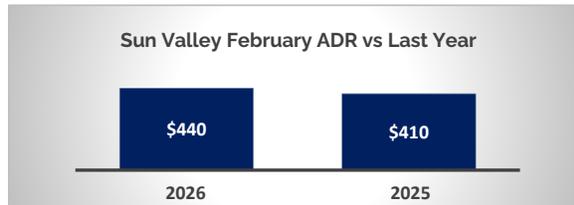
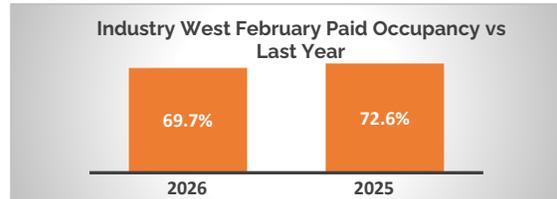


**Destination: Sun Valley**

**Bookings as of February 28, 2026**

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 768 Units ("DestiMetrics Census") and 48.8% of 1,573 total units in the Sun Valley destination ("Destination Census")



Sun Valley				Sun Valley -	Industry West -
	2025/26	2024/25		Year over	Year over
				Year %	Year %
				Difference	% Difference
<b>February (Actual)</b>					
Paid Occupancy	61.1%	58.9%		3.8%	-4.1%
ADR	\$440	\$410		7.4%	1.5%
<b>March (On The Books)</b>					
Paid Occupancy	37.2%	48.4%		-23.2%	-9.2%
ADR	\$393	\$411		-4.4%	-0.6%
<b>April (On The Books)</b>					
Paid Occupancy	8.6%	10.5%		-18.8%	-7.1%
ADR	\$250	\$236		5.9%	8.2%
<b>May (On The Books)</b>					
Paid Occupancy	6.5%	10.2%		-36.5%	4.4%
ADR	\$271	\$272		-0.5%	7.2%
<b>June (On The Books)</b>					
Paid Occupancy	20.4%	21.9%		-7.0%	3.3%
ADR	\$442	\$423		4.6%	7.2%
<b>July (On The Books)</b>					
Paid Occupancy	34.0%	32.6%		4.3%	4.9%
ADR	\$525	\$489		7.3%	7.2%
<b>August (On The Books)</b>					
Paid Occupancy	18.9%	22.6%		-16.3%	4.0%
ADR	\$512	\$473		8.3%	10.2%
<b>Paid &amp; Unpaid (DOR)</b>				<b>Sun Valley -</b>	<b>Industry</b>
<b>Pure Occupancy</b>		<b>2025/26</b>	<b>2024/25</b>	<b>Year over</b>	<b>West - Year</b>
				<b>Year %</b>	<b>over Year %</b>
				<b>Difference</b>	<b>Difference</b>
February	65.5%	65.1%		0.7%	-5.9%
Winter Season	38.0%	39.8%		-4.4%	-5.9%

**Historic Looking,**

Sun Valley occupancy for February was up 3.8% versus last year accompanied with an increase in rate of 7.4%. Occupancy for the past six months (Jul-Feb) was up 2.4% accompanied with a rate increase of 6.4% compared to the same time last year.

**Forward Looking,**

Sun Valley on-the-books occupancy for March is down -23.2% accompanied with a rate decrease of -4.4% compared to last year. Occupancy on-the-books for the upcoming six months (Mar-Aug) is down -14.2%, while rate is up 5.0% 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.