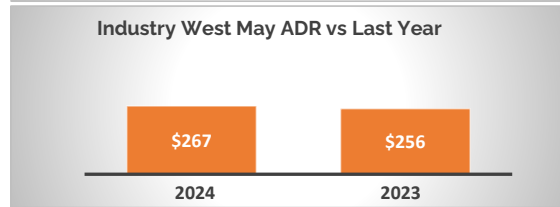
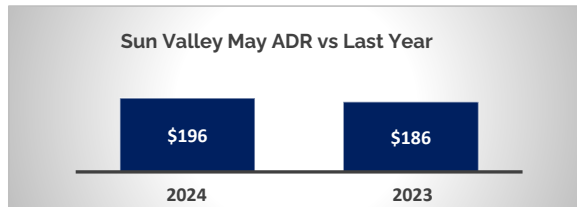
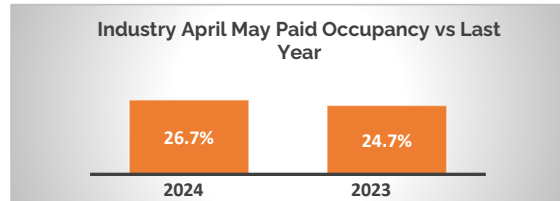
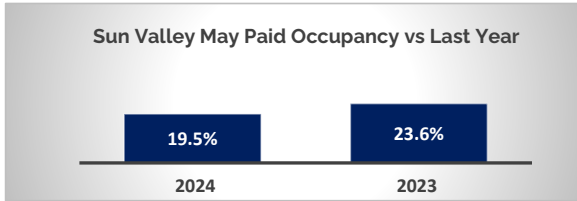


Destination: Sun Valley

Bookings as of May 31, 2024

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 766 Units ("DestiMetrics Census") and 48.7% of 1,573 total units in the Sun Valley destination ("Destination Census")



Sun Valley		Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
	2024	2023	
May (Actual)			
Paid Occupancy	19.5%	23.6%	-17.4%
ADR	\$196	\$186	5.3%
June (On The Books)			
Paid Occupancy	39.3%	40.5%	-3.0%
ADR	\$346	\$336	2.9%
July (On The Books)			
Paid Occupancy	49.9%	45.8%	8.8%
ADR	\$458	\$455	0.8%
August (On The Books)			
Paid Occupancy	34.4%	33.5%	2.6%
ADR	\$406	\$441	-8.0%
September (On The Books)			
Paid Occupancy	14.6%	22.3%	-34.7%
ADR	\$369	\$420	-12.0%
October (On The Books)			
Paid Occupancy	11.0%	10.3%	6.9%
ADR	\$242	\$257	-6.1%
November (On The Books)			
Paid Occupancy	5.0%	3.8%	31.3%
ADR	\$213	\$219	-2.3%
Paid & Unpaid (DOR) Pure Occupancy		Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
	2024	2023	
May	22.8%	28.1%	-18.9%
Summer Season	32.1%	34.6%	-7.1%

Historic Looking,

Sun Valley occupancy for May was down -17.4 percent versus last year while rate increased 5.3 percent. Sun Valley occupancy for the past six months (Dec-May) was down -13.8 percent accompanied with a slight rate decrease of -1.1% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for June is down -3.0 percent while rate increased 2.9% compared to last year. Occupancy on-the-books for the upcoming six months (Jun-Nov) is slightly down -1.8 percent, accompanied with a rate decrease of -2.9% 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.