LODGING MARKET STUDY PRODUCT CATEGORIES

Bed and Breakfasts/Small Inns
Valley: 13% of market, 75 properties, 675 rooms | City: 10% of market, 23 properties, 251 rooms
This product category is typified by independently owned and operated facilities with fewer than 10 guestrooms, with breakfast included in the room rate and provided to only to guests.

Limited-service Hotels
Valley: 30% of market, 27 properties, 1,521 rooms | City: 30% of market, 13 properties, 731 rooms
This product type is generally owner-operated, and includes more than 10 guestrooms with limited services such as a food market pantry and complimentary breakfast service. Public guest amenities may include a reception area and a swimming pool. Facilities may be independent, or affiliated with brands (e.g., Hampton Inn, Best Western.) Extended-Stay facilities are included in this group, and may have additional amenities such as microwaves, stovetop, oven, and dishwasher.

Full-service Hotels
Valley: 38% of market, 11 properties, 1,907 rooms | City: 59% of market, 9 properties, 1,435 rooms
This lodging product includes larger hotels that provide a range of facilities such as a fitness facilities and a swimming pool, and amenities including a restaurant and lounge that is open for at least two meals daily. Meeting space is offered, and hotel kitchens generally cater events that require food and beverage service.

Luxury Hotels and Resort
Valley: 19% of market, 12 properties, 972 rooms | City: N/A
This lodging classification is broad, including full-service, boutique or resort hotels. In Napa Valley, all of the resort hotels are considered top-tier properties in terms of service, amenities, and guestroom quality. Such facilities offer at least one full-service restaurant open for at least two meals daily, and provide room service. Resort hotels also offer additional leisure amenities such as golf courses, tennis facilities, a full-service spa, and multiple swimming pools; and are typically located in non-urban locations.