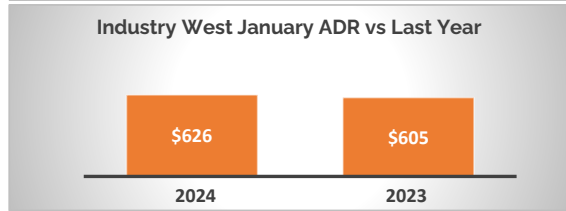
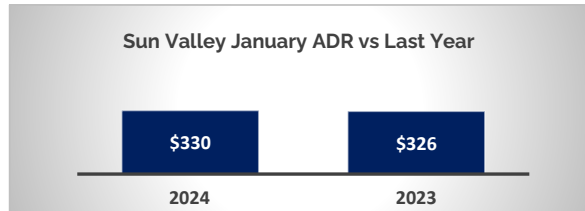
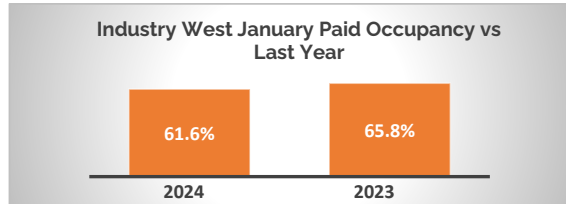
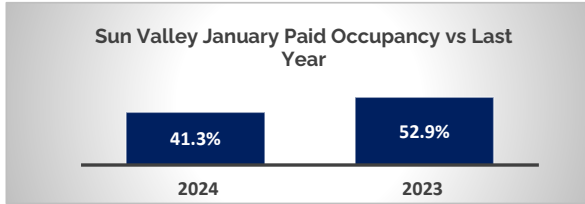


**Destination: Sun Valley**

**Bookings as of January 31, 2024**

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 774 Units ('DestiMetrics Census') and 49.2% of 1,573 total units in the Sun Valley destination ('Destination Census')



Sun Valley				
	2024	2023	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
<b>January (Actual)</b>				
Paid Occupancy	41.3%	52.9%	-21.9%	-6.3%
ADR	\$330	\$326	1.3%	3.4%
<b>February (On The Books)</b>				
Paid Occupancy	49.5%	61.9%	-19.9%	-7.2%
ADR	\$400	\$389	3.0%	4.4%
<b>March (On The Books)</b>				
Paid Occupancy	34.1%	35.3%	-3.4%	-6.9%
ADR	\$369	\$374	-1.4%	7.8%
<b>April (On The Books)</b>				
Paid Occupancy	5.4%	7.3%	-25.1%	-7.9%
ADR	\$203	\$225	-9.9%	-6.7%
<b>May (On The Books)</b>				
Paid Occupancy	3.6%	7.1%	-49.8%	-0.5%
ADR	\$228	\$238	-4.4%	1.3%
<b>June (On The Books)</b>				
Paid Occupancy	16.4%	20.6%	-20.6%	-7.1%
ADR	\$440	\$407	8.3%	5.6%
<b>July (On The Books)</b>				
Paid Occupancy	29.9%	30.5%	-1.9%	-4.2%
ADR	\$491	\$465	5.5%	1.6%
<b>Paid &amp; Unpaid (DOR)</b>				
<b>Pure Occupancy</b>	<b>2023/24</b>	<b>2022/23</b>	<b>Sun Valley - Year over Year % Difference</b>	<b>Industry West - Year over Year % Difference</b>
January	47.0%	61.3%	-23.3%	-5.4%
Winter Season	36.0%	42.2%	-14.8%	-4.0%

**Historic Looking,**

Sun Valley occupancy for January was down -21.9 percent versus last year while there was a rate increase of 1.3 percent. Sun Valley occupancy for the past six months (Aug-Jan) was down -9.4 percent while rate increased 1.1% compared to the same time last year.

**Forward Looking,**

Sun Valley on-the-books occupancy for February is down -19.9 percent, while rate is up 3.0% compared to last year. Occupancy on-the-books for the upcoming six months (Feb-Jul) is down -14.0 percent while rate is up 4.3 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.