

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 – October 2025

DATE: December 2, 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 October 1, 2025 – October 31, 2025.

The Town Council approved a total TOT revenue estimate of \$8,785,600 for Fiscal Year 2025/2026. This revenue estimate remained flat from the prior Fiscal Year 2024/2025.

October 2025 TOT revenues were \$1,151,803, or 13.1% of the adopted annual TOT revenue estimate. This is an increase of \$106,807 (10.2%) when compared to October 2024. Revenues have reached 43.8% of the adopted TOT revenue estimate with eight months remaining in the fiscal year.

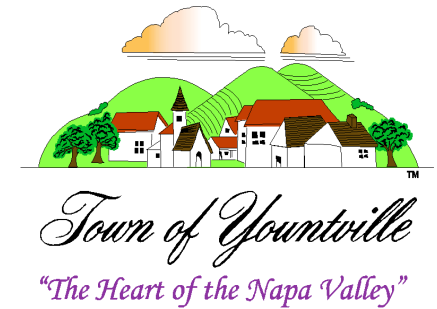
The Finance team is expecting TOT revenue collections to slow down over the next few months as historically the Town's tourism activity tapers off in November.

- Occupancy Rate for October 2025: 77% compared to October 2024: 69%
- Average room rates during October 2025: \$884 compared to October 2024: \$899
- Measure S 1% Tax \$ 95,984
- NVTID 2%: \$ 191,967
 - Allocated as follows:
 - Local TID (25%): \$ 47,992
 - County TID (74%): \$ 142,056
 - Town Administration (1%): \$ 1,920

This report will be uploaded to the website and will include three-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 2025/26



REPORT PERIOD: Collections through October 2025

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

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

PREPARED BY: Kyle Batista, Financial Analyst

DATE: December 2, 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
2025/26

Year to Date Collections

	Actual													
Rooms	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL	
2025/26 TOT 453	\$ 825,607	\$ 866,387	\$ 1,002,523	\$ 1,151,803	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,846,320	
Measure S TOT (1%)	68,801	72,199	83,544	95,984	-	-	-	-	-	-	-	-	\$ 320,527	
Local TID (25%)	34,400	36,099	41,772	47,992	-	-	-	-	-	-	-	-	\$ 160,263	
County TID (74%)	101,825	106,854	123,644	142,056	-	-	-	-	-	-	-	-	\$ 474,379	
Town Admin (1%)	1,376	1,444	1,671	1,920	-	-	-	-	-	-	-	-	\$ 6,410	
Total NVTID 2%*	137,601	144,398	167,087	191,967	-	-	-	-	-	-	-	-	\$ 641,053	

TOT Estimated Budget to Actual Comparison - Monthly Estimates Based on 5-Year Trend

2025/26 TOT	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL
Estimated Monthly Collections	\$ 797,468	\$ 851,662	\$ 1,008,068	\$ 1,034,889	\$ 713,236	\$ 426,634	\$ 297,390	\$ 433,869	\$ 568,009	\$ 745,471	\$ 1,013,341	\$ 895,562	\$ 8,785,600
Actual Collections	825,607	866,387	1,002,523	1,151,803	-	-	-	-	-	-	-	-	\$ 3,846,320
Variance - Actual/Estimate	\$ 28,139	\$ 14,725	\$ (5,545)	\$ 116,914	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	43.8%

Current Period to Prior Period Variance Analysis

2024/25 Actual TOT	772,832	925,446	972,255	1,044,996	690,027	392,462	328,001	387,093	509,362	646,544	999,824	778,198	\$ 8,447,040
Increase/(Decrease) \$	52,776	(59,059)	30,268	106,807	-	-	-	-	-	-	-	-	130,792
%	6.8%	-6.4%	3.1%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%

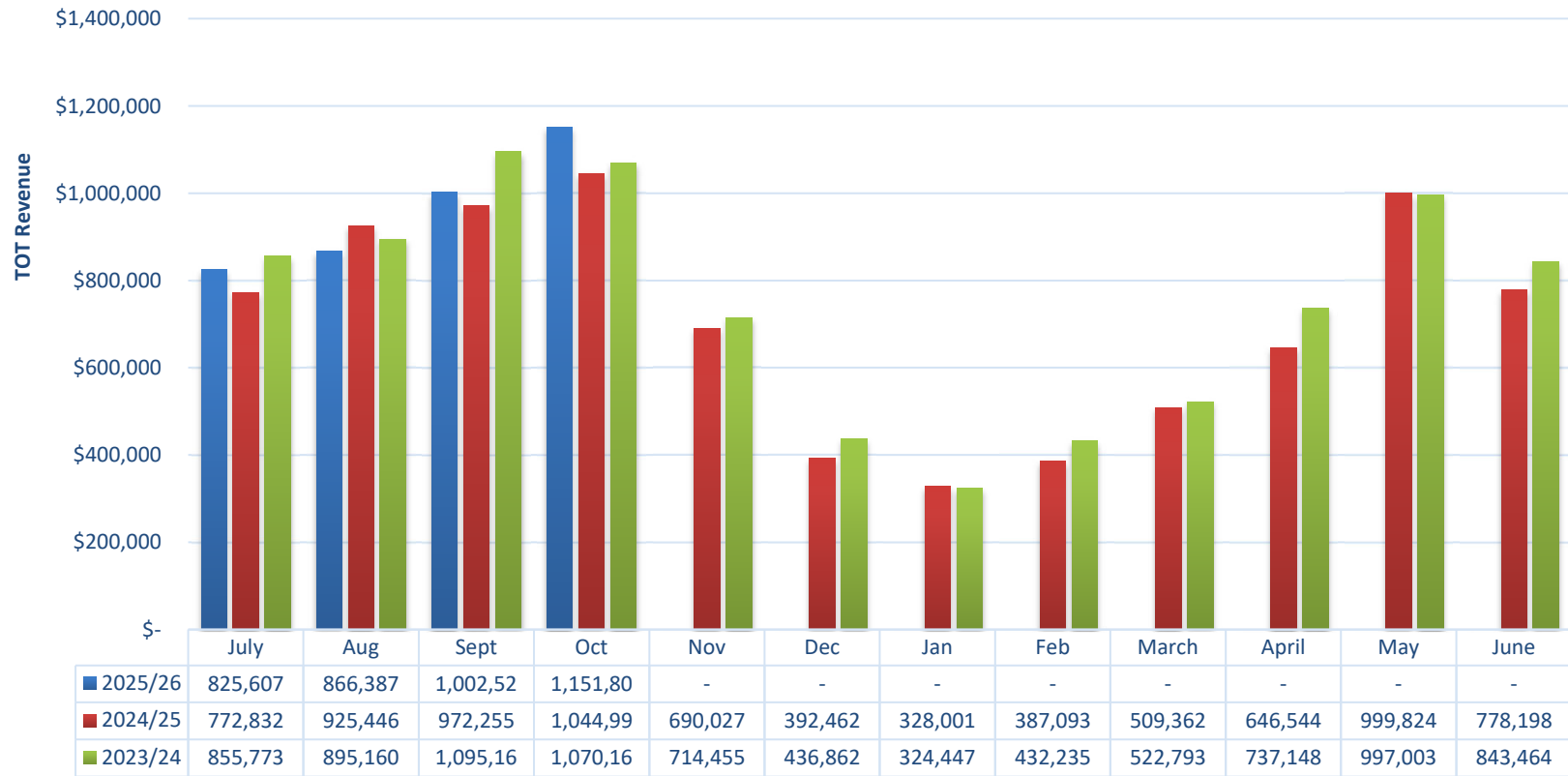
Eleven Year History

Fiscal Year	Rooms	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	TOTAL
2025/26	453	825,607	866,387	1,002,523	1,151,803	-	-	-	-	-	-	-	-	\$ 3,846,320
2024/25	453	772,832	925,446	972,255	1,044,996	690,027	392,462	328,001	387,093	509,362	646,544	999,824	778,198	\$ 8,447,040
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
11 year average		\$ 736,229	\$ 774,476	\$ 902,601	\$ 905,628	\$ 547,605	\$ 347,215	\$ 270,394	\$ 359,905	\$ 426,035	\$ 514,768	\$ 684,429	\$ 630,728	

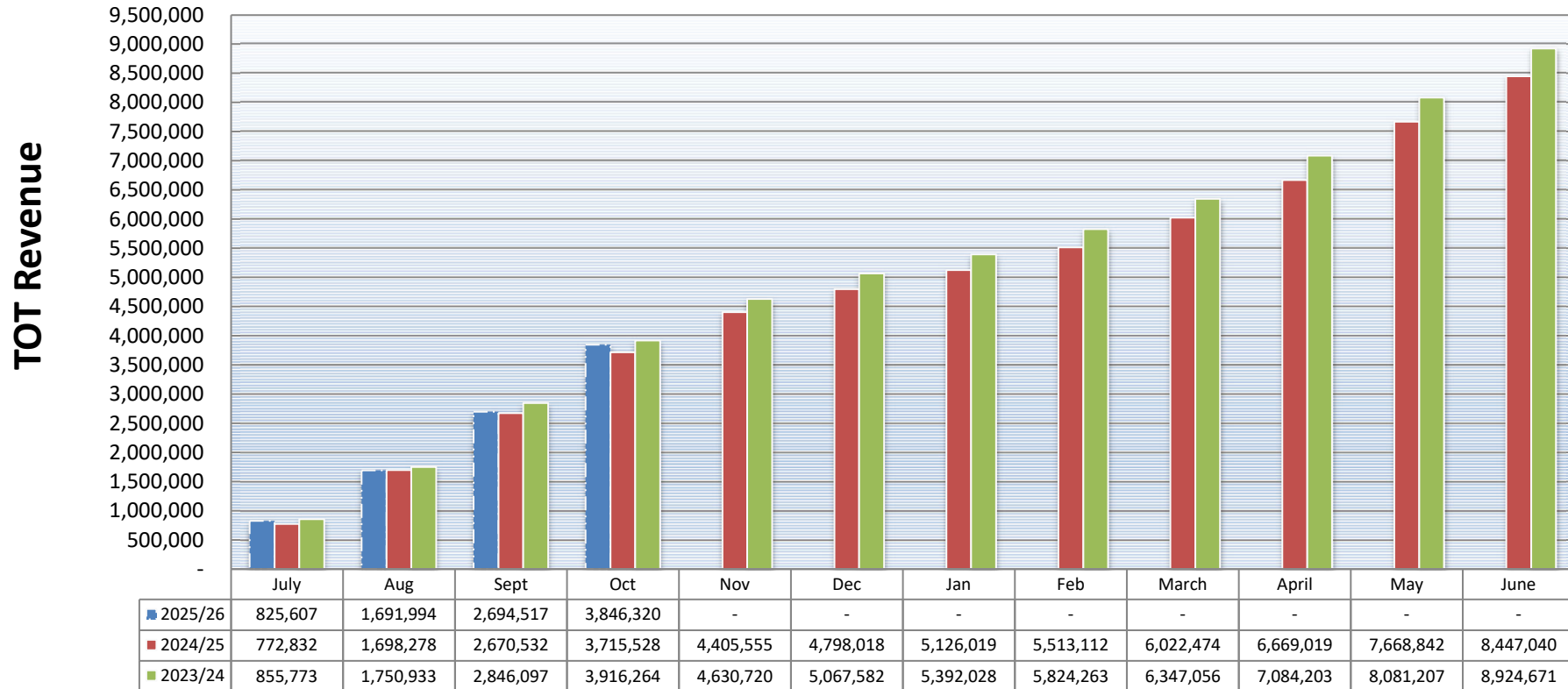
Town of Yountville

TOT Monthly Totals - 3 Year Trend

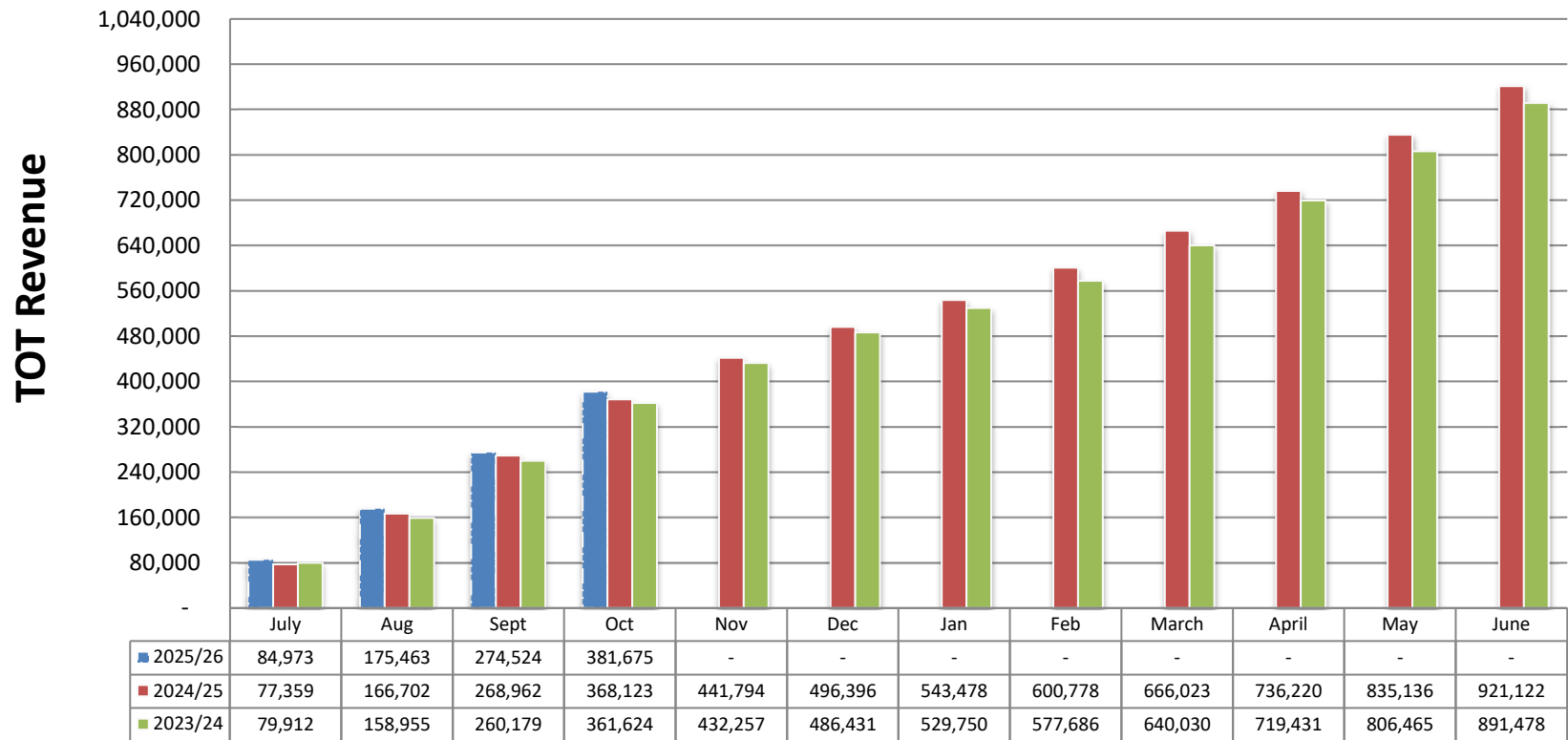
2025/26 - 2024/25 - 2023/24



Town of Yountville
TOT Cumulative Totals - Aggregate - 3 Year Trend
2025/26 - 2024/25- 2023/24



Town of Yountville
TOT Cumulative Totals - Small Hotels* - 3 Year Trend
2025/26 - 2024/25 - 2023/24



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

Town of Yountville
TOT Cumulative Totals - Large Hotels* - 3 Year Trend
2025/26 - 2024/25 - 2023/24

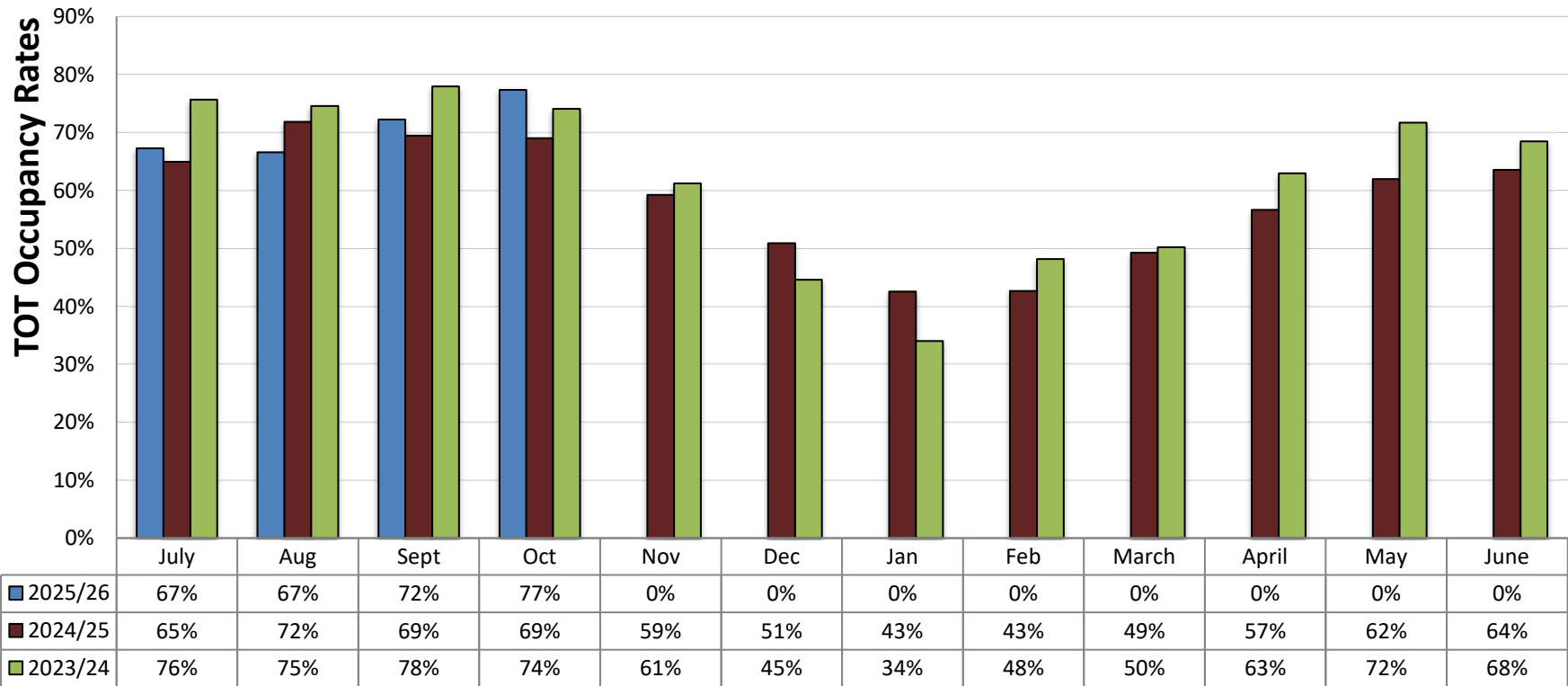


* Large hotels are defined as 50 or more rooms (Total rooms included = 391)

Town of Yountville

TOT Monthly Occupancy Rates - Aggregate - 3 Year Trend

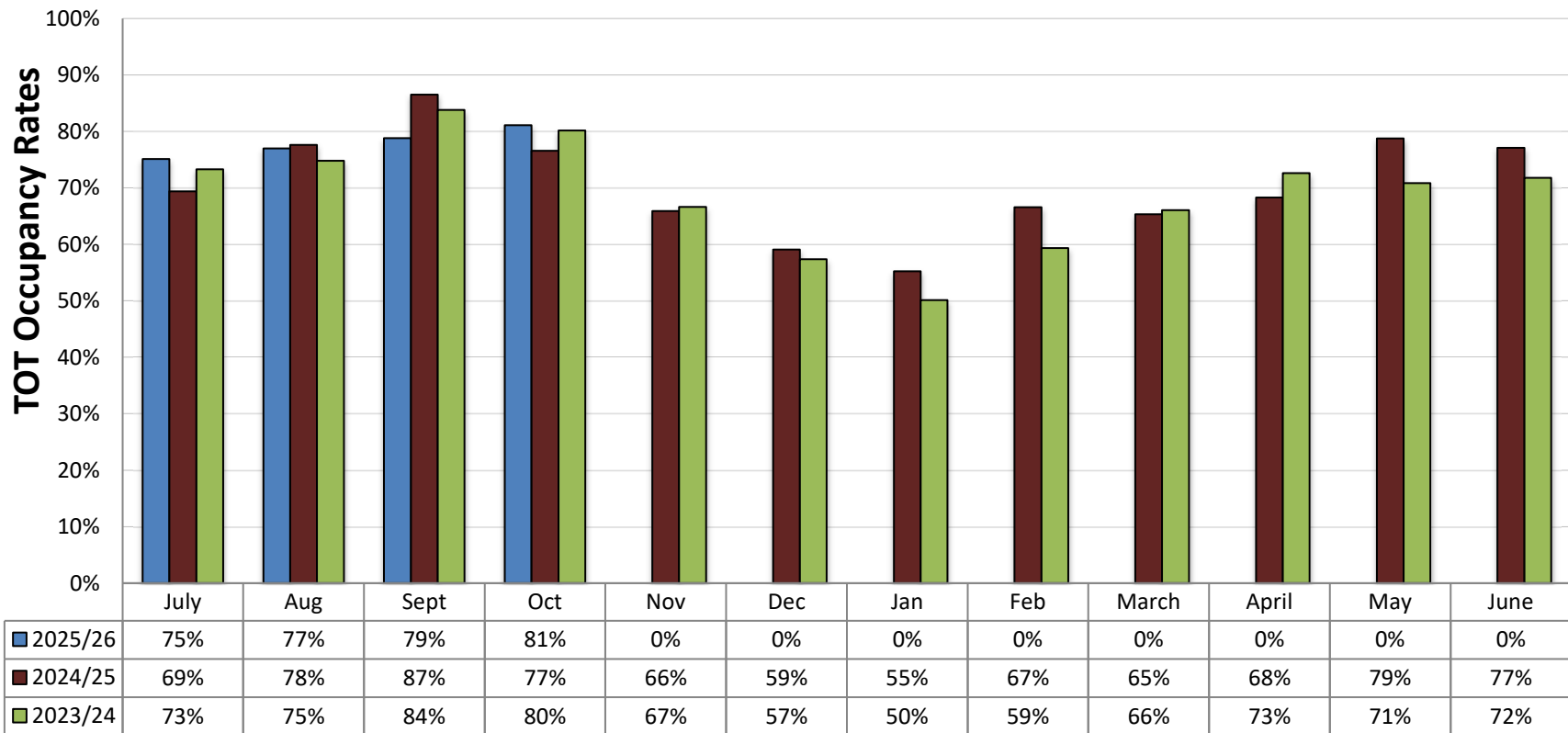
2025/26 - 2024/25 - 2023/24



Town of Yountville

TOT Monthly Occupancy Rates - Small Hotels* - 3 Year Trend

2025/26 - 2024/25 - 2023/24

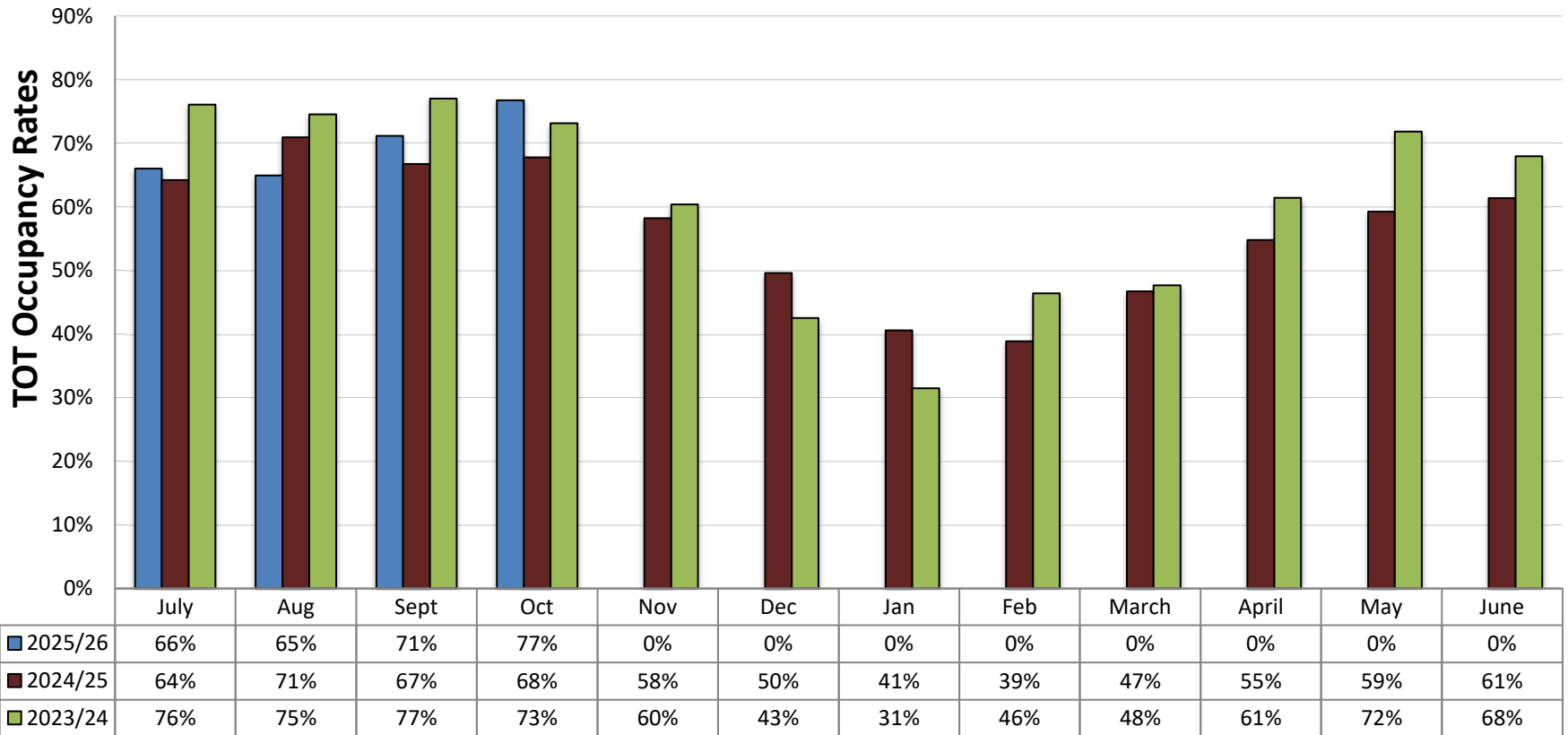


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Town of Yountville

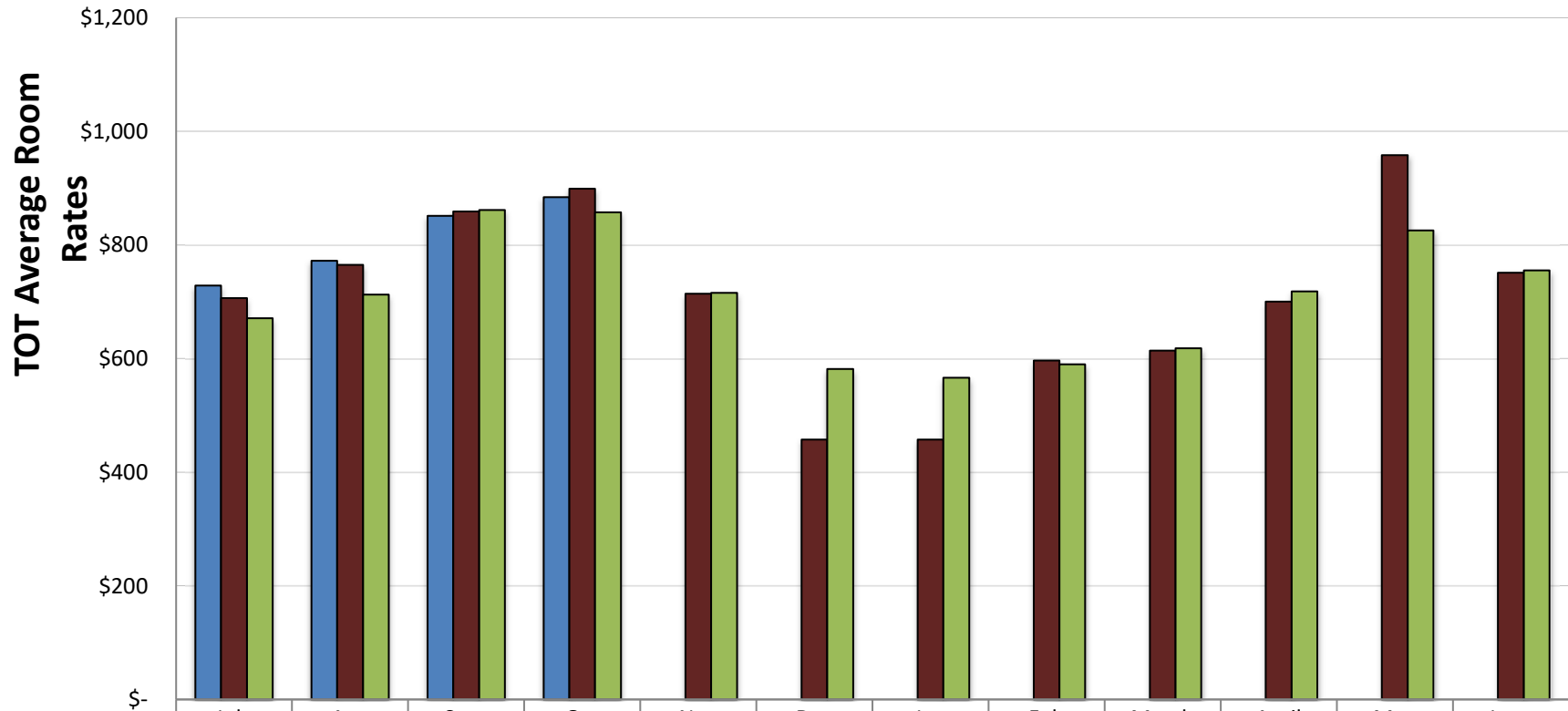
TOT Monthly Occupancy Rates - Large Hotels* - 3 Year Trend

2025/26 - 2024/25 - 2023/24



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Town of Yountville
TOT Room Rates - Aggregate - 3 Year Trend
2025/26 - 2024/25 - 2023/24



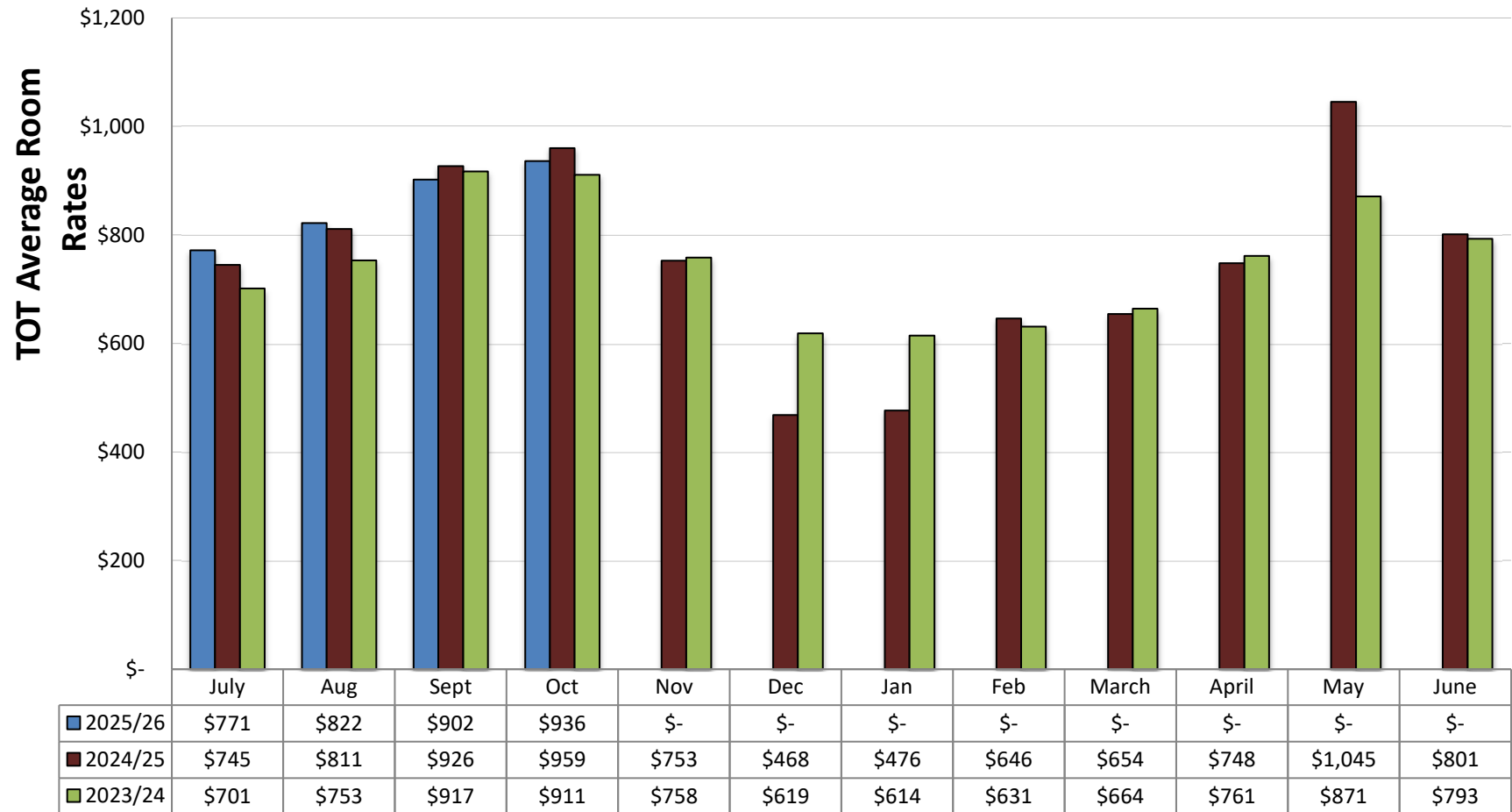
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
2025/26	\$729	\$772	\$851	\$884	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
2024/25	\$706	\$765	\$859	\$899	\$714	\$458	\$457	\$596	\$614	\$700	\$958	\$751
2023/24	\$671	\$712	\$862	\$857	\$716	\$582	\$566	\$590	\$618	\$718	\$825	\$755

Town of Yountville
TOT Room Rates - Small Hotels* - 3 Year Trend
2025/26- 2024/25 - 2023/24



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

Town of Yountville
TOT Room Rates - Large Hotels* - 3 Year Trend
2025/26 - 2024/25 - 2023/24



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

TOWN OF YOUNTVILLE
TRANSIENT OCCUPANCY TAX REVENUE SUMMARY
Collections through October 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																											
2023/26	453	\$ 825,607	\$ 866,387	\$ 1,691,994	-3.4	\$ 1,002,523	\$ 1,151,803	\$ 2,154,325	-0.5	\$ -	\$ -	\$ -	-100.0	\$ -	\$ -	\$ -	-100.0	\$ -	\$ -	\$ -	-100.0	\$ -	\$ -	\$ -	-100.0	\$ 3,846,320	-56.9
2024/25	453	\$ 772,832	\$ 925,446	\$ 1,698,278	-3.0	\$ 972,255	\$ 1,044,996	\$ 2,017,250	-8.8	\$ 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	\$ 999,824	\$ 778,198	\$ 1,778,022	-3.4	\$ 8,447,040	-5.4
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	\$ 870,805	\$ 1,572,495	75.8	\$ 984,191	\$ 852,962	\$ 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	\$ 205,884	-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	\$ 527,356	\$ 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	\$ 591,069	\$ 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	\$ 767,560	\$ 1,138,041	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	402			\$ 660,250	-8.9			\$ 783,611	-0.8			\$ 395,670	11.7			\$ 315,035	8.1		\$ 504,783	26.9		\$ 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		\$ 199,685	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																											
2025/26	453	\$ 825,607	\$ 866,387	\$ 1,691,994	-3.4	\$ 1,002,523	\$ 1,151,803	\$ 3,846,320	-1.8	\$ -	\$ -	\$ 3,846,320	-24.1	\$ -	\$ -	\$ 3,846,320	-34.0	\$ -	\$ -	\$ 3,846,320	-45.7	\$ -	\$ -	\$ 3,846,320	-56.9	\$ 3,846,320	-56.9
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	\$ 999,824	\$ 778,198	\$ 8,447,040	-5.4	\$ 8,447,040	-5.4
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	\$ 5,846,263	-0.4	\$ 522,793	\$ 737,148	\$ 7,084,203	0.4	\$ 997,003	\$ 843,464	\$ 8,924,671	2.0	\$ 8,924,671	2.0
2022/23	453	\$ 779,468	\$ 832,670	\$ 1,612,138	-15.1	\$ 1,109,112	\$ 1,121,807	\$ 3,843,058	-9.0	\$ 719,718	\$ 454,235	\$ 5,017,011	-10.5	\$ 339,081	\$ 490,016	\$ 5,846,108	-8.9	\$ 546,915	\$ 663,770	\$ 7,056,793	-11.7	\$ 912,098	\$ 781,699	\$ 8,750,591	-11.0	\$ 8,750,591	-11.0
2021/22	455	\$ 947,120	\$ 952,587	\$ 1,899,708	175.6	\$ 1,134,593	\$ 1,188,125	\$ 4,222,425	195.2	\$ 809,484	\$ 573,336	\$ 5,605,245	190.8	\$ 329,768	\$ 483,268	\$ 6,848,281	190.9	\$ 701,890	\$ 870,605	\$ 7,990,776	157.7	\$ 984,191	\$ 852,962	\$ 9,827,529	104.4	\$ 9,827,529	104.4
2020/21	455	\$ 344,302	\$ 345,041	\$ 689,343	-58.0	\$ 365,352	\$ 375,807	\$ 1,430,502	-58.9	\$ 375,054	\$ 122,282	\$ 1,927,837	-57.0	\$ 58,308	\$ 220,130	\$ 2,206,276	-58.2	\$ 354,062	\$ 540,210	\$ 3,100,548	-43.2	\$ 807,824	\$ 898,634	\$ 4,807,007	-15.2	\$ 4,807,007	-15.2
2019/20	455	\$ 719,714	\$ 920,587	\$ 1,640,301	16.9	\$ 922,835	\$ 919,866	\$ 3,483,003	8.6	\$ 598,689	\$ 404,638	\$ 4,486,330	7.4	\$ 347,991	\$ 440,720	\$ 5,275,040	6.8	\$ 187,488	\$ 612	\$ 5,463,140	-9.4	\$ 5,788	\$ 199,896	\$ 5,668,824	-24.7	\$ 5,668,824	-24.7
2018/19	452	\$ 720,753	\$ 682,777	\$																							

TOWN OF YOUNTVILLE
OCCUPANCY RATES SUMMARY
Collections through October 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																											
2025/26	453	67.3%	66.6%	66.9%	-10.9	72.2%	77.3%	74.8%	-1.6	0.0%	0.0%	0.0%	-100.0	0.0%	0.0%	0.0%	-100.0	0.0%	0.0%	0.0%	-100.0	0.0%	0.0%	0.0%	-100.0	23.6%	-61.9
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	61.9%	63.5%	62.7%	-10.5	58.5%	-5.6
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																											
2025/26	453	67.3%	66.6%	66.9%	-10.9	72.2%	77.3%	74.8%	-1.6	0.0%	0.0%	0.0%	-100.0	0.0%	0.0%	0.0%	-100.0	0.0%	0.0%	0.0%	-100.0	0.0%	0.0%	0.0%	-100.0	23.6%	-61.9
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	61.9%	63.5%	62.7%	-17.6	58.5%	-5.6
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%	722															

TOWN OF YOUNTVILLE
AVERAGE DAILY ROOM RATES
Collections through October 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																											
2025/26	453	728.51	772.26	750.39	8.5	851.36	883.75	867.55	0.9	-	-	-100.0	-	-	-	-100.0	-	-	-	-100.0	-	-	-	-100.0	269.66	-61.8	
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	958.02	751.10	854.56	8.1	706.45	0.1
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	-5.7
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																											
2025/26	453	728.51	772.26	750.39	8.5	851.36	883.75	867.55	0.9	-	-	-	-100.0	-	-	-	-100.0	-	-	-	-100.0	-	-	-	-100.0	269.66	-61.8
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	958.02	751.10	854.56	8.1	706.45	0.1
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.