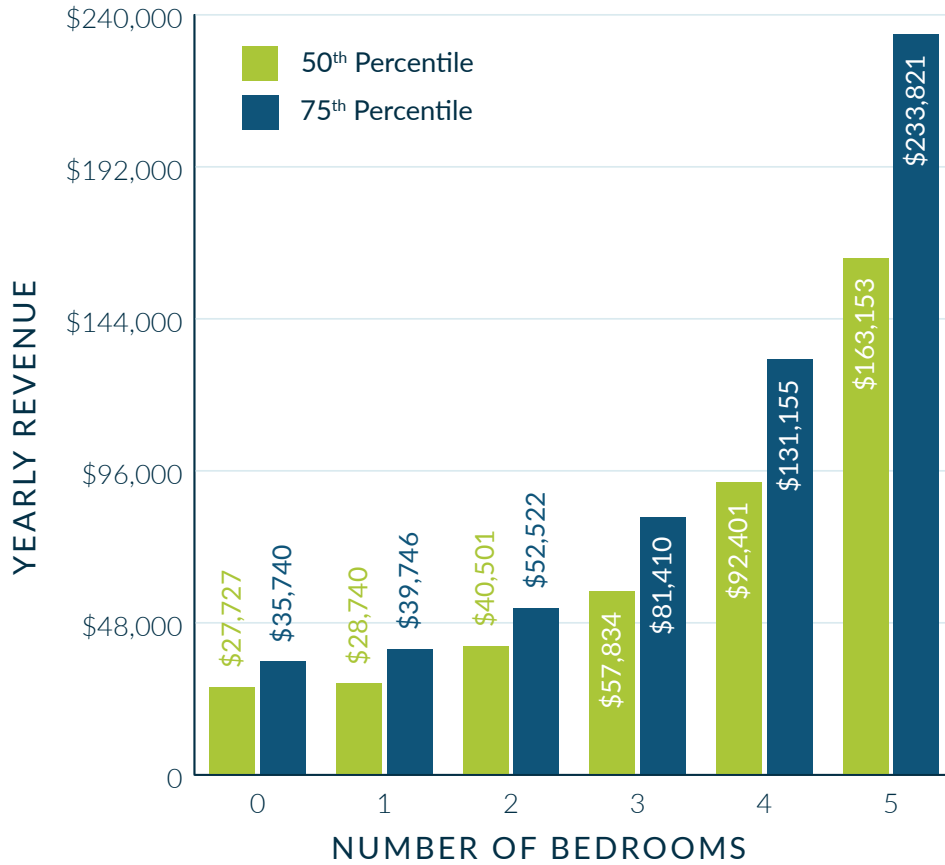


### YEARLY REVENUE BY PROPERTY SIZE



### AVERAGE YEARLY OCCUPANCY AND AVERAGE DAILY RATE (ADR)

| # Beds | DAYS | %   | (ADR) |
|--------|------|-----|-------|
| 0      | 235  | 64% | \$142 |
| 1      | 213  | 58% | \$168 |
| 2      | 205  | 56% | \$249 |
| 3      | 187  | 51% | \$375 |
| 4      | 179  | 49% | \$621 |
| 5      | 197  | 54% | \$928 |

### QUICK FACTS



#### AVERAGE DAYS BOOKED IN ADVANCE:

**76** for high season\* & **48** for low season\*



#### AVERAGE LENGTH OF STAY:

**3.6** for high season\* & **4.1** for low season\*

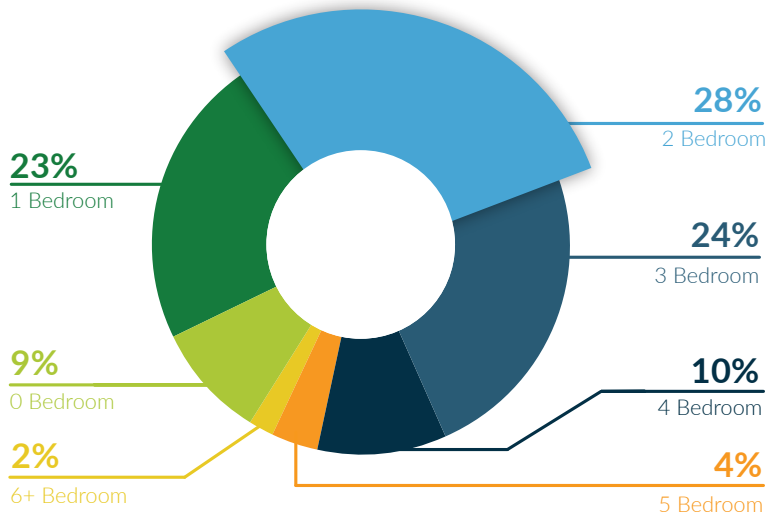


#### AVERAGE DAILY RATE:

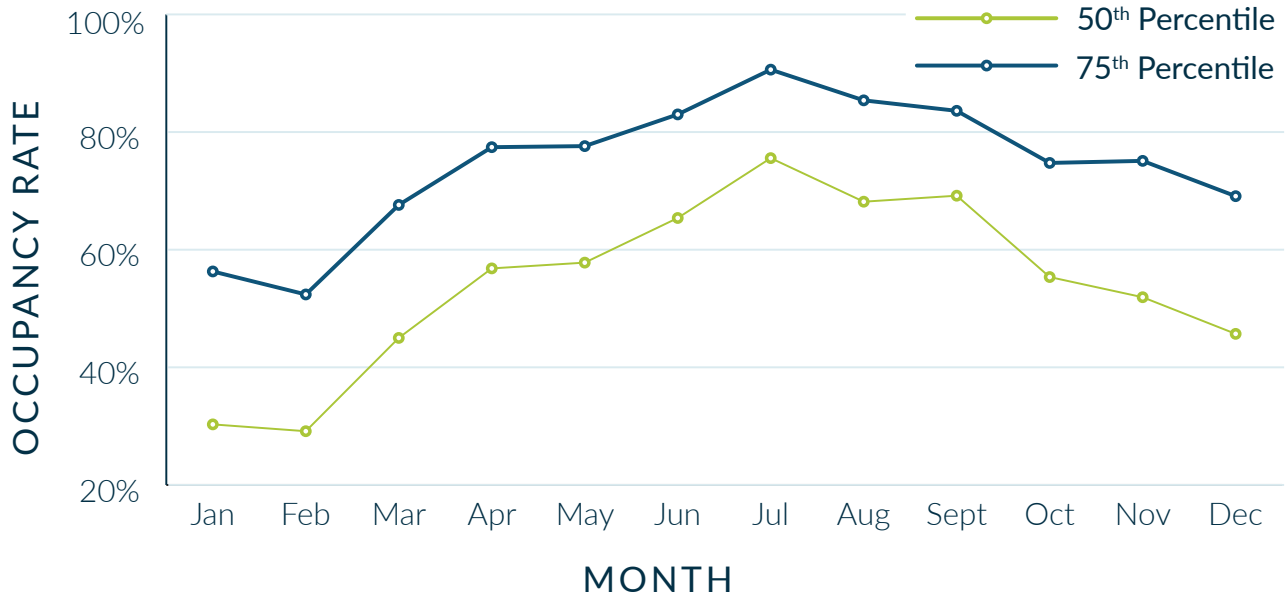
**\$180** for high season\* & **\$166** for low season\*

\* High and low seasons determined by highest 4 months and lowest 4 months of annual occupancy.

# VACATION RENTAL INVENTORY BY BEDROOM



# OCCUPANCY BY MONTH



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This report includes data for Napa, Sonoma, Santa Rosa, Calistoga, and Petaluma.