

Q3 2026 Market Analysis

Gualala · Mendocino County, California

Twelve months of demand and supply data for the Gualala submarket, the competitive set at every bedroom count, and what separates the top of the market from the middle.

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.**

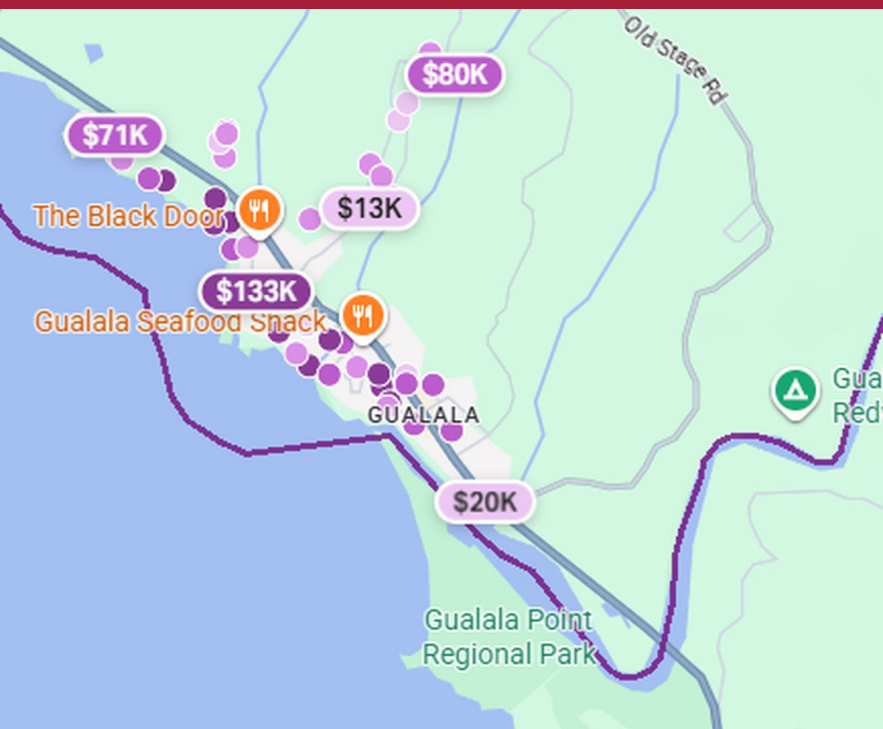


We're data nerds. We really enjoy digging into and tracking metrics to maximize performance.

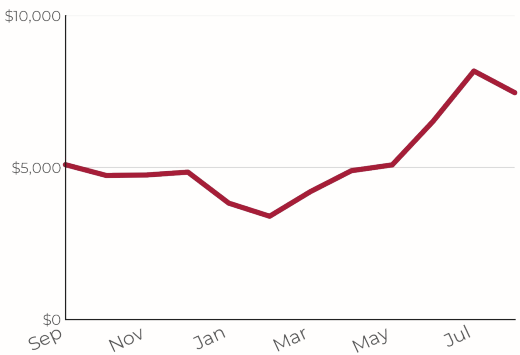


We actually love what we do.

Gualala Market Snapshot

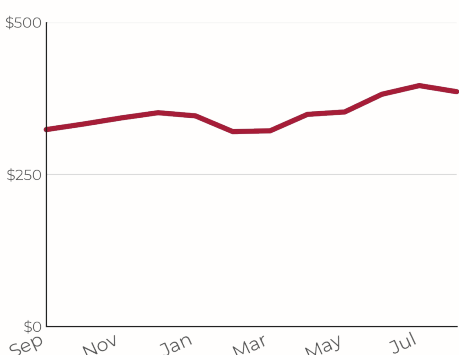


Demand Metrics



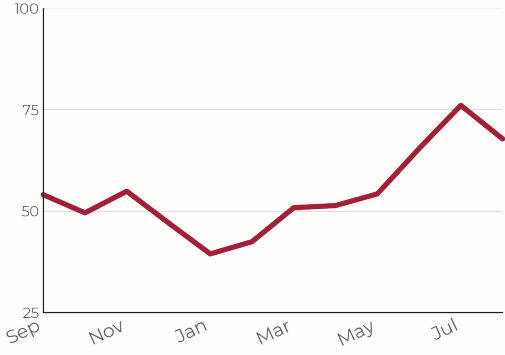
Revenue

Annual (YoY): \$63K **(+7%)**
Sep'26 / Sep'25 : **(+12%)**



ADR

Annual (YoY): \$356 **(+5%)**
Sep'26 / Sep'25 : **(+11%)**

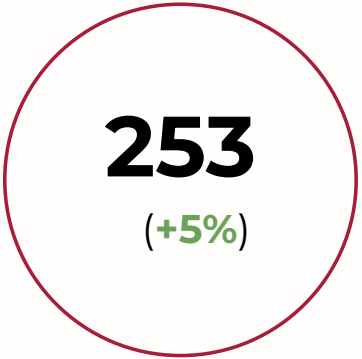


Occupancy

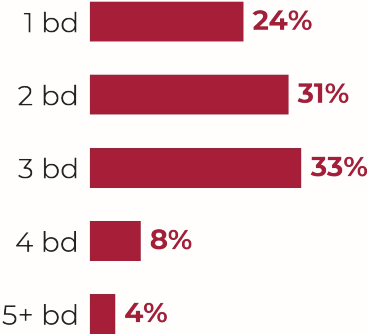
Annual (YoY): 54% **(0%)**
Sep'26 / Sep'25 : **(-1%)**

Supply Metrics

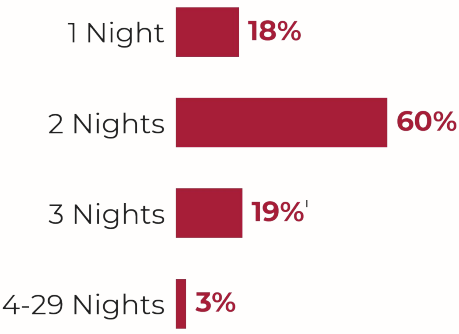
Active Listings



Listings by Bedroom



Listing by Min Stay



3 BRs that sleep 6–8

Twelve three-bedroom homes, ranked by trailing-twelve-month revenue.

Gualala comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot tub	Views	Arch. & design	Photos & listing
Comp 1	\$173,934	\$677	80%	5 (274)	3	8	—	✓	★★★	★★	★★
Comp 2	\$151,155	\$703	64%	5 (231)	3	8	—	—	★★	★★	★★
Comp 3	\$139,513	\$936	71%	4.9 (57)	3	8	—	✓	★★	★★	★★
Comp 4	\$135,274	\$663	63%	4.9 (61)	3	6	—	✓	★★	★★	★★
Comp 5	\$107,423	\$471	77%	5 (39)	3	6	—	✓	★★	★★	★★
Comp 6	\$107,249	\$472	77%	4.9 (11)	3	8	—	✓	★★★	★★	★★
Comp 7	\$104,076	\$447	76%	4.6 (68)	3	8	✓	✓	★★	★	★★
Comp 8	\$93,151	\$320	81%	4.85 (170)	3	6	—	—	★★	★★	★★
Comp 9	\$89,285	\$361	83%	4.5 (196)	3	7	—	✓	★★★	★	★★
Comp 10	\$81,676	\$361	64%	4.95 (83)	3	6	—	✓	★★	★★	★
Comp 11	\$75,995	\$244	87%	4.95 (71)	3	6	—	✓	★★	★	★★
Comp 12	\$70,884	\$998	28%	5 (5)	3	6	—	✓	★★	★★	★★

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

*Ratings above 5.0 are VRBO ratings, on a scale of 1–10.

COMPETITIVE ANALYSIS

4–5 BRs that sleep 8+

Nine four- and five-bedroom homes, ranked by trailing-twelve-month revenue.

Gualala comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot tub	Views	Arch. & design	Photos & listing
Comp 1	\$254,421	\$1,332	58%	5 (90)	5	16	—	—	★★★★	★★	★★
Comp 2	\$179,420	\$1,062	78%	5 (6)	4	8	—	—	★★★★	★★	★★
Comp 3	\$172,963	\$769	68%	4.95 (65)	4	8	—	✓	★★★★	★★	★★
Comp 4	\$160,271	\$594	77%	4.95 (118)	4	12	—	—	★★★★	★★	★★
Comp 5	\$110,103	\$448	72%	4.8 (68)	4	10	—	✓	★★★★	★★	★
Comp 6	\$108,013	\$568	55%	4.95 (305)	5	15	—	✓	★★★★	★★	★★
Comp 7	\$100,181	\$550	53%	4.95 (40)	5	12	—	—	★★★★	★	★★
Comp 8	\$95,165	\$622	52%	5 (194)	4	12	—	✓	★★★★	★★	★
Comp 9	\$90,080	\$1,344	27%	4.85 (6)	4	10	—	✓	★★★★	★★	★★

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

*Ratings above 5.0 are VRBO ratings, on a scale of 1–10.

PERCENTILE ANALYSIS

Where a home lands is a management outcome

Gualala city, last twelve months of vacation rental performance. Source: AirDNA.

MEDIAN REVENUE

Bedrooms	50th	60th	70th	80th	90th
3 bed	\$55,535	\$67,794	\$80,855	\$98,517	\$115,778
4 bed	\$90,080	\$95,165	\$110,103	\$160,271	\$172,963
5 bed	\$104,097	\$106,447	\$122,654	\$166,576	\$210,499

LIFT VS. THE 50TH PERCENTILE

Bedrooms	50th	60th	70th	80th	90th
3 bed	0%	22%	46%	77%	108%
4 bed	0%	6%	22%	78%	92%
5 bed	0%	2%	18%	60%	102%

WHAT THIS DATA MEANS

A home at the 50th percentile outperforms half the market. A home managed well enough to reach the top of the range earns roughly 108% more than a median home — same market, same bedroom count.

How to set a vacation rental up for success

Six things that decide whether a home performs at the median or at the top of its market.

01 Pick your target audience

Who are you trying to attract? Couples on a romantic getaway, small family travelers, adventure seekers, luxury travelers, wine enthusiasts.

02 Design and furnish the home

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

03 Lifestyle photos

Obtain high quality, professionally staged photos that set the scene and showcase the guest experience your target audience is buying.

04 Deliver an amazing guest experience

Build rapport from the moment they book through post-stay follow-up: personalized recommendations, a guidebook, and quick responses.

05 Build amazing reviews

Reviews increase ranking on Airbnb and VRBO — both the rating and the count matter. Vinifera collects reviews from 70–80% of guests, against an industry average of 10–15%.

06 Strategic, dynamic pricing

As reviews build, we ramp the property's performance over 12–18 months through constant optimization on pricing and ranking.



NEXT STEPS

Let's talk about your home

Anish Patel · Head of Owner Relations

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Unreasonable hospitality.

Unrelenting standards.

Undeniable care.