

# California & Regions Room Demand

The chart below shows California and regions hotel room demand benchmarked to prior year and to 2019 for the reporting month.

California & Regions Hotel Room Demand (January 2024)

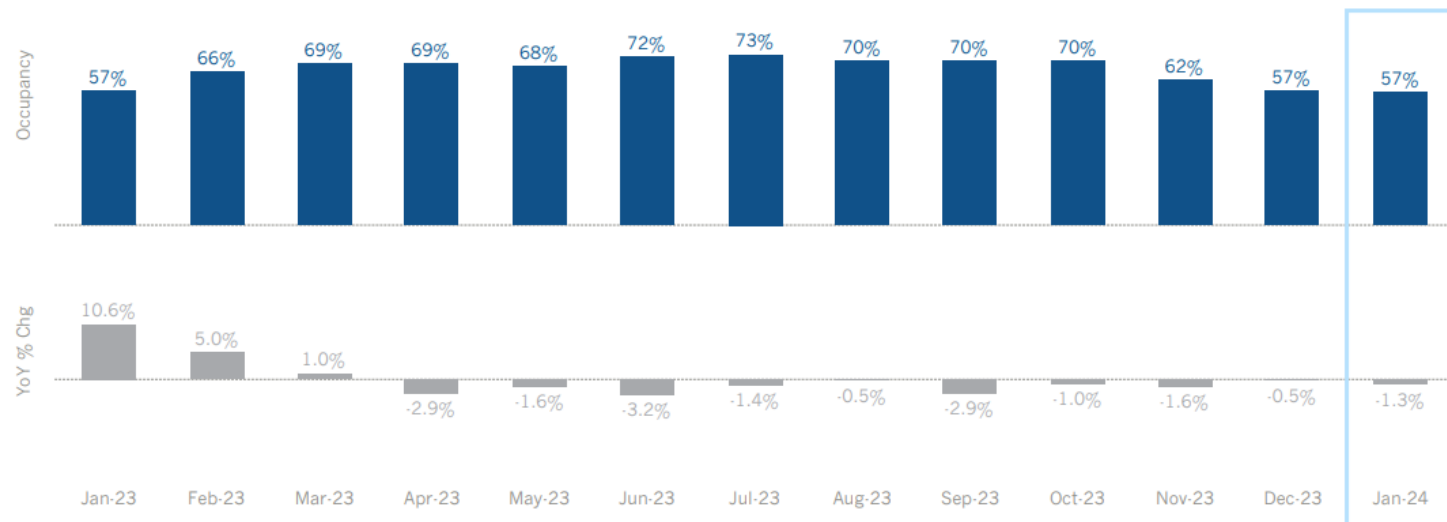
California	10.1M	0%	-10%
Los Angeles County	2.2M	1%	-5%
SF Bay Area	2.1M	4%	-15%
San Diego County	1.2M	-1%	-7%
Central Coast	0.7M	2%	-7%
Central Valley	0.7M	-4%	-8%
Inland Empire	0.5M	-5%	2%
Deserts	0.5M	-7%	0%
Gold Country	0.4M	-6%	-14%
High Sierra	0.2M	-10%	-14%
North Coast	0.1M	-7%	-26%
Shasta County	0.0M	-1%	-30%
Total Room Night Demand		YoY % Chg	% Chg vs. 2019



# California Hotel Occupancy

The chart below shows monthly California hotel occupancy rates and percent changes.

California Hotel Occupancy

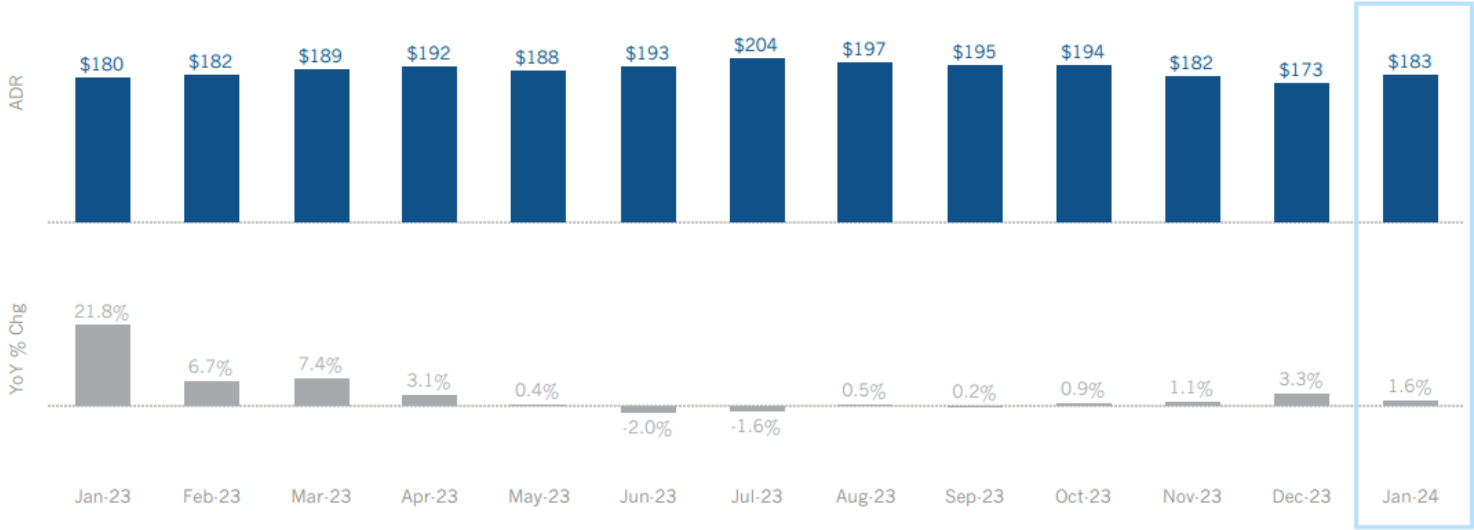




# California Hotel ADR

The chart below shows monthly California hotel average daily rates (ADR) and percent changes.

California Hotel ADR



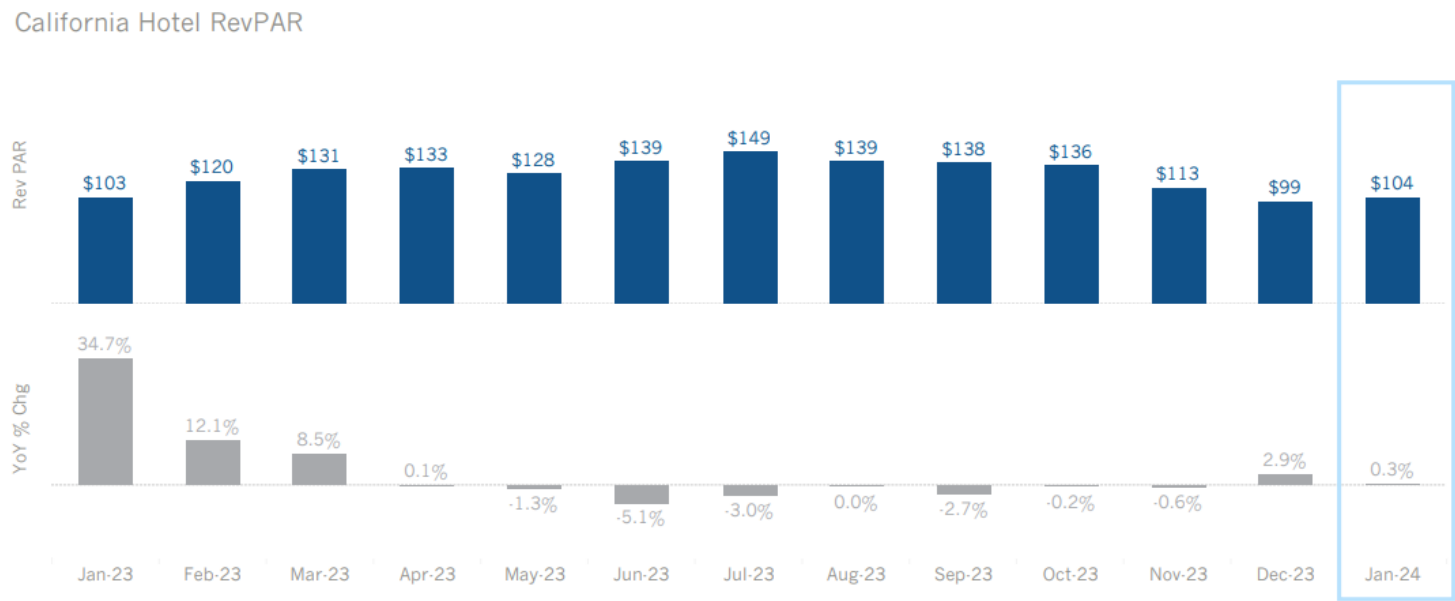
ta reported through: January 2024

Source: STR, LLC



# California Hotel RevPAR

The chart below shows monthly California hotel revenue per available room (RevPAR) and percent changes.



Data reported through: January 2024

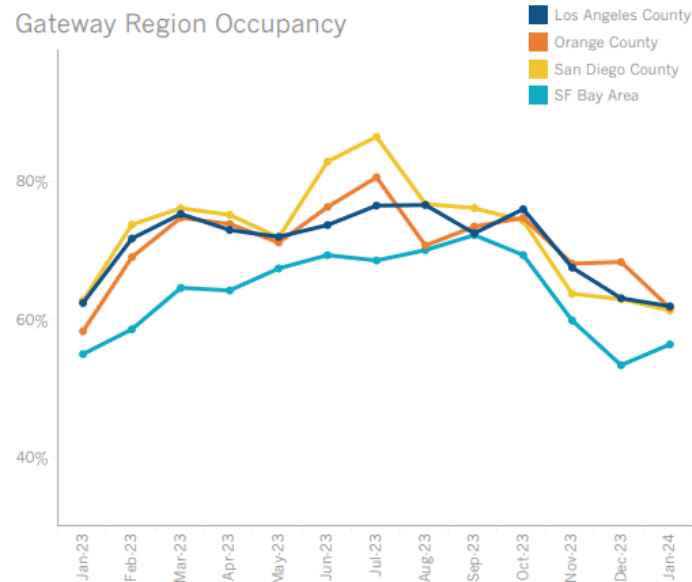
Source: STR, LLC



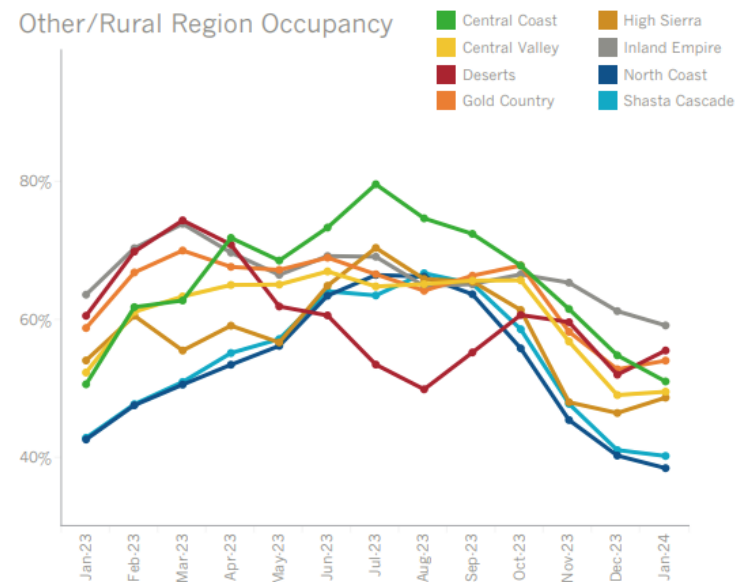
# Regions Hotel Occupancy

The charts below show monthly occupancy rates the individual Gateway and Other/Rural tourism regions.

## Gateway Region Occupancy



## Other/Rural Region Occupancy



Data reported through: January 2024

































Source: STR, LLC



# California Hotel Group Demand

The chart below shows group room demand by market for the reporting month, percent change, & percent of total demand.

California & Regions Group Hotel Room Night Demand

California	 1.9M	 0%	 -31%	 19%
SF Bay Area	 0.4M	 11%	 -32%	 19%
San Diego County	 0.4M	 -12%	 -25%	 29%
Los Angeles County	 0.3M	 3%	 -23%	 15%
Orange County	 0.2M	 18%	 -25%	 20%
Deserts	 0.2M	 -13%	 -23%	 34%
Central Coast	 0.1M	 -3%	 -32%	 20%
Gold Country	 0.1M	 -14%	 -35%	 15%
	Group Room Night Demand	YoY % Chg	YoY% Chg vs. 2019	% Group

Data reported for: January 2024

Source: STR, LLC