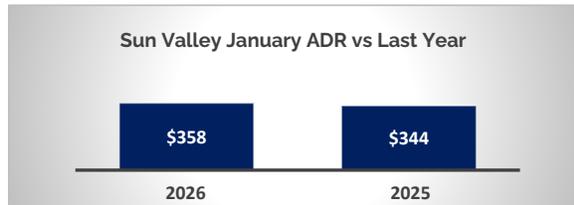


**Destination: Sun Valley**

**Bookings as of January 31, 2026**

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 776 Units ('DestiMetrics Census') and 49.3% 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
<b>January (Actual)</b>				
Paid Occupancy	42.8%	44.0%	-2.7%	-3.0%
ADR	\$358	\$344	3.8%	0.9%
<b>February (On The Books)</b>				
Paid Occupancy	55.9%	53.6%	4.3%	-5.0%
ADR	\$439	\$402	9.4%	5.3%
<b>March (On The Books)</b>				
Paid Occupancy	28.4%	39.0%	-27.2%	-7.5%
ADR	\$404	\$407	-0.5%	1.8%
<b>April (On The Books)</b>				
Paid Occupancy	6.1%	7.5%	-18.9%	-3.1%
ADR	\$246	\$225	8.9%	15.1%
<b>May (On The Books)</b>				
Paid Occupancy	4.4%	7.7%	-43.3%	0.8%
ADR	\$268	\$282	-4.9%	8.6%
<b>June (On The Books)</b>				
Paid Occupancy	17.3%	18.5%	-6.4%	1.1%
ADR	\$432	\$418	3.4%	9.8%
<b>July (On The Books)</b>				
Paid Occupancy	27.0%	28.2%	-4.4%	5.1%
ADR	\$508	\$482	5.5%	6.2%
<b>Paid &amp; Unpaid (DOR) Pure Occupancy</b>				
	2025/26	2024/25	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
January	46.9%	46.6%	0.7%	-5.8%
Winter Season	35.3%	35.6%	-0.7%	-5.5%

**Historic Looking,**

Sun Valley occupancy for January was down -2.7% versus last year while there was an increase in rate of 3.8%. Occupancy for the past six months (Jun-Jan) was up 2.9% accompanied with a rate increase of 6.6% compared to the same time last year.

**Forward Looking,**

Sun Valley on-the-books occupancy for February is up 4.3% accompanied with a rate increase of 9.4% compared to last year. Occupancy on-the-books for the upcoming six months (Feb-Jul) is down -10.5%, while rate is up 6.3% 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.