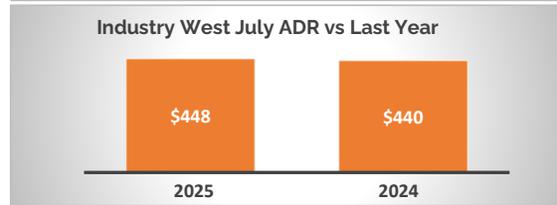
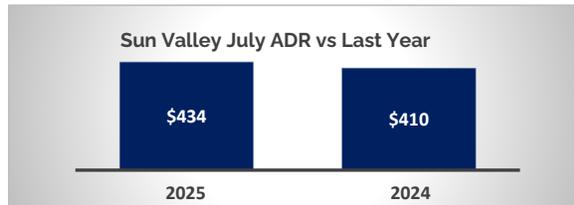
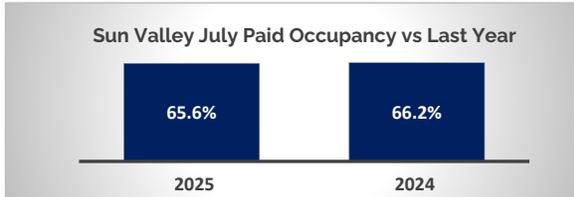


Destination: Sun Valley

Bookings as of July 31, 2025

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 810 Units ('DestiMetrics Census') and 51.5% of 1,573 total units in the Sun Valley destination ('Destination Census')



Sun Valley				
	2025/26	2024/25	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
July (Actual)				
Paid Occupancy	65.6%	66.2%	-0.9%	-0.8%
ADR	\$434	\$410	6.0%	1.8%
August (On The Books)				
Paid Occupancy	51.2%	49.3%	3.8%	3.0%
ADR	\$437	\$403	8.4%	0.9%
September (On The Books)				
Paid Occupancy	28.8%	23.2%	23.9%	-2.0%
ADR	\$406	\$349	16.2%	5.9%
October (On The Books)				
Paid Occupancy	17.8%	14.7%	21.2%	7.4%
ADR	\$269	\$253	6.3%	4.1%
November (On The Books)				
Paid Occupancy	7.0%	6.5%	6.8%	0.3%
ADR	\$209	\$216	-2.9%	-0.6%
December (On The Books)				
Paid Occupancy	9.8%	8.8%	10.3%	11.1%
ADR	\$515	\$649	-20.6%	-4.8%
January (On The Books)				
Paid Occupancy	12.8%	13.1%	-1.6%	12.7%
ADR	\$400	\$398	0.5%	-2.2%
Paid & Unpaid (DOR) Pure Occupancy				
	2025	2024	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
July	71.1%	73.9%	-3.7%	-3.3%
Summer Season	44.8%	41.8%	7.1%	-1.1%

Historic Looking,

Sun Valley occupancy for July was slightly down -0.9% versus last year while rate increased 6.0%. Occupancy for the past six months (Dec-Jul) was up 6.4% accompanied with a rate increase of 10.1% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for August is up 3.8% accompanied with a rate increase of 8.4% compared to last year. Occupancy on-the-books for the upcoming six months (Aug-Jan) is up 9.5%, also accompanied with an increase in rate of 3.8% 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.