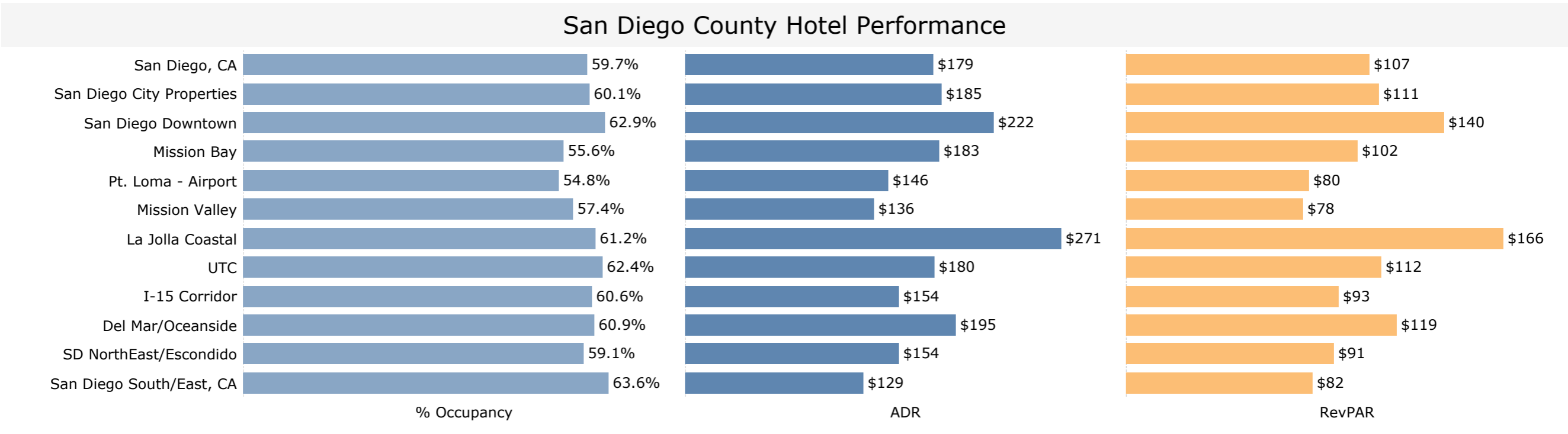


# Weekly Hotel Performance Update

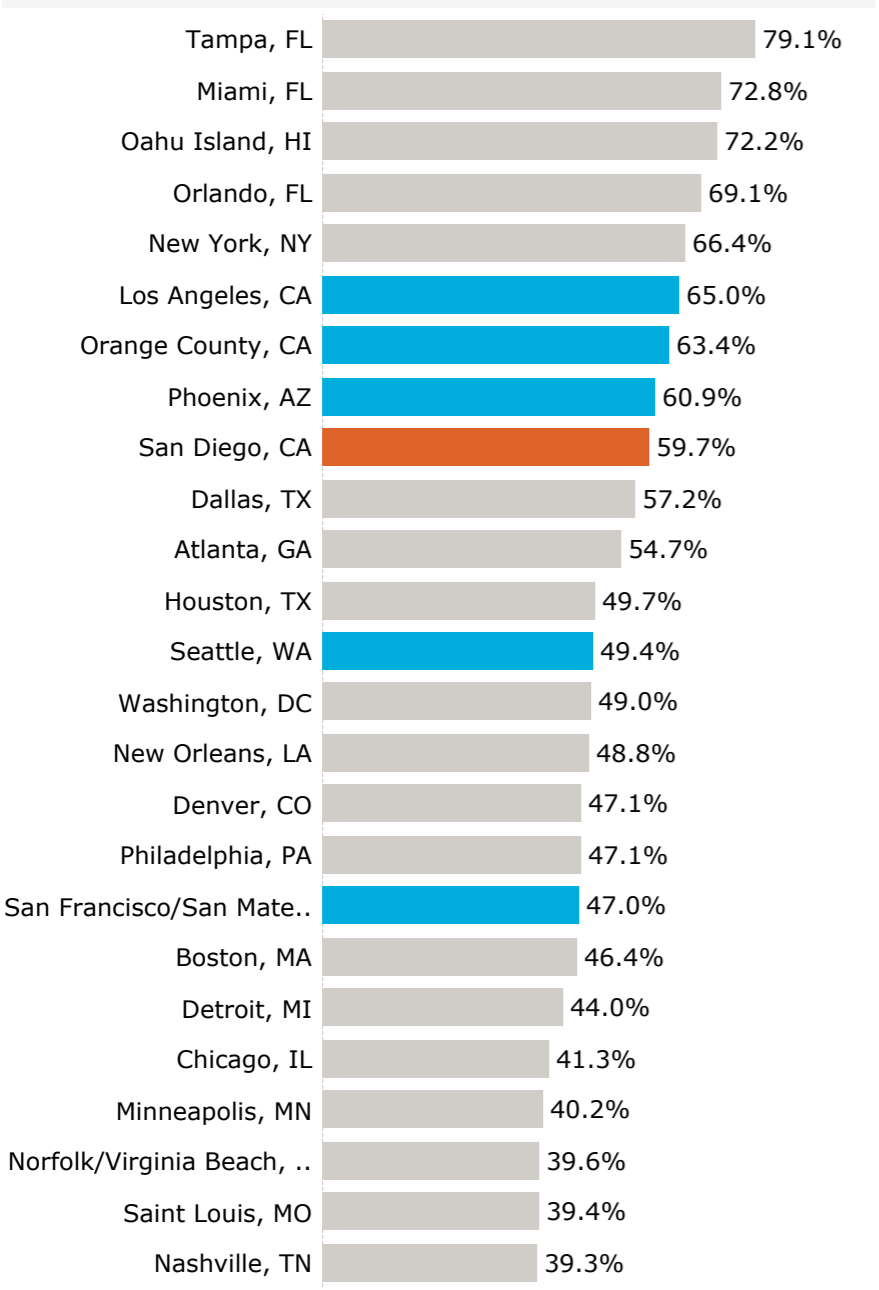
Jan 5 - 11, 2025



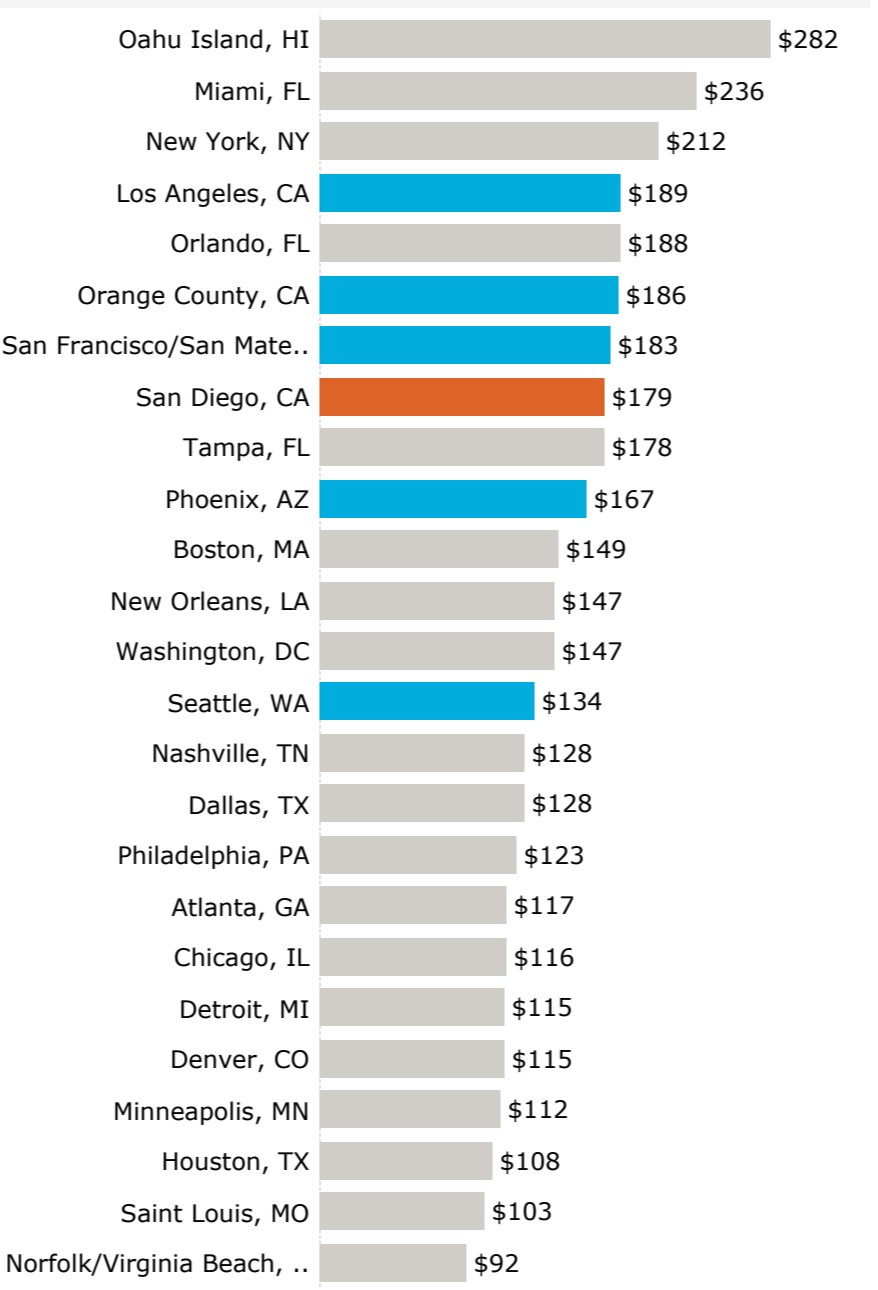
X Week of 1/5/25  
 Hotel Category Total  
 Segment Total Market



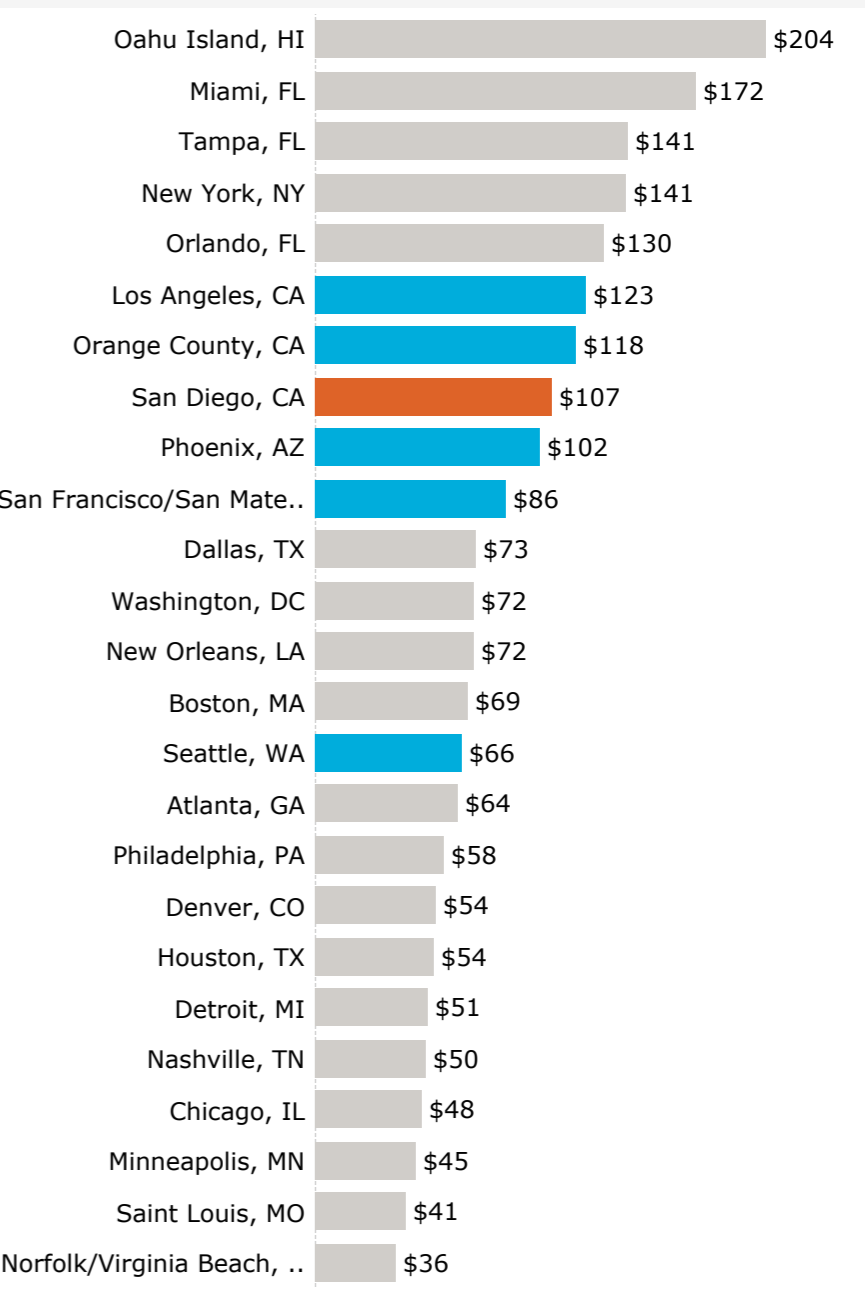
### Weekly Top 25 Hotel Occupancy



### Weekly Top 25 ADR



### Weekly Top 25 RevPAR



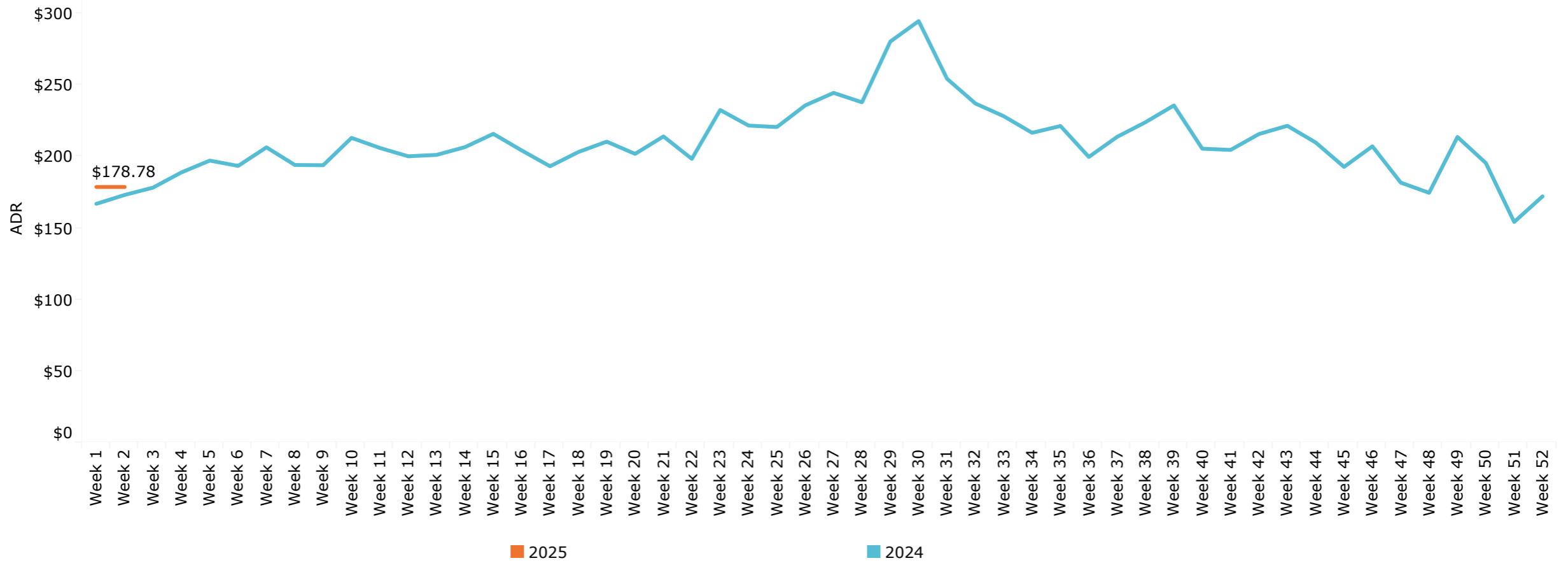
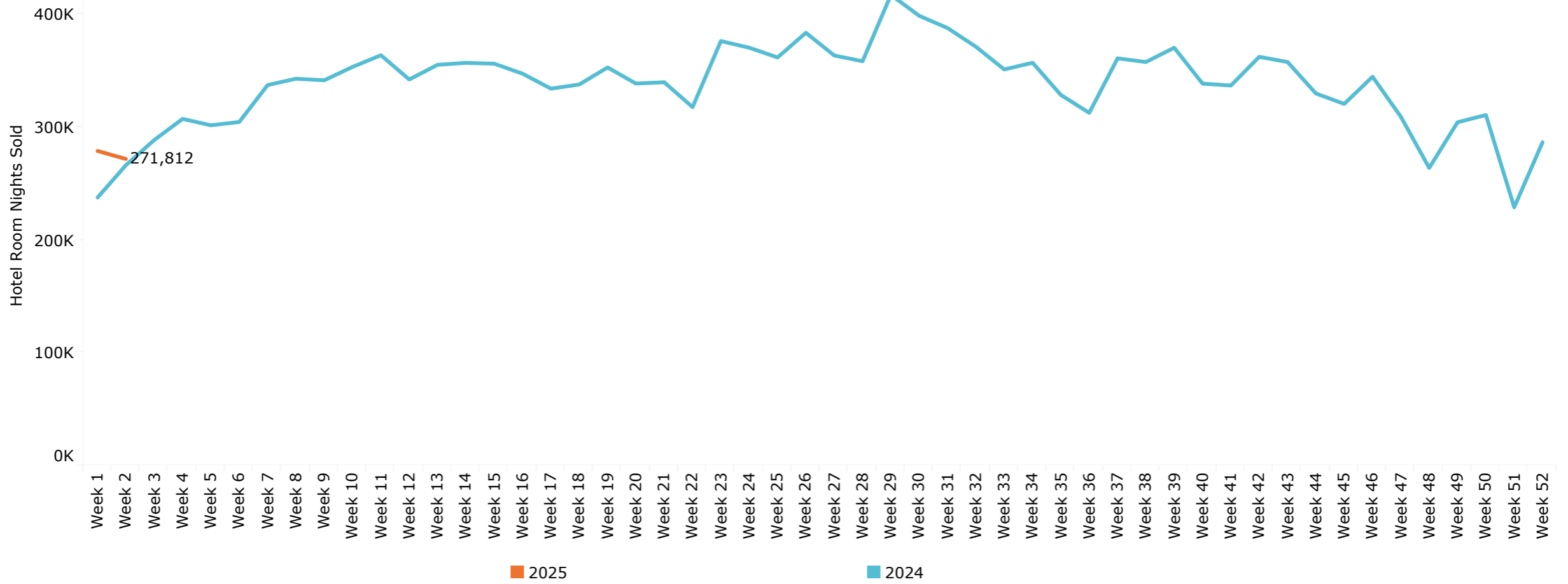
Source : STR

# San Diego County Weekly Demand & Average Rate Trend

## Calendar Year Benchmark



✕ Week as of 1/5/25
 Year Multiple values
Segment Total
Hotel Category Total



# Last Week's Daily Hotel Performance by Region

Jan 5 - 11, 2025



Week of 1/5/25		Hotel Category Total	Segment Total						
			Sun, January 5	Mon, January 6	Tue, January 7	Wed, January 8	Thu, January 9	Fri, January 10	Sat, January 11
San Diego City Properties	Demand		15,381	21,380	23,880	26,967	25,407	26,939	28,022
	% Occupancy		38.5%	53.6%	59.8%	67.6%	63.7%	67.5%	70.2%
	ADR		\$157.4	\$194.0	\$199.3	\$203.6	\$179.2	\$176.6	\$175.9
	RevPAR		\$60.6	\$103.9	\$119.2	\$137.6	\$114.1	\$119.2	\$123.5
San Diego Downtown	Demand		5,194	9,129	10,157	11,606	9,130	9,765	10,518
	% Occupancy		34.9%	61.4%	68.3%	78.0%	61.4%	65.7%	70.7%
	ADR		\$180.2	\$250.3	\$252.6	\$256.3	\$211.7	\$191.8	\$189.2
	RevPAR		\$62.9	\$153.6	\$172.5	\$200.0	\$130.0	\$125.9	\$133.8
Mission Valley	Demand		3,106	3,618	3,767	4,405	5,374	5,806	6,082
	% Occupancy		38.8%	45.2%	47.1%	55.0%	67.1%	72.5%	76.0%
	ADR		\$119.7	\$122.8	\$125.3	\$130.9	\$136.7	\$148.2	\$148.3
	RevPAR		\$46.5	\$55.5	\$59.0	\$72.1	\$91.8	\$107.5	\$112.7
Pt. Loma - Airport	Demand		2,043	2,051	2,244	2,485	2,689	3,006	2,921
	% Occupancy		44.9%	45.1%	49.3%	54.6%	59.1%	66.1%	64.2%
	ADR		\$137.6	\$141.7	\$144.7	\$148.3	\$144.3	\$150.8	\$151.7
	RevPAR		\$61.8	\$63.9	\$71.4	\$81.0	\$85.3	\$99.6	\$97.4
Mission Bay	Demand		1,218	1,496	1,797	1,906	1,836	1,955	2,113
	% Occupancy		38.4%	47.2%	56.7%	60.2%	58.0%	61.7%	66.7%
	ADR		\$173.7	\$172.3	\$185.3	\$181.1	\$175.0	\$193.6	\$191.3
	RevPAR		\$66.8	\$81.4	\$105.1	\$109.0	\$101.4	\$119.5	\$127.6
La Jolla Coastal	Demand		654	868	1,083	1,305	1,321	1,276	1,267
	% Occupancy		36.0%	47.8%	59.6%	71.9%	72.7%	70.3%	69.8%
	ADR		\$266.7	\$257.4	\$247.3	\$252.3	\$260.5	\$296.9	\$306.7
	RevPAR		\$96.0	\$123.1	\$147.5	\$181.3	\$189.5	\$208.6	\$214.0
UTC	Demand		1,693	2,194	2,613	2,980	2,932	2,907	2,856
	% Occupancy		40.7%	52.8%	62.8%	71.7%	70.5%	69.9%	68.7%
	ADR		\$159.5	\$167.2	\$185.5	\$195.4	\$191.5	\$174.4	\$172.6
	RevPAR		\$65.0	\$88.2	\$116.6	\$140.0	\$135.1	\$121.9	\$118.5
I-15 Corridor	Demand		705	1,077	1,204	1,263	1,111	1,191	1,169
	% Occupancy		38.7%	59.2%	66.2%	69.4%	61.0%	65.4%	64.2%
	ADR		\$136.9	\$158.0	\$159.3	\$156.2	\$147.4	\$155.8	\$154.4
	RevPAR		\$53.0	\$93.5	\$105.4	\$108.4	\$90.0	\$102.0	\$99.2
Del Mar/Oceanside	Demand		2,987	3,261	3,611	4,526	5,116	5,575	5,589
	% Occupancy		41.6%	45.4%	50.2%	63.0%	71.2%	77.6%	77.8%
	ADR		\$169.9	\$166.9	\$178.2	\$193.7	\$203.0	\$213.7	\$208.9
	RevPAR		\$70.6	\$75.7	\$89.5	\$122.0	\$144.5	\$165.7	\$162.4
San Diego South/East, CA	Demand		3,708	4,445	4,745	4,904	4,866	5,206	5,324
	% Occupancy		49.7%	59.6%	63.6%	65.7%	65.2%	69.8%	71.4%
	ADR		\$116.9	\$127.7	\$129.6	\$132.0	\$124.2	\$132.6	\$133.1
	RevPAR		\$58.1	\$76.1	\$82.4	\$86.8	\$81.0	\$92.5	\$95.0

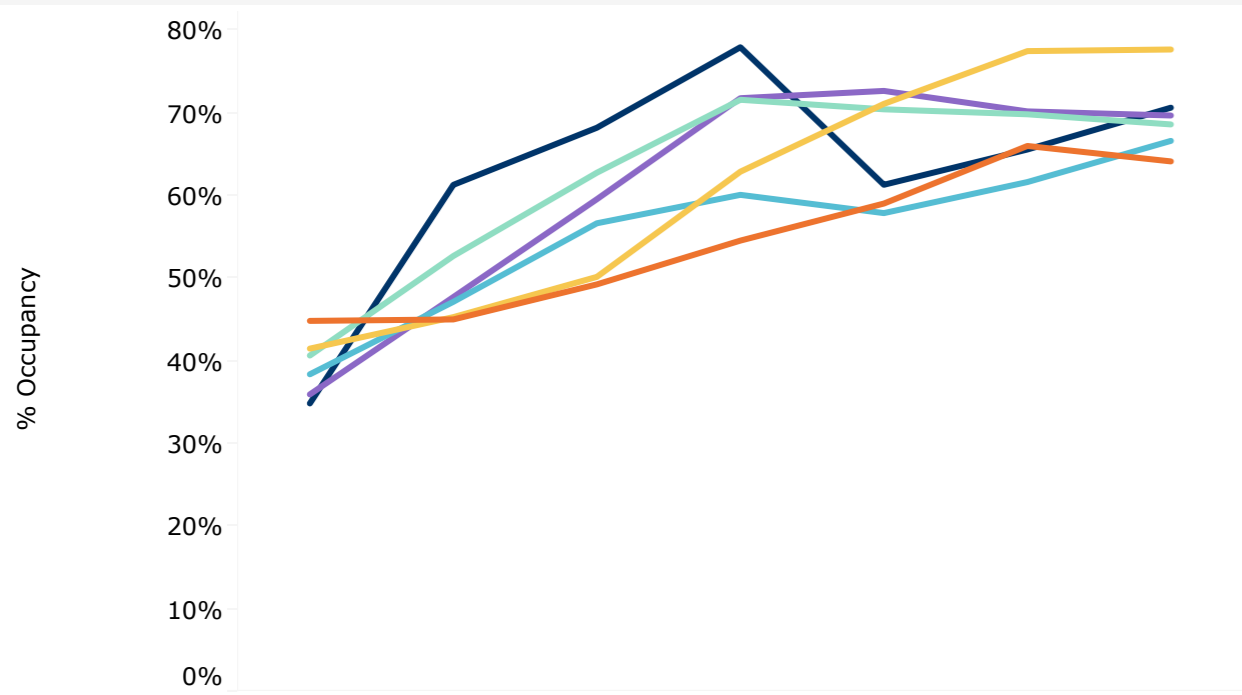


# Day of Week Occupancy and ADR Patterns by Region

Jan 5 - 11, 2025

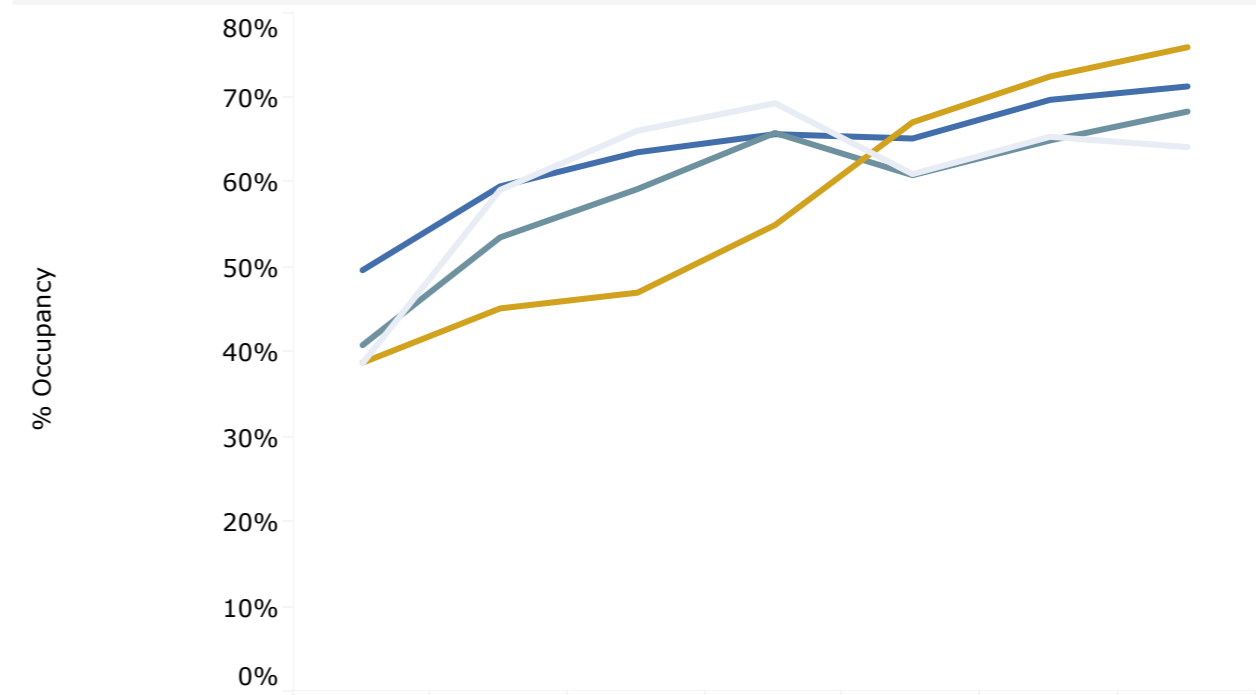
Week of 1/5/25  
 Segment Total  
 Hotel Category Total

### Occupancy By Weekday



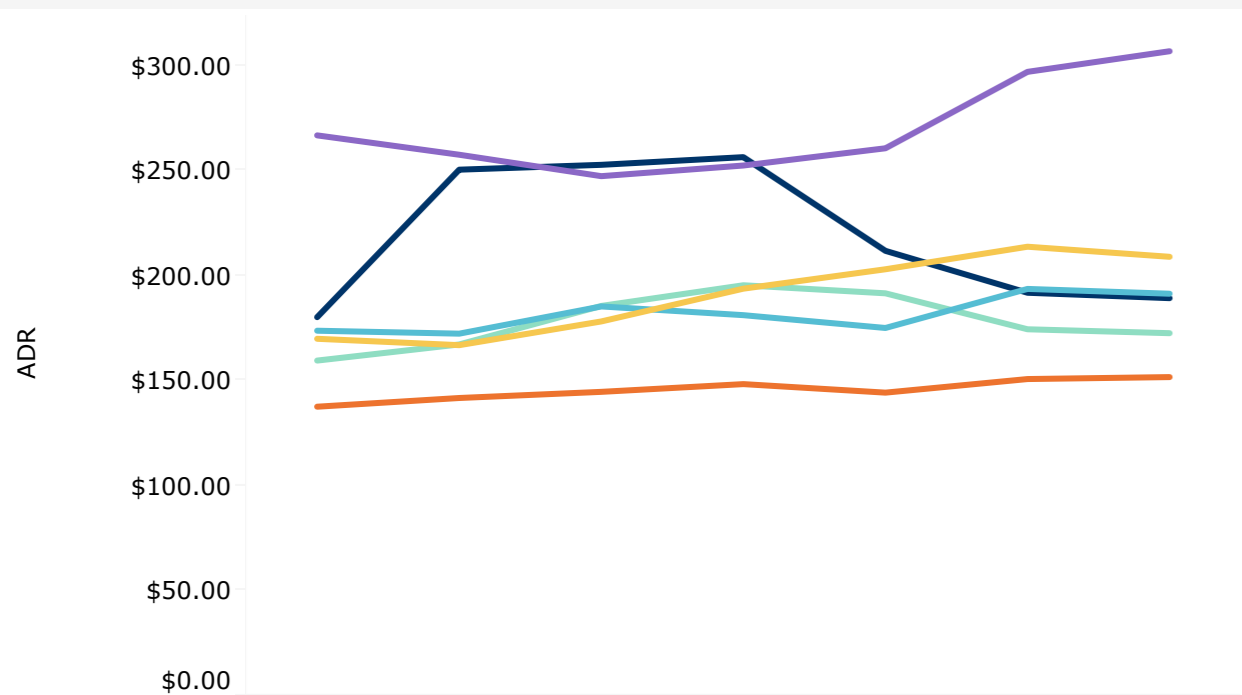
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Pt. Loma - Airport	45%	45%	49%	55%	59%	66%	64%
Del Mar/Oceanside	42%	45%	50%	63%	71%	78%	78%
UTC	41%	53%	63%	72%	71%	70%	69%
Mission Bay	38%	47%	57%	60%	58%	62%	67%
La Jolla Coastal	36%	48%	60%	72%	73%	70%	70%
San Diego Downtown	35%	61%	68%	78%	61%	66%	71%

### Occupancy By Weekday



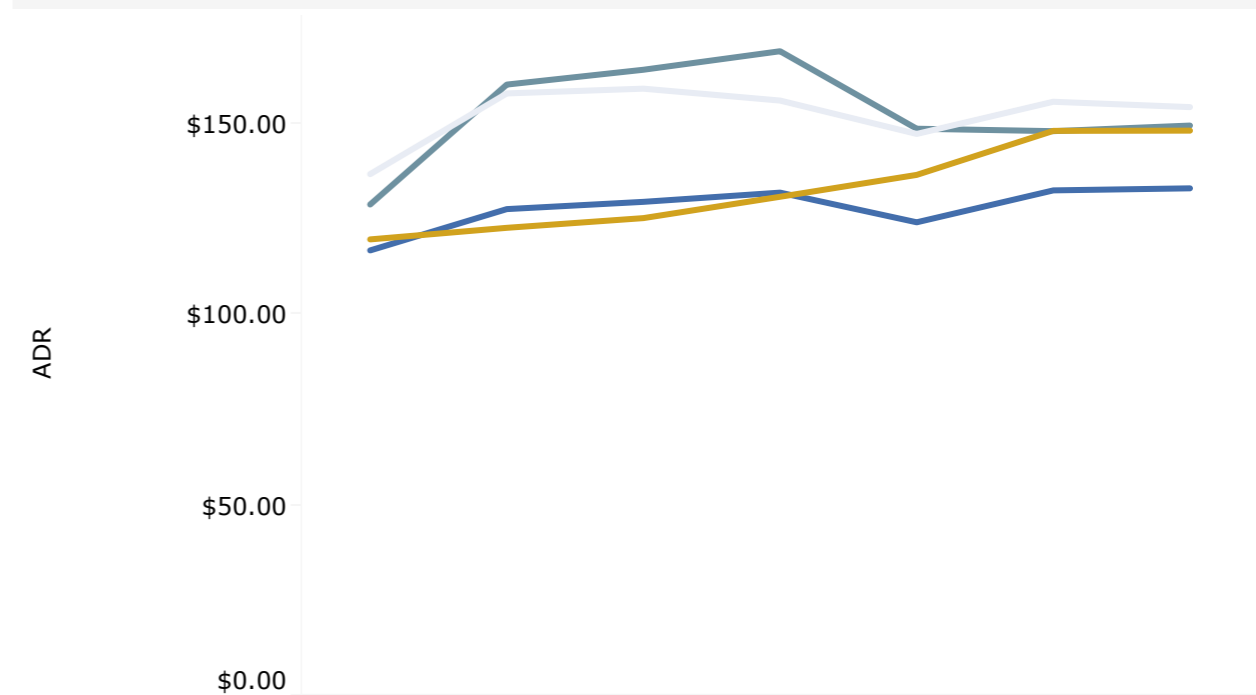
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
I-15 Corridor	39%	59%	66%	69%	61%	65%	64%
Mission Valley	39%	45%	47%	55%	67%	73%	76%
San Diego South/East, CA	50%	60%	64%	66%	65%	70%	71%
SD NorthEast/Escondido	41%	54%	59%	66%	61%	65%	68%

### ADR By Weekday



	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Pt. Loma - Airport	\$137.60	\$141.74	\$144.66	\$148.34	\$144.29	\$150.75	\$151.68
Del Mar/Oceanside	\$169.90	\$166.87	\$178.16	\$193.75	\$202.97	\$213.70	\$208.90
UTC	\$159.54	\$167.21	\$185.53	\$195.37	\$191.53	\$174.43	\$172.56
Mission Bay	\$173.74	\$172.34	\$185.29	\$181.14	\$175.05	\$193.62	\$191.34
La Jolla Coastal	\$266.66	\$257.44	\$247.25	\$252.32	\$260.52	\$296.87	\$306.68
San Diego Downtown	\$180.18	\$250.34	\$252.64	\$256.30	\$211.73	\$191.80	\$189.22

### ADR By Weekday



	Sun	Mon	Tue	Wed	Thu	Fri	Sat
I-15 Corridor	\$136.85	\$158.02	\$159.27	\$156.15	\$147.40	\$155.84	\$154.44
Mission Valley	\$119.74	\$122.78	\$125.33	\$130.93	\$136.66	\$148.21	\$148.27
San Diego South/East, CA	\$116.85	\$127.69	\$129.59	\$132.01	\$124.23	\$132.60	\$133.14
SD NorthEast/Escondido	\$128.89	\$160.34	\$164.23	\$169.09	\$148.77	\$148.13	\$149.60

# Competitive Set Weekly Performance

Last 4 Weeks



✕ Week of 1/5/25  
Hotel Category Total

	Total Market				Group				Transient				
	Jan 5 - 11, 2025	Dec 29, 2024 - Jan 4, 2025	Dec 22 - 28, 2024	Dec 15 - 21, 2024	Jan 5 - 11, 2025	Dec 29, 2024 - Jan 4, 2025	Dec 22 - 28, 2024	Dec 15 - 21, 2024	Jan 5 - 11, 2025	Dec 29, 2024 - Jan 4, 2025	Dec 22 - 28, 2024	Dec 15 - 21, 2024	
% Occupancy	San Diego, CA	59.7%	61.3%	63.0%	50.3%	16.2%	4.5%	3.6%	7.9%	41.4%	54.6%	57.1%	40.1%
	San Francisco/San Mateo, CA	47.0%	51.0%	48.2%	43.2%	6.9%	5.1%	1.0%	1.9%	34.4%	40.2%	41.5%	35.3%
	Seattle, WA	49.4%	41.7%	43.4%	49.0%	8.3%	2.4%	0.9%	2.0%	37.6%	35.8%	38.9%	43.7%
	Phoenix, AZ	60.9%	56.8%	49.5%	53.4%	19.3%	8.1%	4.2%	7.8%	39.7%	46.8%	43.2%	43.6%
	Los Angeles, CA	65.0%	64.9%	63.0%	56.8%	7.1%	7.5%	2.4%	5.0%	53.1%	52.7%	56.0%	46.9%
	Orange County, CA	63.4%	66.8%	72.5%	55.8%	7.4%	3.4%	1.8%	3.7%	54.7%	62.3%	69.7%	51.0%
Occupancy YOY%	San Diego, CA	+1.2%	+16.0%	-7.3%	+7.6%	-11.8%	-20.1%	-21.1%	+130.6%	+7.1%	+20.9%	-6.9%	-2.5%
	San Francisco/San Mateo, CA	-27.8%	+6.1%	+3.3%	+12.9%	-65.1%	-34.1%	-24.7%	+6.4%	-15.1%	+13.5%	+3.2%	+13.6%
	Seattle, WA	-6.2%	-11.7%	-1.7%	+13.1%	+22.0%	-66.4%	-65.3%	-1.1%	-10.8%	-2.2%	+2.4%	+16.2%
	Phoenix, AZ	-12.2%	+2.4%	-8.6%	+11.7%	-19.1%	-20.4%	-17.8%	+56.1%	-8.8%	+8.7%	-7.9%	+7.3%
	Los Angeles, CA	+5.7%	+4.7%	-4.3%	+5.1%	-20.8%	-1.0%	-55.9%	+110.6%	+12.0%	+6.8%	+1.3%	+1.4%
	Orange County, CA	-0.4%	+6.6%	-0.6%	+0.9%	-53.5%	-49.1%	-48.6%	+110.6%	+17.0%	+13.1%	+2.0%	-2.9%
ADR	San Diego, CA	\$178.78	\$178.79	\$172.22	\$154.32	\$223.27	\$179.27	\$164.11	\$186.85	\$163.20	\$180.12	\$173.81	\$148.76
	San Francisco/San Mateo, CA	\$182.60	\$161.82	\$156.79	\$159.55	\$244.46	\$157.76	\$194.19	\$164.93	\$175.05	\$163.17	\$156.48	\$160.58
	Seattle, WA	\$134.33	\$129.91	\$125.68	\$134.76	\$142.26	\$135.79	\$137.30	\$149.97	\$133.87	\$130.54	\$125.94	\$135.02
	Phoenix, AZ	\$166.84	\$161.67	\$146.89	\$132.12	\$204.83	\$154.22	\$129.16	\$140.47	\$150.93	\$165.00	\$150.91	\$132.07
	Los Angeles, CA	\$188.53	\$198.17	\$175.14	\$166.15	\$185.65	\$205.77	\$183.70	\$187.87	\$193.32	\$201.91	\$177.76	\$166.51
	Orange County, CA	\$186.45	\$210.94	\$209.90	\$184.85	\$190.08	\$160.99	\$177.51	\$200.35	\$185.37	\$213.69	\$210.42	\$183.47
ADR YOY%	San Diego, CA	+3.3%	+7.4%	-5.3%	+4.2%	+6.7%	+1.0%	-3.7%	+24.5%	+3.4%	+8.2%	-5.7%	+0.0%
	San Francisco/San Mateo, CA	-69.0%	-6.0%	-0.4%	+4.3%	-76.3%	-27.8%	-23.4%	-9.7%	-59.0%	-1.2%	+0.9%	+5.5%
	Seattle, WA	-1.0%	-7.3%	-3.1%	+5.5%	-0.5%	-1.3%	-4.3%	+20.7%	-2.2%	-9.1%	-4.0%	+3.8%
	Phoenix, AZ	-2.8%	+9.0%	-1.1%	+4.7%	-3.4%	-11.1%	-11.0%	+5.4%	-0.9%	+14.1%	-0.6%	+3.6%
	Los Angeles, CA	+3.0%	+0.0%	-5.3%	+3.0%	-11.3%	+7.1%	+0.9%	-5.2%	+5.1%	-2.3%	-6.9%	+1.6%
	Orange County, CA	-6.0%	+5.2%	-4.5%	-3.1%	+0.2%	-11.7%	+11.9%	+12.0%	-8.5%	+4.7%	-6.2%	-4.7%

# Weekday Analysis

Jan 5 - 11, 2025



Week of 1/5/25  
 Hotel Category Total

