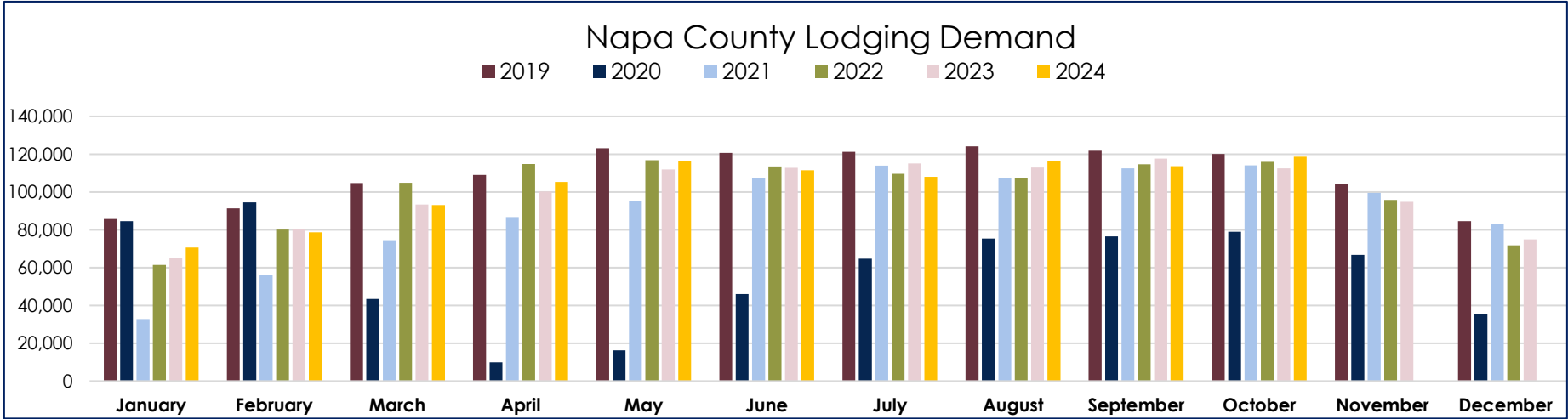


2019-2024 Trend



October Year to Date	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2024	64.4%	\$430.87	\$277.65	\$444,994,190	1,602,721	1,032,787
2023	63.5%	\$440.43	\$279.50	\$450,160,665	1,610,586	1,022,100
2019	73.1%	\$335.45	\$245.11	\$376,383,556	1,535,547	1,122,021
YOY % change/2023	+1.5%	-2.2%	-0.7%	-1.1%	-0.5%	+1.0%
YOY % change/2019	-11.9%	+28.4%	+13.3%	+18.2%	+4.4%	-7.9%

October Year-to-Date Detail



Calendar YTD October 2024	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	64.4	1.5%	\$430.87	-2.2%	\$277.65	-0.7%
Sonoma County	8,300	63.0	2.6%	\$219.66	-0.5%	\$138.30	2.0%
Monterey County	12,900	68.6	0.7%	\$272.94	-0.1%	\$187.36	0.6%
San Luis Obispo County	10,900	66.2	-0.8%	\$193.57	-0.1%	\$128.20	-0.9%
Santa Barbara County	10,800	69.0	1.5%	\$253.19	-0.5%	\$174.63	1.0%
San Francisco County	34,000	65.3	-0.8%	\$232.97	-5.2%	\$152.11	-5.9%
JURISDICTIONS							
American Canyon	410	73.9	-1.0%	\$164.99	-4.3%	\$121.90	-5.3%
Napa (City of)	3,000	65.6	2.2%	\$352.18	-1.9%	\$230.90	0.2%
Yountville	440	61.1	-2.1%	\$712.95	-0.5%	\$435.54	-2.6%
Calistoga	790	62.5	1.9%	\$564.37	-5.3%	\$352.82	-3.5%
Unincorporated Co.	760	59.4	-0.5%	\$603.79	-0.9%	\$358.47	-1.4%
SERVICE TYPE							
Luxury Hotels		59.7	2.7%	\$995.17	-2.7%	\$593.67	0.0%
Group Hotels		65.2	-1.7%	\$326.13	-3.8%	\$212.62	-5.5%
Limited-Service Hotels		72.1	2.7%	\$211.23	1.0%	\$212.62	3.7%

Month of October Detail



Month of October 2024	Hotel Rooms (Approximate)	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
COMPETITIVE SET							
Napa County	5,400	72.6	5.4%	\$492.62	-0.8%	\$357.76	4.6%
Sonoma County	8,300	66.0	1.1%	\$241.58	5.9%	\$159.38	7.1%
Monterey County	12,900	69.4	13.8%	\$274.73	0.2%	\$190.70	2.9%
San Luis Obispo County	10,900	66.6	-1.3%	\$189.22	-0.6%	\$125.99	-1.9%
Santa Barbara County	10,800	69.5	2.7%	\$258.53	3.4%	\$179.79	6.1%
San Francisco County	34,000	70.2	1.8%	\$219.02	10.3%	\$153.86	1.8%
JURISDICTIONS							
American Canyon	410	76.5	3.9%	\$180.59	2.3%	\$138.11	6.3%
Napa (City of)	3,000	73.9	6.9%	\$389.81	0.2%	\$288.10	7.1%
Yountville	440	69.9	-6.3%	\$850.19	3.6%	\$594.17	-2.9%
Calistoga	790	71.4	8.2%	\$616.90	-1.2%	\$440.16	6.9%
Unincorporated Co.	760	70.0	6.1%	\$712.80	-3.1%	\$499.21	2.8%
SERVICE TYPE							
Luxury Hotels		70.1	-0.7%	\$1,157.17	1.0%	\$811.10	0.3%
Group Hotels		73.2	5.4%	\$363.76	0.2%	\$266.25	5.6%
Limited-Service Hotels		79.1	5.5%	\$231.49	5.6%	\$183.03	11.5%