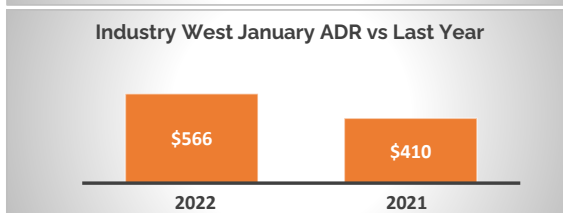
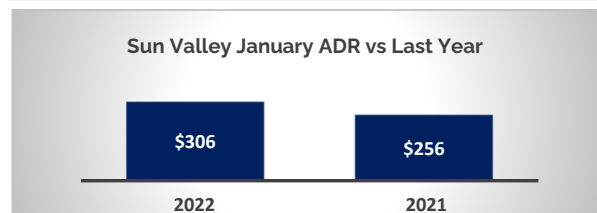
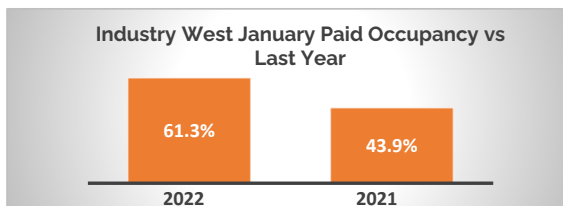
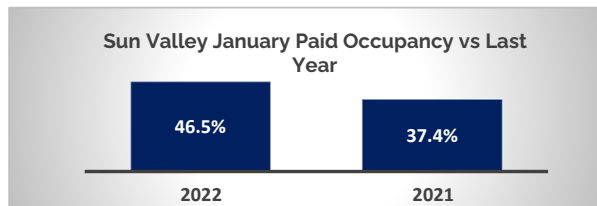


Destination: Sun Valley

Bookings as of January 31, 2022

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 824 Units ("DestiMetrics Census") and 52.4% 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
January (Actual)				
Paid Occupancy	46.5%	37.4%	24.3%	39.8%
ADR	\$306	\$256	19.9%	37.9%
February (On The Books)				
Paid Occupancy	57.7%	34.7%	66.1%	52.8%
ADR	\$383	\$315	21.7%	36.4%
March (On The Books)				
Paid Occupancy	37.6%	13.7%	174.3%	88.0%
ADR	\$381	\$312	22.2%	31.9%
April (On The Books)				
Paid Occupancy	8.4%	1.8%	352.5%	125.0%
ADR	\$237	\$230	2.8%	0.3%
May (On The Books)				
Paid Occupancy	9.3%	3.0%	208.0%	73.4%
ADR	\$222	\$232	-4.5%	5.3%
June (On The Books)				
Paid Occupancy	28.1%	14.4%	95.0%	58.8%
ADR	\$355	\$301	17.9%	6.0%
July (On The Books)				
Paid Occupancy	33.1%	30.0%	10.3%	33.7%
ADR	\$455	\$387	17.5%	12.8%
Paid & Unpaid (DOR)				
Pure Occupancy	2021/22	2020/21	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
January	57.7%	42.1%	37.2%	32.6%
Winter Season	42.6%	27.2%	56.6%	40.5%

Historic Looking,

Sun Valley occupancy for January was up 24.3 percent versus last year, accompanied with an increase in rate of 19.9 percent. Sun Valley occupancy for the past six months (August-January) was up 7.1 percent, accompanied with an increase in rate of 29.8 percent compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for February is up 66.1 percent compared to last year, accompanied with a rate increase of 21.7 percent. Occupancy on-the-books for the upcoming six months (February-July) is up 79.1 percent compared to the same time last year, accompanied with a rate increase of 13.6 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.