

Date Created: Oct 16, 2024

Visit Visalia

For the Month of September 2024



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Tab 2 - Multi-Seg-Occ: Visit Visalia

Visit Visalia
For the Month of September 2024

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+	59.2	68.3	77.4	80.2	67.7	69.9	72.6	77.8	75.2	71.3	4.2	7.4	1.6	2.8	-1.9	1.8	2.6	-3.7	-0.8	0.4
Ontario, CA+	56.5	57.7	62.6	63.6	63.4	60.4	66.7	72.5	69.6	62.9	-7.4	-2.1	-3.5	-5.8	1.7	-4.0	-0.5	-6.7	-3.8	-4.8
Fresno, CA+	49.6	55.8	62.0	63.6	61.9	58.1	69.6	72.1	70.9	61.5	-6.7	-0.7	-0.4	-1.0	-1.3	-2.8	6.9	-1.7	2.4	-2.3
Yosemite+	53.6	50.2	55.7	58.2	59.4	55.1	68.0	73.6	70.8	59.3	-9.7	-14.1	-14.3	-12.3	-9.1	-12.4	-6.3	-9.1	-7.8	-12.2

	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+	49.1	63.4	69.5	70.7	64.8	63.5	68.8	72.7	70.8	65.6	-0.4	0.1	-3.1	-2.1	-2.6	-1.7	-0.1	-3.4	-1.8	-1.8
Ontario, CA+	54.5	60.3	65.1	65.4	65.7	62.2	70.4	75.2	72.8	65.2	-3.6	-3.4	-3.0	-4.7	-4.9	-4.0	-3.6	-3.9	-3.7	-3.9
Fresno, CA+	46.2	55.1	60.0	61.3	60.1	56.5	66.1	69.4	67.8	59.7	-1.4	-1.0	-2.9	-2.5	-1.3	-1.9	2.2	0.5	1.3	-0.9
Yosemite+	52.0	55.3	58.4	58.9	59.8	56.9	66.5	72.6	69.6	60.5	-7.9	-10.2	-9.7	-9.6	-8.0	-9.1	-6.8	-6.1	-6.5	-8.3

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Tab 3 - Multi-Seg-ADR: Visit Visalia

Visit Visalia
For the Month of September 2024

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+	127.86	136.57	139.46	140.52	128.76	134.93	134.28	138.39	136.41	135.34	1.3	4.1	-0.5	1.8	-1.3	0.8	0.4	-2.2	-1.1	0.1
Ontario, CA+	109.78	111.82	114.90	114.83	112.51	112.67	117.84	120.81	119.39	114.66	-2.4	-4.3	-3.6	-4.3	-0.5	-3.2	-1.2	-4.6	-3.1	-3.6
Fresno, CA+	99.84	109.11	115.15	116.29	110.30	110.14	111.65	109.31	110.46	110.24	-3.9	-4.7	-2.5	-1.7	-2.7	-3.3	-0.6	-3.5	-2.1	-2.9
Yosemite+	182.38	163.45	160.86	162.60	168.54	167.99	186.26	194.07	190.32	175.11	-7.7	-5.1	-7.1	-5.7	-2.7	-5.3	-8.2	-11.0	-9.8	-7.9

	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+	125.02	138.48	143.65	142.89	135.03	137.81	137.60	139.55	138.61	138.06	-0.1	-1.2	-1.1	-0.7	-0.3	-0.7	1.0	0.4	0.7	-0.3
Ontario, CA+	108.17	115.41	120.39	119.52	116.54	116.28	126.08	127.26	126.69	119.59	-4.0	-1.6	-1.0	-2.0	-3.6	-2.4	-2.8	-4.1	-3.5	-2.7
Fresno, CA+	101.30	111.65	117.19	117.34	112.84	112.62	114.40	113.21	113.79	113.00	0.2	-0.7	-1.2	-1.0	-0.4	-0.7	-0.2	-1.7	-1.0	-0.8
Yosemite+	209.32	192.28	192.08	192.47	201.83	197.37	236.30	241.95	239.25	211.09	-7.7	-5.2	-4.5	-3.7	-1.7	-4.5	-3.3	-4.3	-3.8	-4.2

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Tab 4 - Multi-Seg-RevPAR: Visit Visalia

Visit Visalia
For the Month of September 2024

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+	75.68	93.24	107.88	112.71	87.13	94.34	97.44	107.66	102.55	96.53	5.5	11.8	1.0	4.6	-3.2	2.6	3.0	-5.9	-1.8	0.4
Ontario, CA+	62.01	64.55	71.97	73.01	71.32	68.09	78.66	87.56	83.11	72.10	-9.6	-6.3	-7.0	-9.8	1.2	-7.0	-1.6	-11.1	-6.8	-8.2
Fresno, CA+	49.55	60.92	71.43	73.99	68.23	63.95	77.70	78.83	78.26	67.77	-10.3	-5.4	-2.9	-2.6	-4.0	-6.0	6.3	-5.1	0.2	-5.1
Yosemite+	97.77	82.05	89.53	94.55	100.11	92.54	126.65	142.83	134.74	103.79	-16.7	-18.5	-20.4	-17.3	-11.6	-17.1	-14.0	-19.1	-16.8	-19.1

	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+	61.33	87.78	99.77	101.03	87.53	87.49	94.64	101.50	98.07	90.50	-0.5	-1.1	-4.2	-2.8	-2.9	-2.5	0.8	-2.9	-1.2	-2.1
Ontario, CA+	58.97	69.62	78.41	78.17	76.54	72.32	88.77	95.71	92.24	77.99	-7.5	-4.9	-4.0	-6.5	-8.3	-6.2	-6.2	-7.8	-7.1	-6.6
Fresno, CA+	46.79	61.47	70.33	71.97	67.85	63.67	75.68	78.60	77.14	67.50	-1.3	-1.7	-4.0	-3.5	-1.7	-2.6	2.0	-1.2	0.3	-1.7
Yosemite+	108.82	106.33	112.27	113.44	120.68	112.27	157.15	175.77	166.46	127.70	-15.0	-14.9	-13.8	-13.0	-9.5	-13.2	-9.9	-10.2	-10.0	-12.1

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Tab 5 - MultiSegDOWRaw-Sup: Visit Visalia

Visit Visalia

Currency: USD - US Dollar

For the Month of September 2024

	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	5880	11760	44100	35.3	35.3	8.2	8.2	8.2	19.1	-13.4	-13.4	-13.4	8.2
Ontario, CA+	28170	28170	22536	22536	22536	123948	22536	22536	45072	169020	31.5	31.5	5.2	5.2	5.2	15.7	-15.8	-15.8	-15.8	5.2
Fresno, CA+	28815	28815	23052	23052	23052	126786	23052	23052	46104	172890	22.2	22.2	-2.3	-2.3	-2.3	7.5	-21.8	-21.8	-21.8	-2.3
Yosemite+	25170	25170	20136	20136	20136	110748	20136	20136	40272	151020	26.2	26.2	0.9	0.9	0.9	11.0	-19.2	-19.2	-19.2	0.9

	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+	57127	58597	57127	57127	57077	287056	57127	57127	114254	401310	7.9	10.6	7.9	7.9	7.8	8.4	7.9	7.9	7.9	8.2
Ontario, CA+	209390	214745	209111	209113	208896	1051255	209081	209080	418161	1469416	2.6	5.2	2.5	2.5	2.4	3.0	2.4	2.4	2.4	2.8
Fresno, CA+	223975	229739	223975	223975	223776	1125439	223975	223975	447950	1573389	-3.8	-1.3	-3.8	-3.8	-3.9	-3.3	-3.8	-3.8	-3.8	-3.5
Yosemite+	192905	197901	192871	192888	192719	969286	192905	192905	385811	1355097	0.7	3.3	0.7	0.7	0.6	1.2	0.7	0.6	0.6	1.0

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Tab 6 - MultiSegDOWRaw-Dem: Visit Visalia

Visit Visalia
For the Month of September 2024

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+	4351	5018	4548	4716	3979	22612	4267	4574	8841	31453	40.9	45.3	9.9	11.3	6.2	21.2	-11.2	-16.6	-14.1	8.6
Ontario, CA+	15913	16262	14116	14329	14285	74906	15042	16333	31375	106281	21.8	28.8	1.6	-0.8	7.0	11.1	-16.2	-21.5	-19.0	0.1
Fresno, CA+	14300	16089	14300	14667	14260	73616	16042	16625	32666	106282	14.0	21.3	-2.6	-3.2	-3.6	4.5	-16.4	-23.1	-20.0	-4.5
Yosemite+	13494	12634	11207	11710	11960	61005	13692	14819	28511	89516	13.9	8.3	-13.5	-11.5	-8.3	-2.8	-24.3	-26.6	-25.5	-11.4

	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+	28023	37143	39676	40394	36998	182233	39291	41551	80842	263075	7.5	10.8	4.5	5.6	4.9	6.5	7.7	4.2	5.9	6.3
Ontario, CA+	114150	129532	136185	136769	137202	653837	147212	157252	304465	958302	-1.1	1.7	-0.6	-2.3	-2.6	-1.1	-1.3	-1.6	-1.4	-1.2
Fresno, CA+	103446	126479	134416	137369	134556	636267	148158	155501	303659	939926	-5.2	-2.3	-6.6	-6.2	-5.2	-5.1	-1.7	-3.3	-2.5	-4.3
Yosemite+	100281	109442	112730	113685	115232	551370	128291	140138	268429	819799	-7.3	-7.2	-9.1	-9.0	-7.4	-8.0	-6.2	-5.6	-5.9	-7.3

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Tab 7 - MultiSegDOWRaw-Rev: Visit Visalia

Visit Visalia
For the Month of September 2024

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+	556260	685303	634332	662730	512318	3050942	572936	633032	1205968	4256910	42.7	51.2	9.4	13.3	4.8	22.2	-10.8	-18.5	-15.0	8.7
Ontario, CA+	1746953	1818483	1621883	1645413	1607161	8439893	1772597	1973185	3745781	12185674	18.9	23.2	-2.1	-5.1	6.5	7.6	-17.2	-25.1	-21.6	-3.5
Fresno, CA+	1427712	1755481	1646610	1705659	1572864	8108326	1791050	1817259	3608309	11716635	9.5	15.6	-5.1	-4.8	-6.2	1.0	-16.9	-25.8	-21.6	-7.2
Yosemite+	2460986	2065109	1802781	1903931	2015714	10248521	2550213	2876014	5426227	15674748	5.2	2.8	-19.6	-16.5	-10.8	-7.9	-30.5	-34.7	-32.8	-18.4

	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+	3503359	5143701	5699525	5771715	4995781	25114081	5406578	5798533	11205111	36319192	7.4	9.5	3.4	4.8	4.6	5.7	8.8	4.7	6.6	6.0
Ontario, CA+	12347265	14949586	16395662	16347091	15989315	76028920	18560864	20012047	38572910	114601830	-5.1	0.1	-1.6	-4.2	-6.2	-3.4	-4.0	-5.6	-4.8	-3.9
Fresno, CA+	10478866	14120952	15751946	16118484	15183751	71653999	16949896	17604903	34554799	106208798	-5.0	-3.0	-7.6	-7.1	-5.6	-5.8	-1.9	-4.9	-3.5	-5.1
Yosemite+	20991193	21043849	21653406	21880814	23257144	108826406	30315356	33906307	64221663	173048070	-14.4	-12.1	-13.2	-12.4	-9.0	-12.2	-9.2	-9.7	-9.5	-11.2

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Tab 8 - Visalia+ Response Report: Visit Visalia

Visit Visalia
For the Month of September 2024

							2022												2023												2024																				
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 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 • - Monthly and daily data received by STR Blank - No data received by STR 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 September 2024

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Tab 9 - Yosemite+ Response Report: Visit Visalia

Visit Visalia
For the Month of September 2024

							2022												2023												2024																
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				
15135	Yosemite Cedar Lodge	El Portal, CA	95318	Jan 1977	Jan 1977	210																																									
12141	Yosemite View Lodge	El Portal, CA	95318	Jun 1940	Jun 1940	336																																									
15136	Yosemite Westgate Lodge	Groveland, CA	95321	Nov 2013	Jun 1985	55																																									
25539	Best Western Plus Yosemite Way Station Motel	Mariposa, CA	95338	Jul 2012	Jun 1985	78		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
24771	Mariposa Lodge	Mariposa, CA	95338	Nov 2021	Jun 1967	45																																									
29899	Monarch Inn	Mariposa, CA	95338	Mar 2012	Mar 1994	46																																									
15139	Quality Inn Yosemite Valley Gateway	Mariposa, CA	95338	Jul 2020	May 1989	59		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
24773	The Yosemite Inn	Mariposa, CA	95338	Jun 1984	Jun 1984	28																																									
24783	The Yosemite Miners Inn	Mariposa, CA	95338	May 1985	May 1985	78																																									
68931	Autocamp Yosemite	Midpines, CA	95345	Feb 2021	Apr 2019	103		○	○	○	○	○	○	○	○	○	○	○	○	○	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
12139	Closed - Muir Lodge	Midpines, CA	95345	Jan 2014		0																																									
78078	Yosemite Bug Rustic Mountain Resort	Midpines, CA	95345			10																																									
12142	Closed - Yosemite West Condominium	Yosemite National Park, CA	95389	Feb 1993		0																																									
53788	Half Dome Village	Yosemite National Park, CA	95389			89																																									
12143	The Ahwahnee	Yosemite National Park, CA	95389	Mar 2023	Jun 1927	123	Y																																								
12144	Wawona Hotel	Yosemite, CA	95389			104																																									
12145	Yosemite Valley Lodge	Yosemite National Park, CA	95389	Jun 1955	Jun 1955	245																																									
72639	Andruss Motel	Coleville, CA	96107	Jan 1958	Jan 1958	13																																									
47906	Meadowcliff Lodge	Coleville, CA	96107	Feb 1959	Feb 1959	20																																									
71254	Toiyabe Motel	Coleville, CA	96107			11																																									
71852	West Walker Motel	Coleville, CA	96107	Jan 1949	Jan 1949	11																																									
			Total Properties:		90	5183	○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the last 2 years to this report period.																																								

A blank row indicates insufficient data.

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