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Business Intelligence
DestiMetrics

Lodging Performance Report

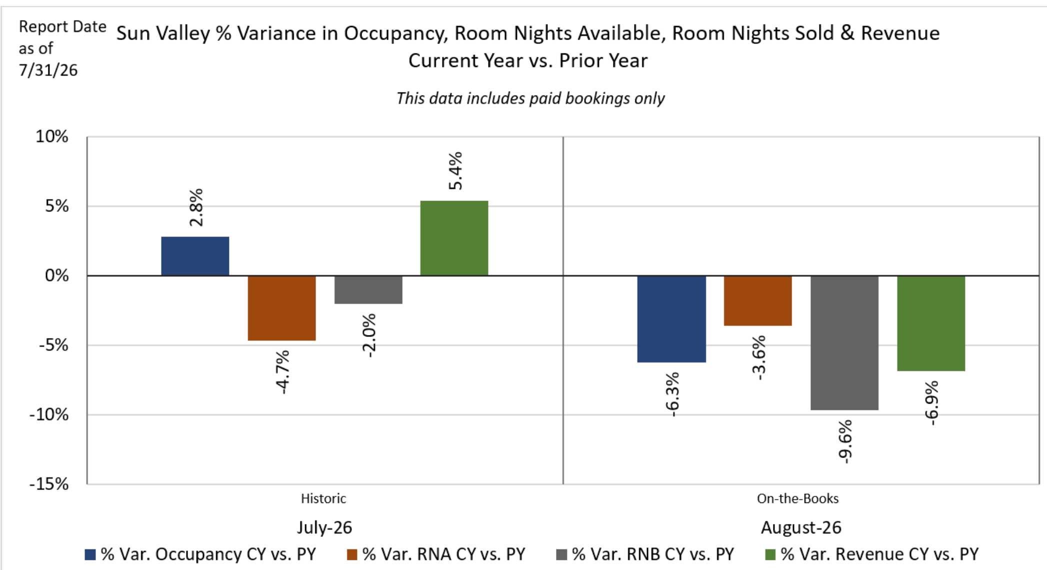
Quick Facts as of July 31, 2026

July

- Paid occupancy finalized at 67.4%
    - Sun Valley area occupancy was up 2.8% while Industry West was up 1.8% YOY
    - Room nights available were down -4.6% YOY
    - Room nights booked were down -2.0% YOY
- Average daily rate finalized at $467
    - Sun Valley area ADR increased 7.5% while Industry West increased 6.0% YOY
    - Revenue increased 5.4% YOY
- Revenue per available room finalized at $315, up 10.5% compared to last year

August (As of July 31)

- Paid occupancy is currently 46.0%
    - Sun Valley area occupancy is down -6.3% while Industry West slightly increased 1.3% YOY
    - Room nights available are down -3.6% YOY
    - Room nights booked are down -9.6% YOY
- Average daily rate is $414
    - Sun Valley area ADR increased 3.1% while Industry West increased 5.3% YOY
    - Revenue decreased -6.9% YOY
- Revenue per available room is $190, down -3.4% compared to last year



Summer Season – May-Oct (As of July 31)

- Paid occupancy is currently 40.1%, up 3.9% YOY
    - The highest occupancy is in July at 67.4%, followed by June at 51.2%.
    - September has experienced the largest YOY growth in occupancy, up 22.5%, followed closely by October, up 22.0%.
    - August has experienced the largest YOY decrease in occupancy, down -6.3%.
- ADR is $373, up 2.5% YOY
    - The highest ADR is in July at $467, followed by August at $414.
    - July has experienced the largest YOY increase in ADR, up 7.5%.
- RevPAR is $149, up 6.4% YOY
    - July is the strongest month with RevPAR at $314.74, followed by August at $190.

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