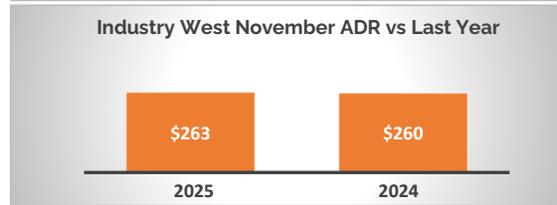
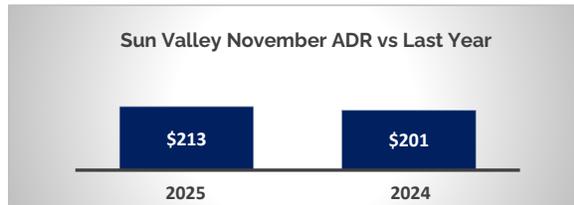
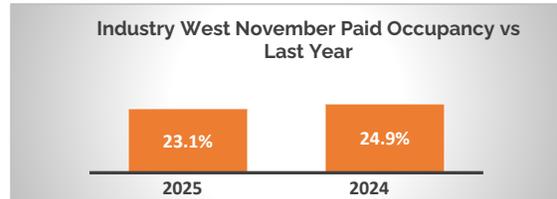
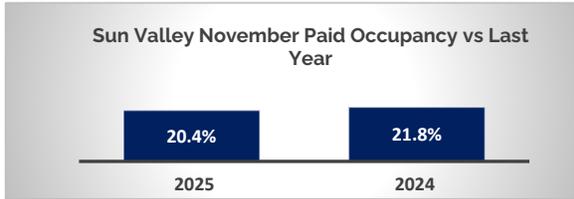


Destination: Sun Valley

Bookings as of November 30, 2025

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 811 Units ('DestiMetrics Census') and 51.6% 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
November (Actual)				
Paid Occupancy	20.4%	21.8%	-6.1%	-6.9%
ADR	\$213	\$201	5.9%	1.3%
December (On The Books)				
Paid Occupancy	28.4%	24.8%	14.4%	0.9%
ADR	\$538	\$553	-2.7%	2.8%
January (On The Books)				
Paid Occupancy	26.2%	25.0%	4.8%	-2.7%
ADR	\$418	\$408	2.6%	1.6%
February (On The Books)				
Paid Occupancy	39.5%	33.3%	18.8%	-4.6%
ADR	\$484	\$448	8.0%	6.6%
March (On The Books)				
Paid Occupancy	18.4%	26.6%	-30.8%	-6.1%
ADR	\$430	\$421	2.1%	2.2%
April (On The Books)				
Paid Occupancy	4.1%	5.8%	-29.6%	-6.1%
ADR	\$236	\$225	4.6%	10.7%
May (On The Books)				
Paid Occupancy	3.7%	4.8%	-23.7%	-13.3%
ADR	\$286	\$235	21.7%	17.8%
Paid & Unpaid (DOR) Pure Occupancy				
	2025/26	2024/25	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
November	25.3%	25.3%	-0.1%	-4.3%
Winter Season	26.9%	26.6%	1.2%	-2.9%

Historic Looking,

Sun Valley occupancy for November was down -6.1% versus last year while there was an increase in rate of 5.9%. Occupancy for the past six months (Apr-Nov) was up 2.4% accompanied with a rate increase of 7.0% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for December is up 14.4% while this is a rate decrease of -2.7% compared to last year. Occupancy on-the-books for the upcoming six months (Dec-May) is mostly flat, just slightly down -0.2%, while rate increased 5.5% 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.