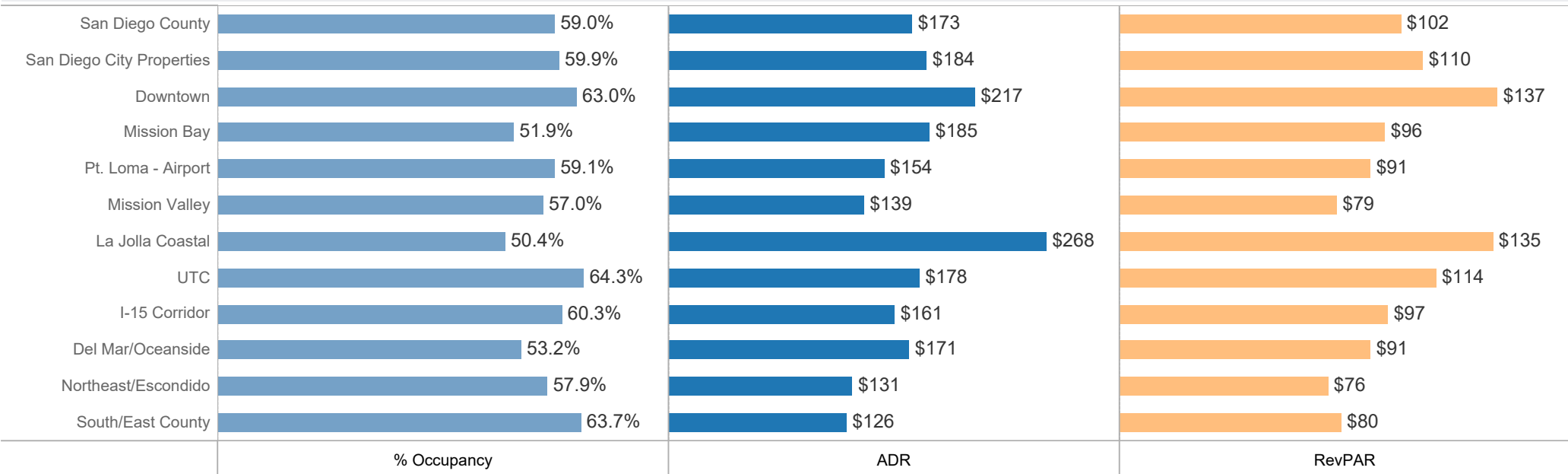




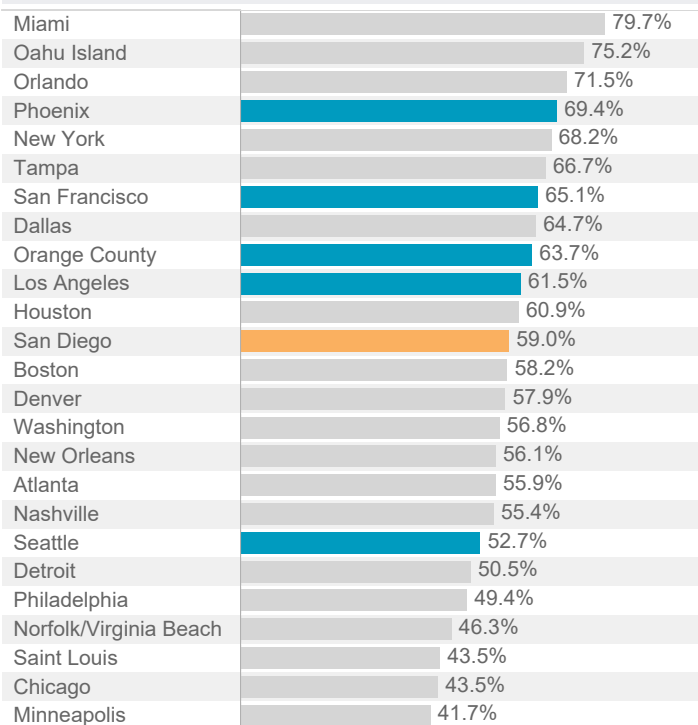
# Weekly Hotel Performance Update - Week of Jan 7-13, 2024

source: STR, Inc.

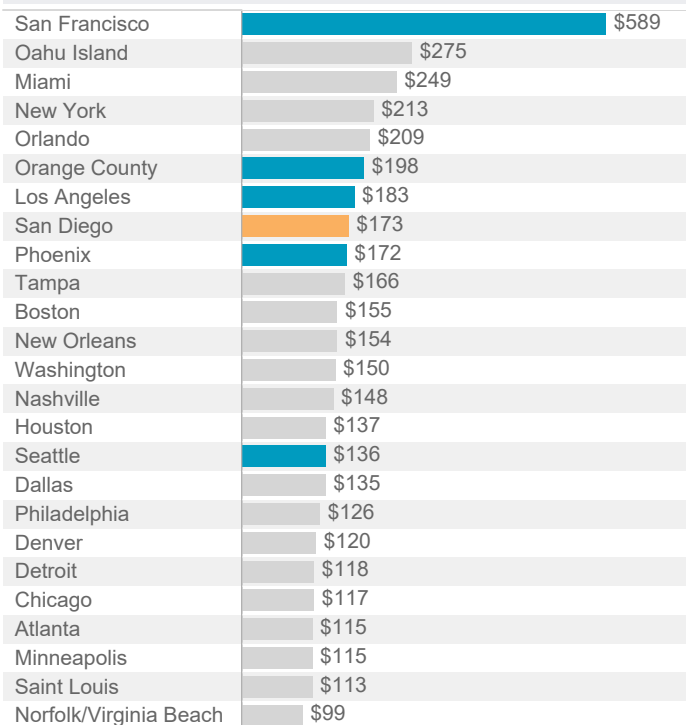
San Diego County Hotel Performance - Week of Jan 7-13, 2024



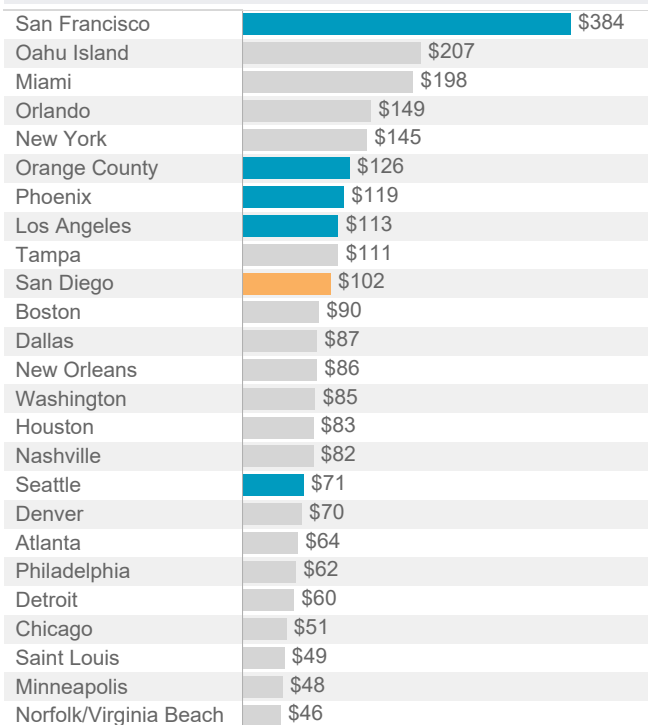
Weekly Top 25 Hotel Occupancy  
Jan 7-13, 2024



Weekly Top 25 ADR  
Jan 7-13, 2024



Weekly Top 25 RevPAR  
Jan 7-13, 2024

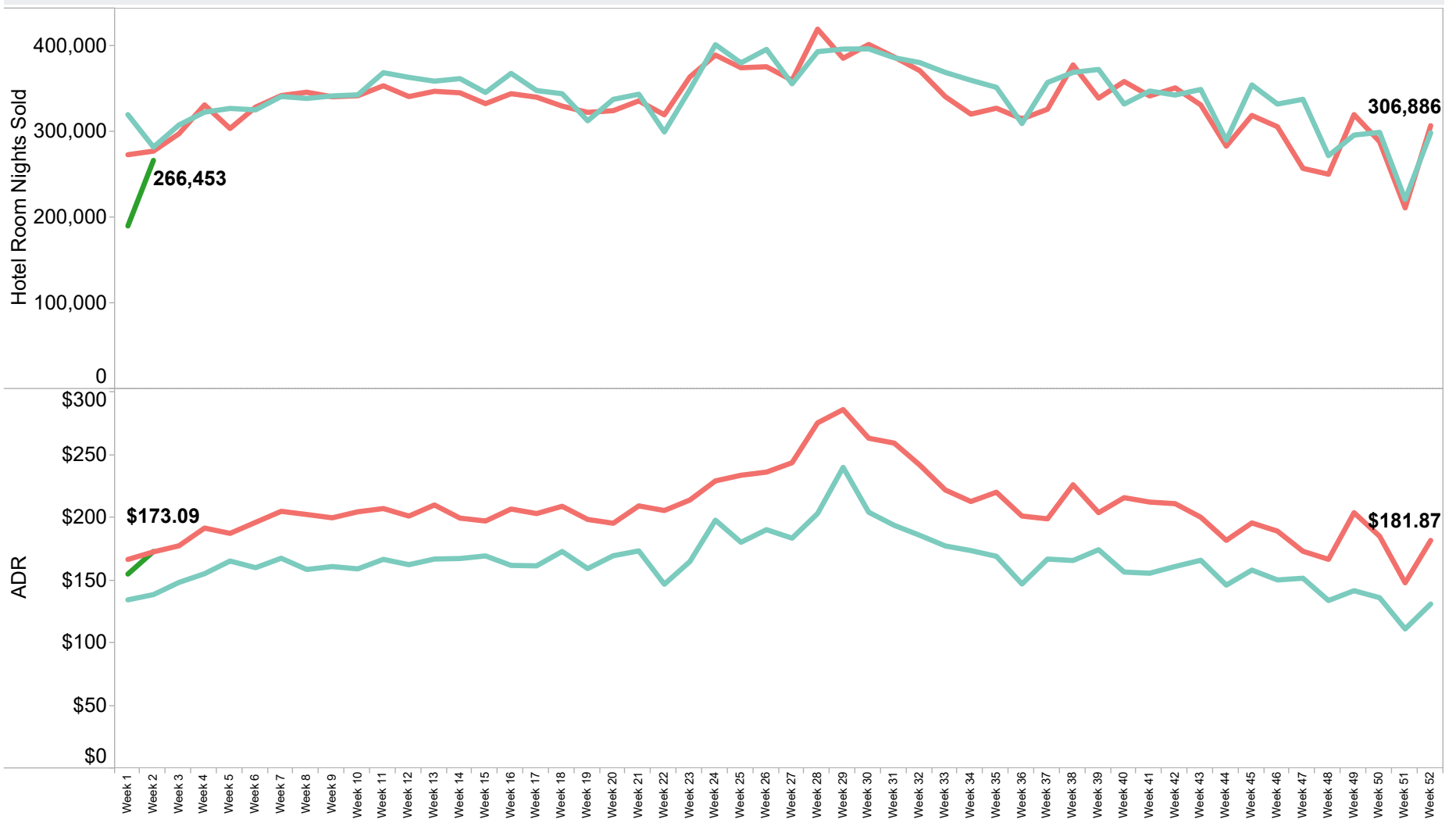




# San Diego County Weekly Demand & Average Rate Trend

Calendar Year 2019 Benchmark  
Source: STR, Inc

Year  
2019  
2023  
2024





Last Week's Daily Hotel Performance by Region  
Source: STR, Inc.

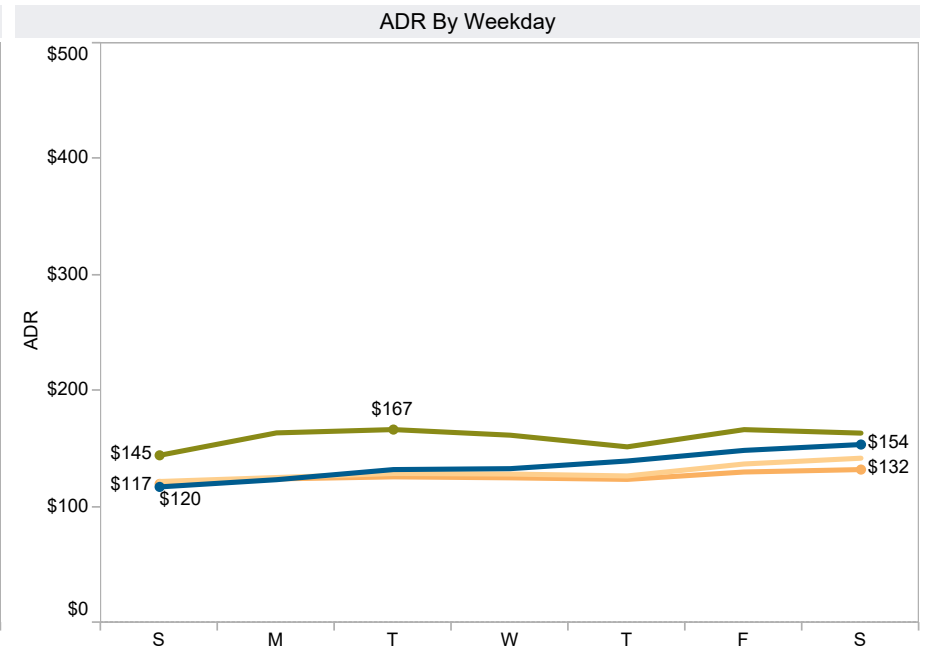
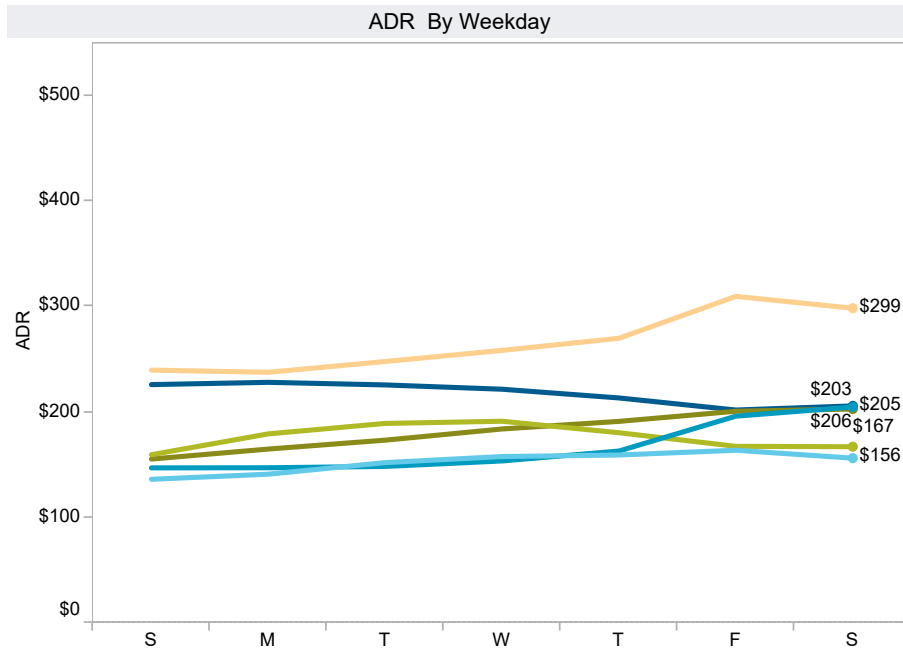
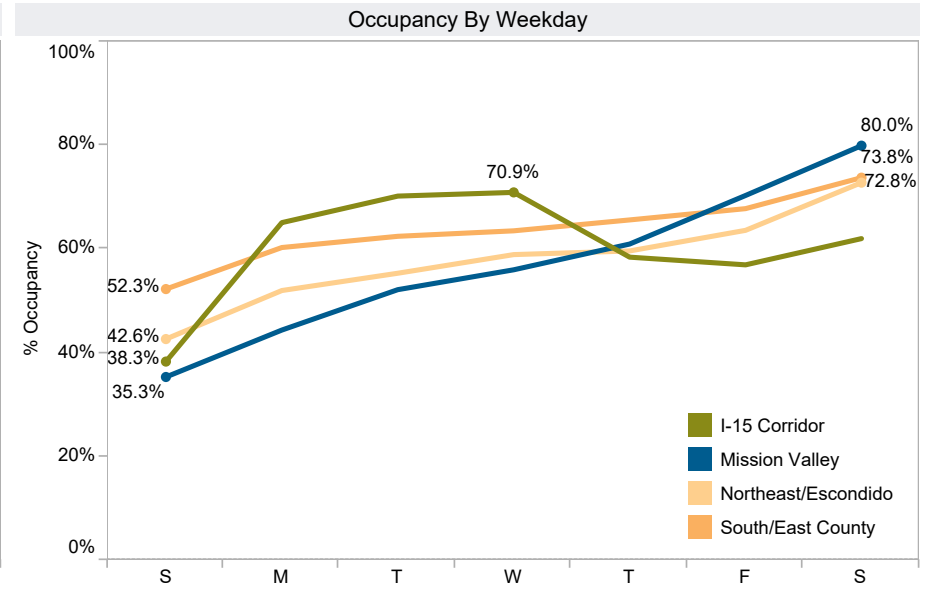
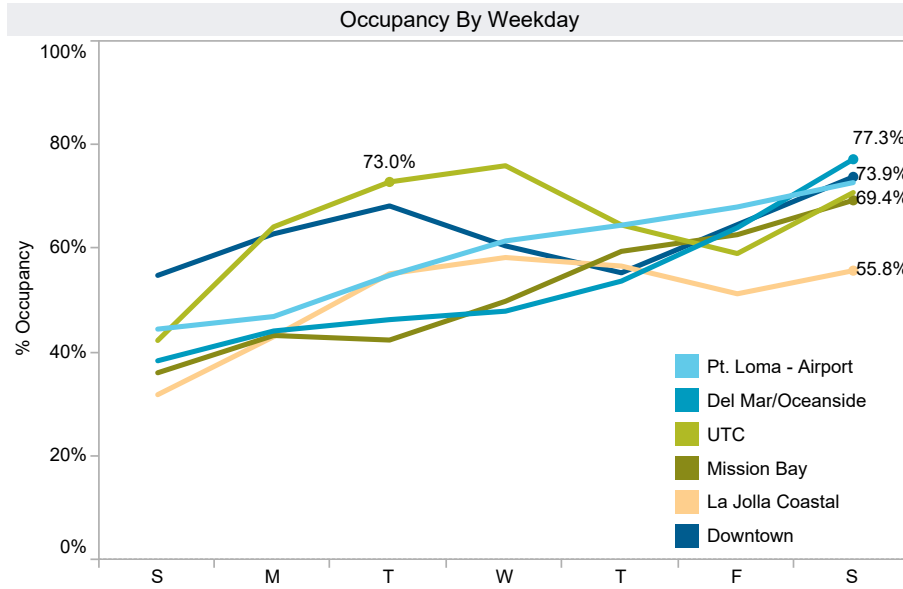
TOURISM AUTHORITY

		Sun, January 07	Mon, January 08	Tue, January 09	Wed, January 10	Thu, January 11	Fri, January 12	Sat, January 13
San Diego City Properties	Rooms Sold	17,939	21,875	24,318	24,238	23,592	25,690	28,984
	% Occupancy	45.1%	55.0%	61.2%	61.0%	59.4%	64.6%	72.9%
	ADR	\$179.85	\$184.92	\$188.31	\$185.67	\$181.53	\$181.58	\$183.06
	RevPAR	\$81.17	\$101.76	\$115.21	\$113.22	\$107.74	\$117.36	\$133.49
Downtown	Rooms Sold	8,121	9,306	10,102	8,963	8,195	9,569	10,931
	% Occupancy	54.9%	62.9%	68.3%	60.6%	55.4%	64.7%	73.9%
	ADR	\$226.23	\$228.39	\$225.93	\$221.85	\$213.56	\$202.11	\$206.02
	RevPAR	\$124.26	\$143.75	\$154.37	\$134.49	\$118.37	\$130.81	\$152.32
Mission Valley	Rooms Sold	2,802	3,520	4,138	4,442	4,836	5,579	6,341
	% Occupancy	35.3%	44.4%	52.2%	56.0%	61.0%	70.3%	80.0%
	ADR	\$117.38	\$123.61	\$132.34	\$133.13	\$139.73	\$148.89	\$153.95
	RevPAR	\$41.47	\$54.86	\$69.05	\$74.57	\$85.20	\$104.74	\$123.09
Pt. Loma - Airport	Rooms Sold	2,054	2,166	2,532	2,838	2,978	3,140	3,357
	% Occupancy	44.6%	47.0%	54.9%	61.6%	64.6%	68.1%	72.8%
	ADR	\$136.34	\$141.21	\$152.18	\$157.95	\$159.40	\$163.93	\$156.41
	RevPAR	\$60.76	\$66.36	\$83.60	\$97.26	\$102.99	\$111.68	\$113.93
Mission Bay	Rooms Sold	1,145	1,373	1,345	1,582	1,887	1,989	2,199
	% Occupancy	36.1%	43.3%	42.5%	49.9%	59.6%	62.8%	69.4%
	ADR	\$155.56	\$165.06	\$173.51	\$184.12	\$191.32	\$200.95	\$203.06
	RevPAR	\$56.22	\$71.54	\$73.66	\$91.95	\$113.96	\$126.16	\$140.95
La Jolla Coastal	Rooms Sold	579	782	1,002	1,059	1,029	932	1,013
	% Occupancy	31.9%	43.1%	55.2%	58.4%	56.7%	51.4%	55.8%
	ADR	\$239.99	\$237.93	\$248.17	\$258.73	\$270.21	\$309.99	\$298.75
	RevPAR	\$76.60	\$102.57	\$137.08	\$151.04	\$153.28	\$159.27	\$166.83
UTC	Rooms Sold	1,761	2,672	3,032	3,162	2,687	2,458	2,947
	% Occupancy	42.4%	64.3%	73.0%	76.1%	64.7%	59.1%	70.9%
	ADR	\$159.69	\$179.46	\$189.38	\$191.45	\$180.54	\$167.63	\$167.29
	RevPAR	\$67.66	\$115.38	\$138.16	\$145.66	\$116.72	\$99.14	\$118.62
I-15 Corridor	Rooms Sold	696	1,183	1,276	1,289	1,062	1,035	1,127
	% Occupancy	38.3%	65.1%	70.2%	70.9%	58.4%	57.0%	62.0%
	ADR	\$144.65	\$164.00	\$166.85	\$162.01	\$151.95	\$166.81	\$163.80
	RevPAR	\$55.41	\$106.78	\$117.17	\$114.93	\$88.81	\$95.02	\$101.60
Del Mar/Oceanside	Rooms Sold	2,757	3,169	3,326	3,443	3,859	4,597	5,544
	% Occupancy	38.5%	44.2%	46.4%	48.0%	53.8%	64.1%	77.3%
	ADR	\$147.20	\$147.30	\$148.56	\$153.76	\$163.18	\$196.28	\$204.95
	RevPAR	\$56.61	\$65.11	\$68.92	\$73.85	\$87.84	\$125.86	\$158.49
South/East County	Rooms Sold	3,458	3,988	4,131	4,201	4,340	4,484	4,879
	% Occupancy	52.3%	60.3%	62.5%	63.5%	65.6%	67.8%	73.8%
	ADR	\$119.95	\$124.28	\$126.06	\$125.22	\$123.86	\$130.25	\$132.34
	RevPAR	\$62.72	\$74.95	\$78.74	\$79.55	\$81.29	\$88.32	\$97.64
Northeast/Escondido	Rooms Sold	2,123	2,589	2,755	2,934	2,969	3,167	3,625
	% Occupancy	42.6%	52.0%	55.3%	58.9%	59.6%	63.6%	72.8%
	ADR	\$122.04	\$125.48	\$128.98	\$128.49	\$126.84	\$137.16	\$142.16
	RevPAR	\$52.05	\$65.26	\$71.38	\$75.73	\$75.65	\$87.26	\$103.52



# Day of Week Occupancy and ADR Patterns By Region

Week of Jan 7-13, 2024  
Weekly min & max noted



## WESTERN COMPETITIVE DAILY ANALYSIS OCCUPANCY JAN 7-13, 2024

		January 7, 2024	January 8, 2024	January 9, 2024	January 10, 2024	January 11, 2024	January 12, 2024	January 13, 2024
		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>TOTAL MARKET</b>	San Diego	44.5%	53.5%	58.5%	59.6%	59.2%	64.6%	73.0%
	Los Angeles	51.3%	54.7%	59.1%	61.2%	62.5%	69.2%	72.8%
	Orange County	48.2%	54.8%	60.0%	61.9%	66.4%	75.0%	79.5%
	San Francisco	70.7%	80.4%	82.9%	74.6%	50.4%	45.3%	51.6%
	Phoenix	57.0%	66.7%	72.8%	72.8%	70.2%	72.9%	73.2%
	Seattle	40.1%	53.2%	57.6%	56.9%	54.1%	52.8%	54.1%
<b>GROUP (UPSCALE+ PROPERTIES)</b>	San Diego	20.2%	33.0%	35.1%	33.5%	26.9%	24.3%	24.0%
	Los Angeles	16.7%	17.9%	12.7%	12.1%	13.7%	13.4%	11.6%
	Orange County	5.2%	15.0%	18.9%	18.7%	11.2%	17.1%	17.9%
	San Francisco	35.0%	38.9%	38.7%	16.9%	7.1%	4.7%	4.2%
	Phoenix	22.2%	41.9%	48.4%	45.4%	38.2%	29.4%	26.5%
	Seattle	11.2%	14.2%	14.8%	14.8%	14.0%	12.2%	9.3%
<b>TRANSIENT (UPSCALE+ PROPERTIES)</b>	San Diego	22.3%	24.2%	25.5%	26.9%	28.9%	33.0%	38.8%
	Los Angeles	50.5%	58.7%	47.8%	47.0%	46.2%	48.0%	49.4%
	Orange County	36.0%	39.7%	40.5%	41.4%	39.4%	45.0%	49.8%
	San Francisco	33.7%	39.9%	41.5%	51.3%	28.3%	28.3%	31.0%
	Phoenix	17.9%	21.0%	24.2%	26.2%	27.0%	32.9%	36.7%
	Seattle	30.6%	35.0%	39.5%	38.8%	33.0%	30.4%	36.4%