calistoga	790	63.5	1.6%	\$568.51	0.9%	\$360.80	2.6%
Unincorporated Co.	760	62.8	6.4%	\$607.77	1.0%	\$381.42	7.4%
SERVICE TYPE							
Luxury Hotels		62.1	4.2%	\$1,007.43	1.9%	\$625.20	6.2%
Group Hotels		68.5	5.6%	\$323.66	-0.2%	\$221.71	5.4%
Limited-Service Hotels		72.2	0.7%	\$203.81	-2.4%	\$221.71	-1.7%

Napa Valley's YTD occupancy is on par with the competitive wine regions, with American Canyon's occupancy level leading the way