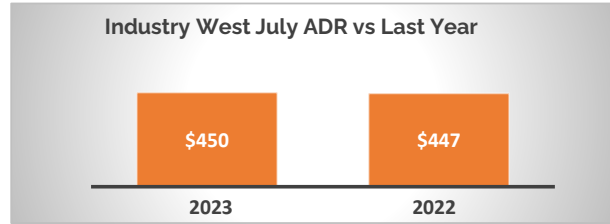
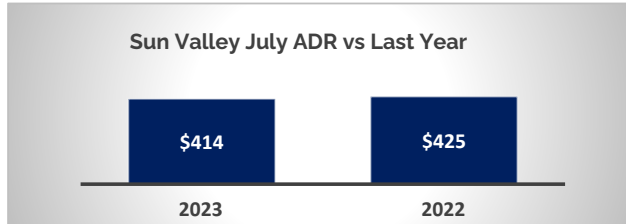
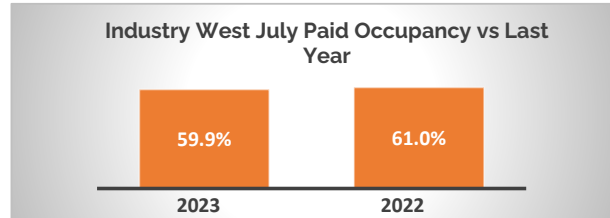
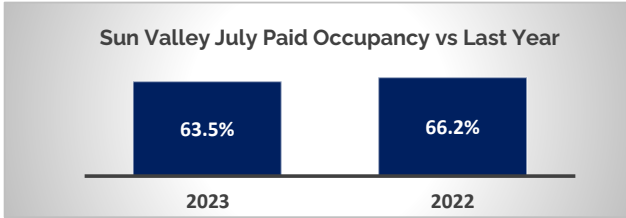


Destination: Sun Valley

Bookings as of July 31, 2023

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 783 Units ('DestiMetrics Census') and 49.8% 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
July (Actual)				
Paid Occupancy	63.5%	66.2%	-4.1%	-1.9%
ADR	\$414	\$425	-2.6%	0.8%
August (On The Books)				
Paid Occupancy	47.4%	48.2%	-1.7%	-1.5%
ADR	\$388	\$395	-1.7%	0.1%
September (On The Books)				
Paid Occupancy	30.6%	32.3%	-5.3%	-5.7%
ADR	\$390	\$354	10.2%	1.3%
October (On The Books)				
Paid Occupancy	14.4%	18.0%	-19.9%	-4.1%
ADR	\$265	\$259	2.3%	1.5%
November (On The Books)				
Paid Occupancy	4.6%	4.7%	-2.4%	10.6%
ADR	\$219	\$212	3.4%	3.4%
December (On The Books)				
Paid Occupancy	10.1%	12.1%	-16.5%	0.9%
ADR	\$680	\$681	-0.1%	2.2%
January (On The Books)				
Paid Occupancy	13.4%	14.3%	-6.3%	3.1%
ADR	\$395	\$343	15.3%	6.7%
Paid & Unpaid (DOR)				
	2023	2022	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
Pure Occupancy				
July	71.4%	76.7%	-6.9%	-1.1%
Summer Season	43.9%	48.5%	-9.5%	-1.1%

Historic Looking,

Sun Valley occupancy for July was down -4.1 percent versus last year, accompanied with a decrease in rate of -2.6 percent. Sun Valley occupancy for the past six months (Feb-Jul) was mostly flat, just slightly down -0.2 percent while rate increased 2.0 percent compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy and rate for August are both slightly down -1.7 percent compared to last year. Occupancy on-the-books for the upcoming six months (Aug-Jan) is down -7.3 percent compared to the same time last year, while there is a rate increase of 3.1 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.