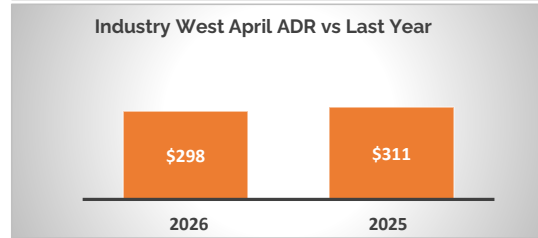
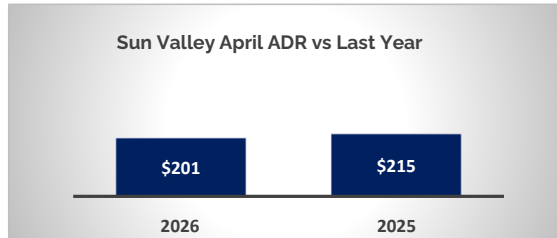
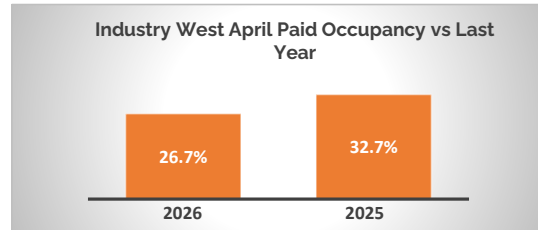
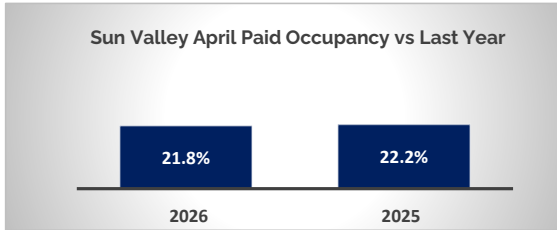


Destination: Sun Valley

Bookings as of April 30, 2026

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 795 Units ('DestiMetrics Census') and 50.5% of 1,573 total units in the Sun Valley destination ('Destination Census')



Sun Valley		Sun Valley - Industry West		
	2026	2025	Year over Year % Difference	Year over Year % Difference
April (Actual)				
Paid Occupancy	21.8%	22.2%	-1.8%	-18.3%
ADR	\$201	\$215	-6.4%	-4.3%
May (On The Books)				
Paid Occupancy	17.8%	17.3%	3.0%	10.0%
ADR	\$223	\$240	-6.8%	5.0%
June (On The Books)				
Paid Occupancy	29.9%	30.9%	-3.4%	4.4%
ADR	\$389	\$388	0.4%	5.2%
July (On The Books)				
Paid Occupancy	42.8%	40.5%	5.8%	7.6%
ADR	\$514	\$488	5.4%	6.2%
August (On The Books)				
Paid Occupancy	26.0%	29.2%	-10.9%	4.9%
ADR	\$466	\$450	3.7%	5.8%
September (On The Books)				
Paid Occupancy	18.3%	15.7%	16.8%	6.7%
ADR	\$386	\$405	-4.6%	8.6%
October (On The Books)				
Paid Occupancy	11.9%	10.3%	16.0%	-6.2%
ADR	\$277	\$267	3.6%	5.5%
Paid & Unpaid (DOR)		Sun Valley - Industry West		
Pure Occupancy	2025/26	2024/25	Year over Year % Difference	West - Year over Year % Difference
April	26.1%	26.3%	-0.7%	-19.4%
Winter Season	41.9%	43.2%	-3.0%	-8.2%

Historic Looking,

Sun Valley occupancy for April was slightly down -1.8% versus last year accompanied with a decrease in rate of -6.4%. Occupancy for the past six months (Nov-Apr) was down -3.6% while rate was mostly flat (0.2%) compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for May is up 3.0% while rate is down -6.8% compared to last year. Occupancy on-the-books for the upcoming six months (May-Oct) is up 2.0% accompanied with a slight rate increase of 1.4% 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.