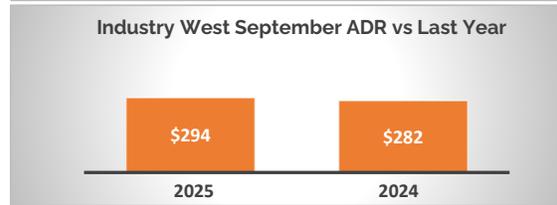
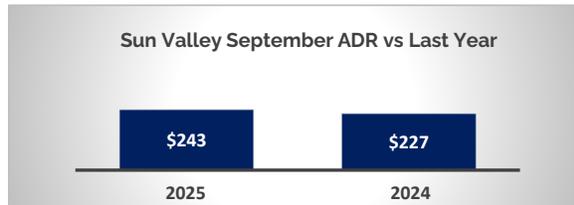
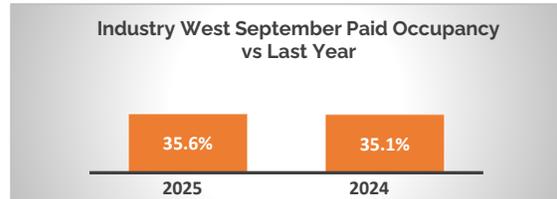
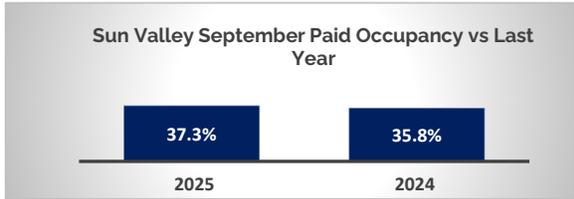


Destination: Sun Valley

Bookings as of October 31, 2025

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 802 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
October (Actual)				
Paid Occupancy	37.3%	35.8%	4.3%	1.2%
ADR	\$243	\$227	7.1%	4.2%
November (On The Books)				
Paid Occupancy	15.0%	14.5%	3.0%	0.3%
ADR	\$221	\$219	0.9%	0.9%
December (On The Books)				
Paid Occupancy	21.0%	17.1%	22.7%	5.5%
ADR	\$552	\$556	-0.7%	2.7%
January (On The Books)				
Paid Occupancy	20.9%	21.4%	-2.4%	0.2%
ADR	\$410	\$399	2.8%	2.6%
February (On The Books)				
Paid Occupancy	32.9%	27.2%	21.1%	-3.7%
ADR	\$472	\$446	5.7%	6.2%
March (On The Books)				
Paid Occupancy	15.2%	24.7%	-38.7%	-3.1%
ADR	\$429	\$411	4.2%	1.2%
April (On The Books)				
Paid Occupancy	3.5%	4.8%	-25.8%	-7.5%
ADR	\$236	\$206	14.4%	12.4%
Paid & Unpaid (DOR) Pure Occupancy				
	2025	2024	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
October	43.8%	41.5%	5.7%	0.5%
Summer Season	53.3%	50.6%	5.3%	-0.1%

Historic Looking,

Sun Valley occupancy for October was up 4.3% versus last year accompanied with a rate increase of 7.1%. Occupancy for the past six months (Mar-Oct) was up 6.2% accompanied with a rate increase of 6.3% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for November is up 3.0% accompanied with a slight rate increase of 0.9% compared to last year. Occupancy on-the-books for the upcoming six months (Nov-Apr) is slightly down -1.8%, while rate increased 5.2% 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.