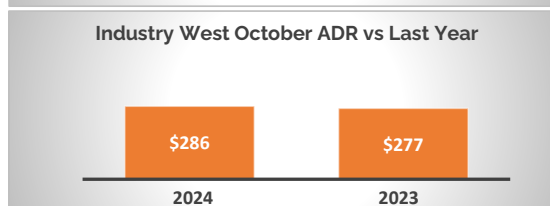
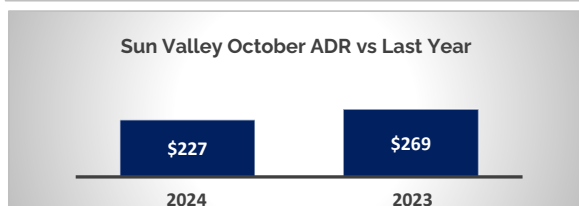
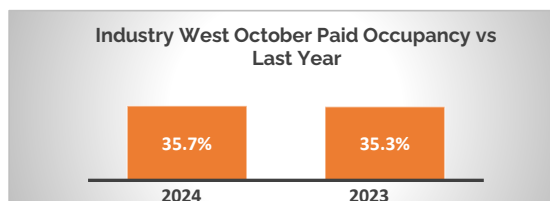
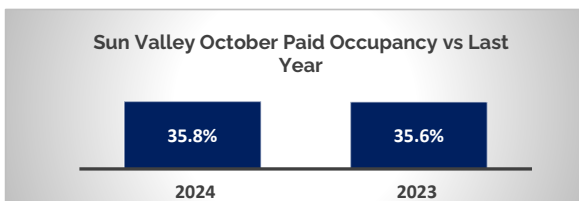


## Destination: Sun Valley

Bookings as of October 31, 2024

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 809 Units ('DestiMetrics Census'\*) and 51.4% 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
October (Actual)				
Paid Occupancy	35.8%	35.6%	0.6%	1.2%
ADR	\$227	\$269	-15.8%	3.2%
November (On The Books)				
Paid Occupancy	15.2%	16.6%	-8.1%	-9.0%
ADR	\$224	\$201	11.1%	-0.3%
December (On The Books)				
Paid Occupancy	18.0%	24.1%	-25.4%	-7.7%
ADR	\$556	\$552	0.8%	2.3%
January (On The Books)				
Paid Occupancy	23.4%	27.9%	-16.1%	-4.2%
ADR	\$396	\$379	4.6%	2.5%
February (On The Books)				
Paid Occupancy	29.2%	29.1%	0.5%	5.8%
ADR	\$446	\$450	-0.9%	-0.2%
March (On The Books)				
Paid Occupancy	28.3%	19.8%	42.7%	4.9%
ADR	\$414	\$381	8.6%	-0.1%
April (On The Books)				
Paid Occupancy	5.3%	3.8%	37.2%	2.4%
ADR	\$207	\$241	-14.0%	26.6%
Paid & Unpaid (DOR) Pure Occupancy				
	2024	2023	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
October	41.5%	41.9%	-1.0%	-0.5%
Summer Season	49.9%	53.0%	-5.9%	0.2%

## Historic Looking,

Sun Valley occupancy for October was mostly the same, just slightly up 0.6 percent versus last year while rate decreased of -15.8 percent. Sun Valley occupancy for the past six months (May-Oct) was down -4.1 percent accompanied with a very slight rate decrease of -0.5% compared to the same time last year.

## Forward Looking,

Sun Valley on-the-books occupancy for November is down -8.1 percent while there was a rate increase of 11.1% compared to last year. Occupancy on-the-books for the upcoming six months (Nov-Apr) is slightly down -2.5 percent, while rate slightly increased 1.0% 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.