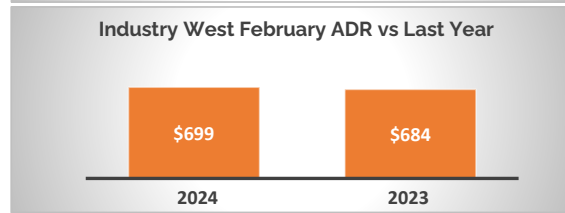
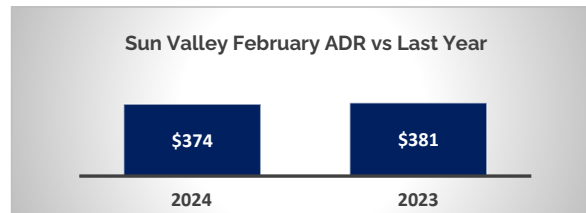
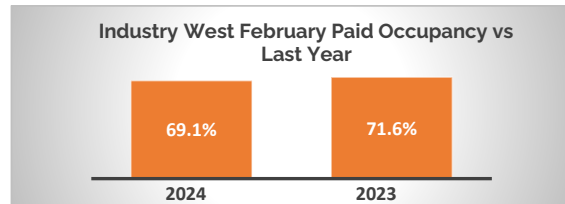
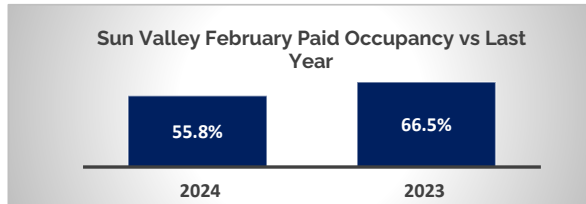


**Destination: Sun Valley**

**Bookings as of February 29, 2024**

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		Sun Valley - Industry West		
	2024	2023	Year over Year % Difference	Year over Year % Difference
<b>February (Actual)</b>				
Paid Occupancy	55.8%	66.5%	-16.0%	-3.4%
ADR	\$374	\$381	-1.9%	2.2%
<b>March (On The Books)</b>				
Paid Occupancy	44.7%	45.2%	-1.1%	-3.5%
ADR	\$341	\$350	-2.5%	6.9%
<b>April (On The Books)</b>				
Paid Occupancy	8.5%	10.3%	-17.3%	-3.1%
ADR	\$206	\$227	-9.4%	-6.8%
<b>May (On The Books)</b>				
Paid Occupancy	4.1%	7.2%	-42.9%	3.4%
ADR	\$237	\$218	8.3%	1.7%
<b>June (On The Books)</b>				
Paid Occupancy	20.0%	24.1%	-16.9%	-2.4%
ADR	\$425	\$401	6.0%	4.1%
<b>July (On The Books)</b>				
Paid Occupancy	33.3%	34.4%	-3.3%	-1.2%
ADR	\$486	\$463	4.9%	0.9%
<b>August (On The Books)</b>				
Paid Occupancy	22.7%	23.3%	-2.9%	2.2%
ADR	\$435	\$459	-5.3%	6.8%
<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>
February	62.1%	71.9%	-13.7%	-1.9%
Winter Season	39.8%	45.7%	-12.9%	-2.7%

**Historic Looking,**

Sun Valley occupancy for February was down -16.0 percent versus last year accompanied with a rate decrease of -1.9 percent. Sun Valley occupancy for the past six months (Sep-Feb) was down -12.7 percent while rate slightly increased 1.1% compared to the same time last year.

**Forward Looking,**

Sun Valley on-the-books occupancy for March is slightly down -1.1 percent accompanied with a rate decrease of -2.5% compared to last year. Occupancy on-the-books for the upcoming six months (Mar-Aug) is down -7.7 percent while rate is slightly up 1.7 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.