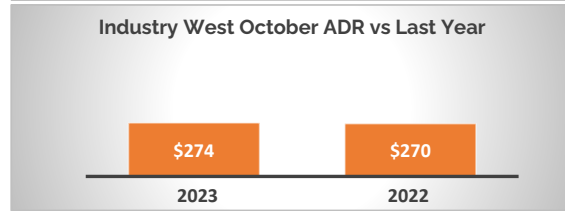
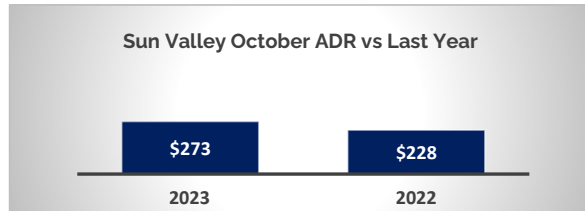
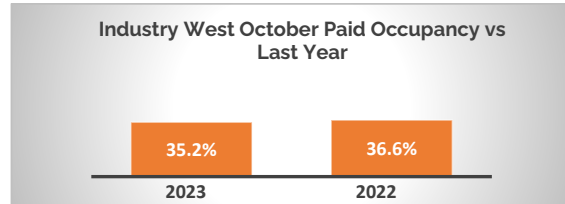
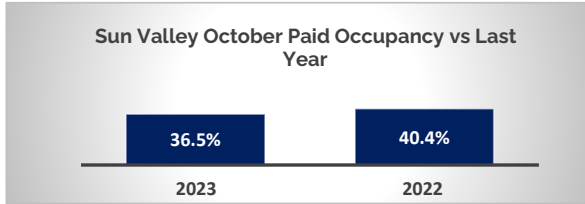


Destination: Sun Valley

Bookings as of October 31, 2023

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 770 Units ('DestiMetrics Census'*) and 49.0% of 1,573 total units in the Sun Valley destination ('Destination Census'')



Sun Valley				
	2023/24	2022/23	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
October (Actual)				
Paid Occupancy	36.5%	40.4%	-9.6%	-4.0%
ADR	\$273	\$228	19.4%	1.3%
November (On The Books)				
Paid Occupancy	16.2%	14.4%	12.4%	-1.7%
ADR	\$201	\$218	-7.5%	0.3%
December (On The Books)				
Paid Occupancy	23.5%	28.3%	-17.1%	2.1%
ADR	\$552	\$522	5.7%	-2.8%
January (On The Books)				
Paid Occupancy	27.1%	29.6%	-8.5%	-1.5%
ADR	\$379	\$340	11.4%	5.4%
February (On The Books)				
Paid Occupancy	28.3%	35.3%	-19.8%	-4.2%
ADR	\$450	\$409	10.3%	4.5%
March (On The Books)				
Paid Occupancy	19.3%	19.1%	1.4%	-2.6%
ADR	\$381	\$371	2.8%	6.6%
April (On The Books)				
Paid Occupancy	3.7%	3.6%	2.0%	2.6%
ADR	\$241	\$211	13.9%	-3.0%
Paid & Unpaid (DOR)				
Pure Occupancy	2023	2022	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
October	41.6%	51.4%	-19.0%	-4.6%
Summer Season	53.1%	58.8%	-9.8%	-1.8%

Historic Looking,

Sun Valley occupancy for October was down -9.6 percent versus last year while there was a rate increase of 19.4 percent. Sun Valley occupancy for the past six months (May-Oct) was down -5.2 percent while rate increased 2.2 percent compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for November is up 12.4 percent, while rate is down -7.5% compared to last year. Occupancy on-the-books for the upcoming six months (Nov-Apr) is down -10.7 percent while rate is up 4.1 percent, compared to the same time last year.

* 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.