

Monthly Summary Report

February 2026



Executive Summary

February 2026

SEE
MONTEREY

Highlights

Monterey County hotels saw strong performance in February 2026, with overall occupancy at 64%, up 9.8% YOY. Average daily rate ADR increased 13.5% to \$247, driving RevPAR to \$158, a 24.7% gain YOY. Total demand reached 227.8K rooms, up 12.3% YOY, on a supply of 355.9K rooms, up 2.3% YOY, generating \$56.2M in revenue, a 27.5% increase YOY.

The largest growth in room demand occurred in Luxury hotels 17.4% YOY, Group properties 14.7% YOY, and Full-Service hotels 13.4% YOY. Group business occupancy rose across nearly all hotel classes in the county compared to last year, with the exception of Limited-service properties, highlighting strong recovery in meetings and event-driven travel.

Domestic visitor spending reached \$66.6M, up 6.9% YOY, while international spending was \$2.2M, up 9.9% YOY. The largest share of spend was in restaurants and dining, followed by retail. Top domestic markets year-to-date were San Jose-Sunnyvale-Santa Clara, Santa Cruz-Watsonville, and San Francisco-Oakland-Berkeley. Leading international markets were China Mainland, Canada, and Mexico.

U.S. hotels in February reported demand up 2.9% and supply up just 0.7% year-over-year, driving occupancy gains of 2.3%. ADR rose 2.0% and RevPAR grew 4.3%, as operators continued to push rates amid steady traveler demand heading into the spring travel season.

U.S. Nonfarm payrolls fell 92K in February after January gains (+126K), with declines in health care (strike-driven), information, and federal jobs (-330K since Oct 2024). Wages rose 0.4% MOM (3.8% YOY). Inflation held at 2.4%, (3.2% one year ago) with airline fares up 7.1% YOY due to rising fuel costs.



Hotel Demand
227.8K
+12.3% YOY



Hotel ADR
\$246.65
+13.5% YOY



Overnight Trip Share
80%



MRY Checkpoint Volume
23.5K
-0.1% YOY
(January 2026)



Website Sessions
83.5K
+17.8% YOY



L&H Jobs
26.3K
+1.5% YOY
(As of December 2025)

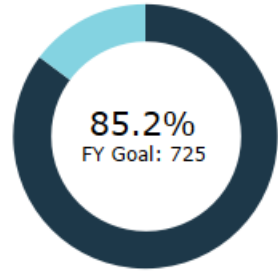


Organization Goals

Fiscal Year-to-Date as of February 2026



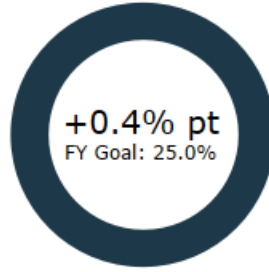
Sales Leads



February 2026
94
+84.3% YOY

Fiscal Year-to-Date
618
+63.9% YOY

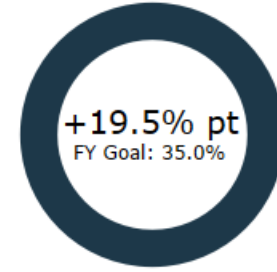
Sales Conversion



February 2026
17.0%
+24.0% YOY

Fiscal Year-to-Date
25.4%
+34.9% YOY

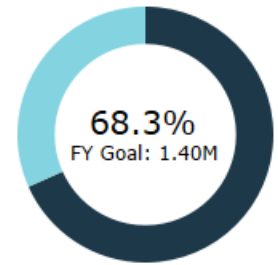
Sales New Business



February 2026
88.0%
-1.7% YOY

Fiscal Year-to-Date
54.5%
-22.4% YOY

Engaged Sessions

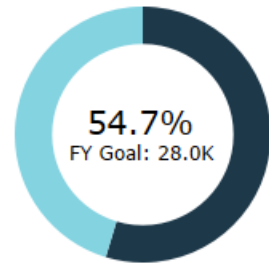


February 2026
83,450
+17.8% YOY

Fiscal Year-to-Date
956,506
-2.3% YOY

Previous Goal: 1.0M. Adjusted to 1.4M on 2/18.

Social Media Follower Growth

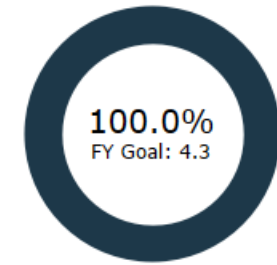


February 2026
1,798
+163.6% YOY

Fiscal Year-to-Date
15,308
+267.8% YOY

Previous Goal: 22k. Adjusted to 28k on 2/18.

Intent to Visit Score



As of January 2026,
the brand measures
achieved 4.3

*Note: The Intent to Visit Score is updated biannually

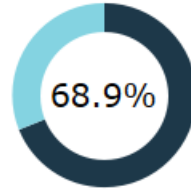
MarCom KPIs

Fiscal Year-to-Date as of February 2026

Meet in Monterey Engaged Web Sessions

120.6K

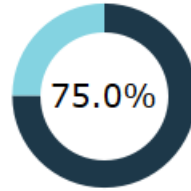
Goal: 175.0K



Website Impressions

40.5M

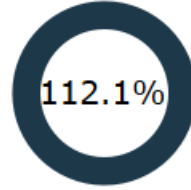
Goal: 54.0M



Partner Site Conversions

185.0K

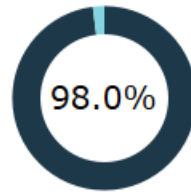
Goal: 165.0K



Top Level Group Conversions

441

Goal: 450

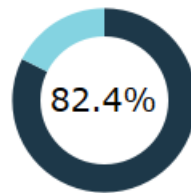


Previous Goal: 305. Adjusted to 450 on 2/18.

Social Engagements

3.3M

Goal: 4.0M

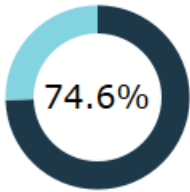


Previous Goal: 3.1M. Adjusted to 4.0M on 2/18.

Referral Traffic from Earned Media/Influencers

1.3K

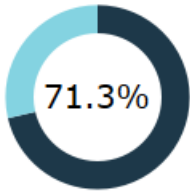
Goal: 1.8K



Earned Media Impressions

1.6B

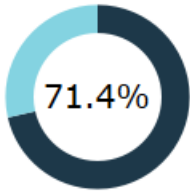
Goal: 2.3B



Media Hits in Top 125 Publications

50

Goal: 70

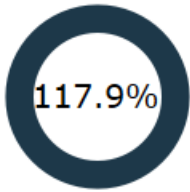


Previous Goal: 55. Adjusted to 70 on 2/18.

Average Media Quality Score

17

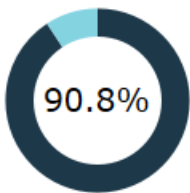
Goal: 14



Social Average Engagement Rate

5.4%

6%



Hotel Performance Summary

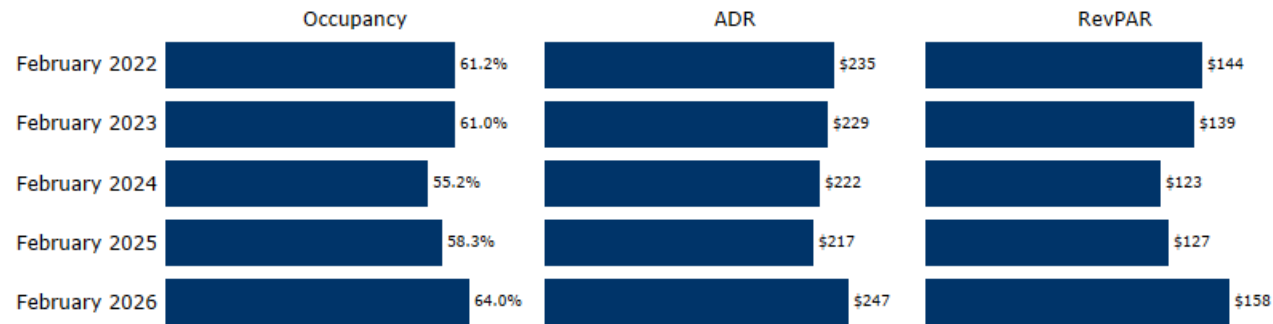
Monterey County, CA+ | February 2026



	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	64.0%	\$246.65	\$157.91	355.9K	227.8K	\$56.2M
Change vs. Previous Year	▲ 9.8%	▲ 13.5%	▲ 24.7%	▲ 2.3%	▲ 12.3%	▲ 27.5%
YTD Calendar Year	59.2%	\$223.81	\$132.51	751.3K	444.8K	\$99.6M
YTD Change vs. Previous Year	▲ 3.5%	▲ 4.7%	▲ 8.3%	▲ 2.3%	▲ 5.8%	▲ 10.8%

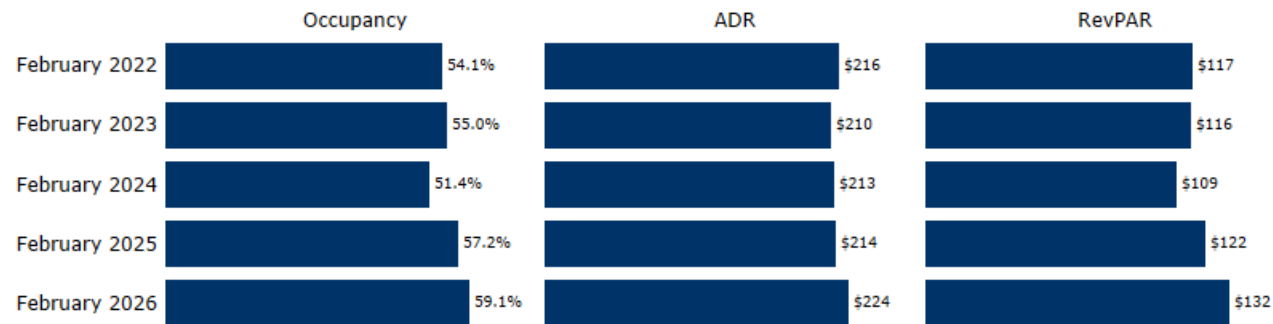
February Performance by Year

Monterey County, CA+



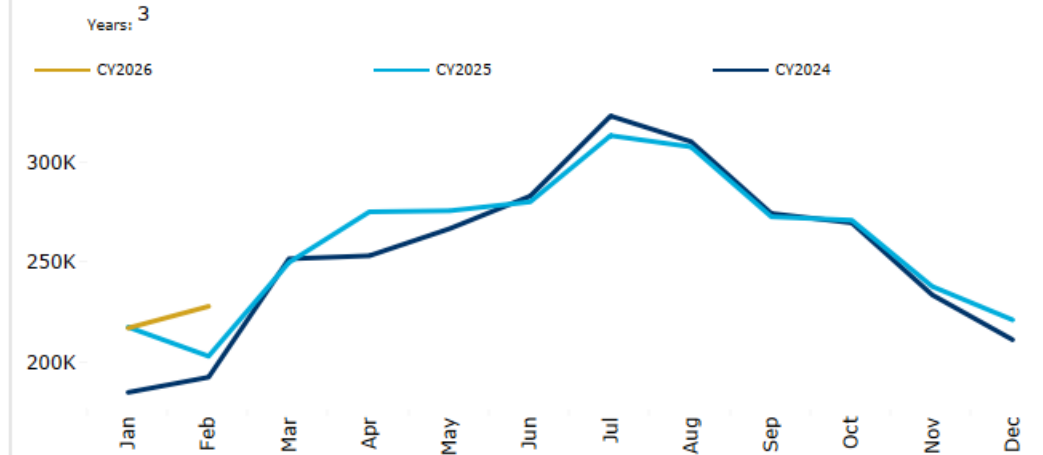
February YTD Performance by Year

Monterey County, CA+

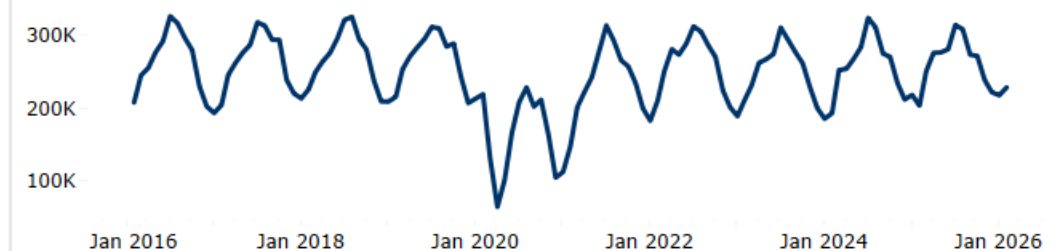


Demand YOY Comparison

Demand

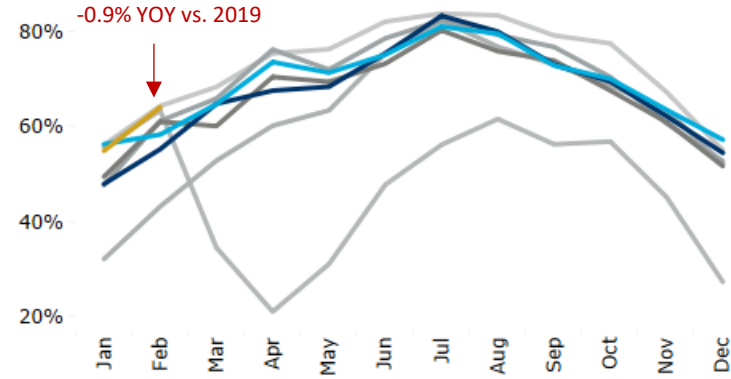


Demand Long Term Trend

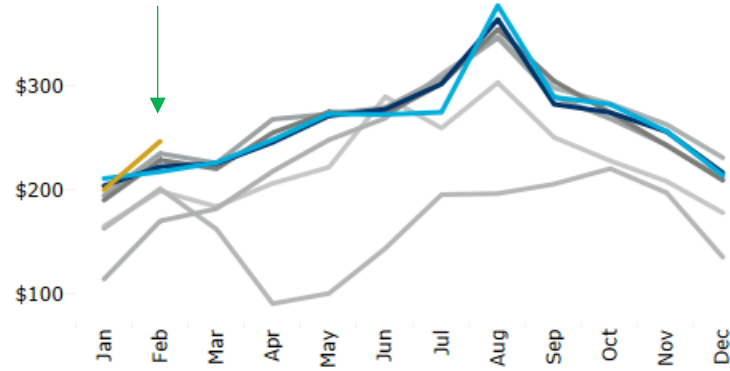


CY2019 CY2020 CY2021 CY2022 CY2023 CY2024 CY2025 CY2026

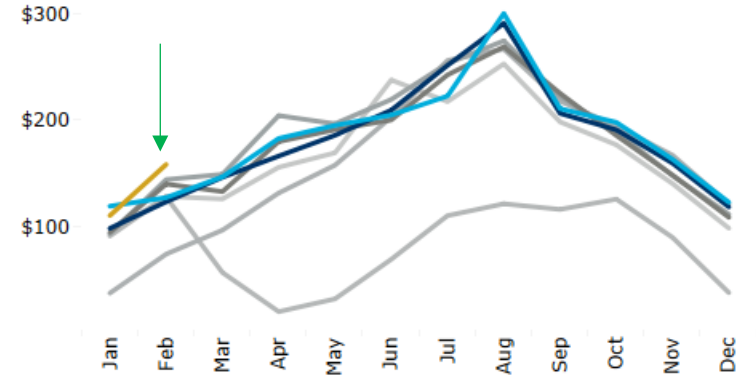
Occupancy



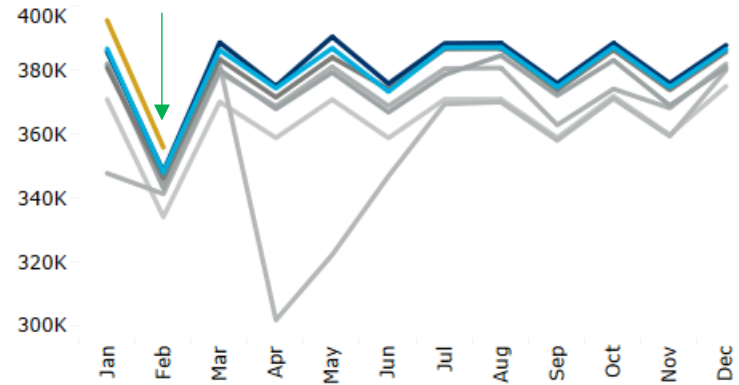
ADR



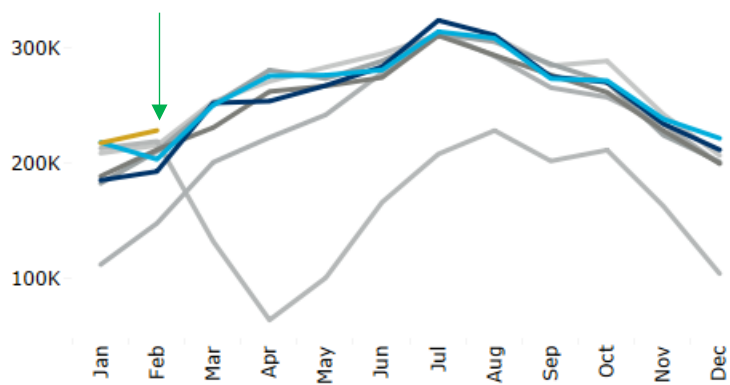
RevPAR



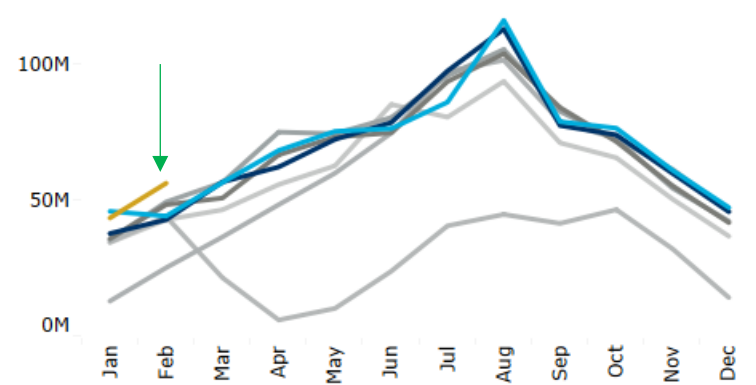
Total Supply



Demand



Revenue



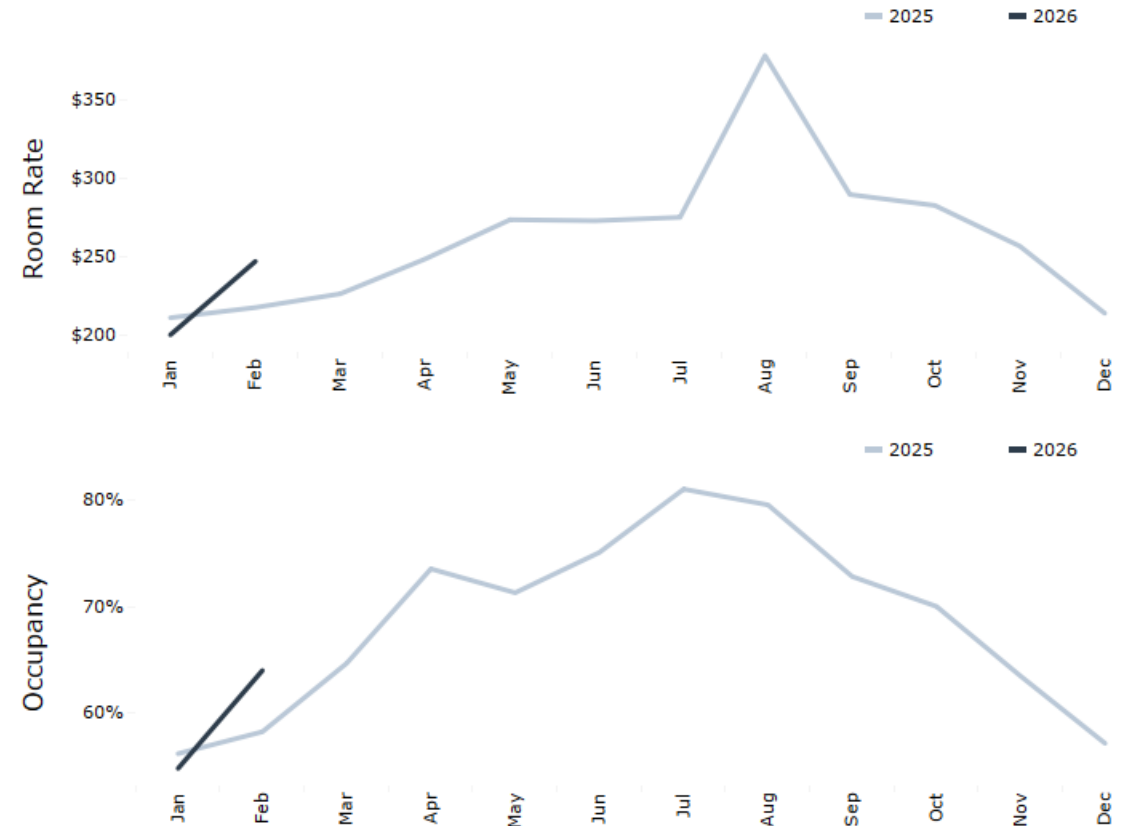
Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Dec	Limited+	56.9%	+6.9%	\$136	-3.6%	\$77	+3.0%
	Full Service+	59.7%	+3.5%	\$230	-0.3%	\$137	+3.2%
	Luxury+	60.3%	-0.1%	\$763	+4.4%	\$460	+4.3%
	Group properties+	59.8%	+6.1%	\$349	+0.0%	\$209	+6.1%
	Cannery Row+	63.7%	+1.5%	\$302	+1.6%	\$192	+3.1%
	City of Monterey, CA+	58.4%	+4.6%	\$179	-1.9%	\$105	+2.6%
	Monterey County, C..	57.2%	+5.1%	\$214	-1.2%	\$122	+3.8%
	Unincorporated Mon..	60.0%	+0.5%	\$363	+8.4%	\$218	+8.9%
Jan	Limited+	55.4%	+2.2%	\$128	-1.9%	\$71	+0.2%
	Full Service+	56.1%	-9.2%	\$225	-2.6%	\$126	-11.6%
	Luxury+	60.0%	-0.1%	\$674	-9.1%	\$405	-9.2%
	Group properties+	57.4%	-4.9%	\$332	-4.4%	\$191	-9.0%
	Cannery Row+	67.4%	+2.9%	\$282	-5.6%	\$190	-2.9%
	City of Monterey, CA+	57.0%	-4.9%	\$175	-4.7%	\$99	-9.4%
	Monterey County, C..	54.9%	-2.5%	\$200	-5.2%	\$110	-7.5%
	Unincorporated Mon..	55.0%	-6.6%	\$299	+2.2%	\$165	-4.5%
Feb	Limited+	62.8%	+9.7%	\$152	+8.2%	\$96	+18.8%
	Full Service+	70.2%	+11.8%	\$275	+10.0%	\$193	+23.0%
	Luxury+	67.1%	+17.4%	\$885	+18.3%	\$594	+39.0%
	Group properties+	70.0%	+14.8%	\$408	+13.6%	\$285	+30.5%
	Cannery Row+	74.3%	+9.0%	\$342	+7.2%	\$254	+16.9%
	City of Monterey, CA+	68.1%	+11.1%	\$219	+9.8%	\$149	+22.0%
	Monterey County, C..	64.0%	+9.8%	\$247	+13.5%	\$158	+24.7%
	Unincorporated Mon..	68.3%	+14.5%	\$331	+5.5%	\$226	+20.8%

Calendar Year-to-Date Performance

Monterey County, CA+

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
59.2%	\$224	\$133	751.3K	444.8K	\$99.6M
+3.5%	+4.7%	+8.3%	+2.3%	+5.8%	+10.8%



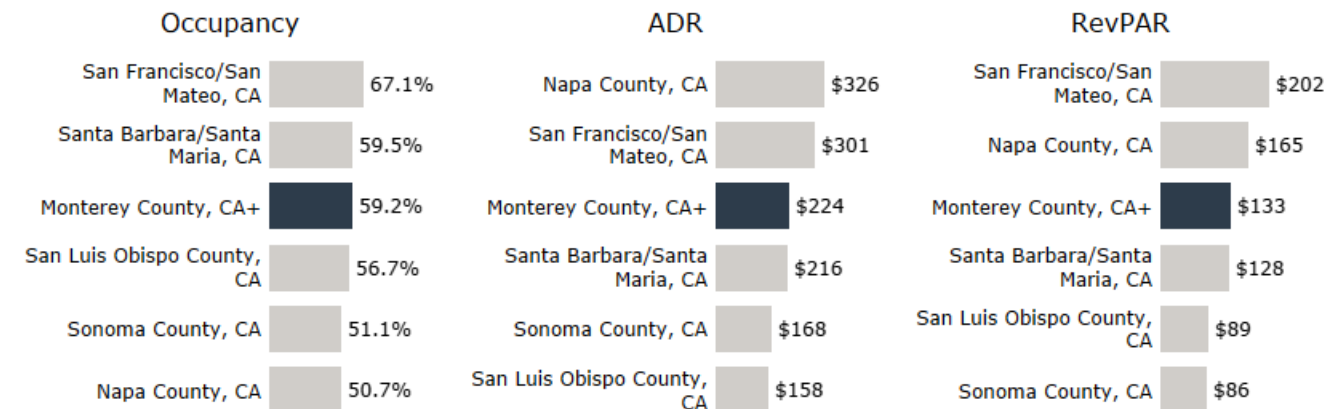
Hotel Competitive Performance

Monthly Performance by Market

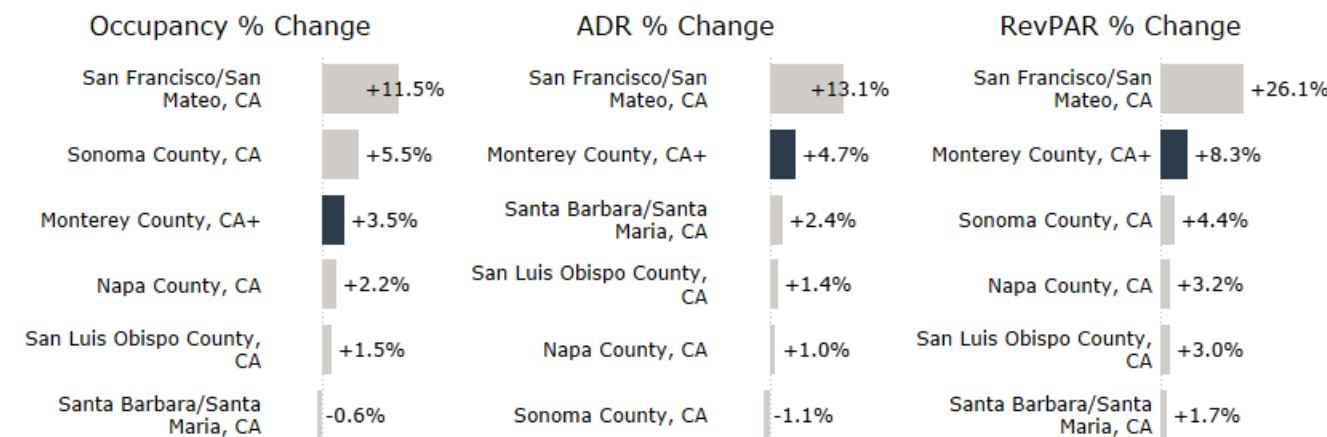
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Dec	Monterey County, CA+	57.2%	+5.1%	\$214	-1.2%	\$122	+3.8%
	Napa County, CA	46.9%	-3.4%	\$316	-2.0%	\$148	-5.3%
	San Francisco/San Mateo, CA	56.9%	+6.8%	\$188	+3.3%	\$107	+10.3%
	San Luis Obispo County, CA	55.0%	+1.8%	\$160	-0.4%	\$88	+1.5%
	Santa Barbara/Santa Maria, CA	59.4%	-0.1%	\$225	+1.8%	\$134	+1.7%
	Sonoma County, CA	48.9%	+0.3%	\$166	-5.3%	\$81	-5.1%
Jan	Monterey County, CA+	54.9%	-2.5%	\$200	-5.2%	\$110	-7.5%
	Napa County, CA	45.4%	-1.8%	\$302	-3.3%	\$137	-5.0%
	San Francisco/San Mateo, CA	62.4%	+5.6%	\$328	+4.3%	\$205	+10.2%
	San Luis Obispo County, CA	52.6%	-2.4%	\$148	-0.5%	\$78	-2.9%
	Santa Barbara/Santa Maria, CA	56.4%	-3.8%	\$207	-2.2%	\$117	-5.9%
	Sonoma County, CA	48.3%	+6.5%	\$162	-2.3%	\$78	+4.0%
Feb	Monterey County, CA+	64.0%	+9.8%	\$247	+13.5%	\$158	+24.7%
	Napa County, CA	56.7%	+6.0%	\$346	+4.4%	\$196	+10.7%
	San Francisco/San Mateo, CA	72.4%	+17.8%	\$275	+28.1%	\$199	+51.0%
	San Luis Obispo County, CA	61.3%	+5.5%	\$167	+2.9%	\$102	+8.5%
	Santa Barbara/Santa Maria, CA	63.1%	+2.7%	\$225	+7.0%	\$142	+9.9%
	Sonoma County, CA	54.1%	+4.5%	\$174	+0.1%	\$94	+4.7%

Calendar Year-to-Date Performance

Performance by Market



% Change vs. Previous Year



Hotel Booking Segmentation

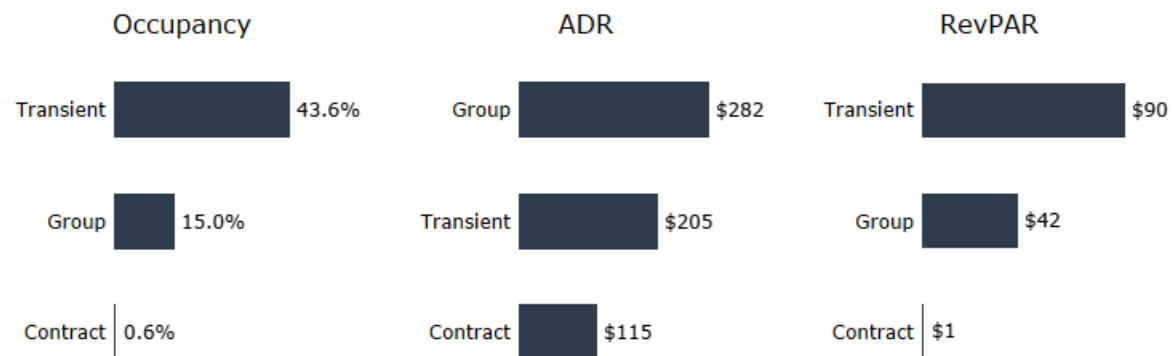
February 2026 Performance by Segment

	Segment	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Monterey County, CA+	Transient	45.0%	+3.0%	\$223	+7.6%	\$101	+10.7%
	Group	18.4%	+31.5%	\$308	+22.6%	\$57	+61.2%
	Contract	0.6%	+3.8%	\$113	-7.4%	\$1	-3.9%
Napa County, CA	Transient	41.2%	+3.1%	\$354	+5.2%	\$146	+8.4%
	Group	15.4%	+22.4%	\$325	+4.2%	\$50	+27.4%
	Contract	0.1%	-89.7%	\$360	-2.7%	\$0	-90.0%
San Francisco/San Mateo, CA	Transient	47.2%	+13.8%	\$235	+16.0%	\$111	+32.0%
	Group	20.2%	+34.7%	\$399	+49.3%	\$81	+101.1%
	Contract	5.1%	+0.7%	\$146	-3.8%	\$7	-3.1%
San Luis Obispo County, CA	Transient	54.5%	+7.3%	\$167	+2.5%	\$91	+10.0%
	Group	6.6%	-4.0%	\$166	+5.7%	\$11	+1.4%
	Contract	0.2%	-49.4%	\$193	+9.8%	\$0	-44.5%
Santa Barbara/Santa Maria, CA	Transient	52.3%	+4.9%	\$224	+7.3%	\$117	+12.6%
	Group	9.1%	-10.1%	\$239	+5.3%	\$22	-5.4%
	Contract	1.6%	+18.1%	\$172	+25.9%	\$3	+48.8%
Sonoma County, CA	Transient	44.8%	+0.4%	\$167	+0.5%	\$75	+0.8%
	Group	8.9%	+30.5%	\$206	-8.1%	\$18	+19.9%
	Contract	0.5%	+29.2%	\$220	+67.8%	\$1	+116.8%

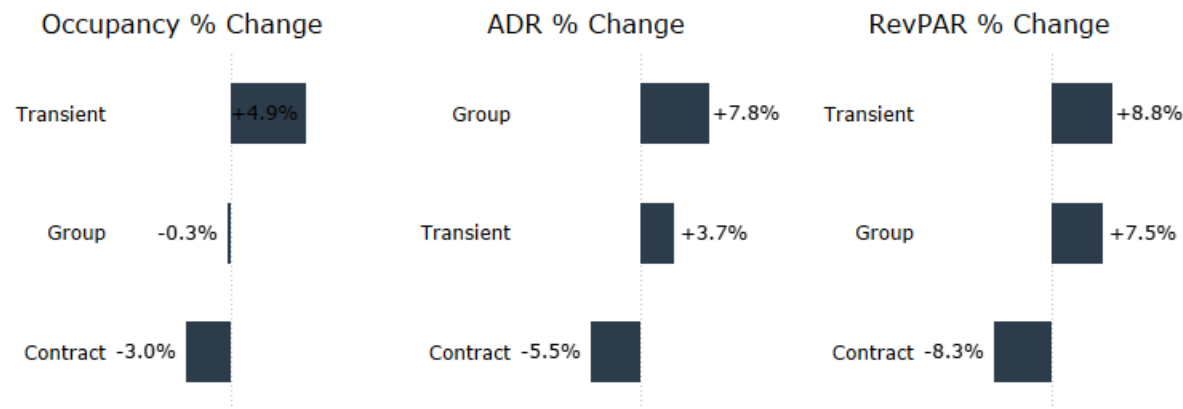
Monterey County, CA+ Segment Performance

Calendar Year-to-Date

Performance by Market



% Change vs. Previous Year



Weekly Data Analysis

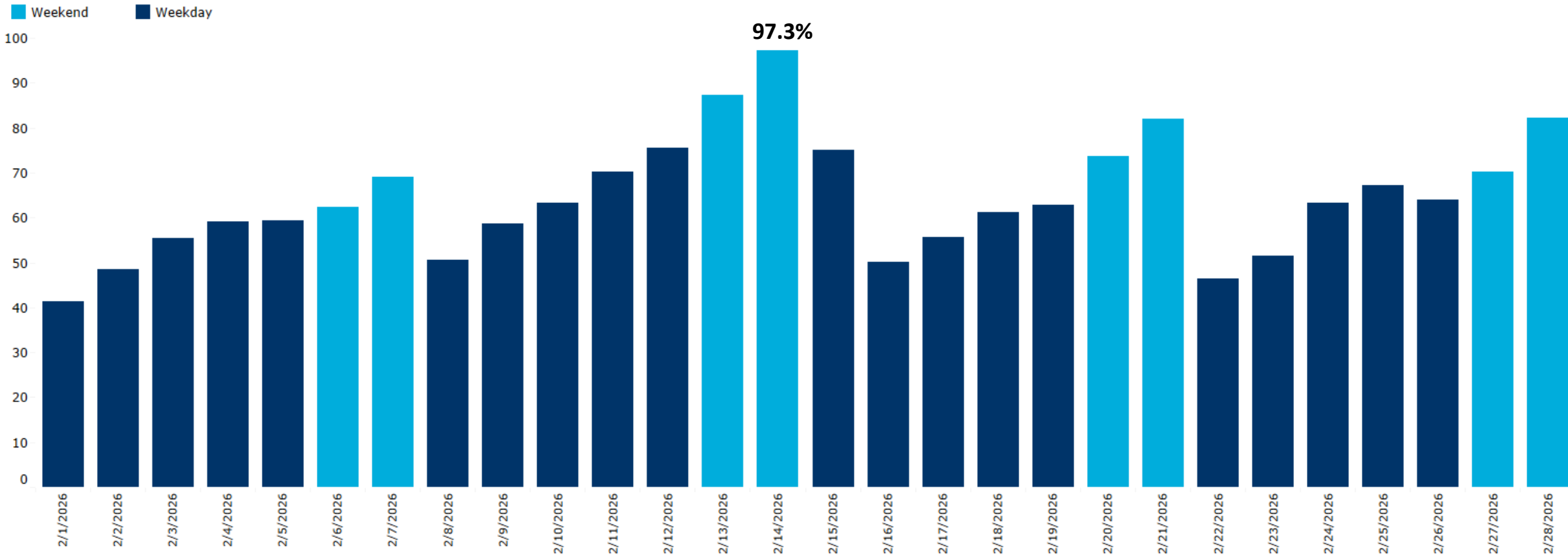
Monterey County, CA+, 2/1/2026 to 2/28/2026



Hotel Performance From 2/1/2026 To 2/28/2026	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	64.4%	\$212.78	\$137.13	357.1K	230.1K	\$49.0M
YOY Change	▲ 9.7%	▲ 10.5%	▲ 21.3%	▲ 2.7%	▲ 12.7%	▲ 24.5%

Daily Occupancy

From 2/1/2026 To 2/28/2026



Source: STR



Hotel Performance Summary

Monterey County, CA+ | Week of 2/8/26 vs. Same-time-last-year



	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Week of 2/8/26	71.9%	\$251.85	\$181.05	89.3K	64.2K	\$16.2M
YOY % Change	+21.8%	+18.6%	+44.5%	+2.7%	+25.0%	+48.4%
alendar Year-to-Dat	57.9%	\$192.57	\$111.48	569.0K	329.4K	\$63.4M
YOY % Chang	+3.4%	+2.5%	+5.9%	-0.5%	+2.8%	+5.4%

Performance by Day-of-Week

	Sun Feb 8	Mon Feb 9	Tue Feb 10	Wed Feb 11	Thu Feb 12	Fri Feb 13	Sat Feb 14	WD	WE	Total
Occupancy	50.7%	58.7%	63.4%	70.3%	75.6%	87.4%	97.3%	63.7%	92.3%	71.9%
ADR	\$186.05	\$181.64	\$194.07	\$208.69	\$245.67	\$310.00	\$349.87	\$205.97	\$331.00	\$251.85
RevPAR	\$94.26	\$106.56	\$123.01	\$146.71	\$185.63	\$270.87	\$340.30	\$131.23	\$305.58	\$181.05
Supply	12.8K	12.8K	12.8K	12.8K	12.8K	12.8K	12.8K	63.8K	25.5K	89.3K
Demand	6.5K	7.5K	8.1K	9.0K	9.6K	11.1K	12.4K	40.6K	23.5K	64.2K
Revenue	\$1.2M	\$1.4M	\$1.6M	\$1.9M	\$2.4M	\$3.5M	\$4.3M	\$8.4M	\$7.8M	\$16.2M

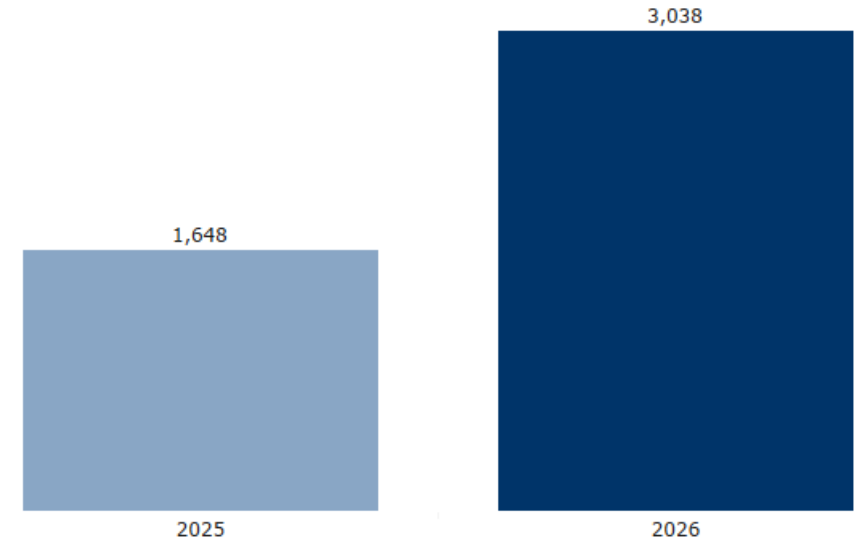
% Change by Day-of-Week

vs. Same-time-last-year

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	WD	WE	Total
Occupancy	+28.2%	+20.5%	+26.9%	+46.5%	+54.3%	+5.4%	+2.2%	+35.5%	+3.7%	+21.8%
ADR	+9.7%	+10.2%	+16.1%	+28.1%	+42.5%	+25.3%	+19.6%	+23.1%	+21.9%	+18.6%
RevPAR	+40.6%	+32.9%	+47.3%	+87.8%	+119.9%	+32.0%	+22.1%	+66.8%	+26.3%	+44.5%
Supply	+2.7%	+2.7%	+2.7%	+2.7%	+2.7%	+2.7%	+2.7%	+2.7%	+2.7%	+2.7%
Demand	+31.6%	+23.8%	+30.3%	+50.5%	+58.5%	+8.2%	+4.9%	+39.1%	+6.4%	+25.0%
Revenue	+44.4%	+36.4%	+51.2%	+92.8%	+125.8%	+35.5%	+25.4%	+71.3%	+29.7%	+48.4%

Estimated Group Attendance

Est. attendance for groups impacting the week of 2/8/26 vs. Same-time-last-year



Groups Impacting the Week of 2/8/26

Account	Dates	Peak	Booked Rooms*	Est. Attendance
ConferenceDirect	Feb 13 - 21 (Fri - Sat)	524	2,167	900
HelmsBriscoe	Feb 2 - 8 (Mon - Sun)	190	475	380
MeetingWise	Feb 10 - 15 (Tue - Sun)	100	365	700
Etherio	Feb 11 - 17 (Wed - Tue)	59	173	90
HelmsBriscoe	Feb 5 - 8 (Thu - Sun)	55	165	55
HPN Global	Feb 9 - 12 (Mon - Thu)	80	163	80
MeetingWise	Feb 11 - 15 (Wed - Sun)	43	145	700
Meeting Innovations	Feb 9 - 15 (Mon - Sun)	25	87	30
HPN Global	Feb 11 - 16 (Wed - Mon)	10	40	10
HelmsBriscoe	Feb 6 - 8 (Fri - Sun)	15	30	15
HelmsBriscoe	Feb 6 - 8 (Fri - Sun)	15	30	15
Etherio	Feb 11 - 15 (Wed - Sun)	12	18	12

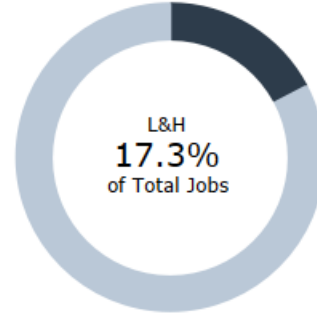
Leisure & Hospitality Workforce

Salinas, CA



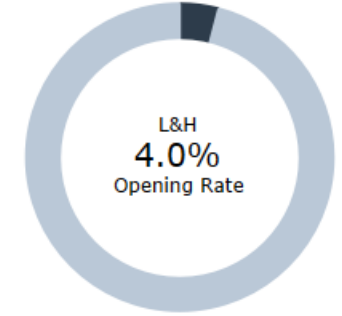
Total Leisure & Hospitality Jobs

L&H Jobs
as of December 2025
26.3K
+1.5% YOY | +2.7% vs. 2019



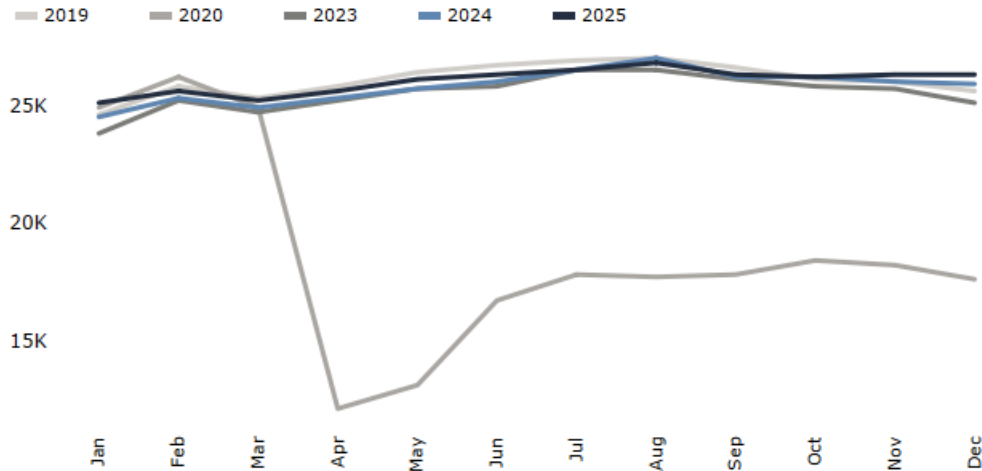
Leisure & Hospitality Job Openings

L&H Job Openings
as of November 2025
1.1K
+0.0% YOY | -7.8% vs. 2019



Employment Recovery

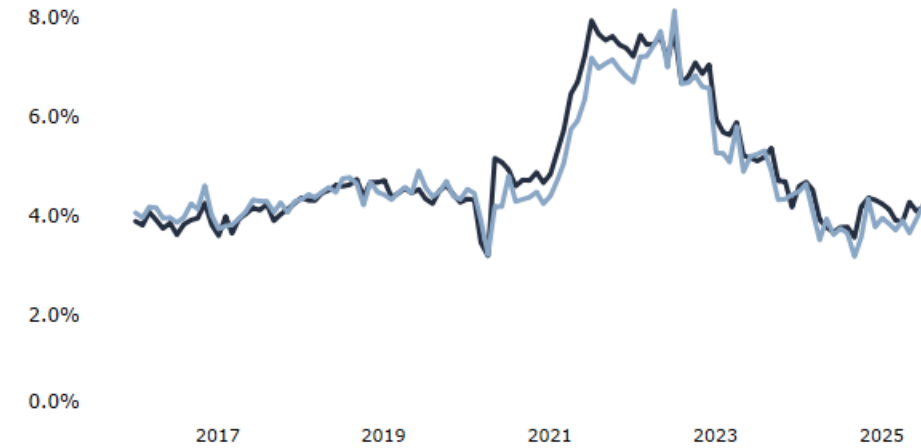
Leisure & Hospitality Jobs (Thousands)



Job Opening Rate

Share of total available jobs that are not filled

Legend: Leisure and Hospitality (black), Total Nonfarm (blue)



Source: Bureau of Labor Statistics

Source: Tourism Economics

Airport TSA Checkpoint Volume & Visitor Origins

MRY - Monterey Regional



Monthly TSA Checkpoint Volume

January 2026 Volume

23.5K

-0.1% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

January Volume

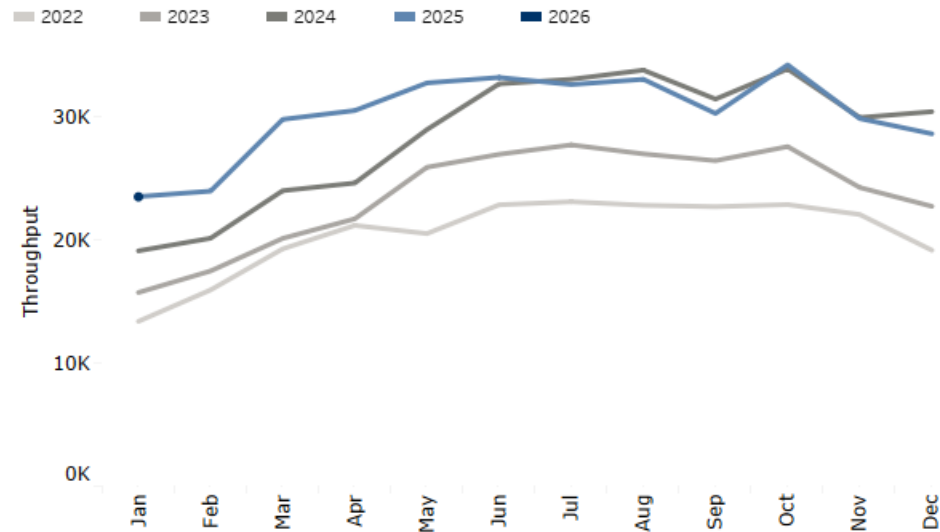
23.5K

-0.1%

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

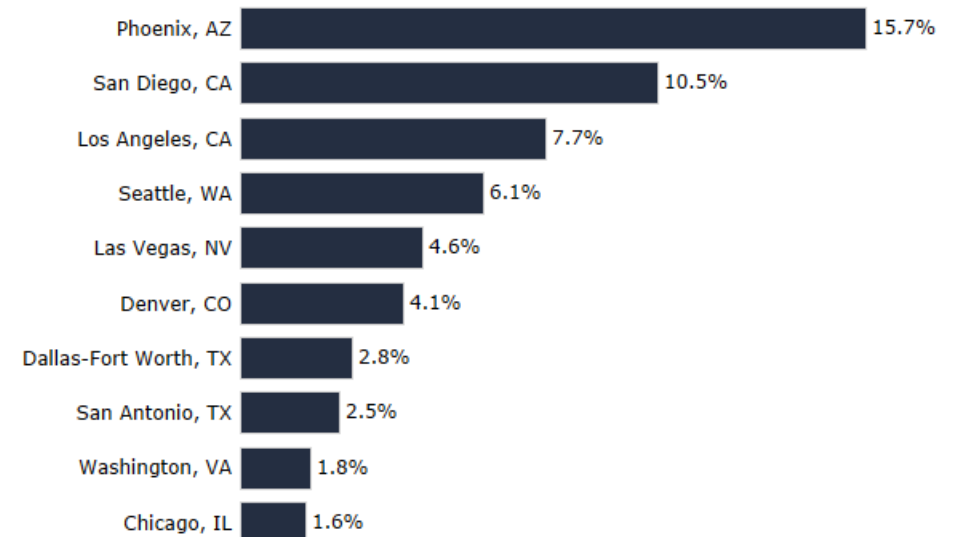
Last Five Calendar Years



Source: Transportation Security Administration

Top Origin Markets - Air

January Visitor Arrivals

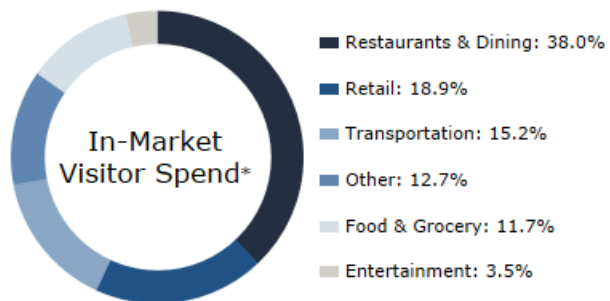


Source: OAG

Domestic Visitor Spending

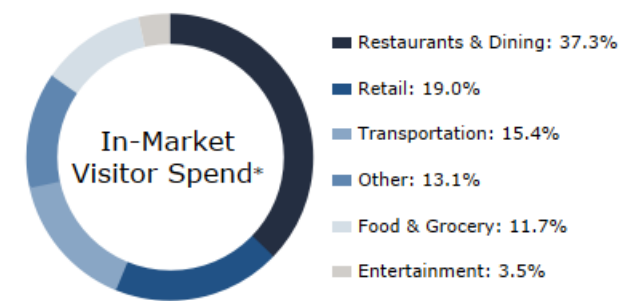
Monthly Visitor Credit Card Spending

February 2026 Card Spend
\$66.6M
 +6.9% YOY



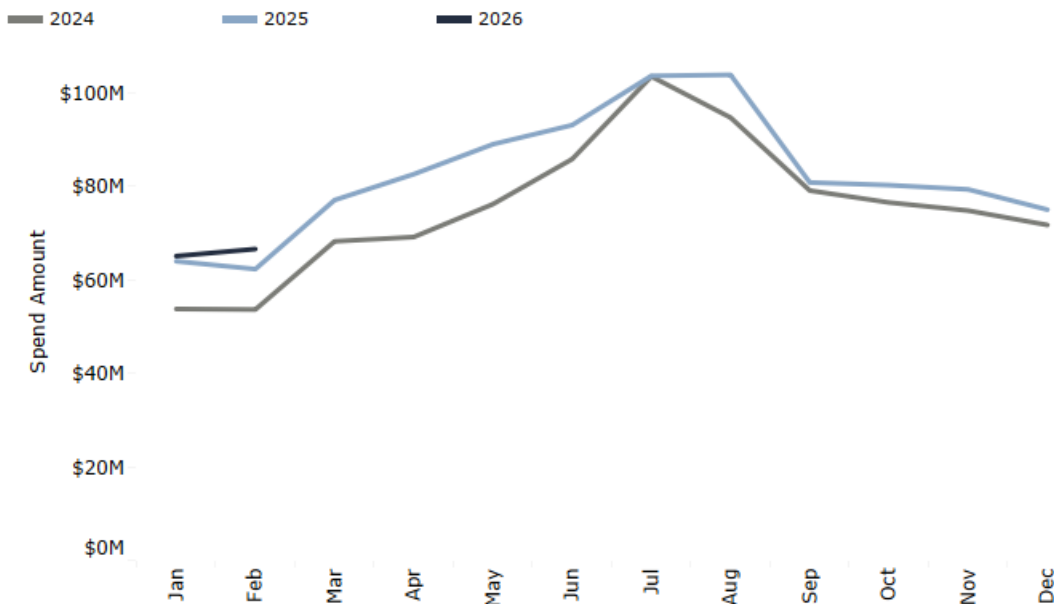
Calendar Year-to-Date Visitor Credit Card Spending

Jan - Feb 2026 Card Spend
\$131.7M
 +4.3% YOY



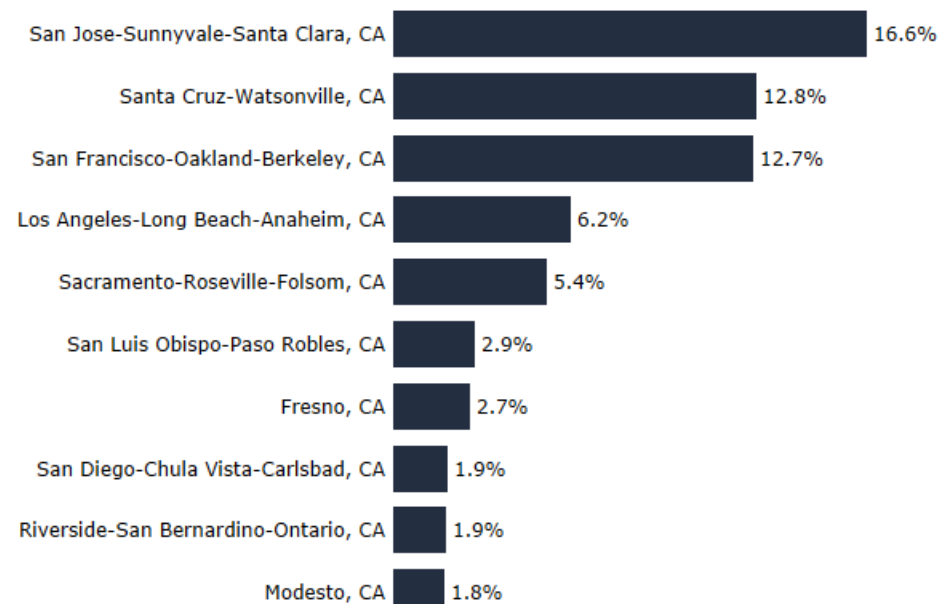
Visitor Spending by Month

Last Three Calendar Years



Top Visitor Origins by Spending

Jan - Feb 2026

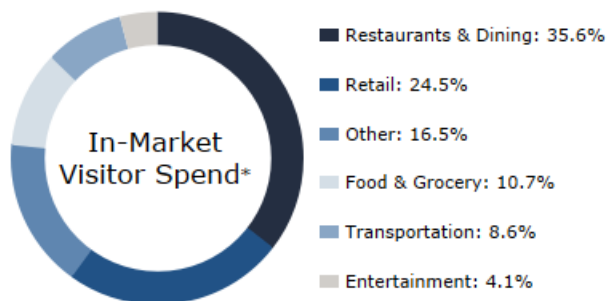


* In-market spending on accommodations excluded from share of spending by category charts
 Source: Visa Destination Insights

International Visitor Spending

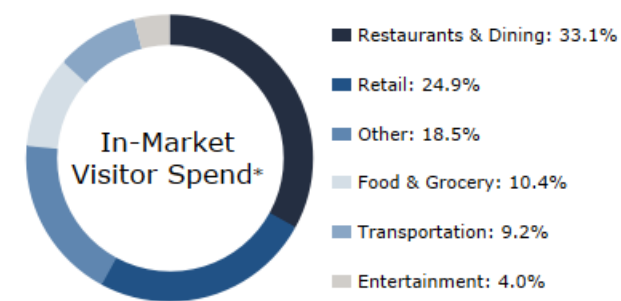
Monthly Visitor Credit Card Spending

February 2026 Card Spend
\$2.2M
 +9.9% YOY



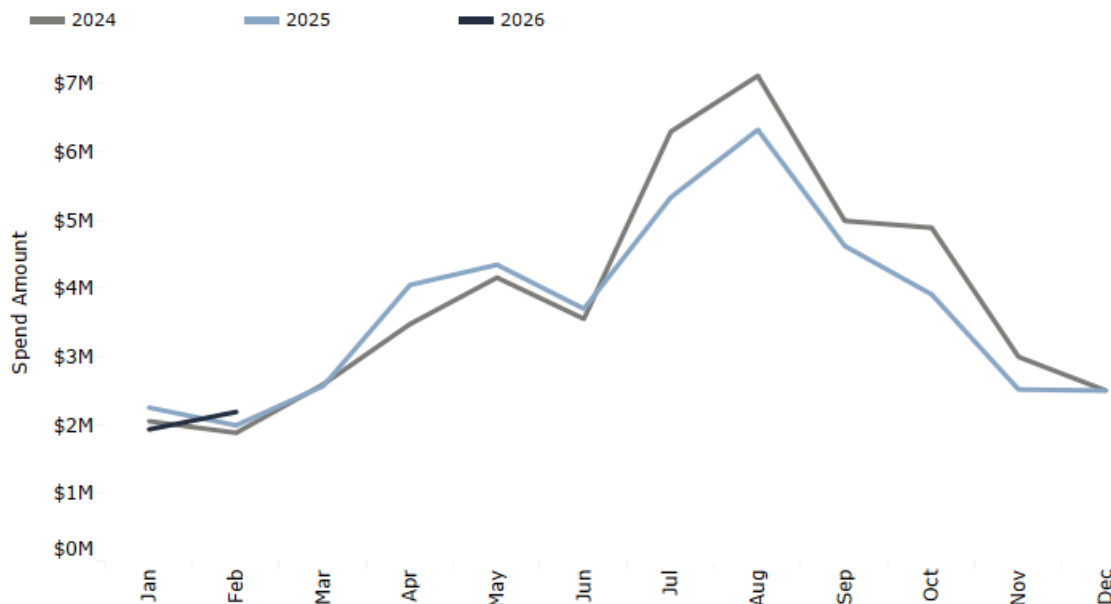
Calendar Year-to-Date Visitor Credit Card Spending

Jan - Feb 2026 Card Spend
\$4.1M
 -2.9% YOY



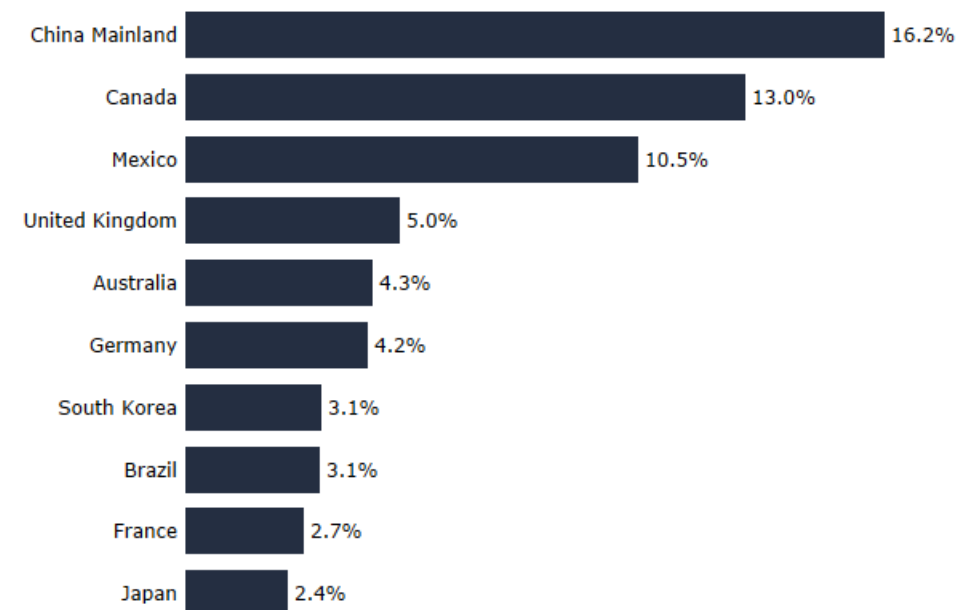
Visitor Spending by Month

Last Three Calendar Years



Top Visitor Origins by Spending

Jan - Feb 2026



* In-market spending on accommodations excluded from share of spending by category charts
 Source: Visa Destination Insights



Rooms On-the-Books - Single Property

Jan - Feb 2026 Meetings & Sports Events

Events
39

Rooms
7.6K

Attendees
5.5K

Assist & Definite Room Nights by Year & Month

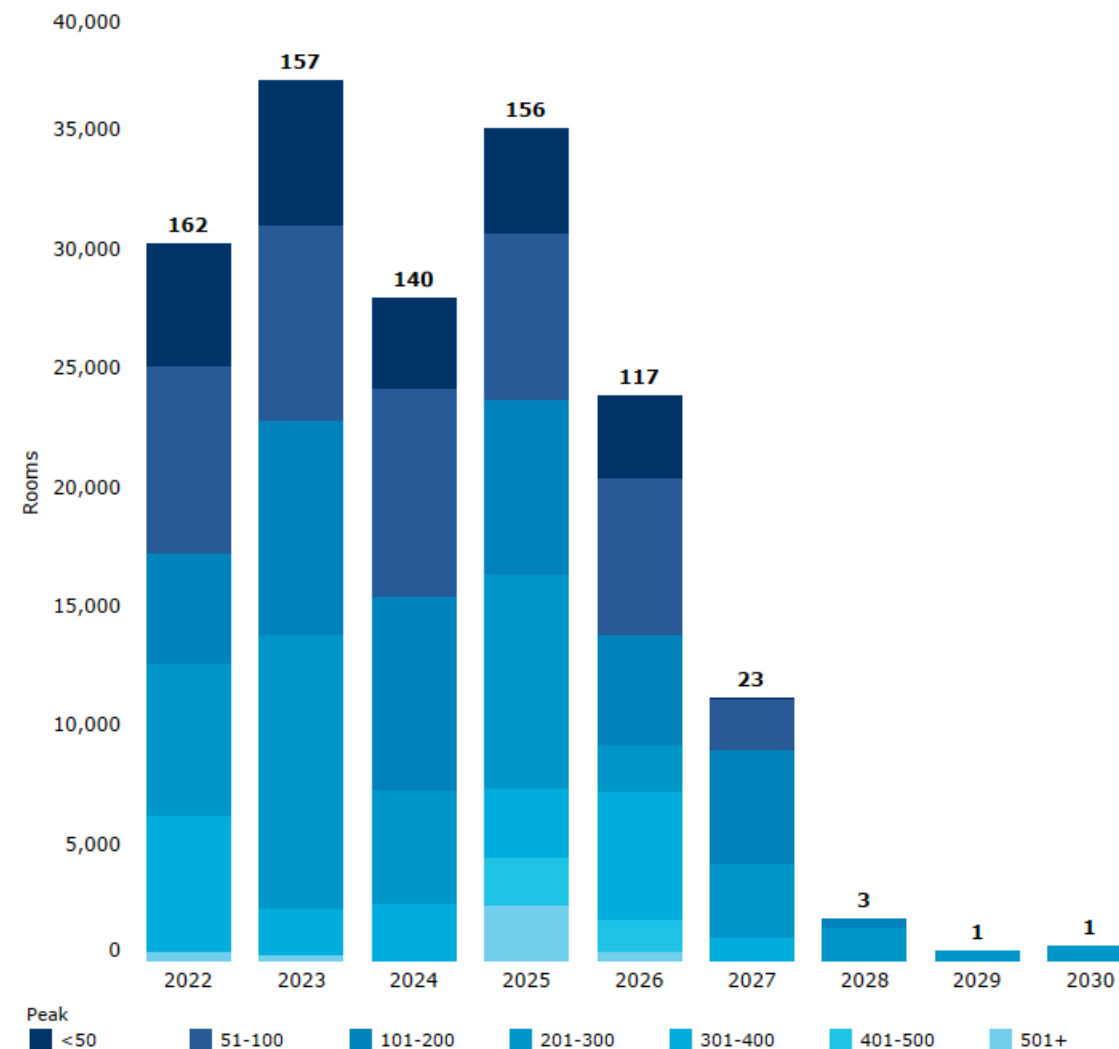
Total All room nights currently on the books by event date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	2.9K	5.1K	4.8K	5.1K	4.1K	3.1K	2.5K	1.7K	3.3K	4.9K	3.7K	1.1K	42.2K
2020	2.6K	2.1K	1.7K	717	121	104	69	67	336			21	7.9K
2021		469		120	424	973	115	487	3.3K	2.1K	3.9K	579	12.5K
2022	503	3.2K	1.8K	1.3K	5.8K	1.4K	2.9K	2.9K	3.0K	2.2K	4.0K	1.3K	30.3K
2023	5.0K	2.5K	4.4K	2.9K	3.6K	2.0K	2.3K	1.7K	1.8K	6.7K	3.6K	838	37.2K
2024	1.6K	2.0K	3.3K	3.3K	3.1K	1.2K	1.8K	1.6K	3.7K	2.0K	3.2K	1.1K	28.1K
2025	1.7K	3.3K	5.7K	3.7K	1.5K	3.0K	3.8K	1.9K	2.8K	3.9K	2.9K	870	35.2K
2026	1.8K	5.8K	3.3K	1.9K	2.3K	3.0K	326	430	1.0K	3.8K	308		23.9K
2027	1.4K		1.3K	1.6K	874	2.7K	726	673	2.0K				11.2K
2028							742		486	698			1.9K
2029										595			595
2030	820												820

Difference from avg. share of annual total rooms



Assist & Definite Room Nights



Jan - Feb 2026 Meetings & Sports Events

Events
9

Rooms
8.6K

Attendees
6.7K

Assist & Definite Room Nights by Year & Month

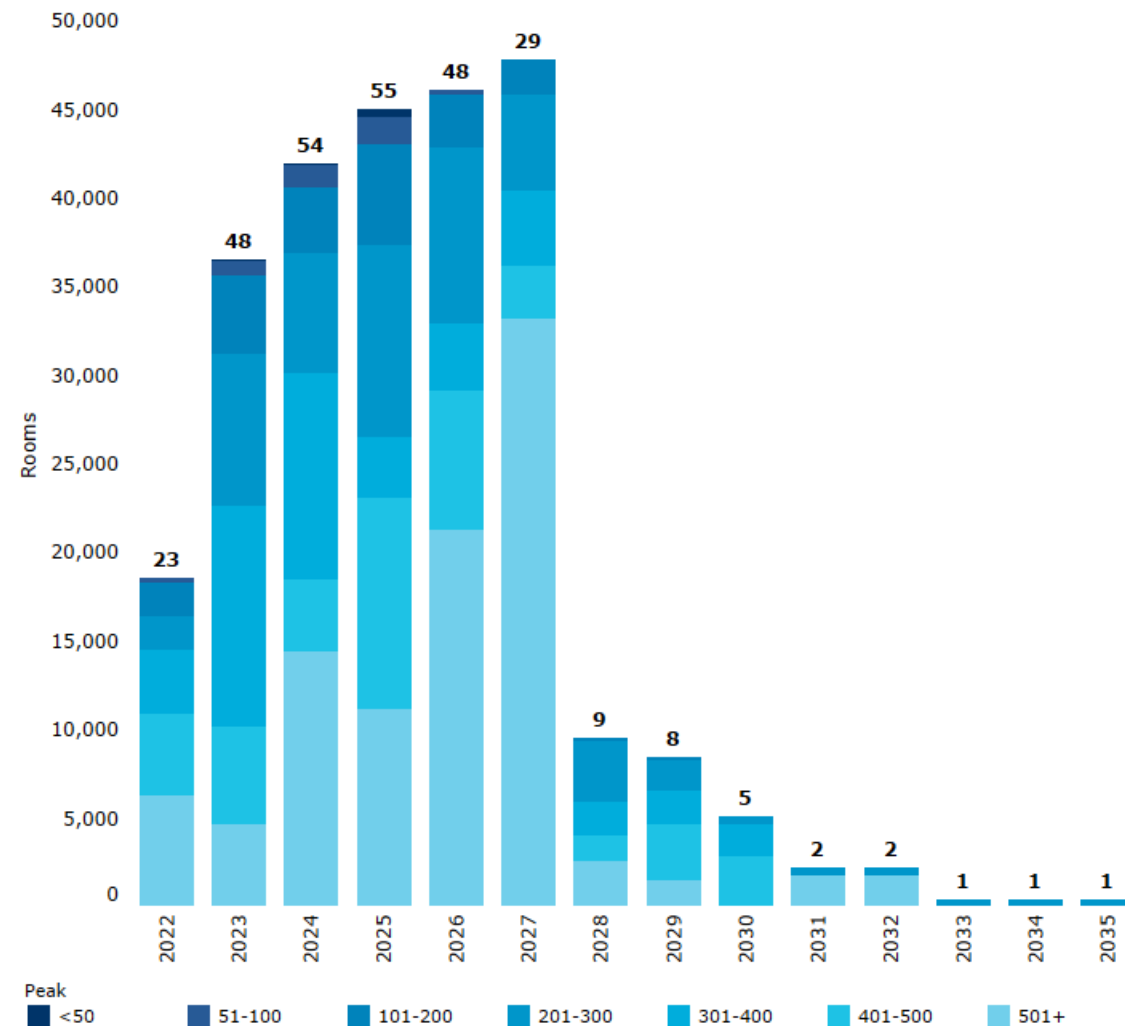
Total All room nights currently on the books by event date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	116	1.5K	332	1.1K	3.2K	3.6K	5.9K	865	5.7K	4.0K	3.4K	3.2K	32.9K
2020	2.3K	3.3K					36						5.7K
2021					770	225	2.9K	1.2K	310	1.4K	3.1K		9.8K
2022	557	3.5K	610	3.7K	573	1.3K	3.7K		2.3K		1.0K	1.5K	18.7K
2023	3.0K	4.1K	3.8K	2.0K	5.5K	1.5K	2.5K	1.1K	5.8K	2.9K	3.1K	1.3K	36.7K
2024	6.6K	4.9K	2.4K	2.7K	1.6K	2.4K	3.6K	1.8K	4.7K	7.0K	2.8K	1.6K	42.1K
2025	4.1K	3.5K	3.4K	4.0K	3.2K	1.9K	5.0K	5.6K	4.9K	5.4K	3.4K	818	45.1K
2026	3.2K	5.6K	4.4K	3.9K	893	4.8K	4.5K	3.0K	5.9K	5.9K	3.2K	920	46.2K
2027	2.2K	5.9K	1.7K	3.8K	1.6K	367	3.8K	2.3K	4.8K	1.6K	19.4K	615	48.0K
2028	2.5K		910	1.0K		367		1.1K	821		2.9K		9.7K
2029	1.5K			1.0K		367		1.1K		595	4.0K		8.6K
2030		1.3K		1.0K						595	2.3K		5.2K
2031		1.7K									580		2.3K
2032		1.7K									580		2.3K
2033											580		580
2034											580		580
2035										580			580

Difference from avg. share of annual total rooms



Assist & Definite Room Nights



Convention Center Groups

Calendar Year | Assist & Definite Groups | Turned definite as of 3/27/2026



Meetings with <200 Peak Room Nights

	Event Count	Attendance	Status-based rooms
2021	3	145	535
2022	9	2,274	2,345
2023	19	4,725	5,521
2024	22	6,763	4,705
2025	22	9,232	7,036
2026	15	5,803	3,760
2027	5	2,365	2,237
2028	1	155	367
2029	1	155	367

Meetings with 301-400 Peak Room Nights

	Event Count	Attendance	Status-based rooms
2021	2	1,050	1,938
2022	3	22,300	3,687
2023	11	28,300	12,460
2024	11	46,250	11,716
2025	4	41,400	3,390
2026	4	41,800	3,816
2027	4	40,950	4,227
2028	2	40,000	1,864
2029	2	40,000	1,864
2030	2	40,000	1,864

All Convention Center Meetings

	Event Count	Attendance	Status-based rooms
2021	11	6,295	9,786
2022	23	52,087	18,673
2023	48	46,288	36,657
2024	54	68,699	42,086
2025	55	74,464	45,106
2026	48	71,834	46,240
2027	29	59,616	47,984
2028	9	45,505	9,683
2029	8	45,055	8,562
2030	5	43,050	5,225
2031	2	1,950	2,329

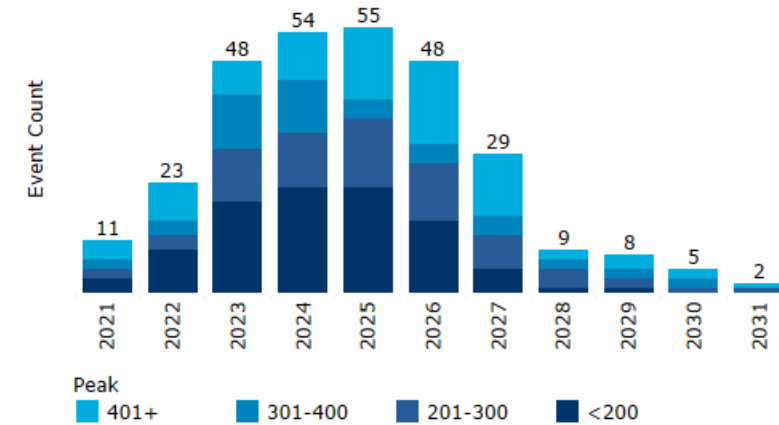
Meetings with 201-300 Peak Room Nights

	Event Count	Attendance	Status-based rooms
2021	2	1,500	1,449
2022	3	1,012	1,847
2023	11	5,412	8,605
2024	11	5,910	6,708
2025	14	8,966	10,825
2026	12	7,280	9,931
2027	7	4,300	5,423
2028	4	2,950	3,448
2029	2	1,750	1,717
2030	1	550	595
2031	1	550	580

Meetings with 401+ Peak Room Nights

	Event Count	Attendance	Status-based rooms
2021	4	3,600	5,864
2022	8	26,501	10,794
2023	7	7,851	10,071
2024	10	9,776	18,957
2025	15	14,866	23,855
2026	17	16,951	28,733
2027	13	12,001	36,097
2028	2	2,400	4,004
2029	3	3,150	4,614
2030	2	2,500	2,766
2031	1	1,400	1,749

All Convention Center Meetings



Meeting Sales as of February 2026

Fiscal Year-to-Date Bookings

Events 157 +18.9% YOY	Booked Rooms 43,217 -14.2%YOY	Avg. Peak 98 -26.0%YOY
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Lead Volume Fiscal Year-to-Date

Events 617 +22.7% YOY	Lead Rooms 213,970 -1.1% YOY	Avg. Peak 117 -16.8% YOY
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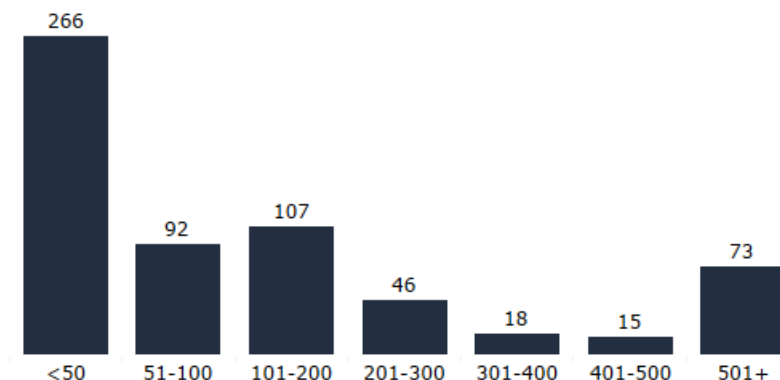
Bookings by Market Segment

Events & Contract Rooms Booked Fiscal Year-to-Date

Market Segment	Events	YOY%	Booked Rooms	YOY%
State Association	37	5.7%	15.2K	-7.1%
Corporate - Other	31	82.4%	4.6K	-15.2%
Corporate - Technology	23	155.6%	6.8K	174.5%
Nonprofit	9	50.0%	1.4K	7.9%
Corporate - Pharmaceutical/M..	7	-12.5%	548	-86.8%
National Association	7	-12.5%	2.0K	-51.1%
Corporate - Agriculture	6	20.0%	4.1K	335.5%
Government	6	50.0%	1.5K	-41.0%
Regional Association	6	-40.0%	2.7K	-46.5%
SMERF	6	-33.3%	1.1K	-27.0%
Corporate- Automotive/Aviati..	5	25.0%	477	51.9%
International Association	4	0.0%	2.0K	12.6%
Corporate - Education	2		190	
Corporate - Financial/Insurance	2	-75.0%	316	-81.7%
Corporate- Manufacturing	2	0.0%	98	-94.1%
Incentive	2	22.2%	111	99.6%

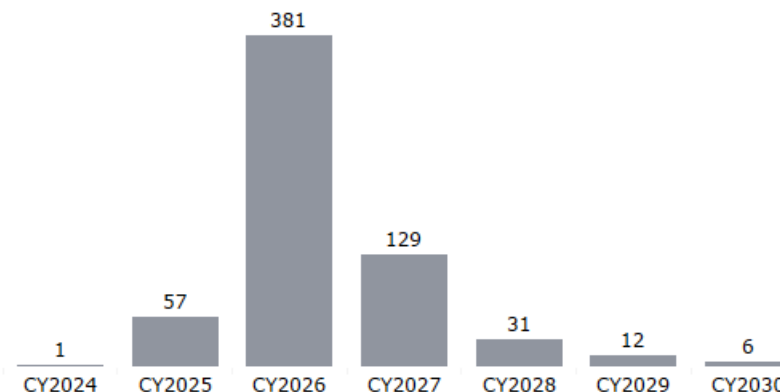
Peak Size

Leads Created Fiscal Year-to-Date



Event Year

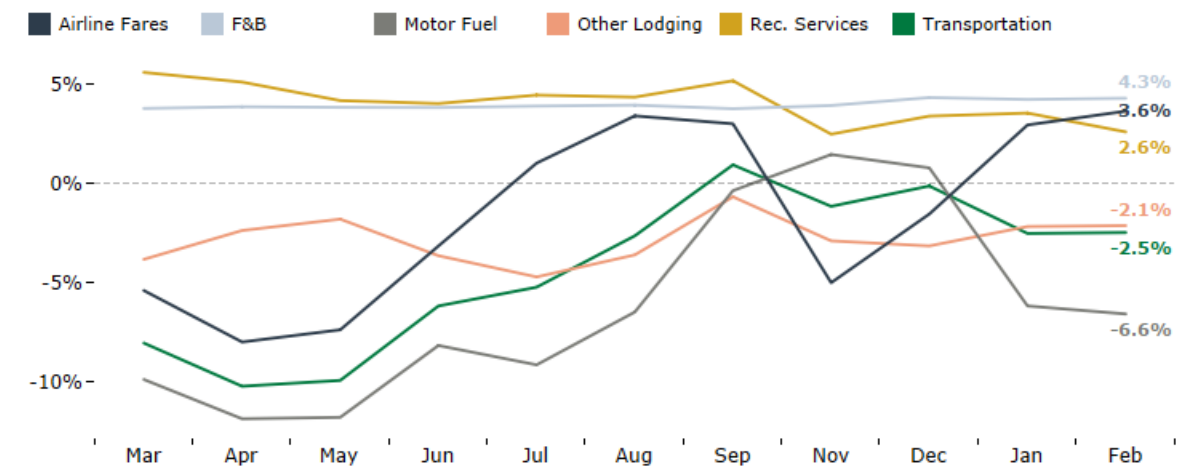
Leads Created Fiscal Year-to-Date



Travel Trends

Travel Price Index

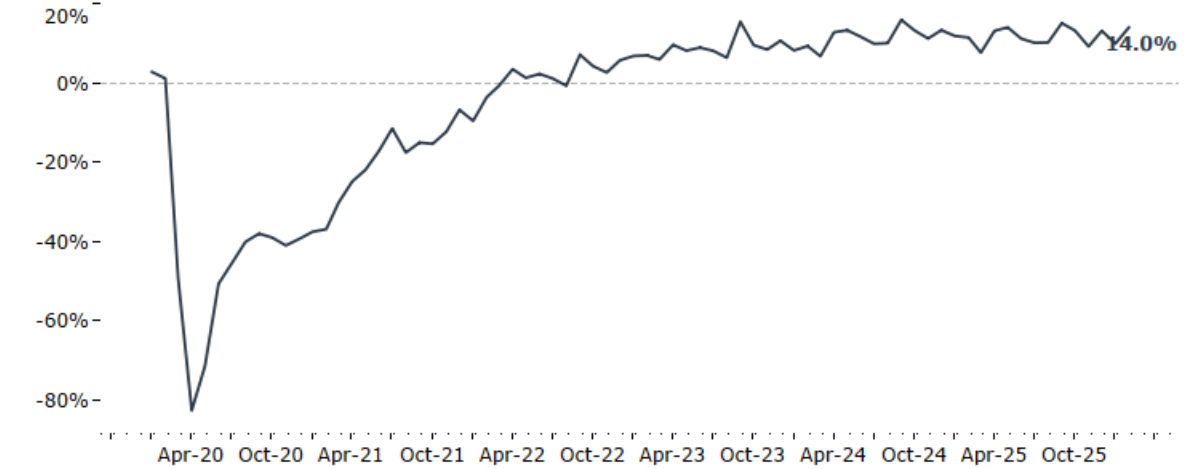
% Change Relative to Same Month in Previous Year | Last 12 Months



Source: U.S. Travel Association via U.S. Travel Recovery Tracker

Travel Spending (% change vs 2019)

% Change vs. 2019 | U.S. total

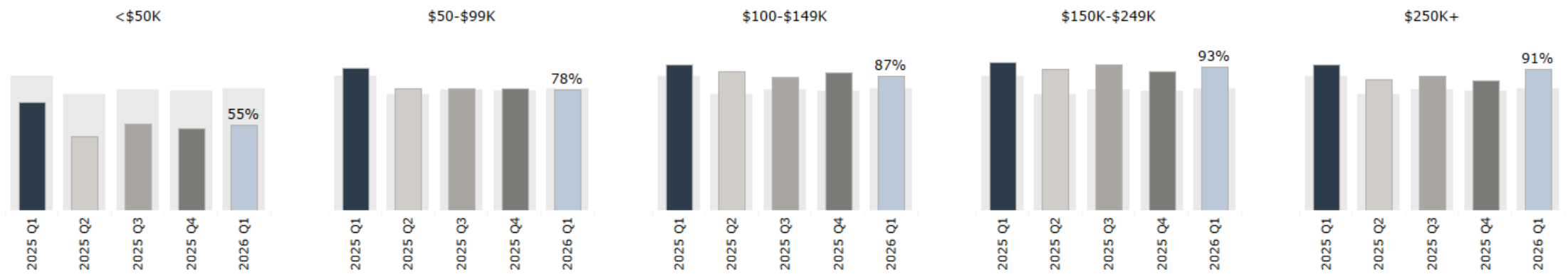


Source: Tourism Economics via U.S. Travel Recovery Tracker

Planning Leisure Travel Within the Next 12 Months

% of American Consumers Planning Travel by Household Income (Calendar Year)

Legend: 2025 Q1 (Dark Blue), 2025 Q2 (Light Gray), 2025 Q3 (Medium Gray), 2025 Q4 (Dark Gray), 2026 Q1 (Blue)



Note: Light gray bars represent the average for all survey respondents
Source: MMGY Global's Portrait of American Travelers

