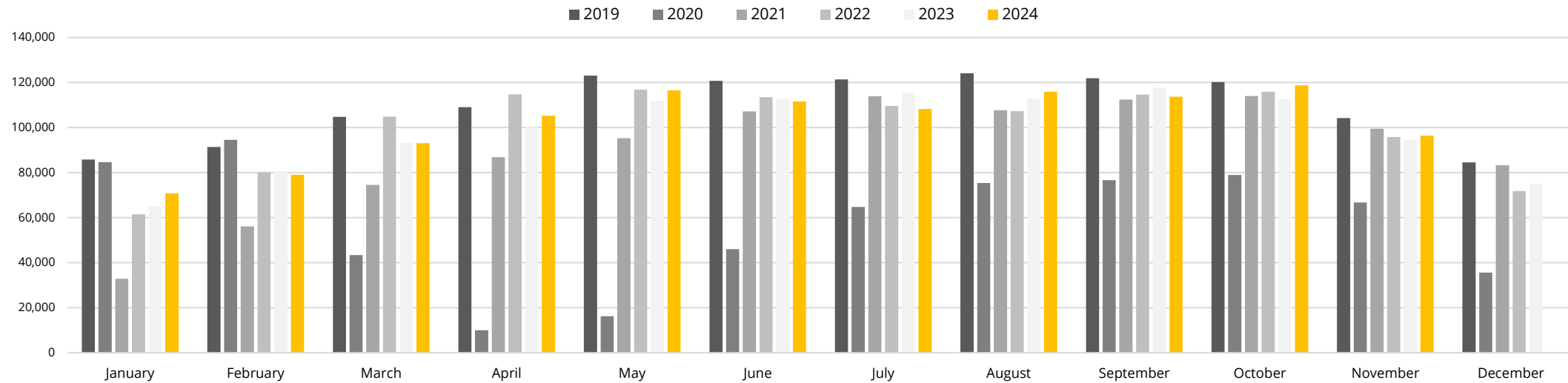


2019-2024 LODGING TREND



Napa County Lodging Demand



November Year to Date	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2024	64.1%	\$428.43	\$274.75	\$483,816,644	1,760,941	1,129,265
2023	63.1%	\$437.22	\$276.06	\$488,274,862	1,768,716	1,116,769
2019	72.7%	\$333.35	\$242.29	\$408,780,058	1,687,167	1,226,265
YOY % change/2023	+1.6%	-2.0%	-0.5%	-0.9%	-0.4%	+1.1%
YOY % change/2019	-11.8%	+28.5%	+13.4%	+18.4%	+4.4%	-7.9%

NOVEMBER YEAR-TO-DATE DETAIL



Calendar YTD November 2024	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	64.1	1.6%	\$428	-2.0%	\$275	-0.5%
Sonoma County	8,300	62.3	2.4%	\$218	-0.3%	\$136	2.1%
Monterey County	12,900	68.1	0.8%	\$272	0.3%	\$185	1.1%
San Luis Obispo County	10,900	65.8	-0.5%	\$192	0.2%	\$127	-0.4%
Santa Barbara County	10,800	68.6	1.8%	\$252	-0.4%	\$173	1.4%
San Francisco County	34,000	64.2	-1.4%	\$230	-6.3%	\$148	-7.6%
JURISDICTIONS							
American Canyon	410	72.8	-1.4%	\$163	-4.4%	\$119	-5.7%
Napa (City of)	3,000	65.3	2.0%	\$349	-1.5%	\$228	0.6%
Yountville	440	60.3	-3.2%	\$710	-0.5%	\$428	-3.7%
Calistoga	790	62.5	2.7%	\$563	-5.0%	\$352	-2.4%
Unincorporated Co.	760	59.0	-0.2%	\$601	-1.2%	\$355	-1.4%
SERVICE TYPE							
Luxury Hotels		59.2	2.2%	\$991	-2.5%	\$587	-0.3%
Group Hotels		64.8	-1.6%	\$324	-3.4%	\$210	-4.9%
Limited-Service Hotels		71.7	2.1%	\$209	1.2%	\$210	3.3%

MONTH OF NOVEMBER DETAIL



Calendar YTD October 2024	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	61.0	1.9%	\$402	-0.1%	\$245	1.8%
Sonoma County	8,300	55.7	1.6%	\$201	2.0%	\$112	3.7%
Monterey County	12,900	62.2	1.9%	\$256	5.5%	\$159	7.7%
San Luis Obispo County	10,900	61.5	2.2%	\$180	3.9%	\$111	6.2%
Santa Barbara County	10,800	64.6	4.2%	\$235	1.6%	\$152	5.9%
San Francisco County	34,000	53.0	-9.6%	\$197	10.3%	\$104	-9.6%
JURISDICTIONS							
American Canyon	410	62.0	-5.7%	\$140	-5.8%	\$87	-11.2%
Napa (City of)	3,000	62.4	1.0%	\$320	3.7%	\$200	4.7%
Yountville	440	52.4	-14.6%	\$675	-0.6%	\$353	-15.1%
Calistoga	790	62.0	11.3%	\$550	-0.7%	\$341	10.5%
Unincorporated Co.	760	55.8	3.0%	\$572	-4.0%	\$319	-1.1%
SERVICE TYPE							
Luxury Hotels		55.0	-3.2%	\$946	-0.3%	\$521	-3.5%
Group Hotels		61.3	-0.3%	\$302	2.8%	\$185	2.5%
Limited-Service Hotels		68.1	-3.8%	\$184	2.4%	\$125	-1.4%