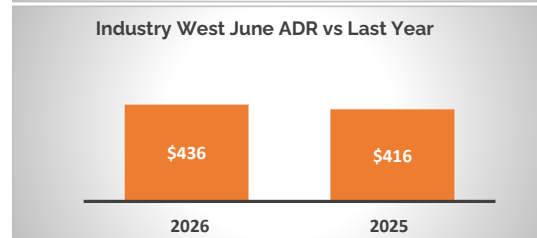
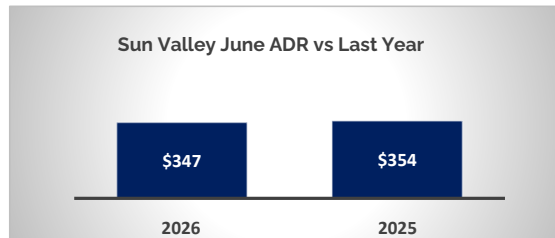
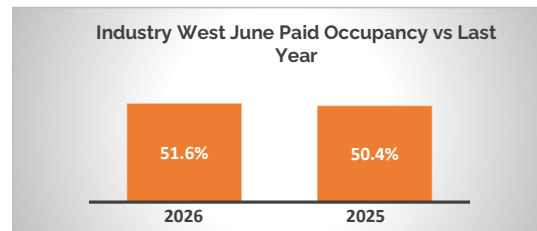
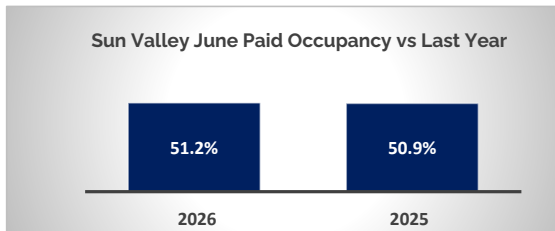


Destination: Sun Valley

Bookings as of June 30, 2026

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 731 Units ('DestiMetrics Census') and 46.5% of 1,573 total units in the Sun Valley destination ('Destination Census')



Sun Valley				
	2026	2025	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
June (Actual)				
Paid Occupancy	51.2%	50.9%	0.4%	2.4%
ADR	\$347	\$354	-2.0%	4.9%
July (On The Books)				
Paid Occupancy	57.2%	56.9%	0.4%	2.5%
ADR	\$511	\$486	5.2%	6.0%
August (On The Books)				
Paid Occupancy	36.8%	42.2%	-12.7%	-0.5%
ADR	\$462	\$453	2.1%	5.3%
September (On The Books)				
Paid Occupancy	26.8%	22.2%	20.6%	7.9%
ADR	\$394	\$400	-1.6%	6.0%
October (On The Books)				
Paid Occupancy	16.6%	14.4%	15.4%	-0.5%
ADR	\$288	\$267	8.1%	5.0%
November (On The Books)				
Paid Occupancy	6.6%	6.2%	6.7%	7.1%
ADR	\$208	\$206	0.7%	-4.6%
December (On The Books)				
Paid Occupancy	7.2%	7.0%	2.6%	-4.4%
ADR	\$536	\$522	2.8%	-4.8%
Paid & Unpaid (DOR)				
Pure Occupancy				
	2026	2025	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
June	57.7%	56.9%	1.5%	0.6%
Summer Season	40.5%	39.2%	3.5%	2.8%

Historic Looking,

Sun Valley occupancy for June was slightly up 0.4% versus last year while there was a decrease in rate of -2.0%. Occupancy for the past six months (Jan-Jun) was down -2.8% accompanied with a rate decrease of -1.9% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for July is slightly up 0.4% accompanied with an increase in rate of 5.2% compared to last year. Occupancy on-the-books for the upcoming six months (Jul-Dec) is up 1.4% accompanied with a rate increase of 2.2% 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.