

STR Occupancy Comparison 2025 (thru May)

Monterey County and City of Monterey

Monterey County

Weekly

Hotel Performance	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
From 1/1/2025 to 5/31/2025	64.9%	\$207.32	\$134.62	1,883.5K	1,223.0K	\$253.6M
From 1/3/2024 To 6/1/2024	61.1%	\$200.84	\$122.78	1,887.0K	1,153.6K	\$231.7M
	↗ +6.2%	↗ +3.2%	↗ +9.6%	↘ -0.2%	↗ +6.0%	↗ +9.4%

City of Monterey, CA+

Weekly

Hotel Performance	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
From 1/1/2025 to 5/31/2025	67.6%	\$210.46	\$142.25	712.8K	481.8K	\$101.4M
From 1/3/2024 To 6/1/2024	63.1%	\$209.81	\$132.36	713.3K	450.0K	\$94.4M
	↗ +7.1%	↗ +0.3%	↗ +7.5%	↘ -0.1%	↗ +7.1%	↗ +7.4%

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Competitive Markets

Jan - Apr 2025, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Monterey County, CA+	63.2%	▲ 7.4%	\$227	▲ 0.5%	\$144	▲ 8.0%	1.5M	▲ 0.0%	946.7K	▲ 7.3%	\$215.0M	▲ 7.9%
Napa County, CA	56.1%	▲ 2.0%	\$353	▲ 0.9%	\$198	▲ 2.8%	633.5K	▲ 0.2%	355.5K	▲ 2.1%	\$125.5M	▲ 3.0%
San Francisco/San Mateo, CA	64.2%	▲ 6.6%	\$242	▲ 7.0%	\$155	▲ 14.0%	6.7M	▼ -0.6%	4.3M	▲ 6.0%	\$1.0B	▲ 13.4%
San Luis Obispo County, CA	60.8%	▲ 4.5%	\$166	▲ 0.9%	\$101	▲ 5.4%	1.2M	▲ 0.5%	752.9K	▲ 5.1%	\$125.2M	▲ 6.0%
Santa Barbara/Santa Maria, CA	62.7%	▲ 2.5%	\$218	▲ 2.2%	\$137	▲ 4.8%	1.3M	▼ -0.3%	811.9K	▲ 2.2%	\$177.3M	▲ 4.4%
Sonoma County, CA	53.1%	▼ -0.6%	\$181	▼ -1.4%	\$96	▼ -2.1%	945.3K	▲ 0.9%	502.0K	▲ 0.2%	\$91.0M	▼ -1.2%

History for markets varies. Click on a market to check its history in the line charts

Source: STR

Monterey County is showing higher growth in occupancy than competitive markets
 San Francisco's occupancy growth is from the return of citywide group, which is up 20%