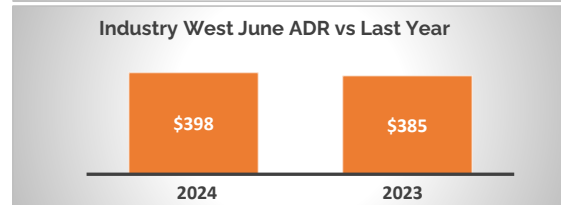
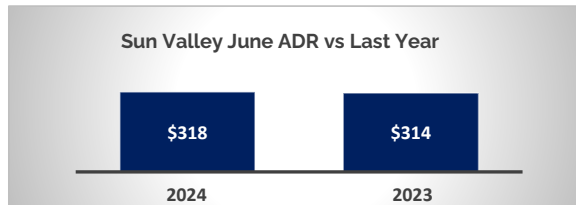
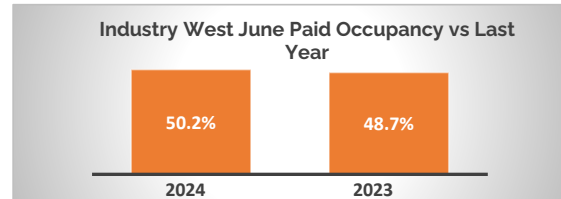
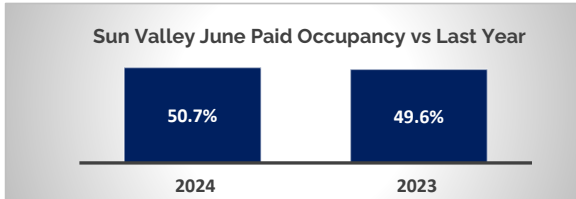


Destination: Sun Valley

Bookings as of June 30, 2024

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 771 Units ("DestiMetrics Census") and 49.0% 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
June (Actual)				
Paid Occupancy	50.7%	49.6%	2.1%	3.0%
ADR	\$318	\$314	1.2%	3.3%
July (On The Books)				
Paid Occupancy	58.0%	55.3%	4.8%	5.5%
ADR	\$438	\$431	1.6%	0.6%
August (On The Books)				
Paid Occupancy	39.8%	38.4%	3.7%	8.2%
ADR	\$399	\$417	-4.2%	2.5%
September (On The Books)				
Paid Occupancy	17.2%	25.7%	-33.3%	3.0%
ADR	\$352	\$407	-13.4%	0.6%
October (On The Books)				
Paid Occupancy	10.9%	12.0%	-8.8%	-0.2%
ADR	\$241	\$263	-8.5%	2.8%
November (On The Books)				
Paid Occupancy	5.3%	3.9%	36.0%	-9.8%
ADR	\$217	\$221	-1.5%	-1.6%
December (On The Books)				
Paid Occupancy	7.4%	7.0%	6.0%	-13.2%
ADR	\$557	\$767	-27.4%	6.6%
Paid & Unpaid (DOR)				
Pure Occupancy	2024	2023	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
June	54.9%	57.4%	-4.5%	0.6%
Summer Season	36.2%	39.7%	-8.6%	2.3%

Historic Looking,

Sun Valley occupancy for June was up 2.1 percent versus last year accompanied with a slight rate increase of 1.2 percent. Sun Valley occupancy for the past six months (Jan-Jun) was down -10.7 percent accompanied with a slight rate decrease of -0.5% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for July is up 4.8 percent accompanied with a slight rate increase of 1.6% compared to last year. Occupancy on-the-books for the upcoming six months (Jul-Dec) is down -2.2 percent, accompanied with a rate decrease of -4.9% 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.