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# Visit Visalia

For the Month of January 2026



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# Tab 2 - Multi-Seg-Occ: Visit Visalia

Currency: USD - US Dollar

Visit Visalia

For the Month of January 2026

	Current Month Occupancy (%)										Current Month Occupancy Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	30.9	45.3	55.0	54.4	46.5	46.4	46.0	45.7	45.8	46.2	-10.7	-11.1	-11.5	4.9	-8.0	-7.4	-6.6	-13.6	-9.9	-8.2
Ontario, CA+	50.1	55.5	61.0	63.0	60.3	58.1	64.4	66.2	65.3	60.4	-4.6	-5.4	-5.2	-1.6	-5.3	-4.7	-0.4	2.3	1.0	-2.6
Fresno, CA+	34.0	43.4	50.0	51.5	45.9	45.0	46.7	47.1	46.9	45.6	-8.3	-8.8	-6.3	1.8	-4.5	-5.3	-2.6	-1.6	-2.1	-4.2
Yosemite+	50.6	50.4	52.3	51.3	53.5	51.7	61.5	66.2	63.9	55.6	6.5	7.5	9.5	0.9	2.0	4.8	1.5	1.2	1.8	4.5
Oakhurst, CA+	28.5	24.6	26.4	27.2	33.7	28.4	42.5	48.5	45.5	33.9	16.8	2.7	2.0	-13.0	8.8	2.5	26.1	20.0	24.1	11.9
Williams, AZ+	28.3	24.8	25.6	25.9	36.6	28.6	45.2	50.6	47.9	34.9	-7.9	-13.7	-15.8	-29.9	-2.9	-14.0	1.2	1.9	2.2	-6.4
Riverside, CA+	45.6	50.9	57.0	59.3	56.8	54.1	63.7	67.6	65.7	57.8	-18.4	-16.0	-14.7	-11.5	-16.9	-15.7	-7.3	-4.8	-5.9	-12.1

	Year to Date Occupancy (%)										Year to Date Occupancy Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	30.9	45.3	55.0	54.4	46.5	46.4	46.0	45.7	45.8	46.2	-10.7	-11.1	-11.5	4.9	-8.0	-7.4	-6.6	-13.6	-9.9	-8.2
Ontario, CA+	50.1	55.5	61.0	63.0	60.3	58.1	64.4	66.2	65.3	60.4	-4.6	-5.4	-5.2	-1.6	-5.3	-4.7	-0.4	2.3	1.0	-2.6
Fresno, CA+	34.0	43.4	50.0	51.5	45.9	45.0	46.7	47.1	46.9	45.6	-8.3	-8.8	-6.3	1.8	-4.5	-5.3	-2.6	-1.6	-2.1	-4.2
Yosemite+	50.6	50.4	52.3	51.3	53.5	51.7	61.5	66.2	63.9	55.6	6.5	7.5	9.5	0.9	2.0	4.8	1.5	1.2	1.8	4.5
Oakhurst, CA+	28.5	24.6	26.4	27.2	33.7	28.4	42.5	48.5	45.5	33.9	16.8	2.7	2.0	-13.0	8.8	2.5	26.1	20.0	24.1	11.9
Williams, AZ+	28.3	24.8	25.6	25.9	36.6	28.6	45.2	50.6	47.9	34.9	-7.9	-13.7	-15.8	-29.9	-2.9	-14.0	1.2	1.9	2.2	-6.4
Riverside, CA+	45.6	50.9	57.0	59.3	56.8	54.1	63.7	67.6	65.7	57.8	-18.4	-16.0	-14.7	-11.5	-16.9	-15.7	-7.3	-4.8	-5.9	-12.1

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# Tab 3 - Multi-Seg-ADR: Visit Visalia

Currency: USD - US Dollar

Visit Visalia

For the Month of January 2026

	Current Month ADR										Current Month ADR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	111.53	124.61	127.63	127.95	119.77	123.22	124.05	122.97	123.51	123.31	-1.7	0.9	0.8	4.7	2.3	1.7	5.0	3.4	4.2	2.4
Ontario, CA+	101.38	109.94	116.63	117.47	110.39	111.54	114.47	111.99	113.21	112.12	-2.1	-0.5	1.0	1.1	-2.2	-0.7	0.9	-0.3	0.2	-0.3
Fresno, CA+	94.70	107.45	115.19	116.25	106.16	108.86	102.84	99.87	101.35	106.37	-3.1	-2.0	-1.3	3.3	-0.7	-0.5	1.8	1.0	1.3	-0.3
Yosemite+	281.60	215.01	209.72	205.68	281.38	241.00	336.70	334.47	335.54	276.02	13.5	7.4	11.5	-17.3	7.0	3.4	10.5	9.7	10.1	7.2
Oakhurst, CA+	98.35	97.58	103.20	99.29	103.65	100.76	106.55	111.24	109.05	104.35	-9.7	-11.1	-5.2	-9.9	-5.5	-8.0	-9.3	-8.2	-8.6	-7.6
Williams, AZ+	79.49	78.56	77.97	74.89	84.60	79.84	93.88	92.00	92.89	85.63	2.7	7.8	4.0	-9.9	2.2	0.9	6.3	2.5	4.3	3.5
Riverside, CA+	122.57	127.25	137.54	133.62	134.54	131.72	136.37	137.94	137.18	133.72	-6.3	-7.3	-1.2	-5.0	-2.6	-4.3	-3.3	-5.0	-4.0	-4.0

	Year to Date ADR										Year to Date ADR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	111.53	124.61	127.63	127.95	119.77	123.22	124.05	122.97	123.51	123.31	-1.7	0.9	0.8	4.7	2.3	1.7	5.0	3.4	4.2	2.4
Ontario, CA+	101.38	109.94	116.63	117.47	110.39	111.54	114.47	111.99	113.21	112.12	-2.1	-0.5	1.0	1.1	-2.2	-0.7	0.9	-0.3	0.2	-0.3
Fresno, CA+	94.70	107.45	115.19	116.25	106.16	108.86	102.84	99.87	101.35	106.37	-3.1	-2.0	-1.3	3.3	-0.7	-0.5	1.8	1.0	1.3	-0.3
Yosemite+	281.60	215.01	209.72	205.68	281.38	241.00	336.70	334.47	335.54	276.02	13.5	7.4	11.5	-17.3	7.0	3.4	10.5	9.7	10.1	7.2
Oakhurst, CA+	98.35	97.58	103.20	99.29	103.65	100.76	106.55	111.24	109.05	104.35	-9.7	-11.1	-5.2	-9.9	-5.5	-8.0	-9.3	-8.2	-8.6	-7.6
Williams, AZ+	79.49	78.56	77.97	74.89	84.60	79.84	93.88	92.00	92.89	85.63	2.7	7.8	4.0	-9.9	2.2	0.9	6.3	2.5	4.3	3.5
Riverside, CA+	122.57	127.25	137.54	133.62	134.54	131.72	136.37	137.94	137.18	133.72	-6.3	-7.3	-1.2	-5.0	-2.6	-4.3	-3.3	-5.0	-4.0	-4.0

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# Tab 4 - Multi-Seg-RevPAR: Visit Visalia

Currency: USD - US Dollar

Visit Visalia

For the Month of January 2026

	Current Month RevPAR										Current Month RevPAR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	34.50	56.42	70.16	69.62	55.67	57.20	57.04	56.22	56.63	57.01	-12.2	-10.3	-10.7	9.7	-5.9	-5.8	-1.9	-10.7	-6.1	-5.9
Ontario, CA+	50.82	61.06	71.16	73.97	66.54	64.80	73.68	74.13	73.91	67.74	-6.6	-5.9	-4.3	-0.5	-7.4	-5.3	0.5	2.0	1.2	-2.9
Fresno, CA+	32.18	46.60	57.62	59.87	48.74	48.99	47.98	47.02	47.50	48.51	-11.1	-10.6	-7.5	5.2	-5.1	-5.8	-0.8	-0.5	-0.8	-4.5
Yosemite+	142.51	108.31	109.62	105.54	150.54	124.60	207.23	221.48	214.35	153.55	20.9	15.4	22.1	-16.5	9.1	8.4	12.1	11.0	12.0	12.0
Oakhurst, CA+	27.98	24.02	27.29	27.04	34.97	28.58	45.23	53.95	49.59	35.36	5.5	-8.6	-3.4	-21.6	2.8	-5.7	14.4	10.2	13.4	3.4
Williams, AZ+	22.50	19.48	19.93	19.38	30.99	22.86	42.42	46.58	44.50	29.84	-5.5	-7.0	-12.4	-36.9	-0.8	-13.2	7.6	4.4	6.6	-3.2
Riverside, CA+	55.94	64.75	78.35	79.23	76.41	71.20	86.94	93.22	90.08	77.29	-23.6	-22.1	-15.7	-15.9	-19.1	-19.3	-10.4	-9.5	-9.6	-15.6

	Year to Date RevPAR										Year to Date RevPAR Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	34.50	56.42	70.16	69.62	55.67	57.20	57.04	56.22	56.63	57.01	-12.2	-10.3	-10.7	9.7	-5.9	-5.8	-1.9	-10.7	-6.1	-5.9
Ontario, CA+	50.82	61.06	71.16	73.97	66.54	64.80	73.68	74.13	73.91	67.74	-6.6	-5.9	-4.3	-0.5	-7.4	-5.3	0.5	2.0	1.2	-2.9
Fresno, CA+	32.18	46.60	57.62	59.87	48.74	48.99	47.98	47.02	47.50	48.51	-11.1	-10.6	-7.5	5.2	-5.1	-5.8	-0.8	-0.5	-0.8	-4.5
Yosemite+	142.51	108.31	109.62	105.54	150.54	124.60	207.23	221.48	214.35	153.55	20.9	15.4	22.1	-16.5	9.1	8.4	12.1	11.0	12.0	12.0
Oakhurst, CA+	27.98	24.02	27.29	27.04	34.97	28.58	45.23	53.95	49.59	35.36	5.5	-8.6	-3.4	-21.6	2.8	-5.7	14.4	10.2	13.4	3.4
Williams, AZ+	22.50	19.48	19.93	19.38	30.99	22.86	42.42	46.58	44.50	29.84	-5.5	-7.0	-12.4	-36.9	-0.8	-13.2	7.6	4.4	6.6	-3.2
Riverside, CA+	55.94	64.75	78.35	79.23	76.41	71.20	86.94	93.22	90.08	77.29	-23.6	-22.1	-15.7	-15.9	-19.1	-19.3	-10.4	-9.5	-9.6	-15.6

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# Tab 5 - MultiSegDOWRaw-Sup: Visit Visalia

Currency: USD - US Dollar

Visit Visalia

For the Month of January 2026

	Current Month Supply (%)										Current Month Supply Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	5880	5880	5880	5880	7350	30870	7350	7350	14700	45570	0.0	0.0	0.0	-20.0	0.0	-4.5	0.0	25.0	11.1	0.0
Ontario, CA+	21976	21976	21976	21976	27470	115374	27470	27470	54940	170314	-2.5	-2.5	-2.5	-22.0	-2.5	-6.9	-2.5	21.9	8.4	-2.5
Fresno, CA+	23192	23192	23192	23192	28990	121758	28990	28990	57980	179738	4.1	4.1	4.1	-16.7	4.1	-0.6	4.1	30.2	15.7	4.1
Yosemite+	19492	19492	19492	19492	24365	102333	24365	24365	48730	151063	0.3	0.3	0.3	-19.8	0.3	-4.3	0.3	25.4	11.4	0.3
Oakhurst, CA+	3404	3404	3404	3404	4255	17871	4255	4255	8510	26381	-1.4	-1.4	-1.4	-21.6	-1.4	-6.0	-1.4	23.2	9.6	-1.5
Williams, AZ+	6864	6864	6864	6864	8580	36036	8580	8580	17160	53196	0.9	0.9	0.9	-19.3	0.9	-3.7	0.9	26.1	12.1	0.9
Riverside, CA+	9456	9456	9456	9456	11820	49644	11820	11820	23640	73284	5.3	5.3	5.3	-15.7	5.3	0.6	5.3	31.7	17.1	5.3

	Year to Date Supply (%)										Year to Date Supply Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	5880	5880	5880	5880	7350	30870	7350	7350	14700	45570	0.0	0.0	0.0	-20.0	0.0	-4.5	0.0	25.0	11.1	0.0
Ontario, CA+	21976	21976	21976	21976	27470	115374	27470	27470	54940	170314	-2.5	-2.5	-2.5	-22.0	-2.5	-6.9	-2.5	21.9	8.4	-2.5
Fresno, CA+	23192	23192	23192	23192	28990	121758	28990	28990	57980	179738	4.1	4.1	4.1	-16.7	4.1	-0.6	4.1	30.2	15.7	4.1
Yosemite+	19492	19492	19492	19492	24365	102333	24365	24365	48730	151063	0.3	0.3	0.3	-19.8	0.3	-4.3	0.3	25.4	11.4	0.3
Oakhurst, CA+	3404	3404	3404	3404	4255	17871	4255	4255	8510	26381	-1.4	-1.4	-1.4	-21.6	-1.4	-6.0	-1.4	23.2	9.6	-1.5
Williams, AZ+	6864	6864	6864	6864	8580	36036	8580	8580	17160	53196	0.9	0.9	0.9	-19.3	0.9	-3.7	0.9	26.1	12.1	0.9
Riverside, CA+	9456	9456	9456	9456	11820	49644	11820	11820	23640	73284	5.3	5.3	5.3	-15.7	5.3	0.6	5.3	31.7	17.1	5.3

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# Tab 6 - MultiSegDOWRaw-Dem: Visit Visalia

Currency: USD - US Dollar

Visit Visalia

For the Month of January 2026

	Current Month Demand (%)										Current Month Demand Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	1819	2662	3232	3200	3416	14329	3380	3360	6740	21069	-10.7	-11.1	-11.5	-16.1	-8.0	-11.6	-6.6	8.0	0.1	-8.2
Ontario, CA+	11018	12204	13408	13837	16559	67026	17682	18183	35865	102891	-7.0	-7.8	-7.6	-23.3	-7.7	-11.3	-2.9	24.7	9.4	-5.0
Fresno, CA+	7881	10058	11601	11943	13311	54794	13525	13650	27175	81969	-4.5	-5.0	-2.4	-15.2	-0.5	-5.8	1.5	28.1	13.3	-0.3
Yosemite+	9864	9819	10189	10002	13036	52909	14996	16134	31130	84039	6.8	7.8	9.8	-19.1	2.3	0.3	1.8	26.9	13.4	4.8
Oakhurst, CA+	968	838	900	927	1435	5069	1806	2064	3870	8939	15.2	1.3	0.5	-31.8	7.2	-3.7	24.4	47.9	35.9	10.2
Williams, AZ+	1943	1702	1754	1776	3143	10319	3877	4344	8220	18539	-7.1	-13.0	-15.0	-43.4	-2.0	-17.2	2.1	28.5	14.6	-5.6
Riverside, CA+	4316	4812	5386	5607	6713	26834	7535	7988	15523	42357	-14.0	-11.5	-10.1	-25.4	-12.5	-15.2	-2.3	25.4	10.2	-7.4

	Year to Date Demand (%)										Year to Date Demand Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	1819	2662	3232	3200	3416	14329	3380	3360	6740	21069	-10.7	-11.1	-11.5	-16.1	-8.0	-11.6	-6.6	8.0	0.1	-8.2
Ontario, CA+	11018	12204	13408	13837	16559	67026	17682	18183	35865	102891	-7.0	-7.8	-7.6	-23.3	-7.7	-11.3	-2.9	24.7	9.4	-5.0
Fresno, CA+	7881	10058	11601	11943	13311	54794	13525	13650	27175	81969	-4.5	-5.0	-2.4	-15.2	-0.5	-5.8	1.5	28.1	13.3	-0.3
Yosemite+	9864	9819	10189	10002	13036	52909	14996	16134	31130	84039	6.8	7.8	9.8	-19.1	2.3	0.3	1.8	26.9	13.4	4.8
Oakhurst, CA+	968	838	900	927	1435	5069	1806	2064	3870	8939	15.2	1.3	0.5	-31.8	7.2	-3.7	24.4	47.9	35.9	10.2
Williams, AZ+	1943	1702	1754	1776	3143	10319	3877	4344	8220	18539	-7.1	-13.0	-15.0	-43.4	-2.0	-17.2	2.1	28.5	14.6	-5.6
Riverside, CA+	4316	4812	5386	5607	6713	26834	7535	7988	15523	42357	-14.0	-11.5	-10.1	-25.4	-12.5	-15.2	-2.3	25.4	10.2	-7.4

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# Tab 7 - MultiSegDOWRaw-Rev: Visit Visalia

Currency: USD - US Dollar

Visit Visalia

For the Month of January 2026

	Current Month Revenue (%)										Current Month Revenue Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	202847	331745	412529	409370	409143	1765634	419221	413213	832434	2598068	-12.2	-10.3	-10.7	-12.2	-5.9	-10.1	-1.9	11.6	4.3	-5.9
Ontario, CA+	1116924	1341758	1563768	1625491	1827973	7475913	2024060	2036333	4060393	11536307	-8.9	-8.3	-6.7	-22.4	-9.7	-11.9	-2.0	24.4	9.7	-5.3
Fresno, CA+	746269	1080731	1336328	1388417	1413104	5964849	1390860	1363202	2754062	8718911	-7.4	-6.9	-3.7	-12.4	-1.2	-6.4	3.3	29.4	14.8	-0.6
Yosemite+	2777730	2111119	2136779	2057160	3667963	12750751	5049195	5396280	10445476	23196227	21.3	15.8	22.4	-33.0	9.4	3.8	12.4	39.2	24.8	12.3
Oakhurst, CA+	95247	81762	92903	92036	148780	510728	192473	229565	422038	932766	4.0	-9.9	-4.7	-38.6	1.4	-11.4	12.8	35.8	24.3	1.8
Williams, AZ+	154439	133696	136795	133033	265901	823864	363964	399624	763589	1587453	-4.7	-6.2	-11.7	-49.0	0.1	-16.5	8.5	31.7	19.5	-2.3
Riverside, CA+	528948	612321	740842	749246	903148	3534505	1027586	1101824	2129410	5663914	-19.5	-17.9	-11.2	-29.1	-14.7	-18.8	-5.6	19.1	5.8	-11.0

	Year to Date Revenue (%)										Year to Date Revenue Percent Change (%)									
	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total	Sun	Mon	Tues	Wed	Thur	WD	Fri	Sat	WE	Total
Visalia, CA+	202847	331745	412529	409370	409143	1765634	419221	413213	832434	2598068	-12.2	-10.3	-10.7	-12.2	-5.9	-10.1	-1.9	11.6	4.3	-5.9
Ontario, CA+	1116924	1341758	1563768	1625491	1827973	7475913	2024060	2036333	4060393	11536307	-8.9	-8.3	-6.7	-22.4	-9.7	-11.9	-2.0	24.4	9.7	-5.3
Fresno, CA+	746269	1080731	1336328	1388417	1413104	5964849	1390860	1363202	2754062	8718911	-7.4	-6.9	-3.7	-12.4	-1.2	-6.4	3.3	29.4	14.8	-0.6
Yosemite+	2777730	2111119	2136779	2057160	3667963	12750751	5049195	5396280	10445476	23196227	21.3	15.8	22.4	-33.0	9.4	3.8	12.4	39.2	24.8	12.3
Oakhurst, CA+	95247	81762	92903	92036	148780	510728	192473	229565	422038	932766	4.0	-9.9	-4.7	-38.6	1.4	-11.4	12.8	35.8	24.3	1.8
Williams, AZ+	154439	133696	136795	133033	265901	823864	363964	399624	763589	1587453	-4.7	-6.2	-11.7	-49.0	0.1	-16.5	8.5	31.7	19.5	-2.3
Riverside, CA+	528948	612321	740842	749246	903148	3534505	1027586	1101824	2129410	5663914	-19.5	-17.9	-11.2	-29.1	-14.7	-18.8	-5.6	19.1	5.8	-11.0

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## How can we assist you?

**Glossary:**

For all STR definitions, please visit [www.str.com/data-insights/resources/glossary](http://www.str.com/data-insights/resources/glossary)

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