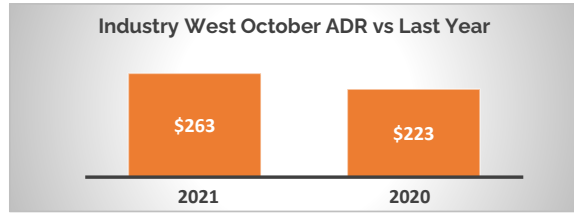
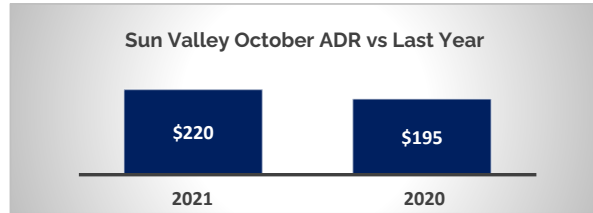
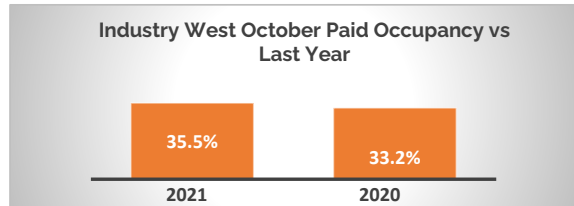
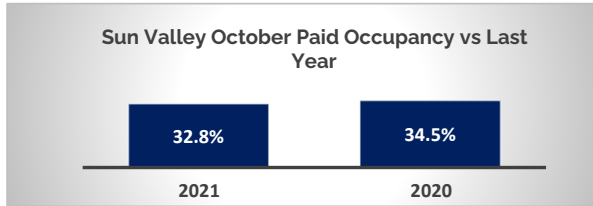


Destination: Sun Valley

Bookings as of October 31, 2021

Data based on a sample of up to 10 properties in the Sun Valley destination, representing up to 663 Units ('DestiMetrics Census') and 42.1% of 1,573 total units in the Sun Valley destination ('Destination Census')



Sun Valley				
	2021/22	2020/21	Sun valley - Year over Year % Difference	Industry West - Year over Year % Difference
October (Actual)				
Paid Occupancy	32.8%	34.5%	-5.0%	6.7%
ADR	\$220	\$195	12.6%	18.1%
November (On The Books)				
Paid Occupancy	14.4%	11.4%	26.1%	21.9%
ADR	\$237	\$216	9.6%	10.4%
December (On The Books)				
Paid Occupancy	26.1%	22.2%	17.8%	49.5%
ADR	\$533	\$418	27.5%	24.8%
January (On The Books)				
Paid Occupancy	25.9%	16.8%	54.1%	90.5%
ADR	\$332	\$308	7.6%	19.9%
February (On The Books)				
Paid Occupancy	28.1%	12.8%	119.4%	116.2%
ADR	\$387	\$325	19.3%	18.2%
March (On The Books)				
Paid Occupancy	17.5%	8.8%	98.6%	121.4%
ADR	\$352	\$285	23.6%	24.9%
April (On The Books)				
Paid Occupancy	5.1%	2.0%	151.9%	78.9%
ADR	\$228	\$171	33.7%	8.1%
Paid & Unpaid (DOR)				
Pure Occupancy	2021	2020	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
October	38.3%	42.6%	-10.0%	3.1%
Summer Season	54.1%	39.9%	35.6%	37.9%

Historic Looking,

Sun Valley occupancy for October was down -5.0 percent versus last year, while there was an increase in rate of 12.6 percent. Sun Valley occupancy for the past six months (May-October) was up 44.7 percent, accompanied with an increase in rate of 30.2 percent compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for November is up 21.9 percent compared to last year, accompanied with a rate increase of 10.4 percent. Occupancy on-the-books for the upcoming six months (November-April) is up 58.5 percent compared to the same time last year, accompanied with a rate increase of 16.7 percent.

* DestiMetrics Census: Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.
 ** Destination Census: The total number of rooms available for rental within the community as established by Visit Sun Valley and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.