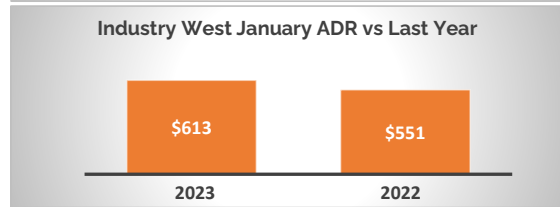
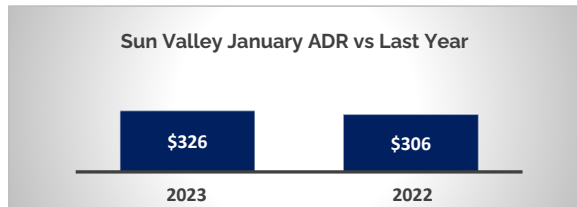
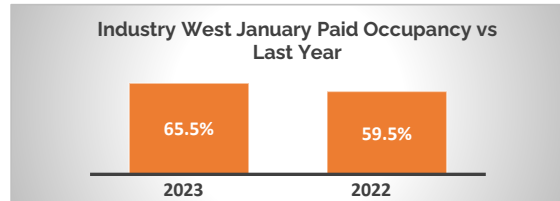
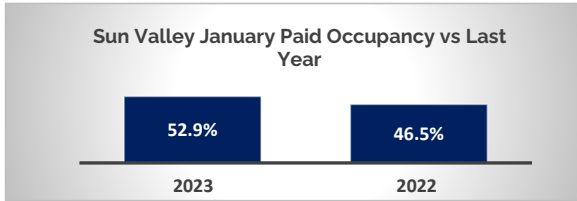


Destination: Sun Valley

Bookings as of January 31, 2023

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 817 Units ("DestiMetrics Census") and 51.9% of 1,573 total units in the Sun Valley destination ("Destination Census")



Sun Valley				
	2023	2022	Sun valley - Year over Year % Difference	Industry West - Year over Year % Difference
January (Actual)				
Paid Occupancy	52.9%	46.5%	13.8%	10.1%
ADR	\$326	\$306	6.4%	11.3%
February (On The Books)				
Paid Occupancy	61.9%	58.3%	6.1%	-1.8%
ADR	\$389	\$362	7.3%	12.2%
March (On The Books)				
Paid Occupancy	35.3%	36.8%	-4.1%	-5.8%
ADR	\$374	\$360	3.9%	7.7%
April (On The Books)				
Paid Occupancy	7.3%	7.7%	-5.6%	-9.4%
ADR	\$225	\$224	0.4%	11.9%
May (On The Books)				
Paid Occupancy	7.1%	8.2%	-13.3%	-6.3%
ADR	\$238	\$213	11.6%	14.8%
June (On The Books)				
Paid Occupancy	20.6%	24.3%	-15.1%	-11.3%
ADR	\$407	\$354	15.0%	17.2%
July (On The Books)				
Paid Occupancy	30.5%	30.5%	-0.2%	-14.5%
ADR	\$465	\$457	1.8%	5.7%
Paid & Unpaid (DOR)				
Pure Occupancy				
	2023	2022	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
January	61.3%	57.7%	6.3%	7.7%
Winter Season	42.4%	42.6%	-0.3%	-1.6%

Historic Looking,

Sun Valley occupancy for January was up 13.8 percent versus last year, accompanied with an increase in rate of 11.3 percent. Sun Valley occupancy for the past six months (Aug-Jan) was up 21.5 percent, while there was a slight decrease in rate of -0.9 percent compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for February is up 6.1 percent compared to last year, accompanied with an increase in rate of 7.3 percent. Occupancy on-the-books for the upcoming six months (Feb-Jul) is down -2.2 percent compared to the same time last year, while there is a rate increase of 6.5 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.