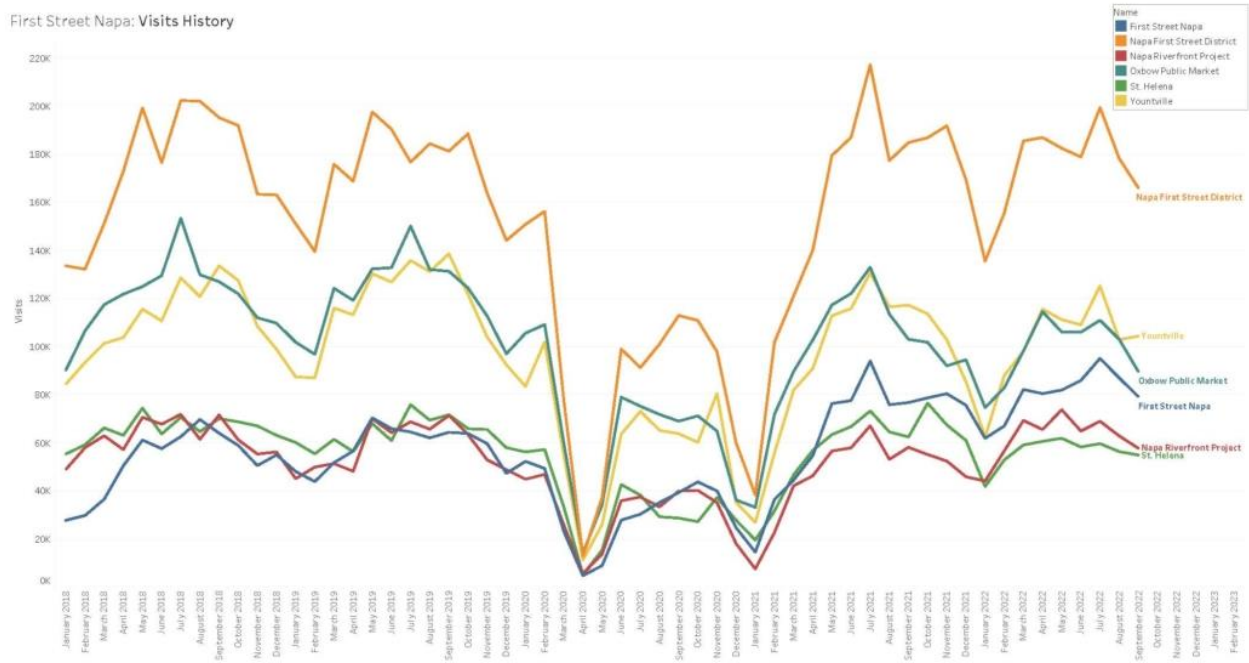


## Visits History

This chart looks at the visits from January 1, 2018, to September 30, 2022, for First Street Napa and similar districts in the Napa area. While First Street Napa does not have the highest raw visits, the other charts show that they have the strongest visitation patterns over this time period.

**First Street Napa's visits have hovered closer to Yountville & Oxbow in the last 4-6 months than we had seen previously when there was a larger separation between the regions.**



## Visits vs Pre-COVID Peak % (Monthly)

This chart shows each district's monthly visits as a percent of their pre-COVID peak monthly visits. What this shows is that First Street Napa is the only district to be outpacing their pre-pandemic levels in terms of monthly visits, whereas its competitors are anywhere from 15-40% below.

**First Street Napa continues to be the only district outpacing their pre-pandemic peak monthly visits. The holiday shopping season spurred very little activity for the other regions, whereas First Street saw a significant boost.**

First Street Napa: Visits vs Pre-COVID Peak % (Monthly)

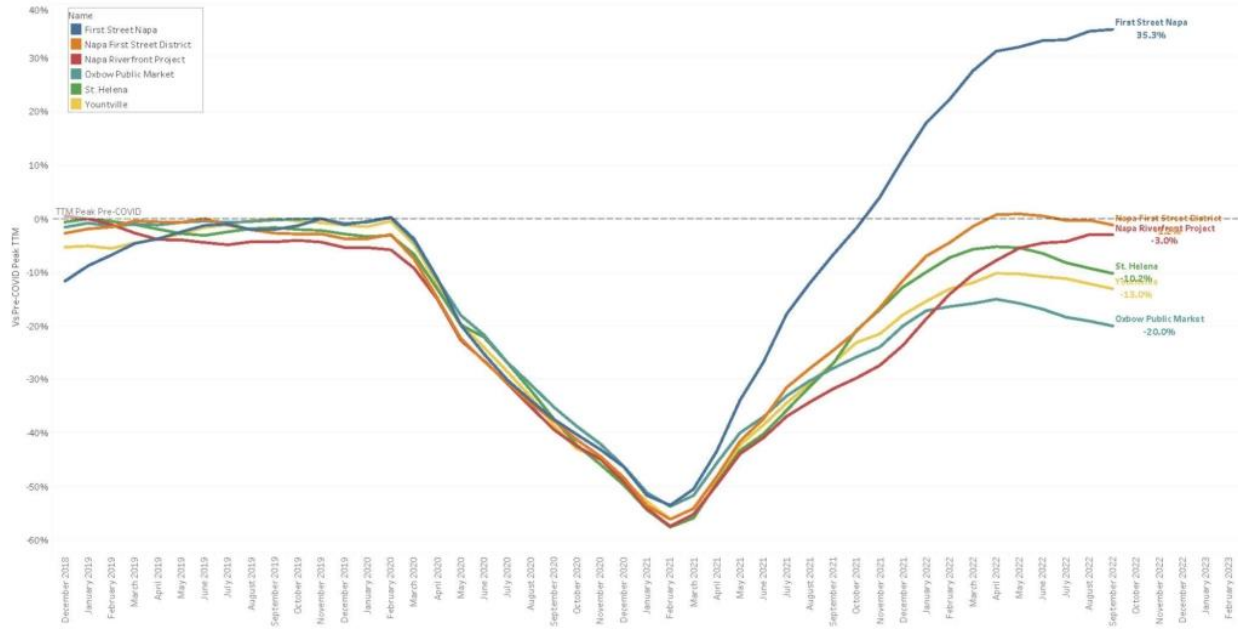


## Visits vs Pre-COVID Peak % (Trailing 12 Month)

This shows the accumulation of 12 months of visits for each district as a percentage of their pre-COVID peak TTM visits. First Street Napa is again the clear front-runner in the region, with its TTM visits currently being 35.3% higher than its pre-pandemic peak TTM.

**Napa Riverfront & the First Street District as a whole have joined First Street Napa as the only regions to have trailing 12-month visit totals higher than their pre-pandemic peak. However, First Street stands out at 43.8% above their pre-pandemic peak and is trending positively.**

First Street Napa: Visits vs Pre-COVID Peak % (Trailing 12 Months)



## Raw Visits & TTM Visits Per Region

Below shows the most current month Placer offers compared to that same month in the prior year and in 2019. First Street's visits have been very strong, outpacing where they were in September of last year both in terms of raw visits and TTM visits.

**February of 2023 was the strongest February First Street Napa has had based on the data available from Placer (which goes back to 2017).**

	First Street Napa		Oxbow Public Market		Napa First Street District		Napa Riverfront Project		St. Helena		Yountville	
	Visits	TTM Visits	Visits	TTM Visits	Visits	TTM Visits	Visits	TTM Visits	Visits	TTM Visits	Visits	TTM Visits
<b>Feb. 2023 vs 2019</b>	79.4%	53.6%	-9.6%	-20.3%	27.5%	2.81%	16.7%	3.0%	-16.5%	-16.6%	-8.3%	-10.1%
<b>Feb. 2023 vs 2021</b>	103.6%	196.1%	21.9%	69.5%	68.9%	125.30%	146.3%	135.3%	45.5%	95.8%	48.6%	97.1%
<b>Feb. 2023 vs 2022</b>	9.5%	13.9%	5.3%	-6.0%	10.0%	4.2%	-5.5%	18.0%	-16.3%	-10.3%	-4.6%	1.2%