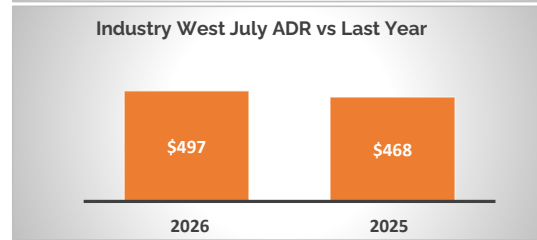
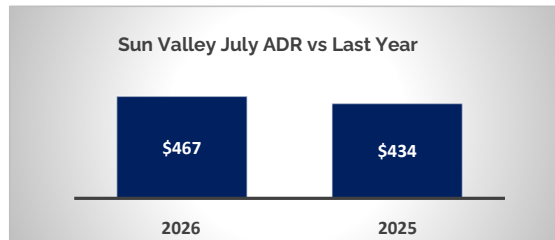
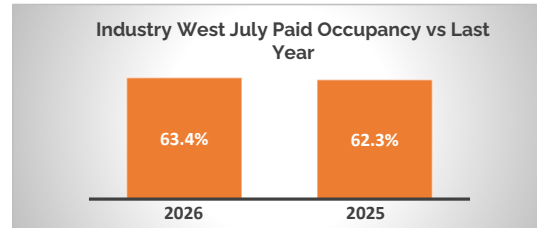
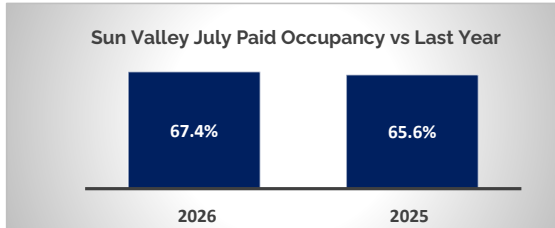


Destination: Sun Valley

Bookings as of July 31, 2026

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 772 Units ('DestiMetrics Census') and 49.1% of 1,573 total units in the Sun Valley destination ('Destination Census'')



Sun Valley				
	2026/27	2025/26	Sun Valley - Industry West - Year over Year % Difference	Year over Year % Difference
July (Actual)				
Paid Occupancy	67.4%	65.6%	2.8%	1.8%
ADR	\$467	\$434	7.5%	6.0%
August (On The Books)				
Paid Occupancy	46.0%	49.1%	-6.3%	1.3%
ADR	\$414	\$401	3.1%	5.3%
September (On The Books)				
Paid Occupancy	31.2%	25.5%	22.5%	7.4%
ADR	\$371	\$380	-2.5%	7.6%
October (On The Books)				
Paid Occupancy	18.4%	15.1%	22.0%	1.5%
ADR	\$280	\$263	6.3%	5.2%
November (On The Books)				
Paid Occupancy	6.4%	5.5%	16.1%	4.4%
ADR	\$219	\$210	4.4%	-3.0%
December (On The Books)				
Paid Occupancy	8.7%	8.7%	0.0%	-2.5%
ADR	\$542	\$513	5.7%	-6.5%
January (On The Books)				
Paid Occupancy	10.9%	10.7%	1.2%	-0.2%
ADR	\$390	\$400	-2.5%	-4.9%
Paid & Unpaid (DOR)				
Pure Occupancy				
	2026	2025	Sun Valley - Industry West - Year over Year % Difference	Year over Year % Difference
July	74.2%	70.6%	5.0%	1.5%
Summer Season	45.6%	43.6%	4.6%	1.6%

Historic Looking,

Sun Valley occupancy for July was up 2.8% versus last year accompanied with an increase in rate of 7.5%. Occupancy for the past six months (Feb-Jul) was slightly down -1.7% while rate mostly remained the same, just slightly up 0.6% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for August is down -6.3% while there is an increase in rate of 3.1% compared to last year. Occupancy on-the-books for the upcoming six months (Aug-Jan) is up 6.1% while rate is mostly the same, just slightly up 0.5% 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.