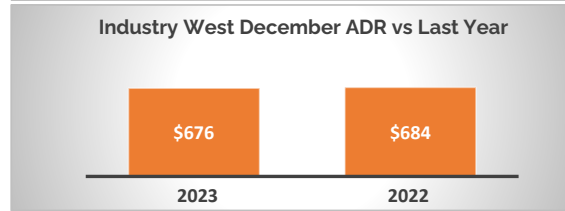
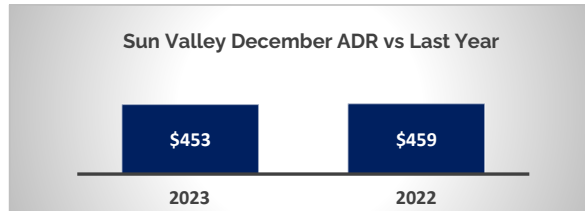
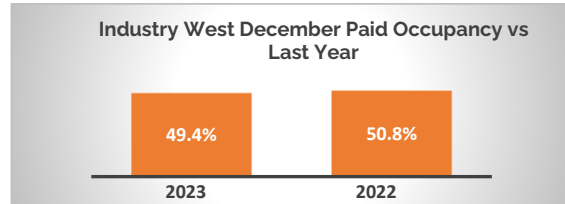
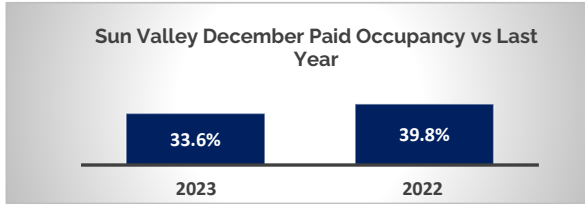


**Destination: Sun Valley**

**Bookings as of December 31, 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		Sun Valley - Industry West		
	2023/24	2022/23	Year over Year % Difference	Year over Year % Difference
<b>December (Actual)</b>				
Paid Occupancy	33.6%	39.8%	-15.4%	-2.7%
ADR	\$453	\$459	-1.3%	-1.1%
<b>January (On The Books)</b>				
Paid Occupancy	38.0%	45.3%	-16.0%	-3.9%
ADR	\$354	\$343	3.3%	3.7%
<b>February (On The Books)</b>				
Paid Occupancy	40.0%	51.0%	-21.7%	-4.8%
ADR	\$434	\$402	8.0%	4.7%
<b>March (On The Books)</b>				
Paid Occupancy	26.5%	27.0%	-1.9%	-2.7%
ADR	\$379	\$378	0.3%	4.4%
<b>April (On The Books)</b>				
Paid Occupancy	4.6%	5.6%	-17.0%	3.4%
ADR	\$199	\$220	-9.6%	-6.9%
<b>May (On The Books)</b>				
Paid Occupancy	2.4%	5.2%	-54.5%	2.7%
ADR	\$255	\$225	13.1%	3.9%
<b>June (On The Books)</b>				
Paid Occupancy	14.7%	17.5%	-16.2%	-10.2%
ADR	\$455	\$427	6.4%	7.9%
<b>Paid &amp; Unpaid (DOR)</b>		<b>Sun Valley - Industry West</b>		
<b>Pure Occupancy</b>	<b>2023/24</b>	<b>2022/23</b>	<b>Year over Year % Difference</b>	<b>Year over Year % Difference</b>
December	43.4%	48.2%	-10.0%	-2.7%
Winter Season	32.3%	37.0%	-12.9%	-2.8%

**Historic Looking,**

Sun Valley occupancy for December was down -15.4 percent versus last year accompanied with a rate decrease of -1.3 percent. Sun Valley occupancy for the past six months (Jul-Dec) was down -5.7 percent while rate remained flat compared to the same time last year.

**Forward Looking,**

Sun Valley on-the-books occupancy for January is down -16.0 percent, while rate is up 3.3% compared to last year. Occupancy on-the-books for the upcoming six months (Jan-Jun) is down -16.5 percent while rate is up 5.1 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.