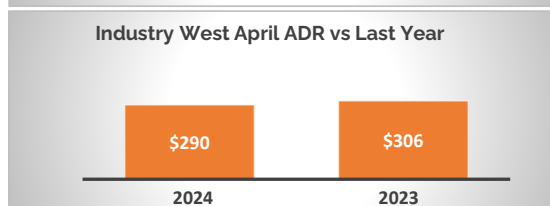
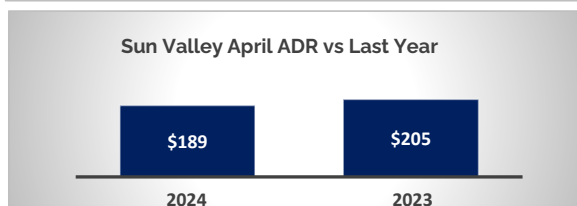
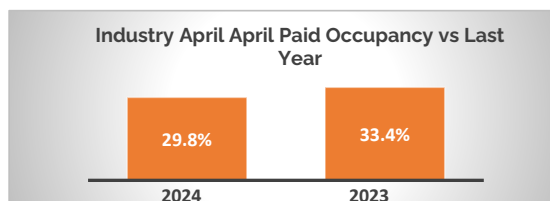
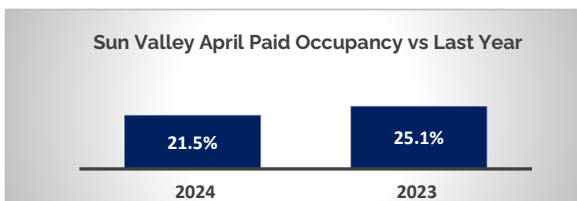


Destination: Sun Valley

Bookings as of April 30, 2024

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 762 Units ('DestiMetrics Census') and 48.4% 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 Last Year % Difference
April (Actual)				
Paid Occupancy	21.5%	25.1%	-14.5%	-11.0%
ADR	\$189	\$205	-7.9%	-5.2%
May (On The Books)				
Paid Occupancy	11.8%	14.9%	-21.0%	4.4%
ADR	\$208	\$196	6.6%	3.8%
June (On The Books)				
Paid Occupancy	28.8%	32.4%	-11.1%	-1.2%
ADR	\$389	\$368	5.8%	3.8%
July (On The Books)				
Paid Occupancy	42.5%	40.7%	4.3%	0.7%
ADR	\$468	\$461	1.6%	2.4%
August (On The Books)				
Paid Occupancy	30.0%	29.9%	0.6%	0.1%
ADR	\$417	\$449	-7.3%	7.9%
September (On The Books)				
Paid Occupancy	12.8%	20.3%	-37.0%	3.1%
ADR	\$375	\$422	-11.1%	2.5%
October (On The Books)				
Paid Occupancy	9.0%	9.2%	-2.2%	-8.1%
ADR	\$237	\$257	-7.8%	10.4%
Paid & Unpaid (DOR)				
Pure Occupancy				
	2023/24	2022/23	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
April	23.8%	30.5%	-21.9%	-3.6%
Winter Season	43.6%	50.4%	-13.4%	-3.5%

Historic Looking,

Sun Valley occupancy for April was down -14.5 percent versus last year accompanied with a rate decrease of -7.9 percent. Sun Valley occupancy for the past six months (Nov-Apr) was down -12.1 percent accompanied with a rate decrease of -2.7% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for May is down -21.0 percent while there is a rate increase of 6.6% compared to last year. Occupancy on-the-books for the upcoming six months (Apr-Sep) is down -8.4 percent, while rate is flat, 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.