



Vinifera Homes

Q2 2026 Bodega Bay Market Analysis

Who We Are



Harman Nagi

Head of Operations



Anish Patel

Head of Owner Relations

How We're Different



The short term game is not new to us.

Decades of experience running hotels, since well before AirBnB.



No intention to manage hundreds of properties, so we can continue to provide the **personalized attention our clients deserve.**

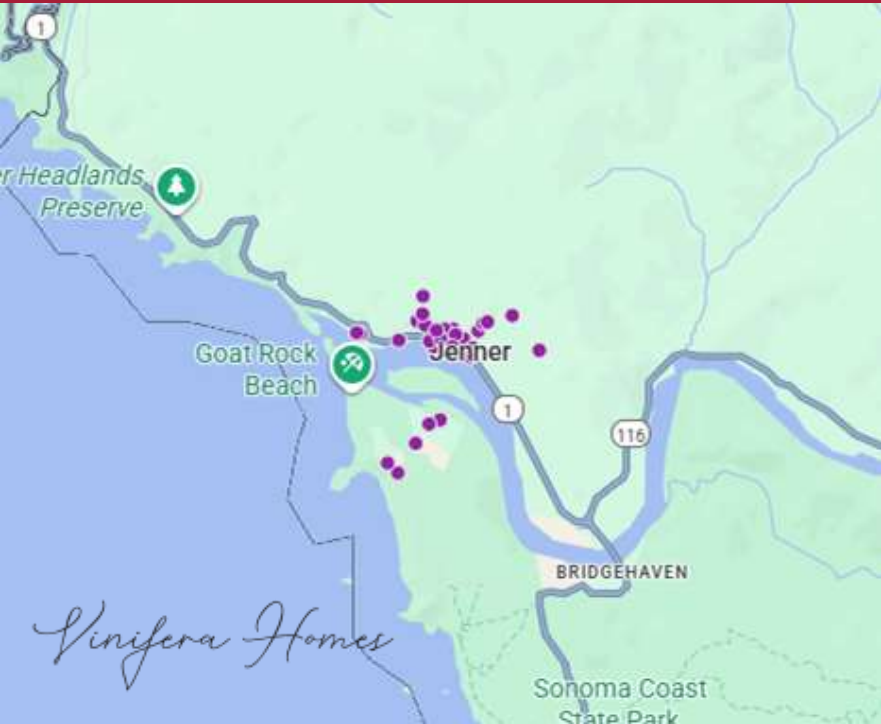


We're data nerds. We really enjoy digging into and tracking metrics to maximize performance.

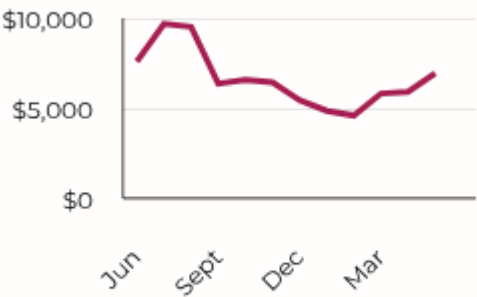


We actually love what we do.

Bodega Bay Market Snapshot

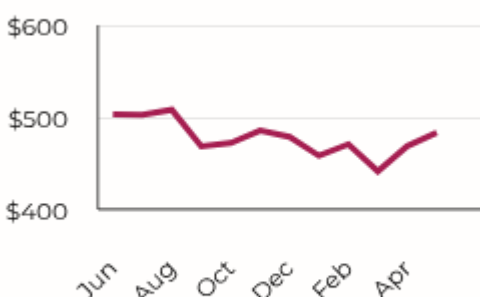


Demand Metrics



Revenue

Annual (YoY): \$80K(+3%)
May'26 / May'26 : (+9%)



ADR

Annual (YoY): \$482(0%)
May'26 / May'26 : (0%)

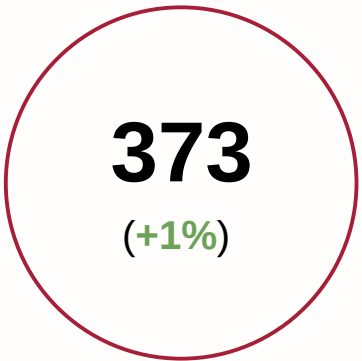


Occupancy

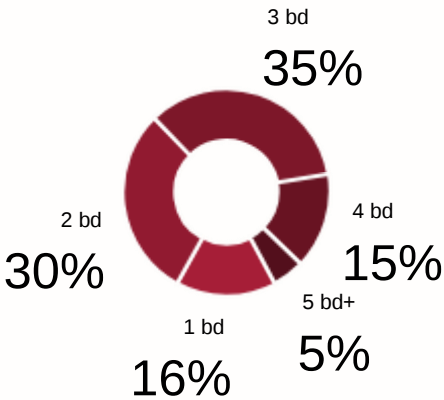
Annual (YoY): 53% (0%)
May'26 / May'26 : (+9%)

Supply Metrics

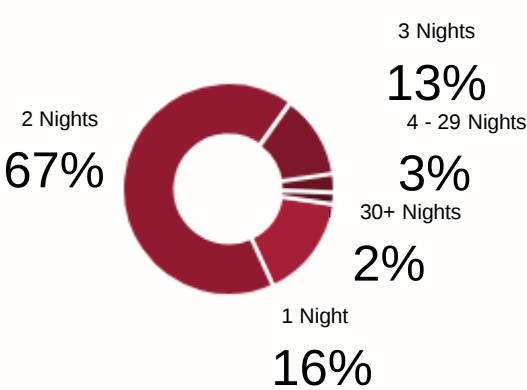
Active Listings



Listings by Bedroom



Listing by Min Stay



Competitive Analysis - 3 BRs that Sleep 6

Bodega Bay Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$135,515	\$529	72%	4.95 (251)	3	6	✗	✓	★★★	★★	★★
Comp 2	\$129,022	\$566	64%	4.95 (184)	3	6	✗	✓	★★	★★★	★★
Comp 3	\$127,259	\$786	81%	4.95 (165)	3	6	✗	✓	★★	★★	★
Comp 4	\$122,848	\$569	62%	4.95 (56)	3	6	✗	✓	★★★	★	★★
Comp 5	\$110,462	\$498	65%	5 (354)	3	6	✗	✗	★★★	★★	★★
Comp 6	\$107,080	\$525	57%	4.9 (79)	3	6	✗	✓	★★	★	★
Comp 7	\$101,399	\$672	52%	5 (436)	3	6	✗	✗	★★	★★	★
Comp 8	\$100,363	\$540	65%	5 (121)	3	6	✗	✗	★★★	★★	★★
Comp 9	\$100,303	\$380	77%	4.95 (211)	3	6	✗	✗	★★★	★★	★
Comp 10	\$98,894	\$546	60%	4.95 (39)	3	6	✗	✓	★★★	★★	★
Comp 11	\$98,614	\$591	48%	4.7 (158)	3	6	✗	✓	★★	★★	★★
Comp 12	\$97,942	\$518	55%	5 (49)	3	6	✗	✗	★★★	★	★
Comp 13	97113	\$543	54%	4.75 (207)	3	6	✗	✓	★★★	★★	★
Comp 14	92711	\$378	72%	4.85 (62)	3	6	✗	✗	★★★	★	★
Comp 15	91682	\$679	45%	4.85 (27)	3	6	✗	✓	★★★	★	★
Comp 16	91226	\$540	55%	4.95 (36)	3	6	✗	✗	★★★	★★	★★
Comp 17	89616	\$1,042	27%	5 (25)	3	6	✓	✓	★★★	★★	★★
Comp 18	89358	\$545	61%	4.95 (15)	3	6	✗	✓	★★★	★	★★
Comp 19	89125	\$531	53%	4.9 (35)	3	6	✗	✓	★★★	★★	★★
Comp 20	88841	\$573	62%	5 (21)	3	6	✗	✓	★★★	★★	★★
Comp 21	87889	\$560	52%	4.9 (41)	3	6	✗	✗	★	★★	★★

Competitive Analysis - 4 BRs that Sleep 8

Bodega Bay Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
Comp 1	\$148,532	\$657	73%	4.75 (27)	4	8	×	×	★★★★	★★	★★
Comp 2	\$122,258	\$664	66%	4.9 (89)	4	8	×	✓	★★	★★★★	★★
Comp 3	\$112,509	\$560	57%	5 (52)	4	8	×	✓	★★★★	★★	★★
Comp 4	\$108,962	\$532	61%	4.9 (35)	4	8	×	×	★★★★	★★	★
Comp 5	\$104,651	\$608	54%	5 (203)	4	8	×	✓	★★★★	★★	★★
Comp 6	\$94,021	\$644	42%	5 (233)	4	8	×	✓	★★★★	★★	★★
Comp 7	\$89,523	\$626	53%	4.9 (23)	4	8	×	✓	★★★★	★★	★
Comp 8	\$86,192	\$880	43%	5 (107)	4	8	×	✓	★★	★	★★
Comp 9	\$85,759	\$583	50%	4.85 (47)	4	8	×	✓	★★★★	★★	★★
Comp 10	\$84,516	\$522	50%	4.7 (25)	4	8	×	✓	★★★★	★★	★★
Comp 11	\$82,291	\$457	71%	4.95 (139)	4	8	×	×	★★★★	★★	★★
Comp 12	\$76,437	\$597	53%	4.6 (55)	4	8	×	×	★★★★	★	★★

Vinifera Homes

*Sample of properties in market, not comprehensive
Source: AirDNA

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*Ratings above 5.0 are VRBO ratings (on scale of 1 - 10)

Competitive Analysis - 5 BRs that Sleep 8 - 10

Bodega Bay Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
Comp 1	\$192,172	\$906	65%	4.65 (67)	5	10	×	✓	★★★★	★★	★★
Comp 2	\$191,274	\$1,045	57%	4.6 (25)	5	10	×	✓	★★★★	★★★★	★★
Comp 3	\$140,404	\$1,276	44%	4.9 (15)	5	10	×	✓	★★★★	★	★★
Comp 4	\$130,155	\$784	46%	4.3 (89)	5	10	×	✓	★★★★	★★	★
Comp 5	\$126,700	\$1,645	23%	4.9 (65)	5	14	×	✓	★★★★	★	★★
Comp 6	\$122,833	\$983	46%	4.75 (81)	5	14	×	✓	★★★★	★★	★
Comp 7	\$120,095	\$984	51%	4.9 (28)	5	10	×	✓	★★★★	★★	★★
Comp 8	\$113,764	\$1,778	27%	4.9 (36)	5	10	✓	✓	★★★★	★★	★★
Comp 9	\$101,221	\$1,002	30%	5 (134)	5	10	✓	×	★★★★	★	★
Comp 10	\$66,752	\$575	38%	4.55 (49)	5	10	×	×	★★★★	★★	★★

Percentile Analysis of Bodega Bay City

Last 12 Month Vacation Rental Performance

Percentile	50th	60th	70th	80th	90th	95th
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Median Revenue	3 bed	\$74,514	\$83,949	\$89,384	\$99,458	\$111,217	\$127,506
	4 bed	\$126,700	\$128,153	\$138,354	\$168,921	\$188,610	\$191,543
	5 bed	\$126,734	\$133,138	\$136,658	\$136,772	\$151,996	\$170,817

vs. 50th percentile	3 bed	0%	13%	20%	33%	49%	71%
	4 bed	0%	1%	9%	33%	49%	51%
	5 bed	0%	5%	8%	8%	20%	35%

What does this data mean: Above we are showing properties that perform at various percentiles. A 50th percentile mean that 50% of properties perform worse and 50% of properties perform better. A 60th percentile means 60% of properties perform worst. Importantly, what the data also shows is that **properties managed well enough to be at the 95th percentile do more than twice as well as properties at the 50th percentile.**

How To Set Up Vacation Rentals For Success

Pick your target audience

1

Who are you trying to attract? i.e.: couples for a romantic getaway, small family travelers, adventure seekers, luxury travelers, wine enthusiasts, etc

Design and furnish the home

2

Work with a professional designer who is well-versed in vacation rentals to curate and amenitize the house to attract our target audience and stand out from the crowd

Lifestyle photos

3

Obtain high quality, professionally staged photos that set the scene and showcase the amazing guest experience for your target audience

Deliver an amazing guest experience

4

Build rapport with guests from the moment they book all the way through post-stay follow-up; provide personalized recommendations, guidebook, & quick responses to ensure they feel well taken care of

Build amazing reviews

5

Reviews increase our ranking on Airbnb & VRBO. Both the rating *and* the # of reviews matter. Vinifera collects reviews from 70-80% of guests (vs the industry average of 10-15%)

Strategic, dynamic pricing

6

As we build reviews, we ramp up the property's performance over 12-18 months via constant optimization on pricing and ranking



Contact us



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