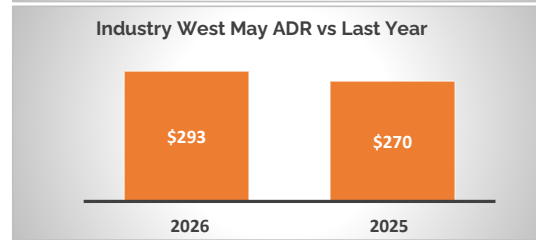
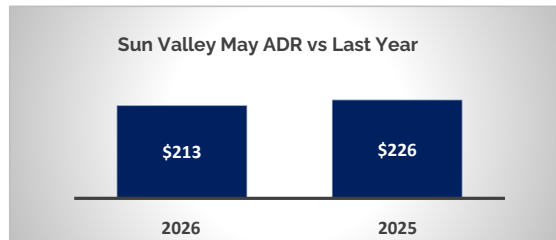
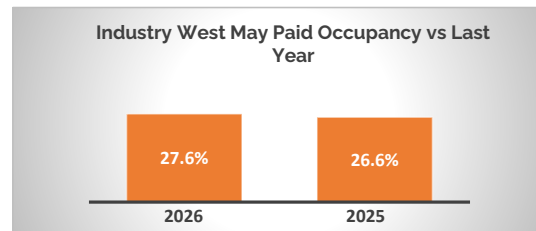
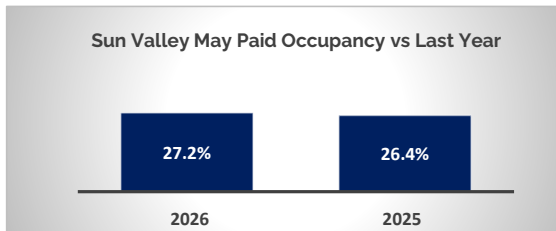


Destination: Sun Valley

Bookings as of May 31, 2026

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 792 Units ('DestiMetrics Census') and 50.3% 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
May (Actual)				
Paid Occupancy	27.2%	26.4%	3.3%	3.9%
ADR	\$213	\$226	-5.6%	8.2%
June (On The Books)				
Paid Occupancy	39.4%	40.6%	-3.1%	2.9%
ADR	\$368	\$375	-1.6%	6.6%
July (On The Books)				
Paid Occupancy	47.7%	45.5%	5.0%	6.1%
ADR	\$526	\$513	2.4%	5.9%
August (On The Books)				
Paid Occupancy	30.8%	35.5%	-13.4%	2.3%
ADR	\$461	\$442	4.1%	4.9%
September (On The Books)				
Paid Occupancy	22.2%	18.7%	19.0%	5.1%
ADR	\$396	\$406	-2.4%	8.0%
October (On The Books)				
Paid Occupancy	13.8%	12.5%	10.4%	-2.9%
ADR	\$285	\$265	7.5%	5.0%
November (On The Books)				
Paid Occupancy	5.8%	5.4%	5.8%	3.2%
ADR	\$200	\$207	-3.2%	-6.5%
Paid & Unpaid (DOR)		Sun Valley - Industry West		
Pure Occupancy	2026	2025	Year over Year % Difference	West - Year over Year % Difference
May	32.5%	31.3%	3.9%	4.6%
Summer Season	34.8%	34.3%	1.4%	2.9%

Historic Looking,

Sun Valley occupancy for May was up 3.3% versus last year while there was a decrease in rate of -5.6%. Occupancy for the past six months (Dec-May) was down -2.3% while rate was mostly flat (-0.7%) compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for June is down -3.1% accompanied with a slight decrease in rate, down -1.6% compared to last year. Occupancy on-the-books for the upcoming six months (Jun-Nov) is slightly up 0.8% accompanied with a slight rate increase of 1.1% 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.