



BIG BEAR LAKE

Big Bear Lodging Performance Trends Fall 2025

Key Data | Visit California

SETTING THE STAGE



Factors potentially impacting travel to Big Bear and California

Travel Disruptions & Access

- Flight disruptions tied to government shutdown / FAA cuts
- Hwy 330 at risk of closures (accidents, mudslides, heavy snow)

International Tourism Headwinds

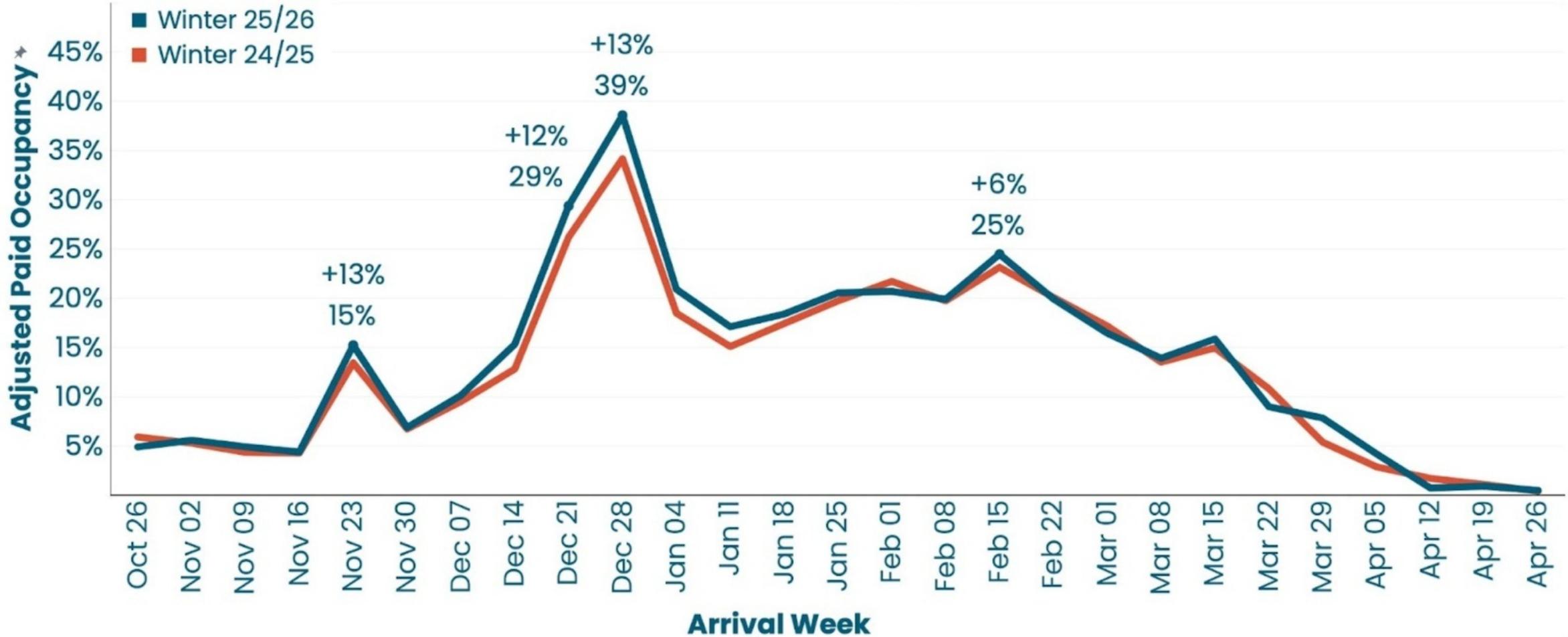
- Decline in international visitors
- Strong U.S. dollar and political climate dampening demand

Ski Markets 2025–2026

Early Season Pacing and Performance Insights

KEYDATA*

Ski Markets Pacing



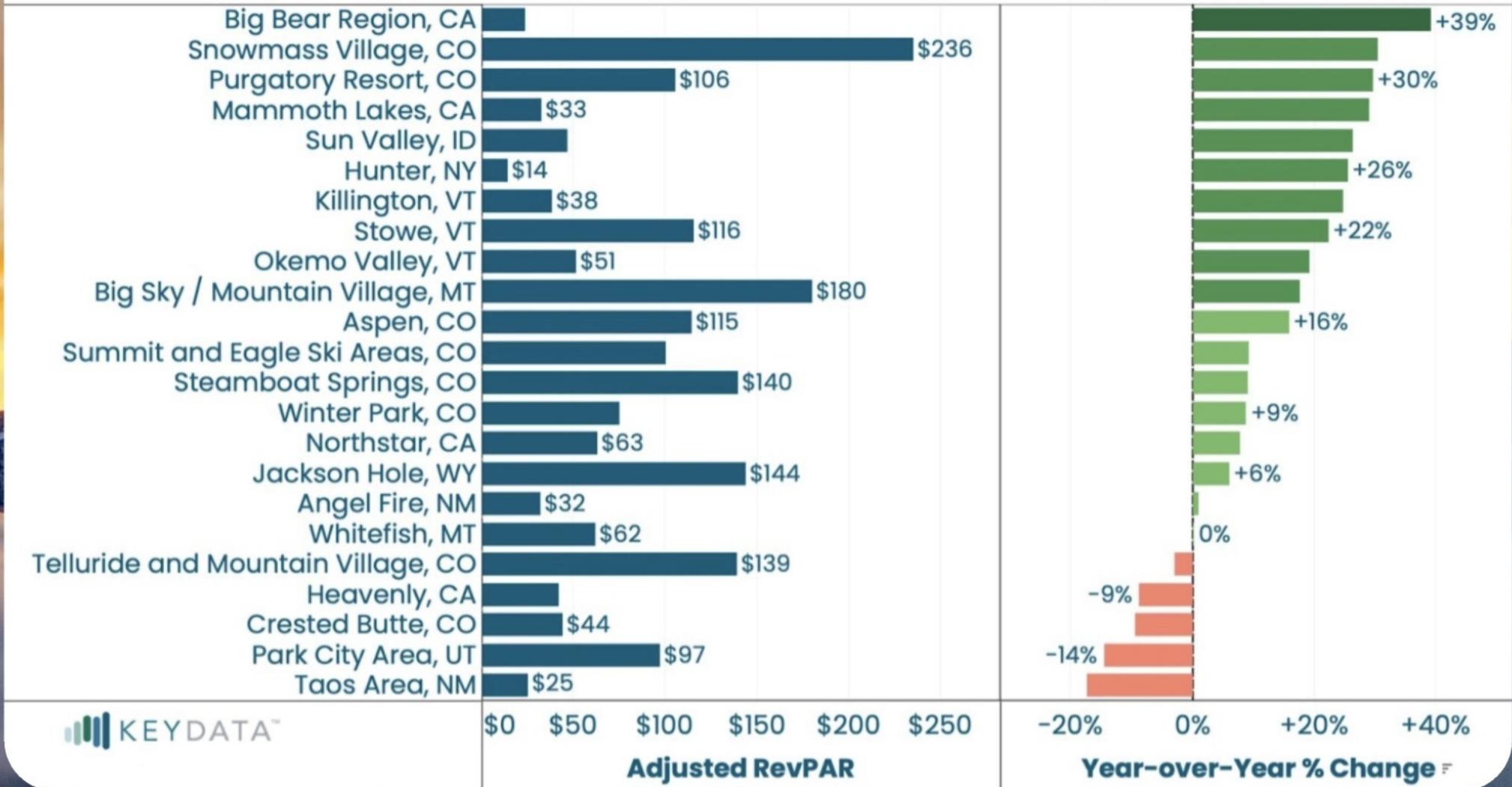


Ski Markets Pacing



Market Performance: Trends by Destination

Pacing Performance during Ski Season: November 2025 – April 2026



Lodging: California vs U.S. vs BB

Lodging performance cooled across the U.S. in September, with California posting moderate declines across key indicators. Statewide RevPAR fell 4.4% for the month, compared with a 2.1% decrease nationally. In sharp contrast, Big Bear Lake's RevPAR surged 104% YoY, clearly outperforming both California and the U.S. overall.

September RevPAR % Change

+104% YoY

Big Bear Lake

-2.1%

U.S.

-4.4%

California

Big Bear Market Snapshot

Adjusted Paid Occupancy % ⓘ

16.6%

primary

▲10%

15.1%

compare

ADR ⓘ 2/1/25 - 1/31/25

\$336

primary

▲4%

\$324

compare

RevPAR ⓘ

\$47

primary

▲13%

\$42

compare

Avg. Booking Window ⓘ

38

primary

▲8%

35

compare

Avg. Length of Stay ⓘ

2.6

primary

▲0%

2.6

compare

Nights Available ⓘ

268.8K

primary

▼9%

293.8K

compare

Avg. Stay Value ⓘ

\$886

primary

▲4%

\$853

compare

Owner Occupancy % ⓘ

7.1%

primary

▼9%

7.8%

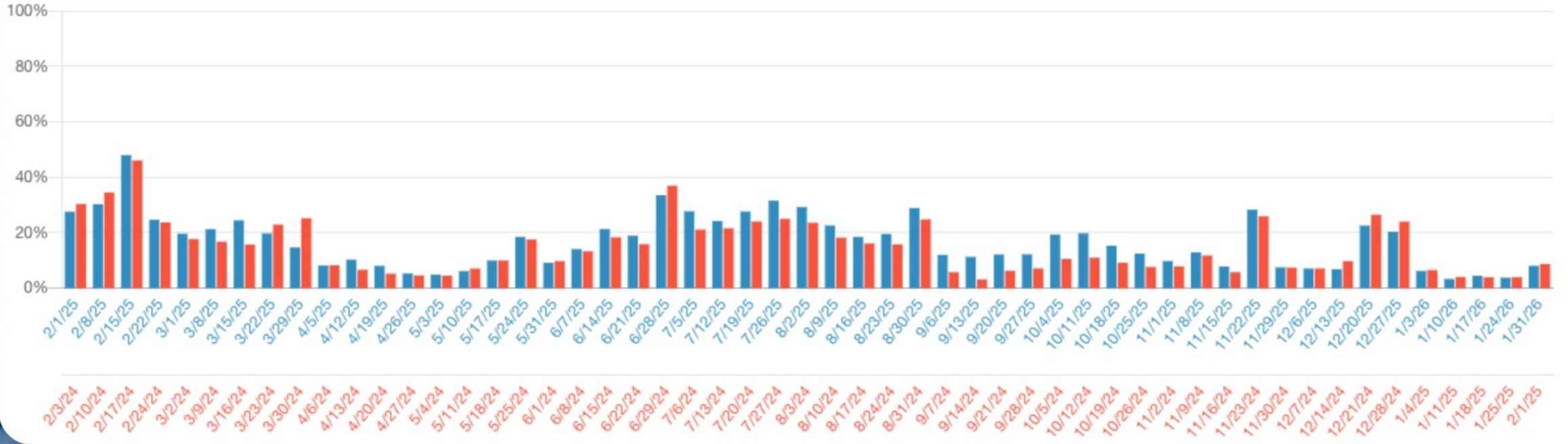
compare

Adjusted Paid Occupancy %

Show Values

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2/1/2025 to 1/31/2026 as of 11/10/2025 | 16.6% 2/3/2024 to 2/1/2025 as of 11/11/2024 | 15.1%

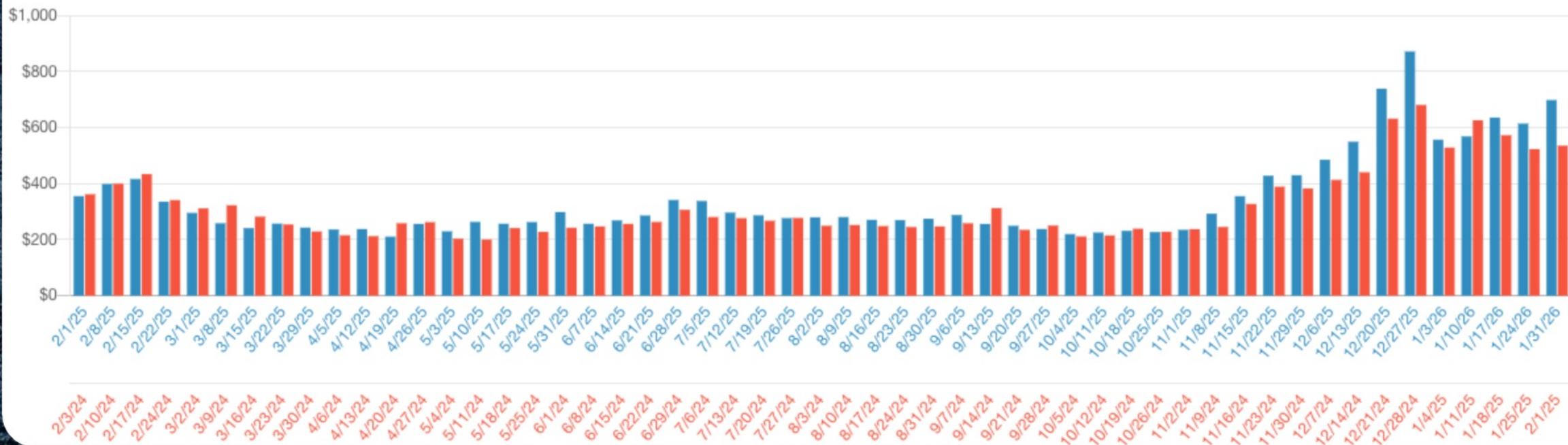


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ADR

Show Values

2/1/2025 to 1/31/2026 as of 11/10/2025 | \$336 2/3/2024 to 2/1/2025 as of 11/11/2024 | \$324



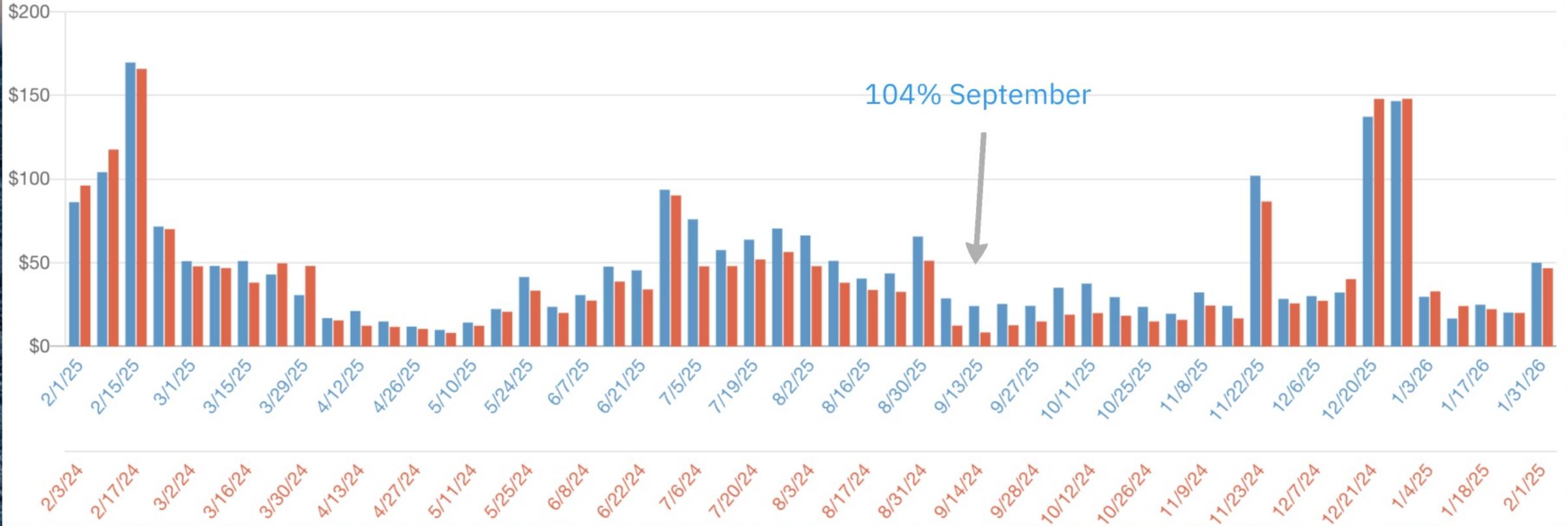
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RevPAR

Show Values

2/1/2025 to 1/31/2026 as of 11/11/2025 | \$47 2/3/2024 to 2/1/2025 as of 11/12/2024 | \$42



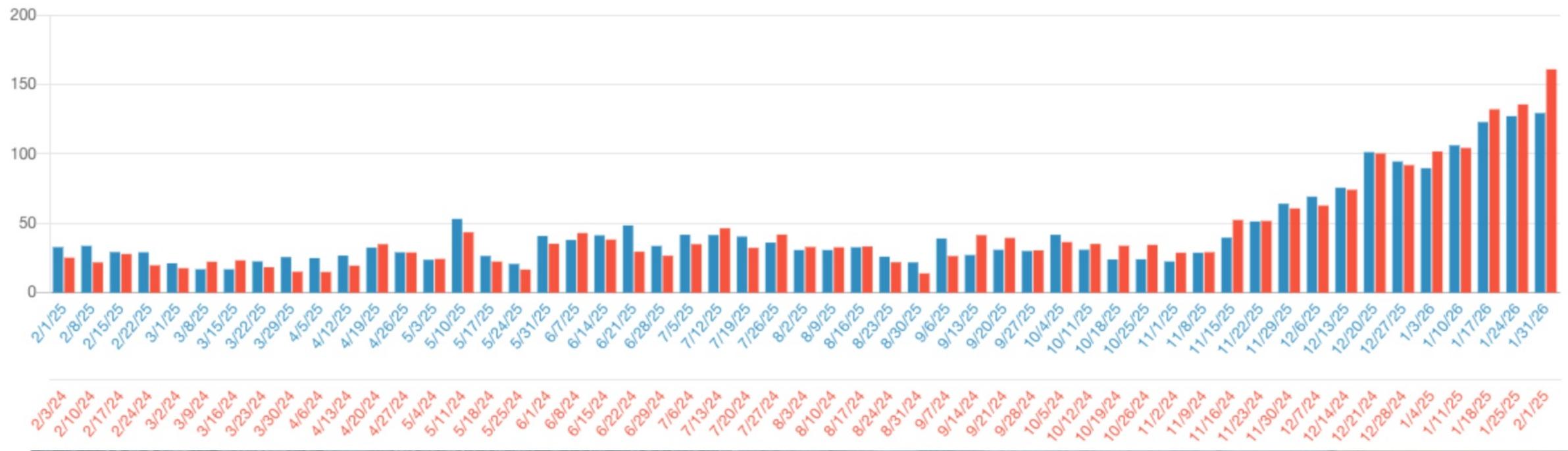


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Avg. Booking Window

Show Values

2/1/2025 to 1/31/2026 as of 11/10/2025 | 38 2/3/2024 to 2/1/2025 as of 11/11/2024 | 35





BIG BEAR LAKE

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