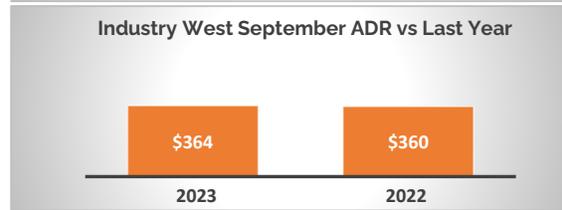
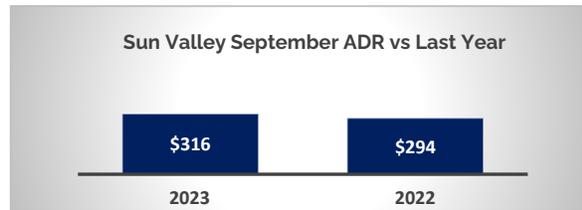
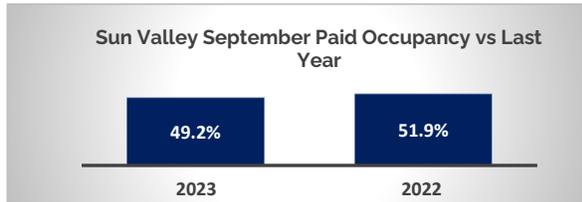


Destination: Sun Valley

Bookings as of September 30, 2023

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 781 Units ('DestiMetrics Census'\*) and 49.7% 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
<b>September (Actual)</b>				
Paid Occupancy	49.2%	51.9%	-5.3%	-2.2%
ADR	\$316	\$294	7.4%	1.2%
<b>October (On The Books)</b>				
Paid Occupancy	26.8%	29.6%	-9.5%	0.2%
ADR	\$244	\$242	1.1%	-0.9%
<b>November (On The Books)</b>				
Paid Occupancy	9.1%	8.7%	4.1%	0.9%
ADR	\$223	\$220	1.1%	3.2%
<b>December (On The Books)</b>				
Paid Occupancy	18.5%	22.6%	-18.1%	2.0%
ADR	\$596	\$553	7.8%	-2.7%
<b>January (On The Books)</b>				
Paid Occupancy	21.6%	24.9%	-13.3%	0.4%
ADR	\$392	\$337	16.4%	5.4%
<b>February (On The Books)</b>				
Paid Occupancy	23.9%	29.4%	-18.7%	-2.7%
ADR	\$450	\$393	14.5%	4.2%
<b>March (On The Books)</b>				
Paid Occupancy	16.3%	16.4%	-0.6%	-4.5%
ADR	\$389	\$362	7.5%	6.8%
<b>Paid &amp; Unpaid (DOR) Pure Occupancy</b>				
	2023	2022	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
September	54.7%	62.2%	-12.0%	-2.1%
Summer Season	51.4%	56.4%	-9.0%	-1.4%

**Historic Looking,**

Sun Valley occupancy for September was down -5.3 percent versus last year while there was a rate increase of 7.4 percent. Sun Valley occupancy for the past six months (Apr-Sep) was down -3.3 percent while rate was mostly flat with last year, just slightly up 0.1 percent compared to the same time last year.

**Forward Looking,**

Sun Valley on-the-books occupancy for October is down -9.5 percent, while rate is slightly up 1.1% compared to last year. Occupancy on-the-books for the upcoming six months (Oct-Mar) is down -11.8 percent compared to the same time last year, while there is a rate increase of 7.4 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.