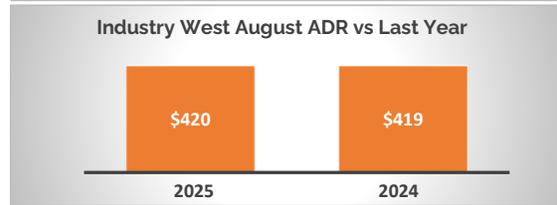
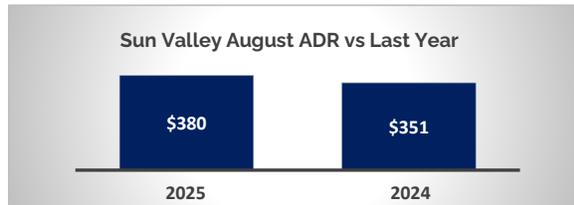
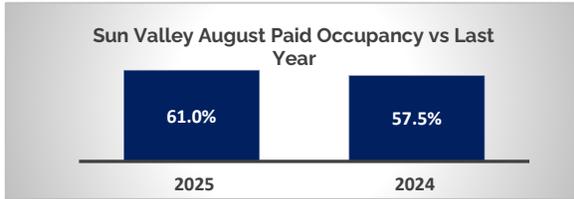


Destination: Sun Valley

Bookings as of August 31, 2025

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 803 Units ("DestiMetrics Census") and 51.0% 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
August (Actual)				
Paid Occupancy	61.0%	57.5%	6.2%	4.6%
ADR	\$380	\$351	8.5%	0.1%
September (On The Books)				
Paid Occupancy	32.4%	31.3%	3.7%	-2.4%
ADR	\$347	\$288	20.5%	5.5%
October (On The Books)				
Paid Occupancy	19.3%	17.5%	10.4%	-0.3%
ADR	\$262	\$241	8.8%	10.0%
November (On The Books)				
Paid Occupancy	6.3%	8.3%	-24.2%	-10.2%
ADR	\$217	\$212	2.7%	4.4%
December (On The Books)				
Paid Occupancy	12.3%	10.6%	15.5%	5.5%
ADR	\$555	\$604	-8.0%	-1.1%
January (On The Books)				
Paid Occupancy	14.1%	13.8%	2.2%	3.3%
ADR	\$397	\$416	-4.7%	0.5%
February (On The Books)				
Paid Occupancy	24.3%	19.0%	28.0%	-7.6%
ADR	\$471	\$453	3.9%	7.2%
Paid & Unpaid (DOR) Pure Occupancy				
	2025	2024	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
August	68.7%	65.9%	4.2%	1.5%
Summer Season	48.1%	46.1%	4.3%	-1.0%

Historic Looking,

Sun Valley occupancy for August was up 6.2% versus last year accompanied with a rate increase of 8.5%. Occupancy for the past six months (Jan-Aug) was up 6.0% accompanied with a rate increase of 10.4% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for September is up 3.7% accompanied with a rate increase of 20.5% compared to last year. Occupancy on-the-books for the upcoming six months (Sep-Feb) is up 7.8%, also accompanied with an increase in rate of 7.3% 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.