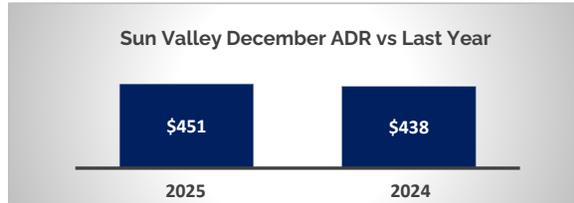
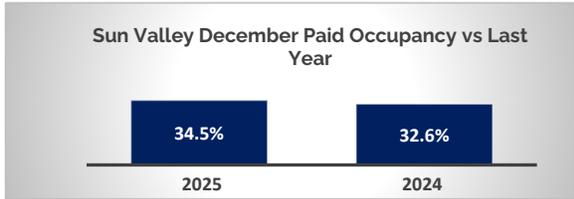


Destination: Sun Valley

Bookings as of December 31, 2025

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 772 Units ('DestiMetrics Census') and 49.1% 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
December (Actual)				
Paid Occupancy	34.5%	32.6%	6.0%	-2.8%
ADR	\$451	\$438	3.1%	2.5%
January (On The Books)				
Paid Occupancy	34.0%	35.7%	-4.6%	-4.0%
ADR	\$378	\$363	4.2%	2.4%
February (On The Books)				
Paid Occupancy	44.7%	40.3%	10.8%	-3.2%
ADR	\$469	\$434	8.0%	6.2%
March (On The Books)				
Paid Occupancy	21.5%	32.0%	-32.6%	-4.0%
ADR	\$411	\$393	4.7%	2.4%
April (On The Books)				
Paid Occupancy	4.7%	6.5%	-27.5%	-0.4%
ADR	\$243	\$224	8.8%	14.5%
May (On The Books)				
Paid Occupancy	3.7%	4.9%	-24.7%	-5.2%
ADR	\$275	\$242	13.8%	11.4%
June (On The Books)				
Paid Occupancy	13.4%	16.2%	-17.3%	-10.1%
ADR	\$451	\$434	3.9%	13.0%
Paid & Unpaid (DOR) Pure Occupancy				
	2025/26	2024/25	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
December	40.4%	36.9%	9.5%	-1.1%
Winter Season	30.6%	31.0%	-1.4%	-4.0%

Historic Looking,

Sun Valley occupancy for December was up 6.0% versus last year accompanied with an increase in rate of 3.1%. Occupancy for the past six months (May-Dec) was up 2.7% accompanied with a rate increase of 6.9% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for January is down -4.6% while this is a rate increase of 4.2% compared to last year. Occupancy on-the-books for the upcoming six months (Jan-Jun) is down -10.5%, while rate is up 7.2% 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.