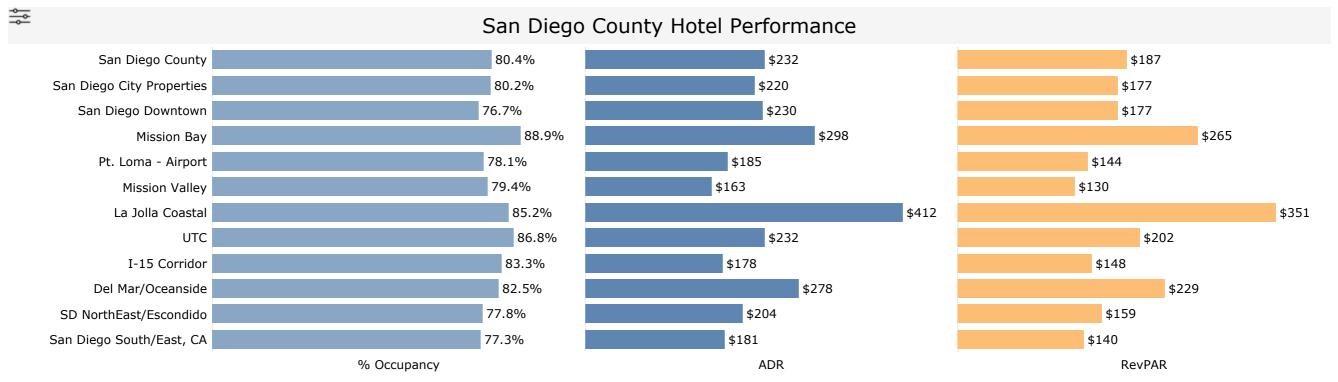
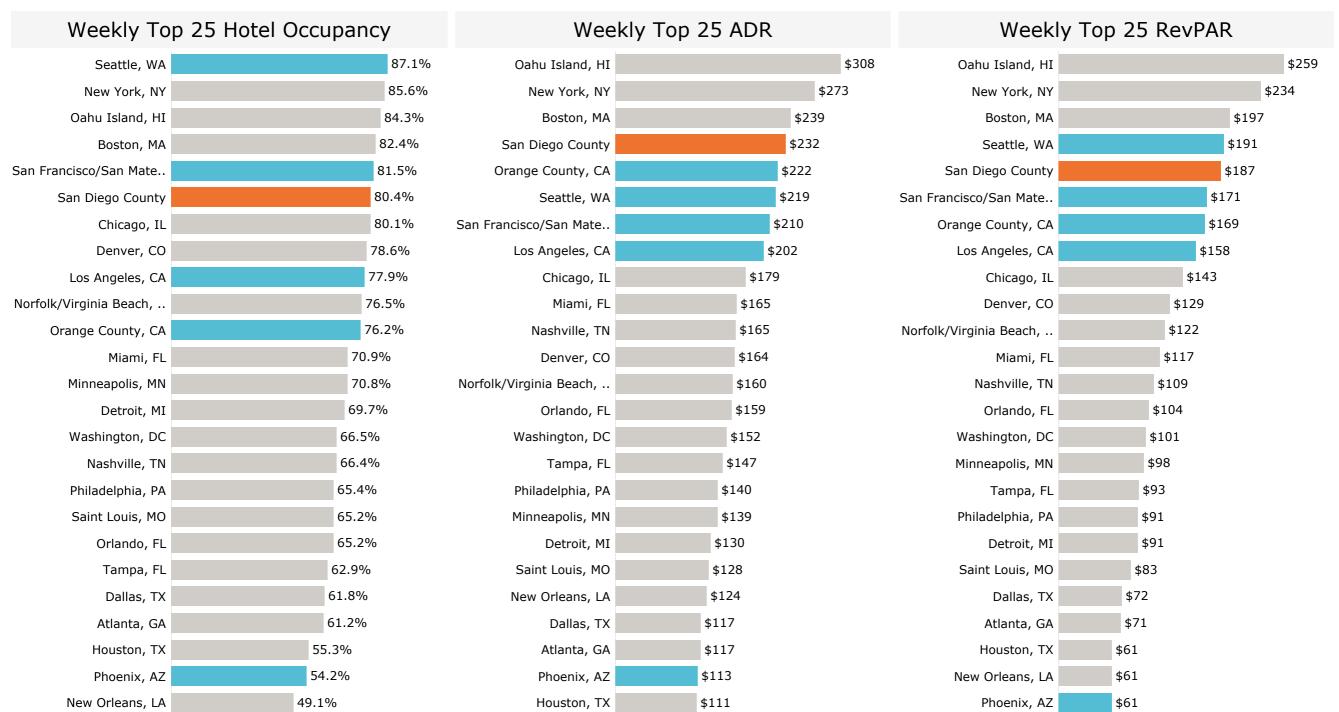
Weekly Hotel Performance Update

Aug 3 - 9, 2025





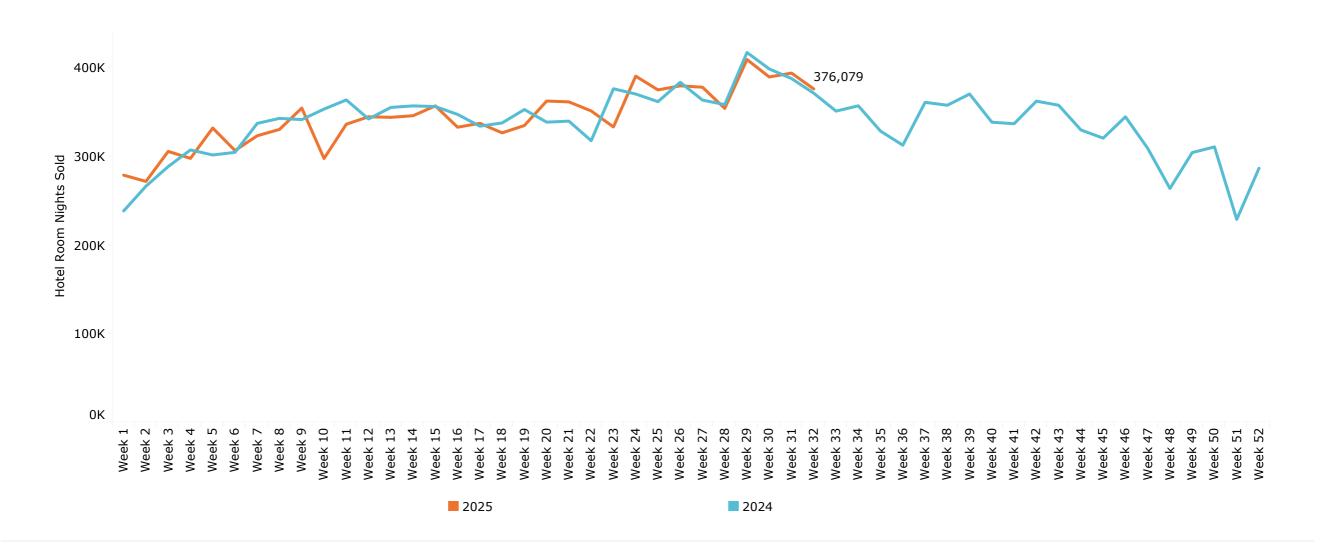


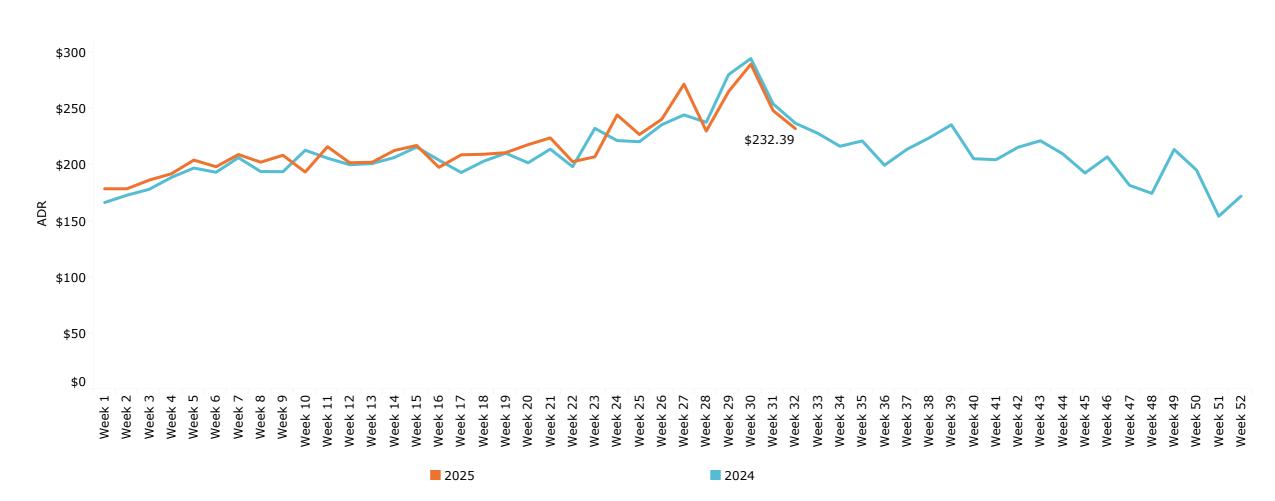
San Diego County Weekly Demand & Average Rate Trend

Calendar Year Benchmark









Last Week's Daily Hotel Performance by Region Aug 3 - 9, 2025

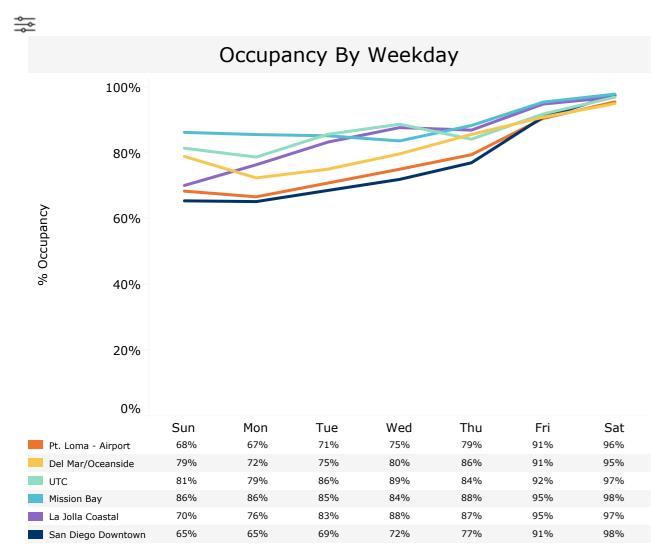


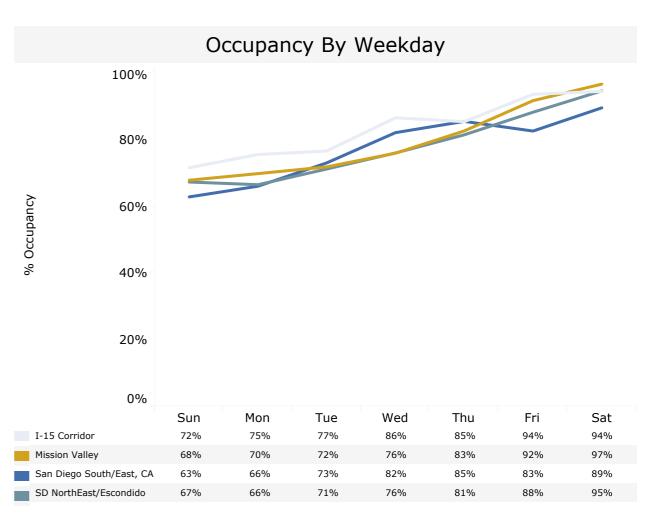
<u></u>								TOURISM AUTHORITY
		Sun, August 3	Mon, August 4	Tue, August 5	Wed, August 6	Thu, August 7	Fri, August 8	Sat, August 9
	Demand	28,160	28,311	29,629	31,025	32,537	36,832	38,911
San Diego City Properties	% Occupancy	70.1%	70.5%	73.8%	77.2%	81.0%	91.7%	96.9%
3 , 1	ADR	\$202.4	\$200.1	\$204.7	\$208.1	\$210.3	\$240.1	\$259.9
	RevPAR	\$141.9	\$141.1	\$151.0	\$160.8	\$170.3	\$220.1	\$251.8
	Demand	9,709	9,675	10,178	10,675	11,422	13,481	14,460
San Diego Downtown	% Occupancy	65.5%	65.3%	68.6%	72.0%	77.0%	90.9%	97.5%
Sun Diego Downtown	ADR	\$203.3	\$205.1	\$209.3	\$212.2	\$217.3	\$246.0	\$288.7
	RevPAR	\$133.1	\$133.8	\$143.7	\$152.8	\$167.4	\$223.6	\$281.6
	Demand	5,485	5,645	5,808	6,140	6,679	7,413	7,814
Mission Valley	% Occupancy	67.8%	69.8%	71.8%	75.9%	82.5%	91.6%	96.6%
Mission valley	ADR	\$144.8	\$144.3	\$149.9	\$155.5	\$158.8	\$182.3	\$192.3
	RevPAR	\$98.2	\$100.7	\$107.6	\$118.0	\$131.1	\$167.1	\$185.7
	Demand	3,257	3,175	3,374	3,574	3,784	4,308	4,548
	% Occupancy	68.4%	66.7%	70.9%	75.1%	79.5%	90.5%	95.5%
Pt. Loma - Airport	ADR	\$168.7	\$168.5	\$169.5	\$171.9	\$174.4	\$203.3	\$218.7
	RevPAR	\$115.4	\$112.4	\$120.1	\$129.1	\$138.6	\$184.0	\$209.0
	Demand	2,733	2,712	2,700	2,651	2,799	3,024	3,101
	% Occupancy	86.3%	85.6%	85.2%	83.7%	88.4%	95.5%	97.9%
Mission Bay	ADR	\$271.5	\$255.1	\$257.8	\$258.0	\$288.1	\$363.5	\$373.1
	RevPAR	\$234.2	\$218.4	\$219.7	\$215.9	\$254.5	\$347.0	\$365.2
	Demand	1,274	1,388	1,513	1,593	1,579	1,723	1,761
	% Occupancy	70.2%	76.4%	83.3%	87.7%	86.9%	94.9%	97.0%
La Jolla Coastal	ADR	\$397.7	\$391.6	\$393.1	\$391.9	\$398.5	\$454.1	\$446.5
	RevPAR	\$279.0	\$299.3	\$327.5	\$343.8	\$346.5	\$430.9	\$432.9
	Demand	3,387	3,275	3,563	3,690	3,501	3,819	4,031
	% Occupancy	81.5%	78.8%	85.7%	88.7%	84.2%	91.8%	96.9%
UTC	ADR	\$226.7	\$222.5	\$231.9	\$243.3	\$226.1	\$237.0	\$236.0
	RevPAR	\$184.7	\$175.3	\$198.7	\$215.9	\$190.4	\$217.6	\$228.8
	Demand	1,302	1,374	1,393	1,574	1,553	1,702	1,718
I-15 Corridor	% Occupancy	71.5%	75.5%	76.5%	86.5%	85.3%	93.5%	94.4%
	ADR	\$185.4	\$173.4	\$172.4	\$176.4	\$168.9	\$182.6	\$184.8
	RevPAR	\$132.7	\$130.9	\$131.9	\$152.5	\$144.1	\$170.8	\$174.4
	Demand	5,621	5,158	5,346	5,677	6,097	6,470	6,763
	% Occupancy	79.0%	72.5%	75.1%	79.7%	85.6%	90.9%	95.0%
Del Mar/Oceanside	ADR	\$252.3	\$248.0	\$246.7	\$256.0	\$270.1	\$318.7	\$330.9
		\$199.2	\$179.7	\$185.3	\$204.1	\$231.4	\$289.6	\$330.9 \$314.4
	RevPAR							
San Diego South/East, CA	Demand % Occupancy	5,706	5,998	6,633	7,456	7,762	7,499	8,131
	% Occupancy	62.8%	66.0%	73.0%	82.0%	85.4%	82.5%	89.5%
	ADR	\$151.7	\$159.0	\$172.7	\$192.5	\$189.8	\$189.5	\$196.0
	RevPAR	\$95.2	\$105.0	\$126.1	\$157.9	\$162.1	\$156.3	\$175.4

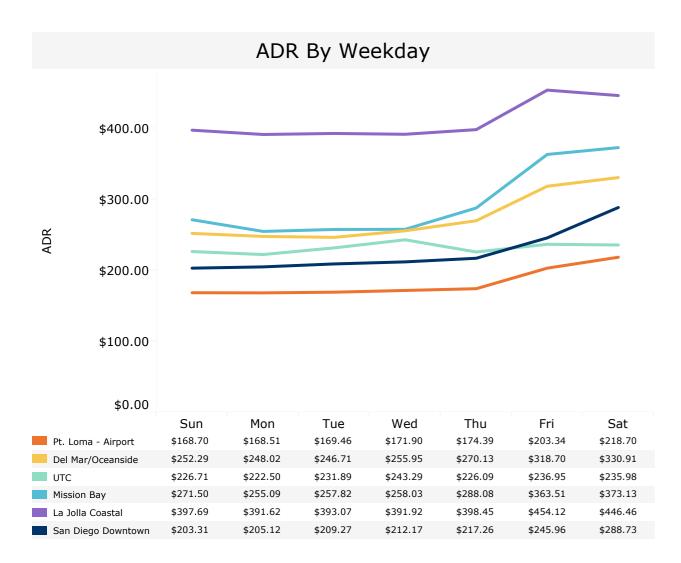
Day of Week Occupancy and ADR Patterns by Region

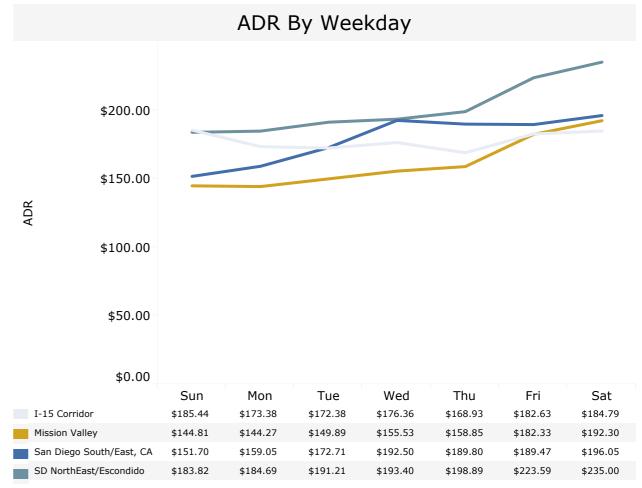
Aug 3 - 9, 2025











Competitive Set Weekly Performance

Last 4 Weeks



-												TOUR	ISM AUTHORITY
⇌			То	tal			Gro	up		Transient			
		Aug 3 - 9, 2025	Jul 27 - Aug 2, 2025	Jul 20 - 26, 2025	Jul 13 - 19, 2025	Aug 3 - 9, 2025	Jul 27 - Aug 2, 2025	Jul 20 - 26, 2025	Jul 13 - 19, 2025	Aug 3 - 9, 2025	Jul 27 - Aug 2, 2025	Jul 20 - 26, 2025	Jul 13 - 19, 2025
	San Diego County	80.4%	84.2%	83.3%	87.7%	16.3%	19.4%	26.9%	24.5%	61.8%	62.7%	54.1%	61.0%
	San Francisco/San Mateo, CA	81.5%	81.7%	79.0%	77.2%	13.7%	12.9%	10.1%	13.2%	61.8%	62.9%	63.0%	57.9%
	Seattle, WA Phoenix, AZ	87.1%	85.7%	90.7%	87.2%	11.2%	12.1%	16.9%	16.2%	71.1%	68.7%	68.9%	66.7%
	ਹ O Phoenix, AZ %	54.2%	54.8%	57.5%	61.3%	9.9%	12.6%	11.9%	12.4%	42.0%	39.8%	43.1%	46.5%
	Los Angeles, CA	77.9%	78.4%	77.0%	76.8%	9.8%	10.6%	8.3%	10.6%	62.9%	62.3%	63.5%	60.9%
	Orange County, CA	76.2%	81.7%	87.6%	84.6%	10.2%	13.1%	18.8%	16.4%	64.7%	67.3%	67.4%	66.9%
	San Diego County	-2.2%	-1.9%	-5.6%	-5.0%	+2.8%	-3.5%	-11.2%	-5.2%	-3.2%	-1.2%	-3.0%	-5.4%
,	San Francisco/San Mateo, CA	+12.6%	+15.4%	+3.3%	+7.8%	+55.6%	+50.6%	+3.1%	+40.0%	+7.4%	+11.2%	+4.1%	+2.8%
	% → Seattle, WA	+0.1%	+2.8%	-1.0%	+0.4%	-35.6%	-13.3%	-12.3%	+2.2%	+8.3%	+5.1%	+1.2%	-0.4%
(Phoenix, AZ	-7.5%	-0.7%	-4.9%	-1.3%	-21.2%	+35.7%	-7.9%	-11.9%	-5.2%	-9.9%	-5.6%	+0.5%
	Los Angeles, CA	-2.1%	+0.3%	-7.1%	-5.5%	-6.8%	+18.1%	-25.3%	-17.2%	-1.6%	-2.4%	-4.4%	-3.3%
	Orange County, CA	-4.4%	+1.4%	+2.3%	+1.1%	-28.4%	-5.1%	+16.7%	+12.3%	+0.5%	+2.5%	-1.3%	-1.6%
	San Diego County	\$232.39	\$248.43	\$289.76	\$265.35	\$251.10	\$260.91	\$279.41	\$251.50	\$230.31	\$247.52	\$298.92	\$274.67
	San Francisco/San Mateo, CA	\$210.29	\$218.91	\$197.92	\$202.18	\$230.44	\$222.02	\$224.01	\$240.39	\$211.20	\$224.04	\$197.58	\$198.56
	Seattle, WA	\$219.12	\$215.19	\$239.98	\$226.69	\$229.51	\$232.20	\$244.52	\$249.12	\$221.92	\$216.58	\$245.01	\$226.60
/// dd v	본 Phoenix, AZ	\$112.66	\$110.07	\$111.79	\$118.93	\$133.09	\$124.41	\$120.20	\$126.17	\$108.93	\$106.41	\$110.40	\$118.03
	Los Angeles, CA	\$202.42	\$204.67	\$202.02	\$201.26	\$216.60	\$218.55	\$225.62	\$217.00	\$204.48	\$206.92	\$203.06	\$202.67
	Orange County, CA	\$221.76	\$230.38	\$238.96	\$235.62	\$223.42	\$216.42	\$216.35	\$222.46	\$219.91	\$231.45	\$243.93	\$237.85
	San Diego County	-2.0%	-2.4%	-1.7%	-5.4%	+2.3%	+8.4%	+0.6%	+1.8%	-3.3%	-5.7%	-3.1%	-7.8%
	San Francisco/San Mateo, CA	+8.5%	+15.8%	+0.6%	+3.3%	+6.2%	+4.0%	-3.0%	+5.5%	+8.5%	+18.4%	+0.8%	+1.8%
	Seattle, WA	-2.5%	-1.1%	+1.5%	+0.7%	-2.7%	+2.7%	+7.6%	+11.4%	-2.3%	-1.9%	-0.1%	-1.8%
	Phoenix, AZ	+0.0%	+1.2%	-1.0%	+1.9%	+1.4%	+7.0%	-1.8%	-1.4%	+0.8%	-1.1%	-0.3%	+3.4%
	Los Angolos CA	-0.4%	±0.8%	-3 50%	-3 30%	±4 506	±0.2%	±4 30%	⊥2 6%	-1 60%	±0.3%	_5 10%	-5 10%

Los Angeles, CA

Orange County, CA

-0.4%

-4.8%

+0.8%

+8.2%

-3.5%

+4.2%

-3.3%

+4.5%

+4.5%

-8.5%

+0.2%

+0.7%

+4.3%

-1.9%

+2.6%

+1.4%

-1.6%

-5.1%

+0.3%

+8.2%

-5.1%

+4.8%

-5.1%

+4.2%

Weekday Analysis

Aug 3 - 9, 2025





