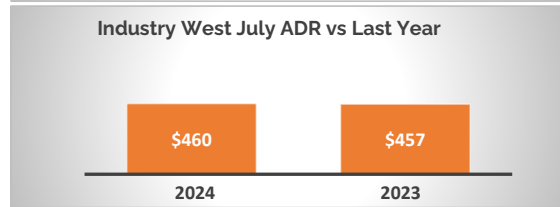
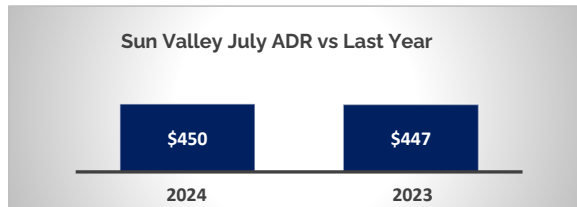
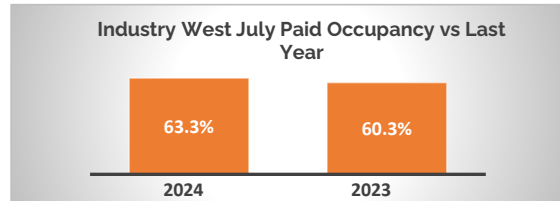
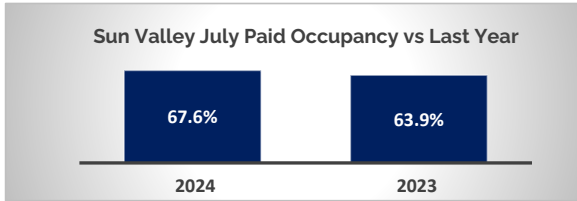


**Destination: Sun Valley**

**Bookings as of July 31, 2024**

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 643 Units ("DestiMetrics Census") and 40.9% of 1,573 total units in the Sun Valley destination ("Destination Census")



Sun Valley				
	2024/25	2023/24	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
<b>July (Actual)</b>				
Paid Occupancy	67.6%	63.9%	5.7%	4.9%
ADR	\$450	\$447	0.9%	0.8%
<b>August (On The Books)</b>				
Paid Occupancy	49.3%	48.0%	2.7%	4.0%
ADR	\$403	\$417	-3.3%	4.4%
<b>September (On The Books)</b>				
Paid Occupancy	23.2%	33.9%	-31.4%	1.4%
ADR	\$349	\$400	-12.6%	1.0%
<b>October (On The Books)</b>				
Paid Occupancy	14.5%	16.2%	-10.0%	0.6%
ADR	\$253	\$271	-6.6%	4.6%
<b>November (On The Books)</b>				
Paid Occupancy	6.2%	5.5%	12.5%	-19.4%
ADR	\$216	\$220	-1.9%	6.7%
<b>December (On The Books)</b>				
Paid Occupancy	8.7%	10.6%	-17.4%	-14.7%
ADR	\$649	\$709	-8.4%	5.7%
<b>January (On The Books)</b>				
Paid Occupancy	11.9%	13.4%	-11.0%	-9.8%
ADR	\$392	\$395	-0.8%	6.9%
<b>Paid &amp; Unpaid (DOR) Pure Occupancy</b>				
	2024	2023	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
July	73.2%	71.4%	2.5%	1.8%
Summer Season	40.9%	43.9%	-6.9%	1.6%

**Historic Looking,**

Sun Valley occupancy for July was up 5.7 percent versus last year accompanied with a slight rate increase of 0.9 percent. Sun Valley occupancy for the past six months (Feb-Jul) was down -4.9 percent while there was a slight rate increase of 0.8% compared to the same time last year.

**Forward Looking,**

Sun Valley on-the-books occupancy for August is up 2.7 percent while there is a rate decrease of -3.3% compared to last year. Occupancy on-the-books for the upcoming six months (Aug-Jan) is down -10.6 percent, accompanied with a rate decrease of -6.5% 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.