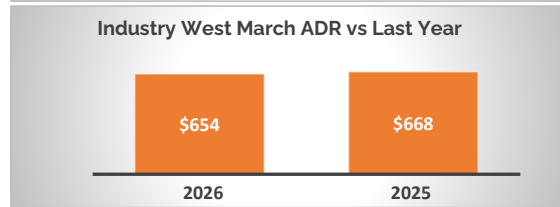
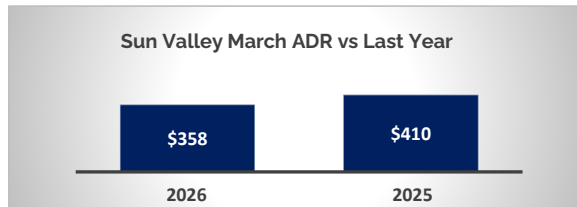
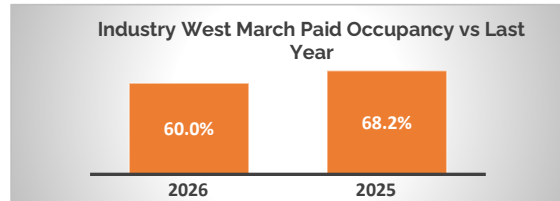
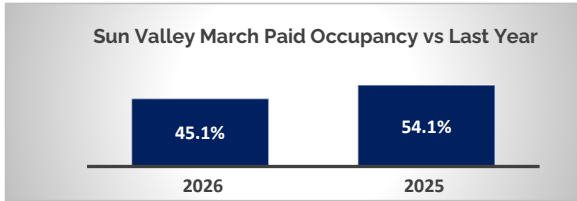


**Destination: Sun Valley**

**Bookings as of March 31, 2026**

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 815 Units ("DestiMetrics Census") and 51.8% of 1,573 total units in the Sun Valley destination ("Destination Census")



Sun Valley		Sun Valley - Year over Year %		Industry West - Year over Year % Difference	
	2025/26	2024/25	Year over Year %	Year over Year %	% Difference
<b>March (Actual)</b>					
Paid Occupancy	45.1%	54.1%	-16.7%	-12.0%	
ADR	\$358	\$410	-12.7%	-2.2%	
<b>April (On The Books)</b>					
Paid Occupancy	14.4%	15.9%	-9.3%	-18.5%	
ADR	\$220	\$220	-0.3%	2.1%	
<b>May (On The Books)</b>					
Paid Occupancy	9.8%	11.9%	-17.1%	4.5%	
ADR	\$246	\$259	-5.2%	6.5%	
<b>June (On The Books)</b>					
Paid Occupancy	24.6%	25.4%	-3.3%	1.8%	
ADR	\$417	\$408	2.2%	6.2%	
<b>July (On The Books)</b>					
Paid Occupancy	37.7%	35.5%	6.0%	5.2%	
ADR	\$516	\$487	6.1%	7.4%	
<b>August (On The Books)</b>					
Paid Occupancy	22.0%	25.4%	-13.3%	1.8%	
ADR	\$481	\$461	4.5%	8.8%	
<b>September (On The Books)</b>					
Paid Occupancy	16.4%	12.7%	29.4%	8.7%	
ADR	\$392	\$431	-8.9%	3.5%	
<b>Paid &amp; Unpaid (DOR)</b>		<b>Sun Valley - Year over Year %</b>		<b>Industry West - Year over Year %</b>	
<b>Pure Occupancy</b>	<b>2025/26</b>	<b>2024/25</b>	<b>Year over Year %</b>	<b>Year over Year %</b>	<b>Difference</b>
March	48.8%	59.7%	-18.2%	-13.2%	
Winter Season	40.2%	42.1%	-4.3%	-7.9%	

**Historic Looking,**

Sun Valley occupancy for March was down -16.7% versus last year accompanied with a decrease in rate of -12.7%. Occupancy for the past six months (Aug-Mar) was down -2.9% while there was a slight increase in rate of 1.0% compared to the same time last year.

**Forward Looking,**

Sun Valley on-the-books occupancy for April is down -9.3% and rate is mostly flat (-0.3%) compared to last year. Occupancy on-the-books for the upcoming six months (Apr-Sep) is slightly down -1.5%, while rate is up 3.3% 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.