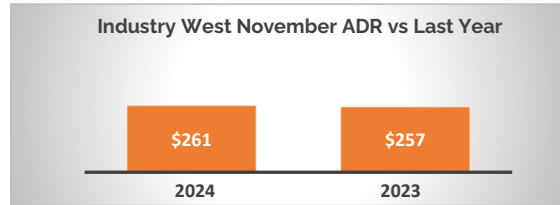
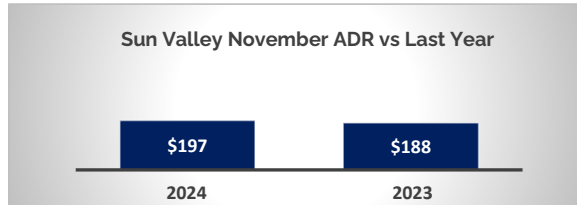
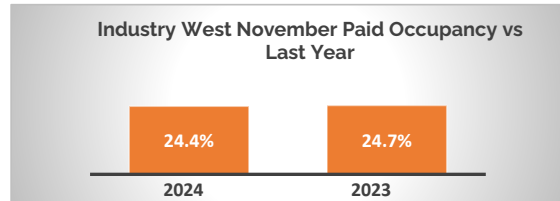
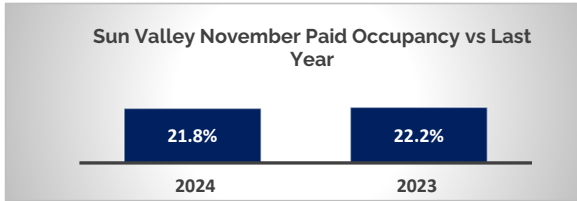


Destination: Sun Valley

Bookings as of November 30, 2024

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 794 Units ("DestiMetrics Census") and 50.5% 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
November (Actual)					
Paid Occupancy		21.8%	22.2%	-1.8%	-1.1%
ADR		\$197	\$188	4.9%	1.9%
December (On The Books)					
Paid Occupancy		26.0%	30.7%	-15.3%	-3.3%
ADR		\$530	\$501	5.8%	2.1%
January (On The Books)					
Paid Occupancy		26.5%	34.3%	-22.9%	-1.6%
ADR		\$400	\$369	8.3%	3.1%
February (On The Books)					
Paid Occupancy		35.5%	35.6%	-0.2%	6.5%
ADR		\$442	\$443	-0.3%	-0.6%
March (On The Books)					
Paid Occupancy		29.4%	23.0%	27.8%	7.4%
ADR		\$422	\$379	11.3%	-2.1%
April (On The Books)					
Paid Occupancy		6.4%	4.5%	41.8%	9.9%
ADR		\$226	\$191	18.5%	5.4%
May (On The Books)					
Paid Occupancy		4.8%	1.8%	173.8%	28.6%
ADR		\$234	\$245	-4.5%	6.2%
Paid & Unpaid (DOR) Pure Occupancy					
		2024/25	2023/24	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
November		24.3%	27.0%	-9.8%	-1.3%
Winter Season		26.4%	29.0%	-9.0%	1.7%

Historic Looking,

Sun Valley occupancy for November was slightly down - 1.8 percent versus last year while rate increased of 4.9 percent. Sun Valley occupancy for the past six months (Jun-Nov) was down -2.4 percent accompanied with a slight rate decrease of -1.0% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for December is down -15.3 percent while there was a rate increase of 5.8% compared to last year. Occupancy on-the-books for the upcoming six months (Dec-May) is slightly down -1.9 percent, while rate increased 3.2% 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.