

Date Created: Apr 16, 2025

# Visit Visalia

For the Month of March 2025



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

Visit Visalia  
For the Month of March 2025

Currency: USD - US Dollar

|                | 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+   | 39.7                        | 58.5 | 67.5 | 66.8 | 56.7 | 57.0 | 64.8 | 67.9 | 66.5 | 59.8  | -7.9                                       | -7.8  | 0.6   | -0.5  | -1.2  | -3.1  | 9.3  | 8.5  | 9.1  | 0.4   |
| Ontario, CA+   | 53.5                        | 63.3 | 68.4 | 68.2 | 67.2 | 63.6 | 76.8 | 77.4 | 77.2 | 67.5  | 0.2                                        | -5.4  | -4.5  | -4.7  | 2.9   | -2.4  | 7.9  | 4.4  | 6.2  | -0.1  |
| Fresno, CA+    | 43.4                        | 54.0 | 60.6 | 61.1 | 59.3 | 55.0 | 67.7 | 69.1 | 68.5 | 58.9  | 0.8                                        | -0.3  | 5.7   | 2.9   | 3.7   | 2.5   | 6.0  | 4.1  | 5.2  | 2.7   |
| Yosemite+      | 51.7                        | 57.9 | 58.8 | 59.2 | 60.0 | 57.3 | 67.1 | 72.1 | 69.9 | 60.9  | -7.9                                       | -5.0  | -4.7  | -4.3  | -4.9  | -5.4  | 3.4  | 2.1  | 3.2  | -3.1  |
| Oakhurst, CA+  | 31.4                        | 35.6 | 36.7 | 36.7 | 39.3 | 35.7 | 48.7 | 53.2 | 51.2 | 40.2  | -16.5                                      | -14.1 | -12.9 | -16.8 | -12.5 | -14.6 | 1.1  | -4.6 | -1.5 | -10.8 |
| Williams, AZ+  | 53.9                        | 59.6 | 57.9 | 56.0 | 59.2 | 57.3 | 62.9 | 64.9 | 64.0 | 59.2  | -13.9                                      | -10.7 | -15.4 | -18.4 | -10.4 | -13.7 | -4.8 | -9.4 | -7.0 | -11.8 |
| Riverside, CA+ | 55.3                        | 65.2 | 72.2 | 72.0 | 69.9 | 66.3 | 74.6 | 79.4 | 77.3 | 69.5  | 10.7                                       | -1.6  | 1.0   | -2.2  | -1.6  | 1.0   | 3.0  | 1.4  | 2.5  | 1.0   |

|                | 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+   | 39.0                       | 58.4 | 68.2 | 64.1 | 58.2 | 57.4 | 57.7 | 59.4 | 58.6 | 57.8  | -1.3                                      | 5.1  | 9.6   | 1.6   | 7.1  | 4.5   | 4.0  | 4.4   | 4.2  | 4.4   |
| Ontario, CA+   | 52.7                       | 60.8 | 65.9 | 66.2 | 65.9 | 62.3 | 70.5 | 72.4 | 71.4 | 64.9  | 1.5                                       | 0.5  | 0.7   | 1.0   | 3.7  | 1.4   | 6.4  | 3.5   | 4.9  | 2.5   |
| Fresno, CA+    | 41.6                       | 52.8 | 59.6 | 58.0 | 55.5 | 53.4 | 59.9 | 60.5 | 60.2 | 55.4  | 3.3                                       | 5.4  | 7.8   | 2.2   | 1.8  | 3.9   | 4.4  | 3.0   | 3.7  | 3.9   |
| Yosemite+      | 50.7                       | 52.8 | 53.8 | 54.1 | 56.3 | 53.6 | 65.4 | 69.4 | 67.4 | 57.6  | -5.5                                      | -3.5 | -5.6  | -6.2  | -4.6 | -5.1  | 1.4  | 0.0   | 0.6  | -3.2  |
| Oakhurst, CA+  | 28.9                       | 30.8 | 32.9 | 34.5 | 35.3 | 32.5 | 42.1 | 47.3 | 44.7 | 36.0  | -4.2                                      | -4.2 | -5.1  | -6.2  | -5.7 | -5.2  | 0.1  | -3.0  | -1.5 | -3.8  |
| Williams, AZ+  | 40.9                       | 42.3 | 40.9 | 42.5 | 43.5 | 42.0 | 51.0 | 57.1 | 54.1 | 45.5  | -14.0                                     | -6.7 | -13.4 | -12.0 | -8.7 | -11.0 | -8.1 | -10.1 | -9.1 | -10.3 |
| Riverside, CA+ | 55.3                       | 63.1 | 69.0 | 69.2 | 67.3 | 64.7 | 71.7 | 75.7 | 73.7 | 67.3  | 9.4                                       | 6.7  | 5.4   | 1.1   | 2.4  | 4.6   | 5.0  | 1.3   | 3.1  | 4.2   |

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Tab 3 - Multi-Seg-ADR: Visit Visalia

Visit Visalia  
For the Month of March 2025

Currency: USD - US Dollar

|                | 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+   | 114.88            | 127.89 | 137.55 | 135.22 | 124.02 | 128.77 | 126.65 | 128.97 | 127.96 | 128.51 | -4.8                                 | -3.8 | 0.2   | 0.1   | -3.1  | -1.9  | -1.8 | -0.7  | -1.1 | -1.7  |
| Ontario, CA+   | 108.27            | 116.08 | 121.64 | 121.03 | 118.68 | 117.14 | 140.67 | 136.15 | 138.15 | 124.11 | -1.4                                 | -4.6 | -3.5  | -4.3  | 0.2   | -2.9  | 1.1  | -2.5  | -0.9 | -2.4  |
| Fresno, CA+    | 98.85             | 110.24 | 119.46 | 118.88 | 111.38 | 112.01 | 111.06 | 109.89 | 110.40 | 111.47 | -1.2                                 | -2.5 | 3.2   | 2.0   | 0.3   | 0.5   | -1.2 | -0.9  | -1.1 | 0.0   |
| Yosemite+      | 230.24            | 209.43 | 207.04 | 199.51 | 213.89 | 212.24 | 272.29 | 295.11 | 285.37 | 236.59 | -3.6                                 | -2.5 | -1.8  | -4.9  | -5.2  | -3.8  | -0.4 | 2.9   | 1.8  | -2.0  |
| Oakhurst, CA+  | 110.98            | 113.27 | 111.61 | 111.17 | 111.08 | 111.67 | 122.22 | 123.86 | 123.17 | 115.93 | -8.1                                 | -4.4 | -5.2  | -4.1  | -2.0  | -4.8  | -4.9 | -7.4  | -6.2 | -5.4  |
| Williams, AZ+  | 112.01            | 118.79 | 118.43 | 115.31 | 109.48 | 114.91 | 124.11 | 118.29 | 120.83 | 116.77 | -9.5                                 | -8.8 | -11.2 | -10.1 | -12.7 | -10.3 | -4.4 | -11.2 | -8.2 | -9.7  |
| Riverside, CA+ | 132.62            | 143.01 | 151.47 | 151.91 | 143.61 | 144.59 | 163.71 | 162.40 | 162.96 | 150.52 | 5.7                                  | -1.5 | 0.1   | -2.7  | -3.7  | -1.0  | 3.0  | 1.5   | 2.2  | -0.2  |

|                | 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+   | 121.52           | 151.97 | 160.40 | 152.42 | 137.30 | 146.72 | 127.54 | 125.72 | 126.62 | 140.83 | -0.3                                | 2.8  | 5.8  | 1.3  | 2.6  | 2.7  | 1.5  | 1.3  | 1.4  | 2.3   |
| Ontario, CA+   | 105.39           | 113.09 | 118.60 | 118.81 | 116.32 | 114.79 | 124.56 | 124.47 | 124.51 | 117.88 | -2.2                                | -4.0 | -2.9 | -2.0 | 0.3  | -2.2 | -2.4 | -3.1 | -2.7 | -2.3  |
| Fresno, CA+    | 98.75            | 113.65 | 122.27 | 119.77 | 111.38 | 113.96 | 108.57 | 106.34 | 107.45 | 111.92 | -1.5                                | -0.4 | 2.5  | 1.1  | -1.1 | 0.2  | -1.2 | -1.2 | -1.2 | -0.2  |
| Yosemite+      | 255.19           | 209.20 | 204.12 | 222.92 | 237.98 | 226.05 | 297.04 | 309.19 | 303.30 | 252.19 | -0.2                                | -4.8 | -6.7 | 0.6  | 0.4  | -1.9 | -0.4 | 1.6  | 0.7  | -0.4  |
| Oakhurst, CA+  | 111.30           | 113.53 | 113.15 | 113.58 | 112.03 | 112.73 | 121.40 | 124.15 | 122.86 | 116.36 | -3.7                                | 1.0  | -0.7 | 1.0  | 2.3  | 0.0  | -1.9 | -3.6 | -2.8 | -0.9  |
| Williams, AZ+  | 96.79            | 99.77  | 97.09  | 95.32  | 92.96  | 96.35  | 103.55 | 106.00 | 104.85 | 99.27  | -5.1                                | -0.9 | -4.2 | -3.0 | -4.2 | -3.5 | -1.2 | -2.3 | -1.8 | -2.8  |
| Riverside, CA+ | 130.46           | 138.72 | 144.33 | 143.68 | 137.52 | 139.23 | 150.31 | 154.19 | 152.31 | 143.36 | 3.4                                 | 2.1  | 2.1  | 0.0  | -0.5 | 1.1  | 2.1  | 2.4  | 2.2  | 1.5   |

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Tab 4 - Multi-Seg-RevPAR: Visit Visalia

Visit Visalia  
For the Month of March 2025

Currency: USD - US Dollar

|                | 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+   | 45.65                | 74.79  | 92.81  | 90.27  | 70.34  | 73.45  | 82.10  | 87.52  | 85.11  | 76.83  | -12.4                                   | -11.3 | 0.7   | -0.4  | -4.3  | -5.0  | 7.3  | 7.7   | 7.9   | -1.2  |
| Ontario, CA+   | 57.89                | 73.45  | 83.16  | 82.55  | 79.76  | 74.48  | 108.10 | 105.40 | 106.60 | 83.80  | -1.2                                    | -9.8  | -7.8  | -8.7  | 3.1   | -5.3  | 9.1  | 1.8   | 5.2   | -2.5  |
| Fresno, CA+    | 42.86                | 59.51  | 72.45  | 72.59  | 66.00  | 61.64  | 75.16  | 75.97  | 75.61  | 65.69  | -0.4                                    | -2.8  | 9.1   | 5.0   | 4.1   | 3.1   | 4.8  | 3.2   | 4.0   | 2.7   |
| Yosemite+      | 119.05               | 121.22 | 121.73 | 118.15 | 128.29 | 121.55 | 182.62 | 212.78 | 199.38 | 144.14 | -11.2                                   | -7.4  | -6.5  | -9.0  | -9.8  | -8.9  | 3.0  | 5.1   | 5.0   | -5.0  |
| Oakhurst, CA+  | 34.88                | 40.32  | 40.98  | 40.79  | 43.67  | 39.90  | 59.55  | 65.93  | 63.09  | 46.63  | -23.3                                   | -17.8 | -17.4 | -20.2 | -14.3 | -18.7 | -3.9 | -11.6 | -7.6  | -15.6 |
| Williams, AZ+  | 60.33                | 70.77  | 68.58  | 64.57  | 64.80  | 65.79  | 78.08  | 76.75  | 77.34  | 69.14  | -22.1                                   | -18.5 | -24.9 | -26.7 | -21.8 | -22.6 | -9.0 | -19.5 | -14.6 | -20.3 |
| Riverside, CA+ | 73.31                | 93.31  | 109.29 | 109.44 | 100.36 | 95.89  | 122.07 | 128.99 | 125.91 | 104.60 | 17.1                                    | -3.1  | 1.1   | -4.9  | -5.2  | 0.0   | 6.0  | 3.0   | 4.7   | 0.8   |

|                | 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+   | 47.43               | 88.73  | 109.38 | 97.70  | 79.95  | 84.25  | 73.59  | 74.69  | 74.14  | 81.33  | -1.6                                   | 8.1  | 15.9  | 2.9   | 9.8   | 7.3   | 5.6  | 5.7   | 5.6   | 6.8   |
| Ontario, CA+   | 55.58               | 68.78  | 78.13  | 78.68  | 76.63  | 71.46  | 87.85  | 90.05  | 88.95  | 76.51  | -0.7                                   | -3.5 | -2.2  | -1.0  | 4.0   | -0.9  | 3.9  | 0.3   | 2.0   | 0.2   |
| Fresno, CA+    | 41.10               | 60.03  | 72.89  | 69.43  | 61.87  | 60.88  | 65.02  | 64.31  | 64.66  | 61.97  | 1.7                                    | 5.0  | 10.5  | 3.3   | 0.7   | 4.2   | 3.1  | 1.8   | 2.5   | 3.7   |
| Yosemite+      | 129.39              | 110.51 | 109.86 | 120.65 | 134.05 | 121.06 | 194.21 | 214.71 | 204.46 | 145.16 | -5.7                                   | -8.2 | -11.9 | -5.6  | -4.2  | -6.9  | 1.0  | 1.6   | 1.3   | -3.6  |
| Oakhurst, CA+  | 32.19               | 35.02  | 37.24  | 39.22  | 39.51  | 36.63  | 51.07  | 58.67  | 54.88  | 41.90  | -7.8                                   | -3.3 | -5.8  | -5.3  | -3.4  | -5.1  | -1.8 | -6.4  | -4.3  | -4.7  |
| Williams, AZ+  | 39.56               | 42.21  | 39.72  | 40.48  | 40.44  | 40.50  | 52.82  | 60.52  | 56.67  | 45.17  | -18.4                                  | -7.5 | -17.1 | -14.6 | -12.5 | -14.1 | -9.2 | -12.1 | -10.8 | -12.8 |
| Riverside, CA+ | 72.19               | 87.56  | 99.54  | 99.37  | 92.61  | 90.11  | 107.71 | 116.75 | 112.23 | 96.50  | 13.1                                   | 9.0  | 7.6   | 1.1   | 1.9   | 5.8   | 7.2  | 3.8   | 5.4   | 5.7   |

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Tab 5 - MultiSegDOWRaw-Sup: Visit Visalia

Visit Visalia  
For the Month of March 2025

Currency: USD - US Dollar

|                | 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+   | 7350                     | 7350  | 5880  | 5880  | 5880  | 32340  | 5880  | 7350  | 13230 | 45570  | 0.0                                     | 25.0 | 0.0  | 0.0  | 0.0  | 4.8  | -20.0 | 0.0  | -10.0 | 0.0   |
| Ontario, CA+   | 28170                    | 28170 | 22536 | 22536 | 22536 | 123948 | 22536 | 28170 | 50706 | 174654 | 5.2                                     | 31.5 | 5.2  | 5.2  | 5.2  | 10.2 | -15.8 | 5.2  | -5.3  | 5.2   |
| Fresno, CA+    | 28120                    | 28120 | 22496 | 22496 | 22496 | 123728 | 22496 | 28120 | 50616 | 174344 | -2.4                                    | 22.0 | -2.4 | -2.4 | -2.4 | 2.2  | -21.9 | -2.4 | -12.2 | -2.4  |
| Yosemite+      | 24275                    | 24275 | 19420 | 19420 | 19420 | 106810 | 19420 | 24275 | 43695 | 150505 | 0.2                                     | 25.3 | 0.2  | 0.2  | 0.2  | 5.0  | -19.8 | 0.2  | -9.8  | 0.2   |
| Oakhurst, CA+  | 4395                     | 4395  | 3516  | 3516  | 3516  | 19338  | 3516  | 4395  | 7911  | 27249  | 6.9                                     | 33.7 | 6.9  | 6.9  | 6.9  | 12.0 | -14.5 | 6.9  | -3.8  | 6.9   |
| Williams, AZ+  | 8650                     | 8650  | 6920  | 6920  | 6920  | 38060  | 6920  | 8650  | 15570 | 53630  | 8.9                                     | 36.1 | 8.9  | 8.9  | 8.9  | 14.1 | -12.9 | 8.9  | -2.0  | 8.9   |
| Riverside, CA+ | 11220                    | 11220 | 8976  | 8976  | 8976  | 49368  | 8976  | 11220 | 20196 | 69564  | 0.1                                     | 25.1 | 0.1  | 0.1  | 0.1  | 4.9  | -19.9 | 0.1  | -9.9  | 0.1   |

|                | 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+   | 19110                   | 19110 | 17640 | 19110 | 19110 | 94080  | 19110 | 19110 | 38220  | 132300 | 1.1                                    | 1.1  | -6.7 | 1.1  | 1.3  | -0.4 | 1.1  | 1.1  | 1.1  | 0.0   |
| Ontario, CA+   | 73242                   | 73242 | 67608 | 73242 | 73242 | 360576 | 73242 | 73242 | 146484 | 507060 | 6.3                                    | 6.3  | -1.8 | 6.3  | 6.6  | 4.8  | 6.3  | 6.3  | 6.3  | 5.2   |
| Fresno, CA+    | 73112                   | 73112 | 67488 | 73112 | 73112 | 359936 | 73112 | 73112 | 146224 | 506160 | -1.4                                   | -1.4 | -9.0 | -1.4 | -1.1 | -2.8 | -1.4 | -1.4 | -1.4 | -2.4  |
| Yosemite+      | 62991                   | 62991 | 58136 | 62979 | 62979 | 310076 | 62979 | 62991 | 125970 | 436046 | 1.4                                    | 1.4  | -6.4 | 1.4  | 1.7  | -0.1 | 1.3  | 1.4  | 1.4  | 0.3   |
| Oakhurst, CA+  | 11363                   | 11363 | 10484 | 11375 | 11347 | 55934  | 11347 | 11363 | 22711  | 78645  | 7.5                                    | 7.5  | -0.8 | 7.6  | 7.6  | 5.9  | 7.3  | 7.5  | 7.4  | 6.3   |
| Williams, AZ+  | 22258                   | 22258 | 20528 | 22229 | 22229 | 109502 | 22229 | 22258 | 44487  | 153989 | 10.1                                   | 10.3 | 1.7  | 10.1 | 10.4 | 8.5  | 10.0 | 10.1 | 10.1 | 9.0   |
| Riverside, CA+ | 29172                   | 29172 | 26928 | 29172 | 29172 | 143616 | 29172 | 29172 | 58344  | 201960 | 1.2                                    | 1.2  | -6.6 | 1.2  | 1.4  | -0.3 | 1.2  | 1.2  | 1.2  | 0.1   |

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Tab 6 - MultiSegDOWRaw-Dem: Visit Visalia

Visit Visalia  
For the Month of March 2025

Currency: USD - US Dollar

|                | 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+   | 2921                     | 4298  | 3967  | 3925  | 3335  | 18447 | 3812  | 4988  | 8799  | 27246  | -7.9                                    | 15.2 | 0.6  | -0.5  | -1.2 | 1.5  | -12.6 | 8.5  | -1.8 | 0.4   |
| Ontario, CA+   | 15061                    | 17825 | 15406 | 15370 | 15144 | 78806 | 17318 | 21807 | 39125 | 117931 | 5.4                                     | 24.4 | 0.5  | 0.3   | 8.3  | 7.6  | -9.1  | 9.8  | 0.5  | 5.1   |
| Fresno, CA+    | 12191                    | 15180 | 13643 | 13736 | 13331 | 68080 | 15224 | 19441 | 34665 | 102745 | -1.6                                    | 21.6 | 3.1  | 0.4   | 1.2  | 4.8  | -17.3 | 1.6  | -7.7 | 0.2   |
| Yosemite+      | 12553                    | 14050 | 11418 | 11500 | 11648 | 61169 | 13025 | 17503 | 30528 | 91697  | -7.7                                    | 19.0 | -4.5 | -4.1  | -4.6 | -0.6 | -17.1 | 2.4  | -6.9 | -2.8  |
| Oakhurst, CA+  | 1381                     | 1564  | 1291  | 1290  | 1382  | 6909  | 1713  | 2339  | 4052  | 10961  | -10.7                                   | 14.9 | -6.8 | -11.1 | -6.5 | -4.4 | -13.6 | 2.0  | -5.2 | -4.7  |
| Williams, AZ+  | 4659                     | 5153  | 4007  | 3875  | 4096  | 21791 | 4354  | 5613  | 9966  | 31757  | -6.3                                    | 21.5 | -7.9 | -11.2 | -2.5 | -1.5 | -17.1 | -1.3 | -8.9 | -4.0  |
| Riverside, CA+ | 6202                     | 7321  | 6477  | 6467  | 6273  | 32739 | 6693  | 8912  | 15605 | 48344  | 10.8                                    | 23.1 | 1.1  | -2.1  | -1.5 | 5.9  | -17.5 | 1.5  | -7.7 | 1.1   |

|                | 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+   | 7459                    | 11158 | 12029 | 12249 | 11129 | 54024  | 11027 | 11354 | 22380  | 76404  | -0.3                                   | 6.3  | 2.2   | 2.7  | 8.5  | 4.0  | 5.1  | 5.5  | 5.3  | 4.4   |
| Ontario, CA+   | 38627                   | 44547 | 44537 | 48502 | 48254 | 224467 | 51655 | 52992 | 104647 | 329114 | 7.9                                    | 6.8  | -1.1  | 7.4  | 10.6 | 6.2  | 13.1 | 10.0 | 11.5 | 7.8   |
| Fresno, CA+    | 30430                   | 38614 | 40231 | 42384 | 40612 | 192271 | 43782 | 44215 | 87997  | 280268 | 1.8                                    | 3.9  | -1.9  | 0.7  | 0.6  | 0.9  | 2.9  | 1.6  | 2.3  | 1.4   |
| Yosemite+      | 31938                   | 33276 | 31289 | 34085 | 35475 | 166063 | 41176 | 43742 | 84918  | 250981 | -4.2                                   | -2.2 | -11.7 | -4.9 | -3.0 | -5.2 | 2.7  | 1.3  | 2.0  | -2.9  |
| Oakhurst, CA+  | 3286                    | 3506  | 3451  | 3928  | 4002  | 18173  | 4774  | 5370  | 10144  | 28317  | 2.9                                    | 3.0  | -5.9  | 0.9  | 1.5  | 0.4  | 7.4  | 4.3  | 5.7  | 2.3   |
| Williams, AZ+  | 9096                    | 9418  | 8399  | 9440  | 9670  | 46024  | 11338 | 12709 | 24047  | 70071  | -5.3                                   | 2.9  | -12.0 | -3.0 | 0.8  | -3.4 | 1.1  | -1.0 | 0.0  | -2.2  |
| Riverside, CA+ | 16143                   | 18413 | 18570 | 20176 | 19645 | 92948  | 20904 | 22089 | 42992  | 135940 | 10.6                                   | 7.9  | -1.6  | 2.3  | 3.9  | 4.2  | 6.2  | 2.5  | 4.3  | 4.3   |

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Tab 7 - MultiSegDOWRaw-Rev: Visit Visalia

Visit Visalia  
For the Month of March 2025

Currency: USD - US Dollar

|                | 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+   | 335552                    | 549708  | 545705  | 530801  | 413593  | 2375360  | 482743  | 643255  | 1125998 | 3501358  | -12.4                                    | 10.9 | 0.7   | -0.4  | -4.3  | -0.4  | -14.2 | 7.7   | -2.9  | -1.2  |
| Ontario, CA+   | 1630750                   | 2069060 | 1874046 | 1860263 | 1797377 | 9231496  | 2436078 | 2969027 | 5405105 | 14636601 | 3.9                                      | 18.6 | -3.0  | -4.0  | 8.5   | 4.4   | -8.2  | 7.1   | -0.4  | 2.6   |
| Fresno, CA+    | 1205106                   | 1673440 | 1629785 | 1632925 | 1484727 | 7625983  | 1690823 | 2136309 | 3827132 | 11453115 | -2.9                                     | 18.6 | 6.4   | 2.5   | 1.5   | 5.3   | -18.2 | 0.7   | -8.6  | 0.2   |
| Yosemite+      | 2890048                   | 2942604 | 2363953 | 2294492 | 2491315 | 12982411 | 3546575 | 5165306 | 8711880 | 21694291 | -11.0                                    | 16.0 | -6.2  | -8.8  | -9.6  | -4.4  | -17.4 | 5.3   | -5.3  | -4.7  |
| Oakhurst, CA+  | 153284                    | 177209  | 144093  | 143415  | 153529  | 771530   | 209378  | 289747  | 499125  | 1270655  | -17.9                                    | 9.8  | -11.7 | -14.7 | -8.4  | -8.9  | -17.8 | -5.5  | -11.1 | -9.8  |
| Williams, AZ+  | 521863                    | 612181  | 474571  | 446857  | 448408  | 2503880  | 540330  | 663902  | 1204233 | 3708113  | -15.2                                    | 10.9 | -18.2 | -20.2 | -14.9 | -11.7 | -20.8 | -12.3 | -16.3 | -13.2 |
| Riverside, CA+ | 822558                    | 1046959 | 981001  | 982364  | 900864  | 4733745  | 1095724 | 1447226 | 2542950 | 7276695  | 17.2                                     | 21.3 | 1.2   | -4.8  | -5.2  | 4.8   | -15.1 | 3.0   | -5.6  | 0.9   |

|                | 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+   | 906366                   | 1695690 | 1929517 | 1866966 | 1527925 | 7926464  | 1406384  | 1427396  | 2833780  | 10760244 | -0.6                                    | 9.3  | 8.1   | 4.0  | 11.3 | 6.9  | 6.7  | 6.8  | 6.8  | 6.8   |
| Ontario, CA+   | 4070725                  | 5037727 | 5281953 | 5762786 | 5612840 | 25766031 | 6433999  | 6595701  | 13029700 | 38795731 | 5.6                                     | 2.6  | -4.0  | 5.3  | 10.9 | 3.9  | 10.5 | 6.6  | 8.5  | 5.4   |
| Fresno, CA+    | 3004816                  | 4388708 | 4919011 | 5076217 | 4523161 | 21911914 | 4753512  | 4701927  | 9455439  | 31367352 | 0.3                                     | 3.5  | 0.6   | 1.9  | -0.4 | 1.2  | 1.7  | 0.4  | 1.1  | 1.2   |
| Yosemite+      | 8150236                  | 6961237 | 6386640 | 7598293 | 8442269 | 37538674 | 12230872 | 13524804 | 25755676 | 63294350 | -4.4                                    | -6.9 | -17.6 | -4.3 | -2.6 | -7.0 | 2.3  | 3.0  | 2.7  | -3.3  |
| Oakhurst, CA+  | 365788                   | 397969  | 390414  | 446199  | 448327  | 2048697  | 579554   | 666714   | 1246267  | 3294964  | -0.9                                    | 3.9  | -6.6  | 1.9  | 3.9  | 0.5  | 5.4  | 0.6  | 2.8  | 1.3   |
| Williams, AZ+  | 880428                   | 939593  | 815470  | 899882  | 898989  | 4434362  | 1174120  | 1347150  | 2521270  | 6955632  | -10.2                                   | 2.0  | -15.7 | -5.9 | -3.4 | -6.7 | -0.1 | -3.2 | -1.8 | -5.0  |
| Riverside, CA+ | 2106048                  | 2554229 | 2680342 | 2898804 | 2701516 | 12940938 | 3142122  | 3405935  | 6548057  | 19488996 | 14.4                                    | 10.2 | 0.5   | 2.3  | 3.4  | 5.4  | 8.5  | 5.0  | 6.6  | 5.8   |

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Tab 8 - Visalia+ Response Report: Visit Visalia

Visit Visalia  
For the Month of March 2025

|          |                                                    |              |                   |          |           |       | 2023                                                                                                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |   | 2024 |   |   |   |   |   |   |   |   |   |   |   | 2025 |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
|----------|----------------------------------------------------|--------------|-------------------|----------|-----------|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|------|---|---|---|---|---|---|---|---|---|---|---|------|---|---|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|--|
| STR Code | Name of Establishment                              | City & State | Zip Code          | Aff Date | Open Date | Rooms | Chg in Rms                                                                                                                                                                                                                            | J | F | M | A | M | J | J | A | S | O | N | D    | J | F | M | A | M | J | J | A | S | O | N | D    | J | F | M | A | M | J | J | A | S | O | N | D |  |  |  |  |  |  |  |
| 40820    | Best Western Visalia Hotel                         | Visalia, CA  | 93277             | Nov 2017 | Mar 1999  | 65    |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 19706    | Closed - Mooney Motel                              | Visalia, CA  | 93277             | Jan 2004 |           | 0     |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 23915    | Closed - Oak Tree Inn                              | Visalia, CA  | 93277             | Dec 1999 |           | 0     |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 12124    | Closed - Sequoia Lodge                             | Visalia, CA  | 93277             | Dec 2020 | Jun 1967  | 0     |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 57618    | Hampton Inn Visalia                                | Visalia, CA  | 93277             | Oct 2008 | Oct 2008  | 88    |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 65797    | Holiday Inn Express Visalia - Sequoia Gateway Area | Visalia, CA  | 93277             | Jun 2017 | Jun 2017  | 91    |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 54681    | La Quinta Inns & Suites Visalia/Sequoia Gateway    | Visalia, CA  | 93277             | Jan 2007 | Jan 2007  | 65    |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 40665    | Majestic Inn                                       | Visalia, CA  | 93277             | Jun 1970 | Jun 1970  | 41    |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 7266     | Motel 6 Visalia, CA                                | Visalia, CA  | 93277             | Jul 2009 | Feb 1959  | 77    |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 30973    | Super 8 by Wyndham Visalia                         | Visalia, CA  | 93277             | Apr 2001 | Jun 1985  | 39    |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 80566    | TownePlace Suites by Marriott Visalia Downtown     | Visalia, CA  | 93277             |          | U/C       | 101   |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 208      | Wyndham Visalia                                    | Visalia, CA  | 93277             | Sep 2015 | Jan 1977  | 256   |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 2144     | Americas Best Value Inn Visalia                    | Visalia, CA  | 93291             | Feb 2012 | Jun 1959  | 40    |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 46522    | Comfort Suites Visalia - Convention Center         | Visalia, CA  | 93291             | Sep 2002 | Sep 2002  | 72    |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 41691    | Fairfield Inn Visalia Sequoia                      | Visalia, CA  | 93291             | Feb 2001 | Feb 2001  | 63    |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 76076    | Hilton Garden Inn Visalia                          | Visalia, CA  | 93291             | Oct 2023 | Oct 2023  | 112   |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 12123    | Lamp Liter Inn                                     | Visalia, CA  | 93291             | Jun 1963 | Jun 1963  | 100   |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 67769    | Residence Inn Visalia                              | Visalia, CA  | 93291             | Dec 2019 | Dec 2019  | 95    |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 70269    | The Darling Hotel                                  | Visalia, CA  | 93291             | Jul 2020 | Jul 2020  | 32    |                                                                                                                                                                                                                                       |   | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 16717    | Visalia Marriott at the Convention Center          | Visalia, CA  | 93291             | Jan 2007 | Nov 1990  | 197   |                                                                                                                                                                                                                                       | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • | • | • | • | • | • | • | •    | • | • | • | • | • |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 40661    | Murphy's Motel                                     | Visalia, CA  | 93292             | Jun 1969 | Jun 1969  | 20    |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
| 40667    | Relax Inn                                          | Visalia, CA  | 93292             | Jun 1951 | Jun 1951  | 17    |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |
|          |                                                    |              | Total Properties: |          | 22        | 1571  | ○ - Monthly data received by STR<br>• - Monthly and daily data received by STR<br>Blank - No data received by STR<br>Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period. |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |      |   |   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |  |

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Visit Visalia  
For the Month of March 2025

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Visit Visalia  
For the Month of March 2025

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