

M E M O R A N D U M

TO: Mayor & Council Members

FROM: Kyle Batista, Financial Analyst

SUBJECT: Transient Occupancy Tax (TOT) Collections – April 2025

DATE: June 3, 2025

CC: Celia King, Administrative Services Director and Brad Raulston, Town Manager

This report provides a summary analysis of TOT collections for the period of April 1, 2025 – April 30, 2025.

The Town Council approved a TOT revenue estimate of \$8,785,600 for Fiscal Year 2024/2025. Revenues have reached 75.9% of the adopted TOT revenue estimate with two months remaining in the fiscal year.

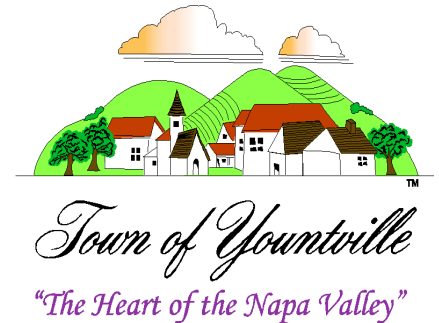
April TOT revenues collected were \$646,544. This is a decrease of \$90,603 (12.3%) when compared to April 2024. Fiscal Year-to-Date revenues, July 2024 – April 2025, are trending 5.9% lower when compared to prior Fiscal Year-to-Date revenues, July 2023 – April 2024. The data shows that decreased occupancy for most months of this fiscal year is the main driver of the lower TOT revenue collections.

- Occupancy Rate for April 2025: 57% compared to April 2024: 63%
 - Average room rates during April 2025: \$700 compared to April 2024: \$718
 - Measure S 1% Tax \$ 53,879
 - NVTID 2%: \$ 107,757
- Allocated as follows:
- Local TID (25%): \$ 26,939
 - County TID (74%): \$ 79,740
 - Town Administration (1%): \$ 1,078

This report will be uploaded to the website and will include five-year trend graphs showing monthly and cumulative totals, occupancy, and room rates. Please let me know if you would like additional information.

TRANSIENT OCCUPANCY TAX REPORT

Fiscal Year 2024/25



REPORT PERIOD: Collections through April 2025

TAX RATE: 12% TOT; 1% Measure S; 2% NVTID Assessment

STATISTICS: TOT/NVTID Collections - TOT Budget to Actual
Monthly Revenue - Five Year Trend
TOT Cumulative Revenue by Fiscal Year - Five Year Trend
Monthly Occupancy Rates - Five Year Trend
Monthly Room Rates - Five Year Trend
Historical Monthly Revenues
Historical Occupancy Rates
Historical Room Rates

PREPARED BY: Kyle Batista, Financial Analyst

DATE: June 3, 2025

PUBLIC DATA
Pages 1-15

Town of Yountville
Transient Occupancy Tax (TOT)/Napa Valley Tourism Improvement District (NVTID) Cash Flow
Year-to-Date Actual & Budget Projections
2024/25

Year to Date Collections

	Actual													
Rooms	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL	
2024/25 TOT	453	\$ 772,832	\$ 925,446	\$ 972,255	\$ 1,044,996	\$ 690,027	\$ 392,462	\$ 328,001	\$ 387,093	\$ 509,362	\$ 646,544	\$ -	\$ -	\$ 6,669,019
Measure S TOT (1%)		64,403	77,120	81,021	87,083	57,502	32,705	27,333	32,258	42,447	53,879	-	-	\$ 555,752
Local TID (25%)		32,201	38,560	40,511	43,542	28,751	16,353	13,667	16,129	21,223	26,939	-	-	\$ 277,876
County TID (74%)		95,316	114,138	119,911	128,883	85,103	48,404	40,453	47,742	62,821	79,740	-	-	\$ 822,512
Town Admin (1%)		1,288	1,542	1,620	1,742	1,150	654	547	645	849	1,078	-	-	\$ 11,115
Total NVTID 2%*		128,805	154,241	162,042	174,166	115,005	65,410	54,667	64,516	84,894	107,757	-	-	\$ 1,111,503

Monthly Revenue - Five Year Trend

TOT Budget to Actual Comparison TOT Cumulative Revenue by Fiscal Year - Five Year Trend

2024/25 TOT	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL
Original Budget 2024/25	\$ 842,438	\$ 881,211	\$ 1,078,099	\$ 1,053,491	\$ 703,322	\$ 430,054	\$ 319,391	\$ 425,499	\$ 514,646	\$ 725,661	\$ 981,467	\$ 830,321	\$ 8,785,600
Actual Collections	772,832	925,446	972,255	1,044,996	690,027	392,462	328,001	387,093	509,362	646,544	-	-	\$ 6,669,019
Variance - Actual/Budget	\$ (69,606)	\$ 44,235	\$ (105,844)	\$ (8,495)	\$ (13,294)	\$ (37,592)	\$ 8,610	\$ (38,406)	\$ (5,284)	\$ (79,117)	\$ (981,467)	\$ (830,321)	75.9%

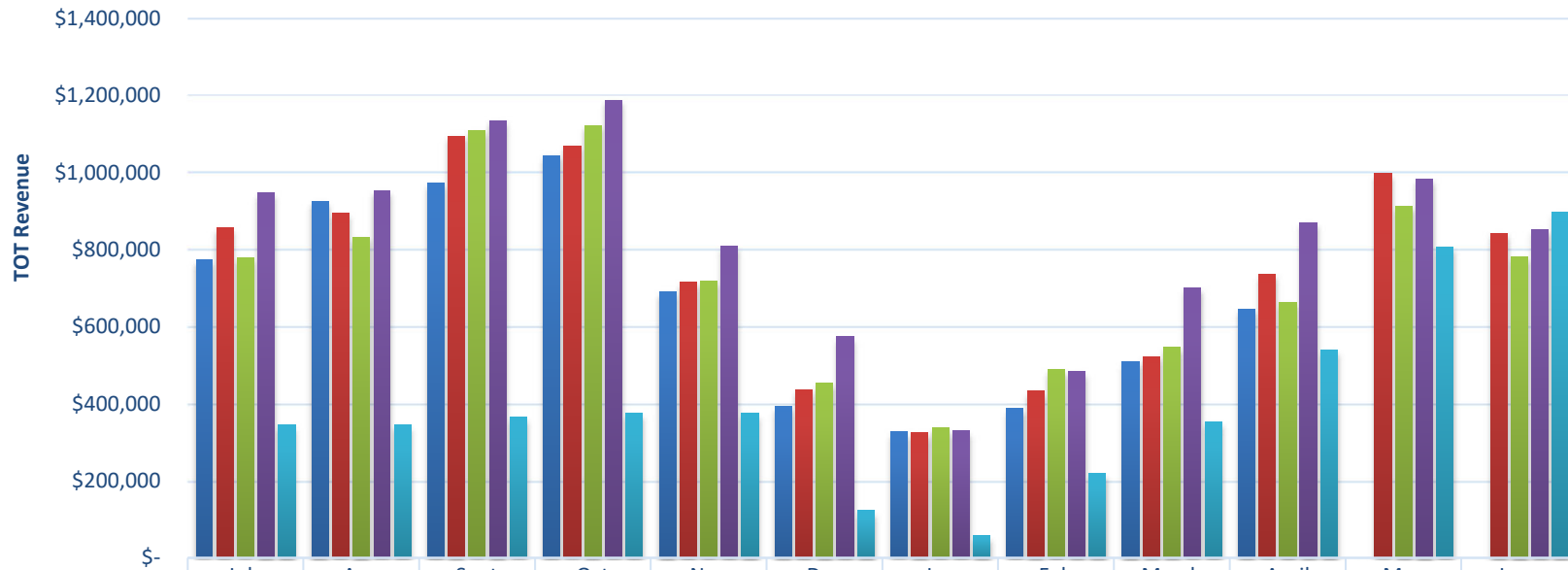
Current Year to Prior Year Variance Analysis

2023/24 Actual TOT	855,773	895,160	1,095,165	1,070,167	714,455	436,862	324,447	432,235	522,793	737,148	997,003	843,464	\$ 8,924,671
Increase/(Decrease) \$	(82,941)	30,286	(122,910)	(25,171)	(24,428)	(44,400)	3,554	(45,141)	(13,431)	(90,603)	(997,003)	(843,464)	(2,255,653)
%	-9.7%	3.4%	-11.2%	-2.4%	-3.4%	-10.2%	1.1%	-10.4%	-2.6%	-12.3%	-100.0%	-100.0%	-25.3%

Ten Year History

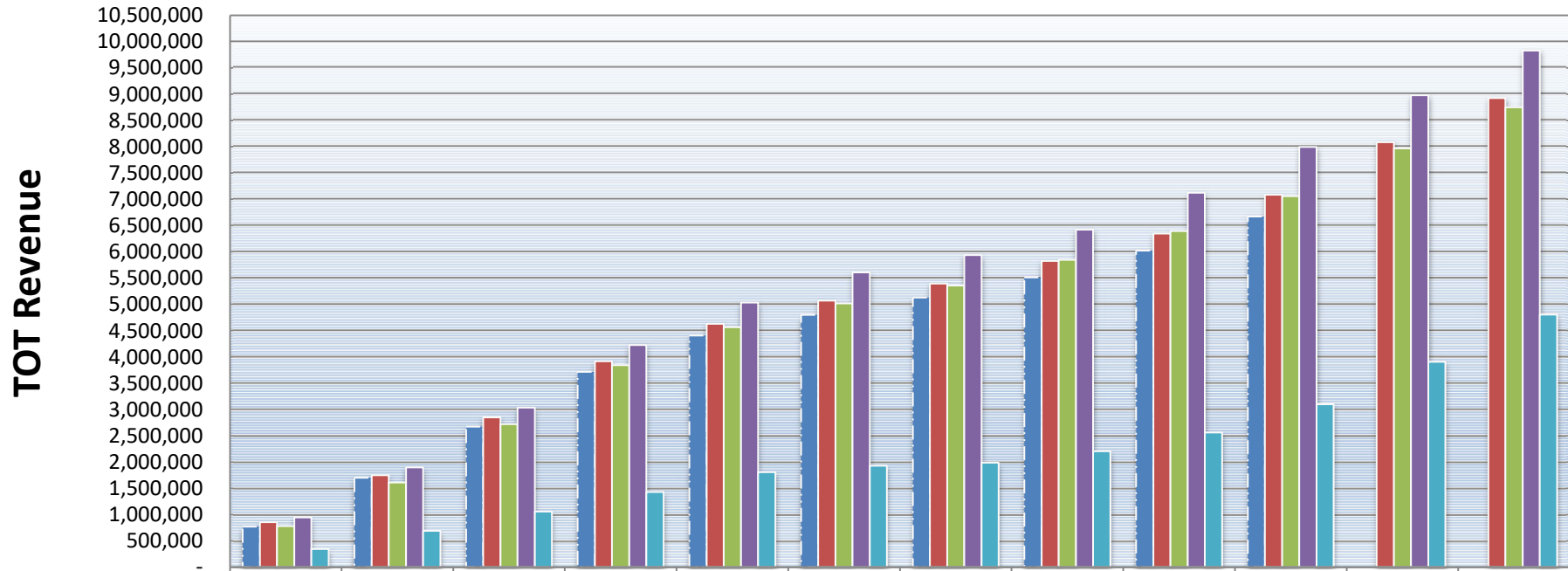
Fiscal Year	Rooms	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL
2024/25	453	772,832	925,446	972,255	1,044,996	690,027	392,462	328,001	387,093	509,362	646,544	-	-	\$ 6,669,019
2023/24	453	855,773	895,160	1,095,165	1,070,167	714,455	436,862	324,447	432,235	522,793	737,148	997,003	843,464	\$ 8,924,671
2022/23	453	779,468	832,670	1,109,112	1,121,807	719,718	454,235	339,081	490,016	546,915	663,770	912,098	781,699	\$ 8,750,591
2021/22	455	947,120	952,587	1,134,593	1,188,125	809,484	573,336	329,768	483,268	701,890	870,605	984,191	852,562	\$ 9,827,529
2020/21	455	344,302	345,041	365,352	375,807	375,054	122,282	58,308	220,130	354,062	540,210	807,824	898,634	\$ 4,807,007
2019/20	455	719,714	920,587	922,835	919,866	598,689	404,638	347,991	440,720	187,488	612	5,788	199,896	\$ 5,668,824
2018/19	452	720,753	682,777	841,075	962,598	584,945	383,294	341,628	422,158	536,088	552,919	812,524	686,608	\$ 7,527,368
2017/18	451	735,606	730,944	889,317	425,659	437,229	332,093	267,375	352,716	414,736	503,165	662,843	585,830	\$ 6,337,514
2016/17	452	731,507	713,745	855,968	893,468	568,183	374,599	311,064	343,359	460,793	561,994	687,664	652,411	\$ 7,154,754
2015/16	452	665,840	653,887	740,414	807,611	525,871	345,567	326,673	387,258	452,263	585,475	658,965	658,707	\$ 6,808,531
10 year average		\$ 727,292	\$ 765,284	\$ 892,609	\$ 881,010	\$ 602,365	\$ 381,937	\$ 297,434	\$ 395,895	\$ 468,639	\$ 566,244	\$ 652,890	\$ 615,981	

Town of Yountville
TOT Monthly Totals - 5 Year Trend
2024/2025 - 2023/24 - 2022/23 - 2021/22 - 2020/21



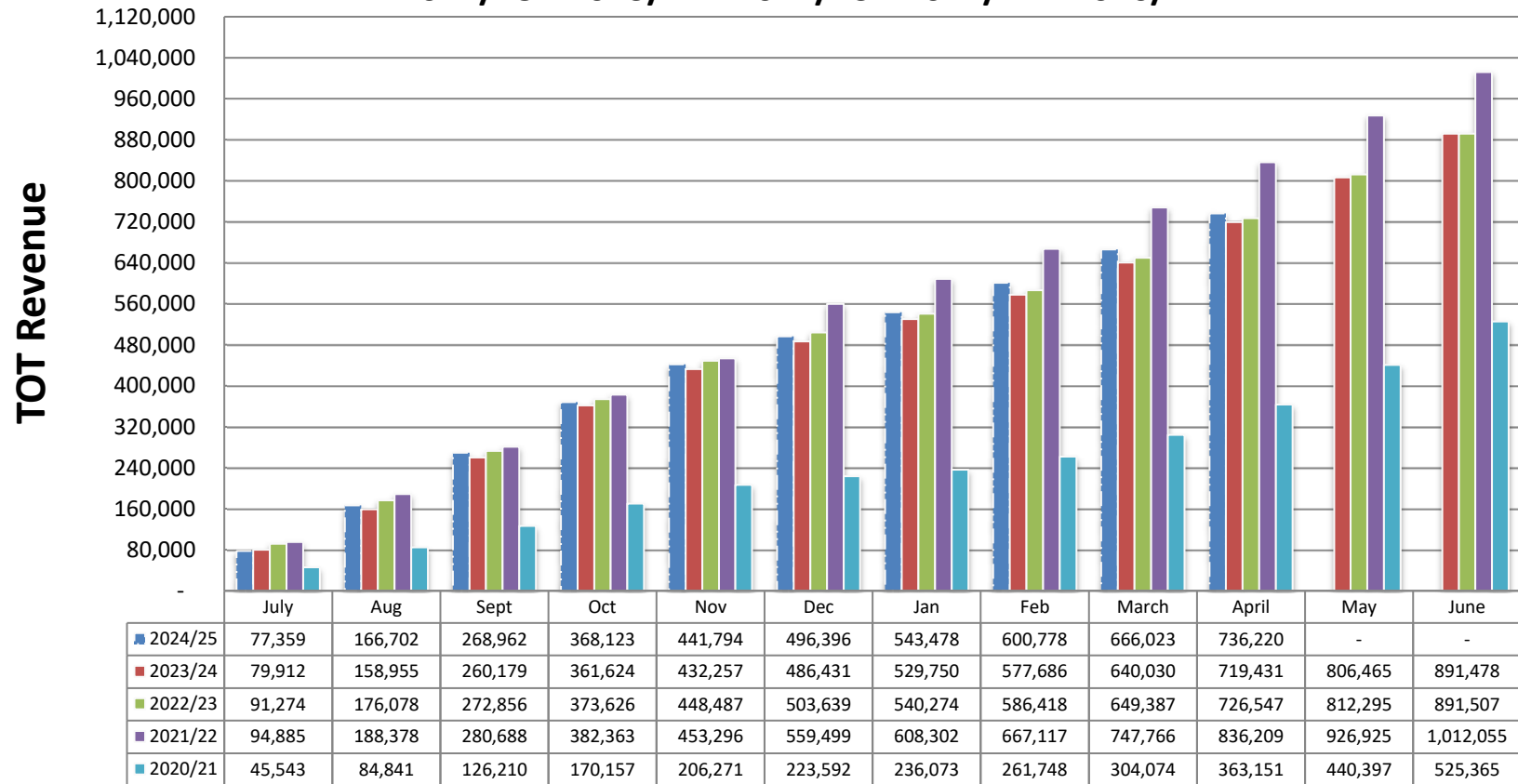
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
2024/25	772,832	925,446	972,255	1,044,99	690,027	392,462	328,001	387,093	509,362	646,544	-	-
2023/24	855,773	895,160	1,095,16	1,070,16	714,455	436,862	324,447	432,235	522,793	737,148	997,003	843,464
2022/23	779,468	832,670	1,109,11	1,121,80	719,718	454,235	339,081	490,016	546,915	663,770	912,098	781,699
2021/22	947,120	952,587	1,134,59	1,188,12	809,484	573,336	329,768	483,268	701,890	870,605	984,191	852,562
2020/21	344,302	345,041	365,352	375,807	375,054	122,282	58,308	220,130	354,062	540,210	807,824	898,634

Town of Yountville
TOT Cumulative Totals - Aggregate - 5 Year Trend
2024/25 - 2023/24 - 2022/23 - 2021/22 - 2020/21



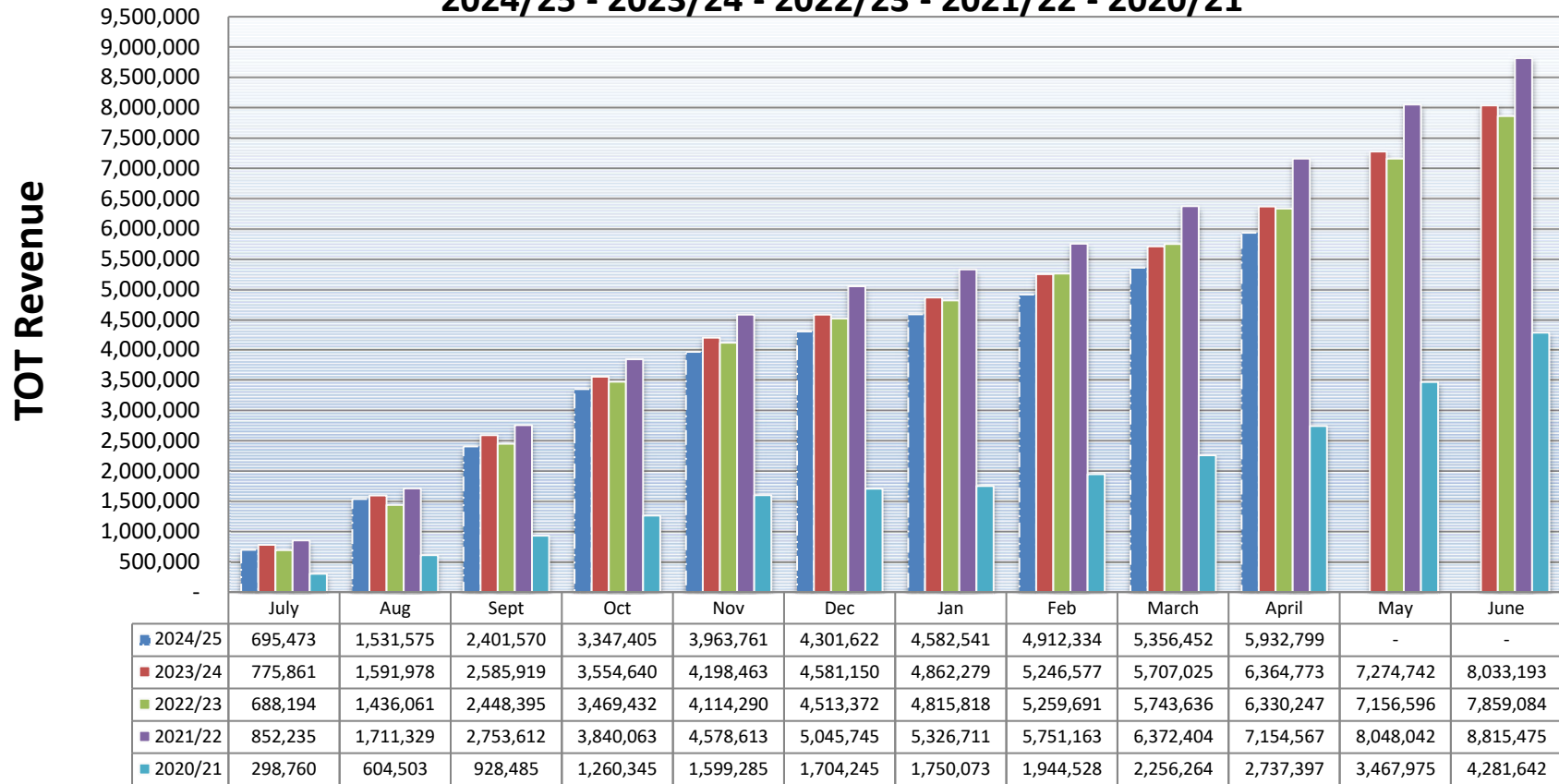
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
■ 2024/25	772,832	1,698,278	2,670,532	3,715,528	4,405,555	4,798,018	5,126,019	5,513,112	6,022,474	6,669,019	-	-
■ 2023/24	855,773	1,750,933	2,846,097	3,916,264	4,630,720	5,067,582	5,392,028	5,824,263	6,347,056	7,084,203	8,081,207	8,924,671
■ 2022/23	779,468	1,612,138	2,721,251	3,843,058	4,562,776	5,017,011	5,356,093	5,846,108	6,393,023	7,056,793	7,968,891	8,750,591
■ 2021/22	947,120	1,899,708	3,034,301	4,222,425	5,031,909	5,605,245	5,935,013	6,418,281	7,120,171	7,990,776	8,974,967	9,827,529
■ 2020/21	344,302	689,343	1,054,695	1,430,502	1,805,556	1,927,837	1,986,146	2,206,276	2,560,338	3,100,548	3,908,372	4,807,007

Town of Yountville
TOT Cumulative Totals - Small Hotels* - 5 Year Trend
2024/25 - 2023/24 - 2022/23 - 2021/22 - 2020/21



* Small hotels are defined as under 50 rooms (Total rooms included = 62)

Town of Yountville
TOT Cumulative Totals - Large Hotels* - 5 Year Trend
2024/25 - 2023/24 - 2022/23 - 2021/22 - 2020/21

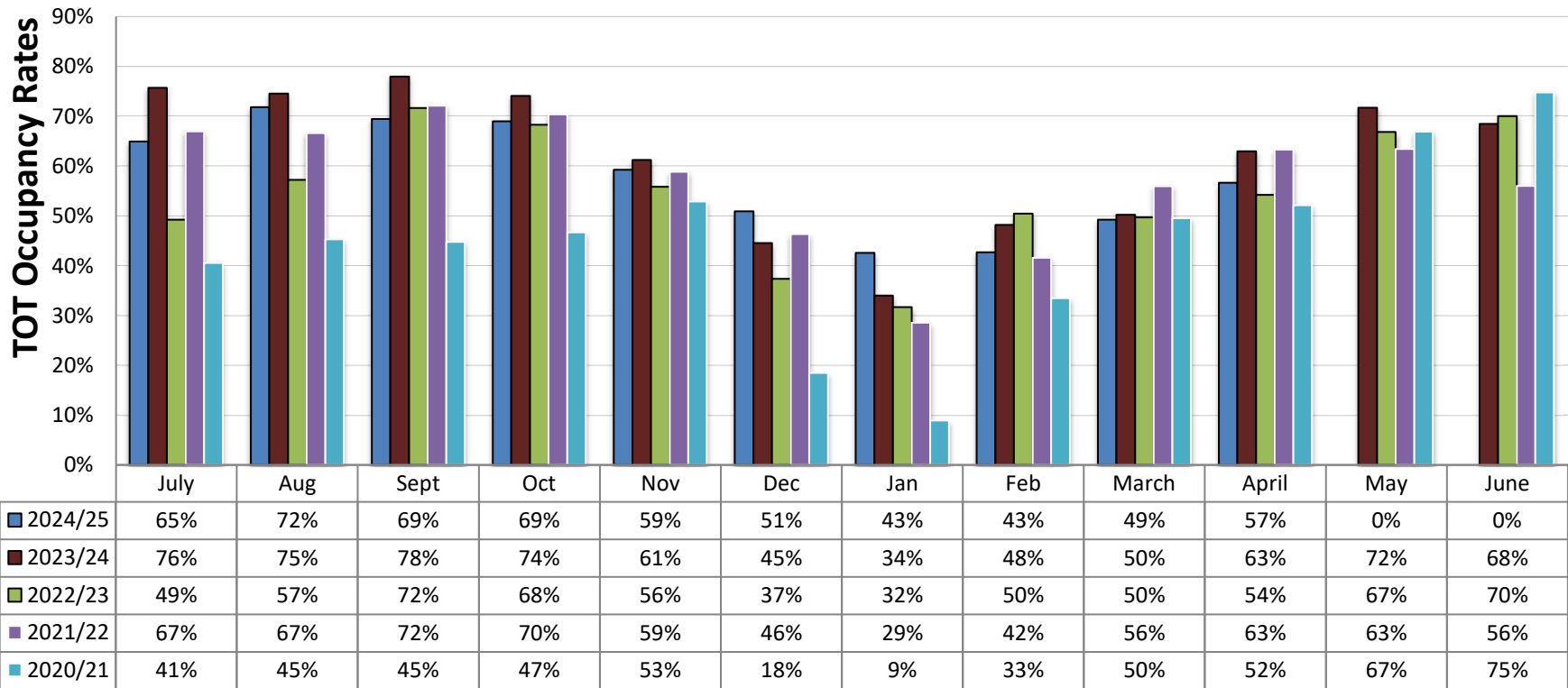


* Large hotels are defined as 50 or more rooms (Total rooms included = 391)

Town of Yountville

TOT Monthly Occupancy Rates - Aggregate - 5 Year Trend

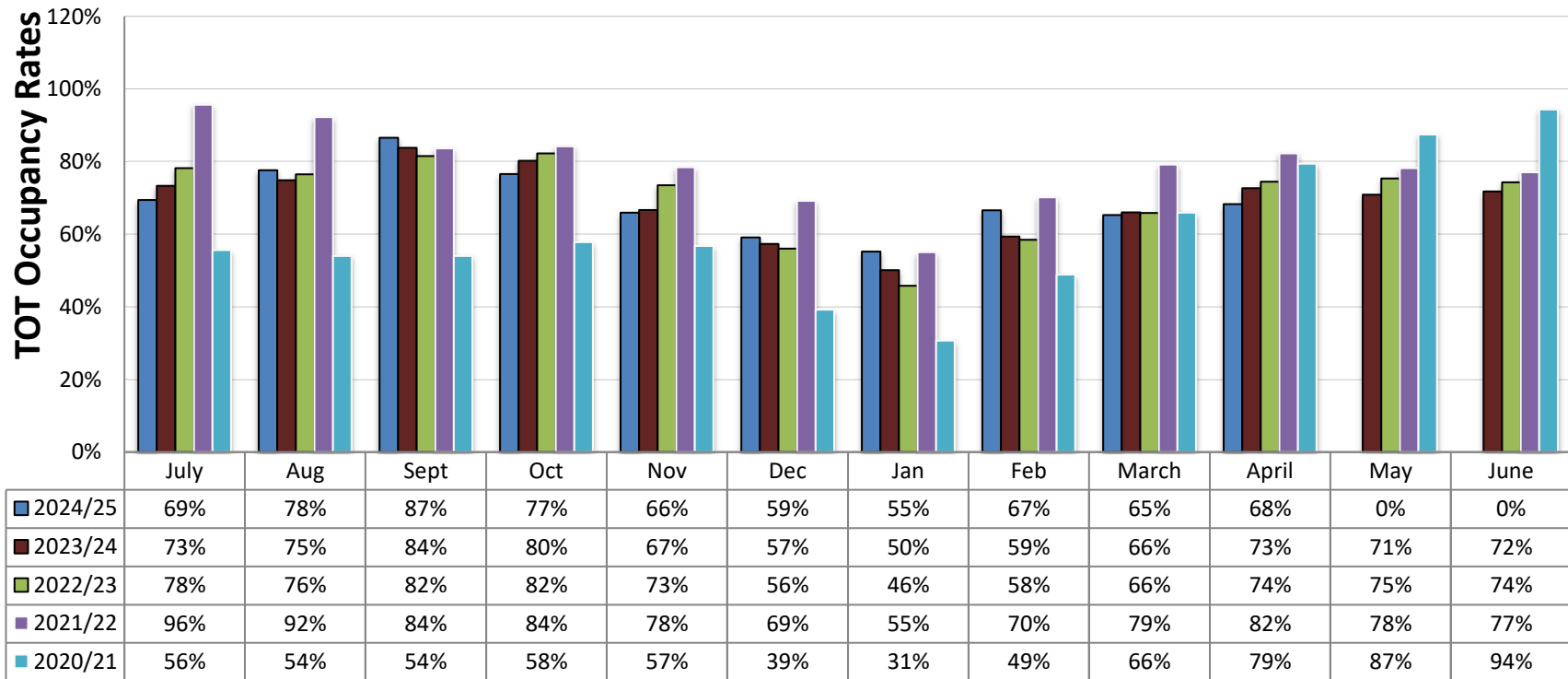
2024/25 - 2023/24 - 2022/23 - 2021/22 - 2020/21



Town of Yountville

TOT Monthly Occupancy Rates - Small Hotels* - 5 Year Trend

2024/25 - 2023/24 - 2022/23 - 2021/22 - 2020/21

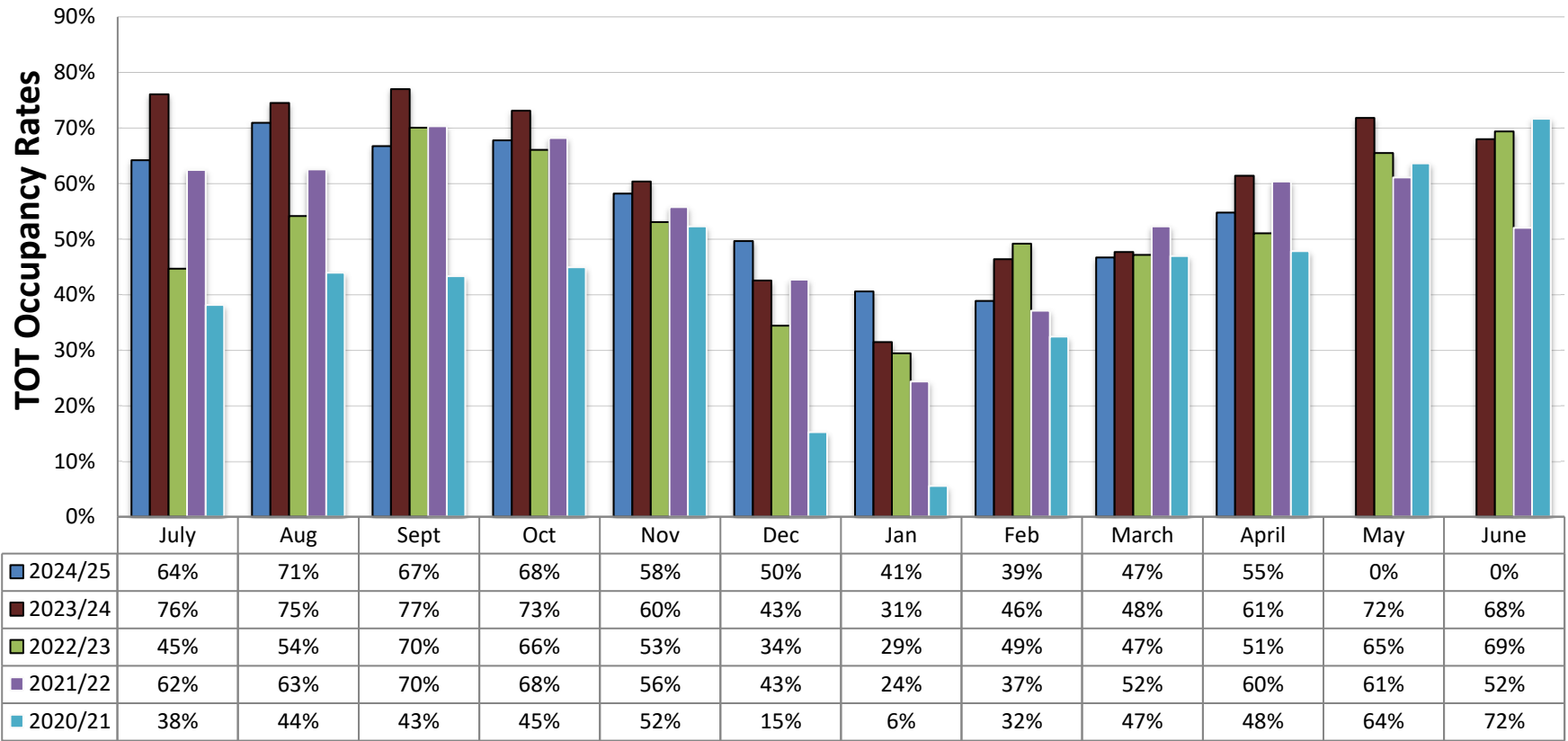


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Town of Yountville

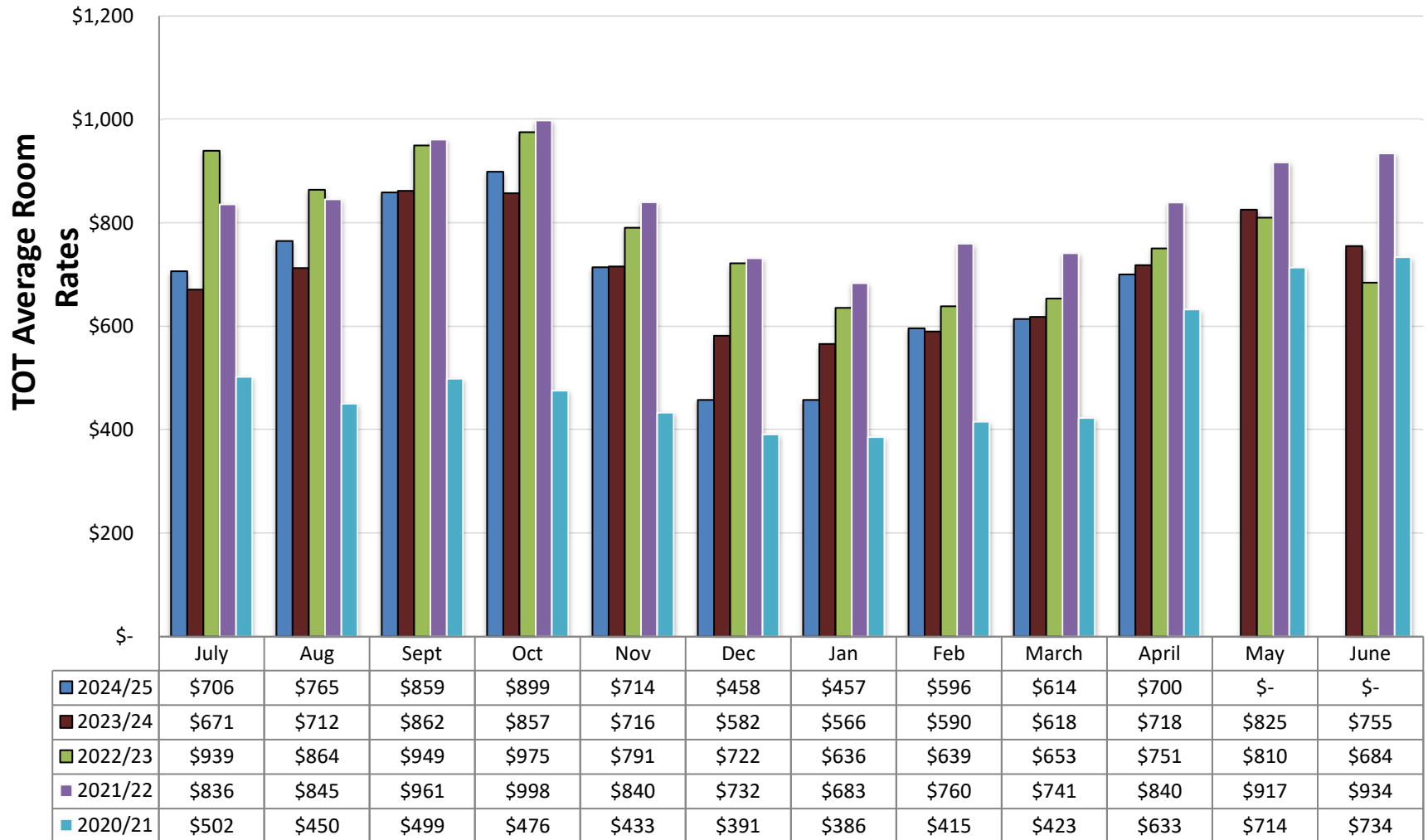
TOT Monthly Occupancy Rates - Large Hotels* - 5 Year Trend

2024/25 - 2023/24 - 2022/23 - 2021/22 - 2020/21



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Town of Yountville
TOT Room Rates - Aggregate - 5 Year Trend
2024/25 - 2023/24 - 2022/23 - 2021/22 - 2020/21

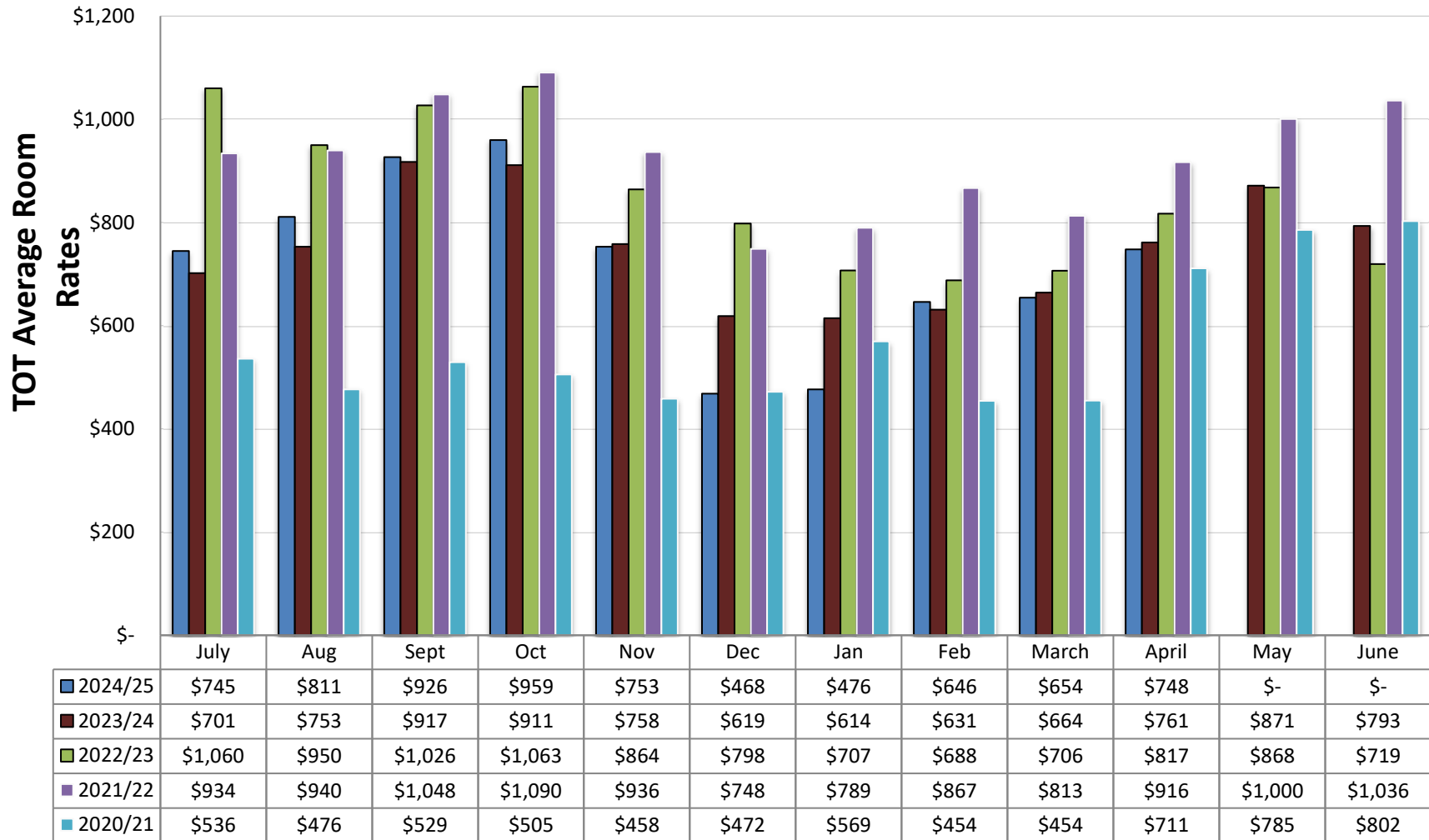


Town of Yountville
TOT Room Rates - Small Hotels* - 5 Year Trend
2024/25 - 2023/24 - 2022/23- 2021/22 - 2020/21



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Town of Yountville
TOT Room Rates - Large Hotels* - 5 Year Trend
2024/25 - 2023/24 - 2022/23 - 2021/22 - 2020/21



* Large hotels are defined as 50 or more rooms (Total rooms included = 391)

TOWN OF YOUNTVILLE
TRANSIENT OCCUPANCY TAX REVENUE SUMMARY
Collections through April 2025

Fiscal Year	Rooms	JULY	AUG	JUL-AUG	%	SEPT	OCT	SEPT-OCT	%	NOV	DEC	NOV-DEC	%	JAN	FEB	JAN-FEB	%	MAR	APR	MAR-APR	%	MAY	JUNE	MAY-JUNE	%	TOTALS	%
PERIOD TOTALS																											
2024/25	453	\$ 772,832	\$ 925,446	\$ 1,698,278	-3.0	\$ 972,255	\$ 1,044,996	\$ 2,017,250	-6.8	\$ 690,027	\$ 392,462	\$ 1,082,490	-6.0	\$ 328,001	\$ 387,093	\$ 715,094	-5.5	\$ 509,362	\$ 646,544	\$ 1,155,907	-8.3	\$ -	\$ -	\$ -	-100.0	\$ 6,669,019	-25.3
2023/24	453	\$ 855,773	\$ 895,160	\$ 1,750,933	8.6	\$ 1,095,165	\$ 1,070,167	\$ 2,165,332	-2.9	\$ 714,455	\$ 436,862	\$ 1,151,317	-1.9	\$ 324,447	\$ 432,235	\$ 756,681	-8.7	\$ 522,793	\$ 737,148	\$ 1,259,940	4.1	\$ 997,003	\$ 843,464	\$ 1,840,468	8.7	\$ 8,924,671	2.0
2022/23	453	\$ 779,468	\$ 832,670	\$ 1,612,138	-15.1	\$ 1,109,112	\$ 1,121,807	\$ 2,230,920	-4.0	\$ 719,718	\$ 454,235	\$ 1,173,953	-15.1	\$ 339,081	\$ 490,016	\$ 829,097	2.0	\$ 546,915	\$ 663,770	\$ 1,210,685	-23.0	\$ 912,098	\$ 781,699	\$ 1,693,797	-7.8	\$ 8,750,591	-11.0
2021/22	455	\$ 947,120	\$ 952,587	\$ 1,899,708	175.6	\$ 1,134,593	\$ 1,188,125	\$ 2,322,718	213.4	\$ 809,484	\$ 573,336	\$ 1,382,819	178.0	\$ 329,768	\$ 483,268	\$ 813,036	192.0	\$ 701,890	\$ 870,605	\$ 1,572,495	75.8	\$ 984,191	\$ 852,562	\$ 1,836,754	7.6	\$ 9,827,529	104.4
2020/21	455	\$ 344,302	\$ 345,041	\$ 689,343	-58.0	\$ 365,352	\$ 375,807	\$ 741,159	-59.8	\$ 375,054	\$ 122,282	\$ 497,335	-50.4	\$ 58,308	\$ 220,130	\$ 278,438	-64.7	\$ 354,062	\$ 540,210	\$ 894,272	375.4	\$ 807,824	\$ 898,634	\$ 1,706,459	729.7	\$ 4,807,007	-15.2
2019/20	455	\$ 719,714	\$ 920,587	\$ 1,640,301	16.9	\$ 922,835	\$ 919,866	\$ 1,842,701	2.2	\$ 598,689	\$ 404,638	\$ 1,003,327	3.6	\$ 347,991	\$ 440,720	\$ 788,711	3.3	\$ 187,488	\$ 612	\$ 188,100	-82.7	\$ 5,788	\$ 199,896	\$ 205,684	-86.3	\$ 5,668,824	-24.7
2018/19	452	\$ 720,753	\$ 682,777	\$ 1,403,531	-4.3	\$ 841,075	\$ 962,598	\$ 1,803,672	37.2	\$ 584,945	\$ 383,294	\$ 968,239	25.9	\$ 341,628	\$ 422,158	\$ 763,786	23.2	\$ 536,088	\$ 552,919	\$ 1,089,007	18.6	\$ 812,524	\$ 686,608	\$ 1,499,132	20.1	\$ 7,527,368	18.8
2017/18	450	\$ 735,606	\$ 730,944	\$ 1,466,550	1.5	\$ 889,317	\$ 425,659	\$ 1,314,976	-24.8	\$ 437,229	\$ 332,093	\$ 769,322	-18.4	\$ 267,375	\$ 352,716	\$ 620,091	-5.2	\$ 414,736	\$ 503,165	\$ 917,901	-10.3	\$ 662,843	\$ 585,830	\$ 1,248,674	-6.8	\$ 6,337,514	-11.4
2016/17	451	\$ 731,507	\$ 713,745	\$ 1,445,252	9.5	\$ 855,968	\$ 893,468	\$ 1,749,436	13.0	\$ 568,183	\$ 374,599	\$ 942,781	8.2	\$ 311,064	\$ 343,359	\$ 654,423	-8.3	\$ 460,793	\$ 561,994	\$ 1,022,787	-1.4	\$ 687,664	\$ 652,411	\$ 1,340,074	1.7	\$ 7,154,754	5.1
2015/16	451	\$ 665,840	\$ 653,887	\$ 1,319,727	-1.0	\$ 740,414	\$ 807,611	\$ 1,548,025	1.9	\$ 525,871	\$ 345,567	\$ 871,438	4.1	\$ 326,673	\$ 387,258	\$ 713,931	7.9	\$ 452,263	\$ 585,475	\$ 1,037,738	9.2	\$ 658,965	\$ 658,707	\$ 1,317,672	5.4	\$ 6,808,531	3.9
2014/15	451	\$ 668,512	\$ 664,853	\$ 1,333,365	3.0	\$ 729,794	\$ 788,766	\$ 1,518,560	8.5	\$ 511,295	\$ 325,883	\$ 837,178	2.9	\$ 318,062	\$ 343,382	\$ 661,444	9.2	\$ 416,773	\$ 533,590	\$ 950,363	2.2	\$ 642,733	\$ 607,671	\$ 1,250,403	2.6	\$ 6,551,314	4.6
2013/14	450	\$ 627,087	\$ 667,485	\$ 1,294,572	16.1	\$ 679,638	\$ 719,648	\$ 1,399,286	7.7	\$ 493,483	\$ 320,092	\$ 813,575	17.4	\$ 285,463	\$ 320,120	\$ 605,583	7.9	\$ 412,894	\$ 516,892	\$ 929,787	9.2	\$ 610,197	\$ 608,477	\$ 1,218,674	9.0	\$ 6,261,477	11.1
2012/13	450	\$ 537,584	\$ 577,356	\$ 1,114,940	10.1	\$ 639,904	\$ 659,234	\$ 1,299,139	8.7	\$ 416,402	\$ 276,395	\$ 692,796	17.0	\$ 254,732	\$ 306,685	\$ 561,417	16.0	\$ 381,749	\$ 469,658	\$ 851,407	21.8	\$ 560,323	\$ 558,176	\$ 1,118,499	10.3	\$ 5,638,198	12.8
2011/12	450	\$ 484,997	\$ 527,867	\$ 1,012,865	32.0	\$ 591,059	\$ 604,173	\$ 1,195,232	32.4	\$ 352,364	\$ 239,559	\$ 591,922	32.4	\$ 203,253	\$ 280,708	\$ 483,961	24.2	\$ 334,474	\$ 364,659	\$ 699,133	11.7	\$ 485,037	\$ 528,749	\$ 1,013,785	15.5	\$ 4,996,899	24.6
2010/11	422	\$ 371,481	\$ 396,079	\$ 767,560	16.3	\$ 429,133	\$ 473,595	\$ 902,728	15.2	\$ 269,918	\$ 177,070	\$ 446,988	13.0	\$ 173,425	\$ 216,225	\$ 389,650	23.7	\$ 274,425	\$ 351,662	\$ 626,087	24.0	\$ 434,913	\$ 442,516	\$ 877,429	27.6	\$ 4,010,442	19.8
2009/10	422			\$ 660,250	-8.9			\$ 783,611	-0.8			\$ 395,670	11.7	\$ 142,687		\$ 315,035	8.1	\$ 231,022		\$ 504,783	26.9	\$ 340,416	\$ 347,330	\$ 687,746	16.3	\$ 3,347,095	6.3
2008/09	402			\$ 724,636	3.7			\$ 790,292	2.3			\$ 354,171	-12.7			\$ 291,328	-7.6			\$ 397,929	-19.3			\$ 591,501	-15.0	\$ 3,149,857	-6.9
2007/08	345			\$ 698,589	4.0			\$ 772,878	2.5			\$ 405,489	2.4			\$ 315,408	-0.6			\$ 493,033	7.7			\$ 696,280	12.4	\$ 3,381,677	5.1
2006/07	345			\$ 671,683	10.8			\$ 753,975	7.7			\$ 396,124	2.9			\$ 317,347	8.9			\$ 457,758	-0.5			\$ 619,685	1.3	\$ 3,216,573	5.3
2005/06	345			\$ 606,037	7.4			\$ 699,918	7.9			\$ 384,836	16.2			\$ 291,493	2.7			\$ 460,016	4.5			\$ 611,460	6.4	\$ 3,053,759	7.4
2004/05	345			\$ 564,149	19.1			\$ 648,373	26.4			\$ 331,176	17.8			\$ 283,943	4.9			\$ 440,109	16.5			\$ 574,738	16.1	\$ 2,842,489	17.9
2003/04	345			\$ 473,479	6.2			\$ 512,907	4.2			\$ 281,174	16.2			\$ 270,736	38.5			\$ 377,722	28.4			\$ 495,079	17.8	\$ 2,411,097	15.4
2002/03	345			\$ 445,719	8.2			\$ 492,332	20.2			\$ 242,017	-4.5			\$ 195,504	2.7			\$ 294,067	-10.0			\$ 420,403	5.9	\$ 2,090,041	5.1
2001/02	345			\$ 411,979	-1.8			\$ 409,573	-16.1			\$ 253,548	-13.1			\$ 190,300	-12.9			\$ 326,773	8.8			\$ 396,959	-0.6	\$ 1,989,132	-6.1
2000/01	345			\$ 419,370	9.8			\$ 488,110	12.9			\$ 291,885	19.8			\$ 218,384	4.6			\$ 300,330	-3.9			\$ 399,234	5.9	\$ 2,117,313	8.3
1999/00	345			\$ 381,792	71.9			\$ 432,242	63.9			\$ 243,669	34.8			\$ 208,712	25.7			\$ 312,647	27.1			\$ 376,821	11.9	\$ 1,955,884	38.2
1998/99	341			\$ 222,063	27.5			\$ 263,691	49.4			\$ 180,736	54.8			\$ 166,106	73.0			\$ 246,002	88.3			\$ 336,756	84.9	\$ 1,415,353	61.5
1997/98	229			\$ 174,135	9.3			\$ 176,502	7.1			\$ 116,785	7.0			\$ 96,033	20.4			\$ 130,675	11.7			\$ 182,175	18.1	\$ 876,304	11.7
1996/97	173			\$ 159,271	17.9			\$ 164,737	17.8			\$ 109,114	17.8			\$ 79,778	8.3			\$ 116,988	6.5			\$ 154,301	6.1	\$ 784,189	12.6
1995/96	173			\$ 135,069	9.5			\$ 139,888	9.2			\$ 92,641	12.2			\$ 73,683	27.7			\$ 109,846	18.9			\$ 145,483	20.7	\$ 696,610	15.2
1994/95	173			\$ 123,370	4.2			\$ 128,063	9.9			\$ 82,576	14.6			\$ 57,710	-5.9			\$ 92,388	8.6			\$ 120,539	9.7	\$ 604,646	7.4
1993/94	173			\$ 118,393	-2.8			\$ 116,510	2.2			\$ 72,059	7.9			\$ 61,316	0.8			\$ 85,081	3.1			\$ 109,866	2.3	\$ 563,225	1.8
1992/93	173			\$ 121,838	4.4			\$ 113,954	-0.5			\$ 66,780	-9.2			\$ 60,820	5.4			\$ 82,483	8.1			\$ 107,411	1.7	\$ 553,286	1.6
1991/92	173			\$ 116,756				\$ 114,486				\$ 73,566				\$ 57,693				\$ 76,276				\$ 105,577		\$ 544,354	
YTD TOTALS																											
2024/25	453	\$ 772,832	\$ 925,446	\$ 1,698,278	-3.0	\$ 972,255	\$ 1,044,996	\$ 3,715,528	-5.1	\$ 690,027	\$ 392,462	\$ 4,798,018	-5.3	\$ 328,001	\$ 387,093	\$ 5,513,112	-5.3	\$ 509,362	\$ 646,544	\$ 6,669,019	-5.9	\$ -	\$ -	\$ 6,669,019	-25.3	\$ 6,669,019	-25.3
2023/24	453	\$ 855,773	\$ 895,160	\$ 1,750,933	8.6	\$ 1,095,165	\$ 1,070,167	\$ 3,916,264	1.9	\$ 714,455	\$ 436,862	\$ 5,067,582	1.0	\$ 324,447	\$ 432,235	\$ 5,824,263	-0.4	\$ 522,793	\$ 737,148	\$ 7,084,293	-0.4	\$ 997,003	\$ 843,464	\$ 8,9,			

TOWN OF YOUNTVILLE
OCCUPANCY RATES SUMMARY
Collections through April 2025

Fiscal Year	Rooms	JULY	AUG	JUL-AUG	%	SEPT	OCT	SEPT-OCT	%	NOV	DEC	NOV-DEC	%	JAN	FEB	JAN-FEB	%	MAR	APR	MAR-APR	%	MAY	JUN	MAY-JUN	%	TOTALS	%
PERIOD TOTALS																											
2024/25	453	64.9%	71.8%	68.4%	-9.0	69.4%	69.0%	69.2%	-9.0	59.2%	50.9%	55.1%	4.1	42.6%	42.7%	42.6%	3.7	49.2%	56.6%	52.9%	-6.4	0.0%	0.0%	0.0%	-100.0	48.0%	-22.5
2023/24	453	75.7%	74.6%	75.1%	41.1	77.9%	74.1%	76.0%	8.7	61.2%	44.6%	52.9%	13.5	34.0%	48.2%	41.1%	0.1	50.2%	62.9%	56.6%	8.9	71.7%	68.5%	70.1%	2.4	62.0%	12.2
2022/23	453	49.2%	57.2%	53.2%	-20.3	71.6%	68.3%	69.9%	-1.8	55.8%	37.4%	46.6%	-11.4	31.7%	50.4%	41.0%	17.1	49.7%	54.2%	51.9%	-12.9	66.8%	70.0%	68.4%	14.8	55.2%	-4.0
2021/22	455	67.0%	66.6%	66.8%	55.7	72.1%	70.3%	71.2%	55.8	58.8%	46.3%	52.6%	47.3	28.5%	41.6%	35.1%	65.3	55.9%	63.3%	59.6%	17.3	63.4%	55.7%	59.6%	-15.8	57.5%	29.2
2020/21	455	40.5%	45.3%	42.9%	-46.1	44.7%	46.7%	45.7%	-43.1	52.9%	18.5%	35.7%	-41.5	8.9%	33.5%	21.2%	-58.9	49.5%	52.1%	50.8%	338.3	66.9%	74.8%	70.8%	404.6	44.5%	-10.4
2019/20	455	73.5%	85.7%	79.6%	14.2	83.2%	77.4%	80.3%	1.1	66.8%	55.1%	61.0%	-9.1	45.4%	57.9%	51.6%	-16.4	23.2%	0.0%	11.6%	-83.3	2.9%	25.2%	14.0%	-81.1	49.7%	-29.3
2018/19	452	69.6%	69.7%	69.7%	-14.1	78.4%	80.5%	79.5%	16.6	70.6%	63.5%	67.0%	22.9	54.3%	69.1%	61.7%	20.8	71.7%	67.1%	69.4%	14.6	77.0%	71.9%	74.4%	12.8	70.3%	10.6
2017/18	450	75.7%	86.5%	81.1%	-4.9	89.7%	46.7%	68.2%	-24.2	59.1%	50.0%	54.6%	-19.9	43.4%	58.8%	51.1%	-13.2	58.8%	62.3%	60.6%	-19.2	69.0%	63.0%	66.0%	-14.0	63.6%	-16.0
2016/17	451	86.6%	83.9%	85.3%	7.9	89.8%	90.2%	90.0%	8.6	75.9%	60.3%	68.1%	-2.9	54.7%	63.1%	58.9%	-11.3	70.7%	79.2%	75.0%	1.6	73.3%	80.2%	76.7%	-8.5	75.7%	-0.5
2015/16	451	79.6%	78.5%	79.1%	-6.8	80.3%	85.5%	82.9%	-2.8	77.1%	63.2%	70.1%	8.4	61.0%	71.8%	66.4%	3.8	71.8%	75.8%	73.8%	1.0	83.6%	84.1%	83.9%	7.6	76.0%	1.4
2014/15	451	88.1%	81.6%	84.9%	-4.6	84.4%	86.2%	85.3%	-3.9	70.6%	58.8%	64.7%	-6.3	59.4%	68.5%	64.0%	-2.0	67.9%	78.3%	73.1%	-5.5	77.9%	77.9%	77.9%	-6.9	75.0%	-4.9
2013/14	450	88.6%	89.3%	88.9%	7.9	88.3%	89.2%	88.7%	3.0	76.2%	62.0%	69.1%	6.6	59.9%	70.6%	65.2%	-0.1	74.8%	79.9%	77.3%	3.3	82.8%	84.6%	83.7%	0.5	78.8%	3.5
2012/13	450	81.9%	82.9%	82.4%	4.2	87.2%	85.1%	86.1%	3.8	72.6%	56.9%	64.8%	8.3	58.3%	72.3%	65.3%	9.4	70.6%	79.1%	74.9%	11.0	81.4%	85.2%	83.3%	3.7	76.1%	6.4
2011/12	450	77.6%	80.6%	79.1%	7.5	83.9%	82.0%	83.0%	8.3	65.4%	54.2%	59.8%	10.2	51.1%	68.3%	59.7%	9.7	67.6%	67.3%	67.4%	0.1	78.0%	82.7%	80.3%	1.3	71.6%	5.9
2010/11	422	73.5%	73.6%	73.6%	-8.5	74.4%	78.7%	76.6%	-4.7	59.5%	49.1%	54.3%	-4.4	48.2%	60.6%	54.4%	8.1	64.3%	70.4%	67.4%	2.1	78.4%	80.2%	79.3%	10.6	67.6%	0.0
2009/10	422			80.4%	-9.5			80.3%	-8.1			56.8%	-0.2	45.5%	55.2%	50.4%	-2.4	64.5%	67.4%	66.0%	-2.8	71.0%	72.3%	71.7%	-14.5	67.6%	-7.1
2008/09	402			88.8%	5.0			87.3%	-2.6			56.9%	-7.2			51.6%	-8.7			67.9%	-10.5			83.8%	-2.0	72.7%	-3.8
2007/08	345			84.6%	-2.8			89.7%	-2.7			61.3%	-4.7			56.5%	-5.3			75.9%	4.2			85.5%	7.6	75.6%	-0.4
2006/07	345			87.0%	5.0			92.1%	3.2			64.3%	-0.6			59.7%	2.4			72.8%	-4.2			79.5%	-4.2	75.9%	0.3
2005/06	345			82.9%	6.3			89.3%	4.1			64.7%	9.1			58.3%	-0.1			76.0%	1.3			83.0%	3.5	75.7%	3.8
2004/05	345			78.0%	-6.2			85.7%	-1.3			59.3%	-4.9			58.3%	1.0			75.1%	12.4			80.2%	8.2	72.9%	1.2
2003/04	345			83.1%	4.4			86.8%	5.0			62.4%	15.1			57.8%	14.7			66.8%	0.0			74.1%	-6.8	72.1%	4.5
2002/03	345			79.7%	3.2			82.6%	12.5			54.2%	-4.1			50.4%	1.1			66.8%	-3.0			79.5%	6.9	69.0%	3.2
2001/02	345			77.2%	-7.1			73.5%	-19.0			56.5%	-10.4			49.8%	-10.6			68.9%	3.5			74.4%	-3.6	66.8%	-8.0
2000/01	345			83.1%	-1.1			90.7%	1.4			63.0%	7.0			55.7%	-1.6			66.5%	-7.9			77.2%	-3.3	72.6%	-1.2
1999/00	345			84.0%	-4.0			89.4%	2.4			58.9%	17.2			56.6%	9.9			72.2%	11.7			79.8%	1.9	73.5%	7.9
1998/99	341			87.5%	-4.8			87.3%	-8.4			50.3%	-27.1			51.5%	-18.1			64.6%	-17.6			78.3%	-5.9	68.1%	-15.1
1997/98	229			91.9%	2.7			95.3%	-0.8			69.0%	3.0			62.9%	8.8			78.4%	8.9			83.3%	-4.1	80.3%	2.4
1996/97	173			89.5%	1.9			96.0%	2.0			67.0%	1.4			57.8%	1.4			72.0%	-1.8			86.8%	-0.4	78.4%	0.9
1995/96	173			87.9%	1.8			94.1%	4.1			66.1%	3.7			57.0%	14.3			73.3%	7.4			87.1%	8.4	77.7%	6.0
1994/95	173			86.3%	0.2			90.4%	1.7			63.7%	10.4			49.9%	-7.0			68.3%	2.1			80.4%	0.4	73.3%	1.4
1993/94	173			86.1%	-3.0			88.9%	-0.6			57.7%	6.3			53.6%	2.5			66.9%	-2.6			80.1%	0.8	72.3%	0.0
1992/93	173			88.8%	2.0			89.4%	1.9			54.3%	-15.4			52.3%	-4.7			68.7%	8.7			79.5%	-0.7	72.3%	-1.0
1991/92	173			87.1%				87.7%				64.2%				54.9%				63.2%				80.1%		73.0%	
YTD TOTALS																											
2024/25	453	64.9%	71.8%	68.4%	-9.0	69.4%	69.0%	69.2%	-9.0	59.2%	50.9%	55.1%	4.1	42.6%	42.7%	42.6%	3.7	49.2%	56.6%	52.9%	-6.4	0.0%	0.0%	0.0%	-100.0	48.0%	-22.5
2023/24	453	75.7%	74.6%	75.1%	41.1	77.9%	74.1%	76.0%	8.7	61.2%	44.6%	52.9%	13.5	34.0%	48.2%	41.1%	0.1	50.2%	62.9%	56.6%	8.9	71.7%	68.5%	70.1%	-2.0	62.0%	12.2
2022/23	453	49.2%	57.2%	53.2%	-20.3	71.6%	68.3%	69.9%	-1.8	55.8%	37.4%	46.6%	-11.4	31.7%	50.4%	41.0%	17.1	49.7%	54.2%	51.9%	-12.9	66.8%	70.0%	68.4%	-4.3	55.2%	-4.0
2021/22	455	67.0%	66.6%	66.8%	55.7	72.1%	70.3%	71.2%	55.8	58.8%	46.3%	52.6%	47.3	28.5%	41.6%	35.1%	65.3	55.9%	63.3%	59.6%	17.3	63.4%	55.7%	59.6%	-16.7	57.5%	29.2
2020/21	455	40.5%	45.3%	42.9%	-46.1	44.7%	46.7%	45.7%	-43.1	52.9%	18.5%	35.7%	-41.5	8.9%	33.5%	21.2%	-58.9	49.5%	52.1%	50.8%	338.3	66.9%	74.8%	70.8%	-1.0	44.5%	-10.4
2019/20	455	73.5%	85.7%	79.6%	14.2	83.2%	77.4%	80.3%	7.7	66.8%	55.1%	61.0%	-15.4	45.4%	57.9%	51.6%	-25.7	23.2%	0.0%	11.6%	-83.3	2.9%	25.2%	14.0%	-80.4	49.7%	-29.3
2018/19	452	69.6%	69.7%	69.7%	-14.1	72.5%	74.6%	74.6%	0.0	73.8%	72.0%	72.0%	6.1	69.5%	69.5%	69.5%	9.0	69.7%	69.5%	69.5%	10.1	70.2%	70.3%	70.3%	-7.7	70.3%	10.6
2017/18	450	75.7%	81.1%	81.1%	-4.9	83.9%	74.5%	74.5%	-14.9	71.5%	67.9%	67.9%	-16.3	64.3%	63.7%	63.7%	-15.8	63.2%	63.1%	63.1%	-16.5	63.6%	63.6%	63.6%	-16.5	63.6%	-16.0
2016/17	451	86.6%	85.3%	85.3%	8.7	86.8%	87.6%	87.6%	2.5	85.3%	81.1%	81.1%	28.3	77.3%	75.7%	75.7%	5.4	75.1%									

TOWN OF YOUNTVILLE
AVERAGE DAILY ROOM RATES
Collections through April 2025

Fiscal Year	Rooms	JULY	AUG	JUL-AUG	%	SEPT	OCT	SEPT-OCT	%	NOV	DEC	NOV-DEC	%	JAN	FEB	JAN-FEB	%	MAR	APR	MAR-APR	%	MAY	JUNE	MAY-JUNE	%	TOTALS	%
PERIOD TOTALS																											
2024/25	453	706.40	764.63	735.52	6.3	858.73	898.97	878.85	2.3	714.23	457.54	585.88	-9.7	457.39	596.26	526.82	-8.8	613.93	700.18	657.05	-1.7	-	-	-	-100.0	564.02	-20.1
2023/24	453	671.07	712.48	691.77	-23.3	861.63	857.18	859.40	-10.7	715.77	581.83	648.80	-14.2	565.99	589.71	577.85	-9.3	618.22	718.22	668.22	-4.8	825.22	755.31	790.26	5.8	706.05	-10.0
2022/23	453	939.34	863.91	901.63	7.3	949.42	975.21	962.32	-1.7	790.52	721.56	756.04	-3.8	635.55	638.54	637.05	-11.7	653.33	750.63	701.98	-11.2	809.80	684.40	747.10	-19.2	784.35	-6.7
2021/22	455	835.65	845.21	840.43	76.5	960.67	997.89	979.28	101.1	839.96	731.56	785.76	90.7	683.09	760.00	721.54	80.2	741.23	839.51	790.37	49.8	916.99	933.84	925.20	27.8	840.47	66.6
2020/21	455	502.04	450.26	476.15	-21.5	498.54	475.58	487.06	-29.4	433.07	390.88	411.97	-16.0	385.64	415.31	400.47	-14.3	422.53	632.71	527.62	120.9	713.65	733.82	723.73	140.2	504.50	8.3
2019/20	455	578.59	634.80	606.69	1.3	676.78	702.04	689.41	0.7	546.99	434.03	490.51	13.0	453.26	480.90	467.08	20.4	477.65	-	238.83	-49.8	117.92	484.81	301.37	-50.4	465.65	-12.4
2018/19	452	615.52	582.32	598.92	10.4	658.92	710.82	684.87	18.5	509.30	358.97	434.14	1.8	374.00	402.01	388.01	1.4	444.61	506.17	475.39	3.4	627.41	587.27	607.34	5.8	531.44	7.6
2017/18	450	580.61	504.82	542.72	17.9	612.17	544.21	578.19	-16.9	456.36	396.94	426.65	-60.9	368.22	396.72	382.47	-18.0	421.02	498.87	459.95	-6.7	573.95	573.80	573.88	33.2	493.98	-18.5
2016/17	451	457.02	463.47	460.25	-7.3	902.86	488.34	695.60	-8.8	653.85	1,526.47	1,090.16	3.8	572.17	360.69	466.43	12.4	732.72	253.40	493.06	-0.1	314.17	547.22	430.70	8.1	606.03	0.6
2015/16	451	497.28	495.55	496.42	5.8	1,009.80	515.03	762.42	41.4	643.90	1,456.50	1,050.20	170.5	512.90	317.05	414.98	27.7	721.87	264.81	493.34	25.6	275.47	521.65	398.56	-18.0	602.65	39.1
2014/15	451	452.44	485.71	469.08	8.1	532.68	545.35	539.02	12.9	446.11	330.42	388.27	9.8	319.15	330.77	324.96	11.4	365.71	419.73	392.72	8.0	491.84	480.31	486.08	10.2	433.35	10.1
2013/14	450	422.08	445.49	433.78	7.4	474.30	480.88	477.59	4.3	399.10	307.84	353.47	9.8	284.11	299.27	291.69	7.7	329.17	398.28	363.73	5.5	439.31	443.04	441.18	8.2	393.57	7.0
2012/13	450	391.87	415.88	403.87	5.9	453.02	462.97	458.00	4.9	354.01	289.98	321.99	8.2	260.91	280.51	270.71	8.5	322.97	366.39	344.68	9.6	411.07	404.40	407.74	6.6	367.83	7.0
2011/12	450	372.47	390.46	381.46	14.8	433.81	439.22	436.52	14.4	331.75	263.23	297.49	12.7	237.22	261.81	249.51	3.8	294.73	333.97	314.35	4.7	370.79	393.98	382.38	6.7	343.62	9.8
2010/11	422	322.06	342.64	332.35	21.1	379.59	383.28	381.43	15.0	298.36	229.81	264.08	11.6	228.96	251.76	240.36	14.5	271.92	328.61	300.27	21.2	353.45	363.35	358.40	15.3	312.82	16.5
2009/10	422			274.51	-13.7			331.68	-7.4			236.60	-4.0	199.77	219.95	209.86	-9.0	228.18	267.23	247.71	5.2	305.23	316.30	310.77	9.6	268.52	-3.7
2008/09	402			317.94	-1.2			358.31	5.0			246.55	-5.9			230.64	2.3			235.53	-9.8			283.60	-13.3	278.76	-3.8
2007/08	345			321.78	7.0			341.35	5.3			261.88	7.4			225.48	3.6			261.08	4.9			327.08	5.9	289.78	5.8
2006/07	345			300.77	5.6			324.06	4.4			243.85	3.6			217.66	6.3			248.88	3.9			308.74	5.8	273.99	4.9
2005/06	345			284.89	1.0			310.50	3.7			235.43	6.5			204.73	2.7			239.62	3.2			291.72	2.8	261.15	3.2
2004/05	345			281.93	5.9			299.51	6.7			221.05	3.2			199.28	5.6			232.17	3.6			283.87	7.3	252.97	5.5
2003/04	345			266.25	1.8			280.75	-0.8			214.28	0.9			188.66	-1.1			224.05	7.1			264.58	5.3	239.76	2.2
2002/03	345			261.60	4.8			283.10	6.9			212.31	-0.5			190.72	21.9			209.27	11.4			251.23	18.9	234.70	9.7
2001/02	345			249.56	5.7			264.92	3.6			213.33	-3.1			156.46	-17.4			187.93	-12.4			211.32	-14.0	213.92	-8.7
2000/01	345			236.03	8.5			255.80	10.8			220.14	11.5			189.35	6.3			214.51	4.3			245.74	9.5	226.93	8.6
1999/00	345			217.50	19.6			230.76	15.9			197.38	12.9			178.08	9.8			205.69	11.1			224.35	7.3	208.96	12.7
1998/99	341			181.87	3.6			199.07	13.1			174.86	9.6			162.21	9.1			185.14	18.0			209.10	15.1	185.38	11.4
1997/98	229			175.59	5.8			175.97	8.2			159.52	3.3			148.73	7.5			156.95	-0.4			181.72	5.4	166.41	5.0
1996/97	173			165.91	15.8			162.59	15.5			154.42	16.2			138.41	9.3			157.52	11.0			172.38	9.0	158.54	12.7
1995/96	173			143.31	7.5			140.82	4.9			132.90	8.1			126.63	11.7			141.92	10.7			158.20	11.4	140.63	9.0
1994/95	173			133.26	3.9			134.22	8.1			122.88	3.8			113.40	1.2			128.23	6.4			142.04	9.3	129.01	5.6
1993/94	173			128.20	0.2			124.19	2.8			118.34	1.5			112.08	-1.6			120.51	5.9			129.97	1.5	122.22	1.7
1992/93	173			127.92	2.4			120.79	-2.4			116.54	7.3			113.93	10.7			113.77	-0.5			128.03	2.5	120.16	3.1
1991/92	173			124.97				123.70				108.58				102.96				114.36				124.90		116.58	
YTD TOTALS																											
2024/25	453	706.40	764.63	735.52	6.3	858.73	898.97	878.85	2.3	714.23	457.54	585.88	-9.7	457.39	596.26	526.82	-8.8	613.93	700.18	657.05	-1.7	-	-	-	-100.0	564.02	-20.1
2023/24	453	671.07	712.48	691.77	-23.3	861.63	857.18	859.40	-10.7	715.77	581.83	648.80	-14.2	565.99	589.71	577.85	-9.3	618.22	718.22	668.22	-4.8	825.22	755.31	790.26	5.8	706.05	-10.0
2022/23	453	939.34	863.91	901.63	7.3	949.42	975.21	962.32	-1.7	790.52	721.56	756.04	-3.8	635.55	638.54	637.05	-11.7	653.33	750.63	701.98	-11.2	809.80	684.40	747.10	-19.3	784.35	-6.7
2021/22	455	835.65	845.21	840.43	76.5	960.67	997.89	979.28	101.1	839.96	731.56	785.76	90.7	683.09	760.00	721.54	80.2	741.23	839.51	790.37	49.8	916.99	933.84	925.42	27.9	840.47	66.6
2020/21	455	502.04	450.26	476.15	-21.5	498.54	475.58	487.06	-29.4	433.07	390.88	411.97	-16.0	385.64	415.31	400.47	-14.3	422.53	632.71	527.62	120.9	713.65	733.82	723.73	140.2	504.50	8.3
2019/20	455	578.59	634.80	606.69	-0.1	676.78	702.04	689.41	9.0	546.99	434																