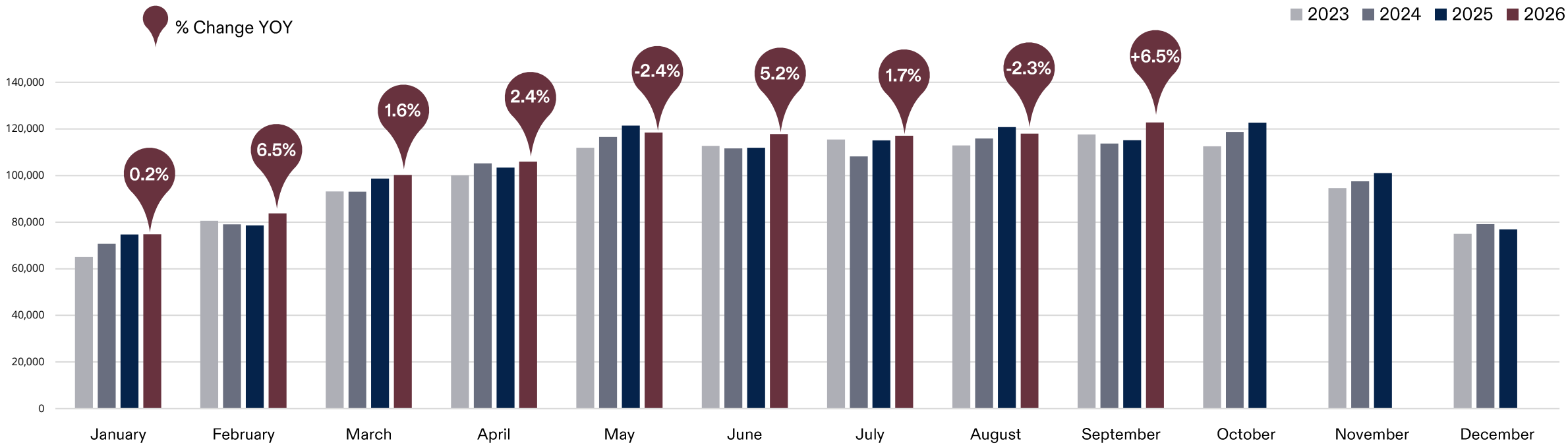
Napa Valley Lodging Demand by Month



Jan-Sep 2026 YTD	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2026	65.8%	$437.22	$287.76	$419,423,142	1,457,570	959,305
2025	65.5%	$423.30	$277.43	$397,996,396	1,434,607	940,218
YOY % change/2025	**+0.4%**	**+3.3%**	**+3.7%**	**+5.4%**	**+1.6%**	**+2.0%**

Demand is the number of rooms sold. **Occupancy** is the percentage of available rooms sold (rooms sold divided by rooms available).

Source: Smith Travel Research, January 2023 - September 2026

Lodging: Month of September 2026

COMPETITIVE REGIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Napa County	**76.0%**	**4.4%**	**$515.24**	**5.8%**	**$391.60**	**10.5%**
Sonoma County	71.7%	11.1%	$253.32	8.0%	$181.64	20.1%
Monterey County	77.7%	6.4%	$322.34	6.9%	$250.30	13.7%
San Luis Obispo County	71.5%	10.0%	$208.76	8.5%	$149.34	19.3%
Santa Barbara County	75.3%	7.6%	$307.05	12.1%	$231.13	20.6%
San Francisco County	79.8%	4.1%	$298.73	12.2%	$238.27	16.8%

JURISDICTIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
American Canyon	78.0%	-4.1%	$167.25	-0.8%	$130.44	-4.9%
Napa (City of)	77.4%	3.5%	$410.62	3.6%	$317.64	7.2%
Yountville	74.1%	2.2%	$895.24	10.1%	$663.61	12.5%
St. Helena	80.5%	9.6%	$776.17	15.4%	$624.56	26.4%
Calistoga	71.2%	12.5%	$708.58	13.8%	$504.38	28.1%
Unincorporated Co.	75.6%	2.6%	$751.64	6.8%	$568.02	9.6%

SERVICE TYPE	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
VNV Luxury	76.7%	8.8%	$1,263.39	11.1%	$969.01	20.9%
VNV Limited-Service	79.8%	1.9%	$228.45	2.0%	$182.35	3.9%
VNV Group	77.4%	0.8%	$372.55	2.2%	$288.54	3.0%

TAKEAWAYS

1. With Labor Day weekend falling in September vs August, Occupancy is up across the board. Napa Occ ranks just behind SF and Monterey. While Sonoma and SLO saw the biggest growth, they rank behind the comp set.

2. American Canyon, City of Napa and St Helena saw the highest occupancy, while Calistoga and St Helena saw the highest change YOY

3. Luxury properties saw the biggest increases across Occ, ADR and RevPAR

Source: Smith Travel Research, September 2026

Lodging: YTD January-September 2026

COMPETITIVE REGIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Napa County	**65.8%**	**0.4%**	**$437.22**	**3.3%**	**$287.76**	**3.7%**
Sonoma County	65.1%	6.3%	$218.79	2.0%	$142.46	8.5%
Monterey County	73.1%	3.8%	$301.95	5.9%	$220.79	10.0%
San Luis Obispo County	69.0%	3.1%	$202.04	4.4%	$139.40	7.7%
Santa Barbara County	71.3%	4.1%	$276.39	7.6%	$197.07	12.0%
San Francisco County	73.6%	8.0%	$274.30	12.1%	$201.85	21.0%

JURISDICTIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
American Canyon	71.4%	-1.8%	$149.45	-6.0%	$106.77	-7.7%
Napa (City of)	66.9%	-1.1%	$356.27	1.3%	$238.44	0.1%
Yountville	59.9%	4.1%	$739.73	4.2%	$443.36	8.4%
St. Helena	69.3%	0.9%	$612.83	3.9%	$424.90	4.8%
Calistoga	63.5%	0.2%	$598.86	8.2%	$380.53	8.4%
Unincorporated Co.	63.9%	4.8%	$627.59	5.0%	$401.33	10.0%

SERVICE TYPE	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
VNV Luxury	63.7%	5.2%	$1,038.14	5.2%	$660.82	10.7%
VNV Limited-Service	70.0%	-2.7%	$198.67	-2.2%	$139.00	-4.8%
VNV Group	67.3%	-0.5%	$325.29	1.4%	$218.99	0.9%

TAKEAWAYS

1. Napa County occupancy is flat year over year, is on par with Sonoma, and lags central coast markets.

2. Year to date, RevPAR is positive for up-valley jurisdictions. City of Napa is flat, and American Canyon is down with the recent increase in Supply.

3. Luxury has balanced rate and occupancy for continued RevPAR growth, while Limited-Service declines.

Source: Smith Travel Research, January - September 2026