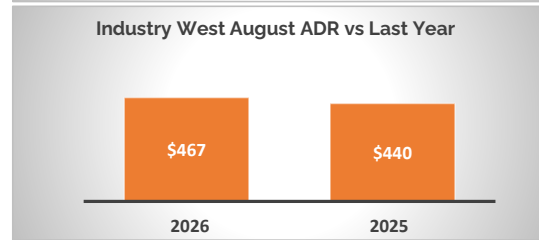
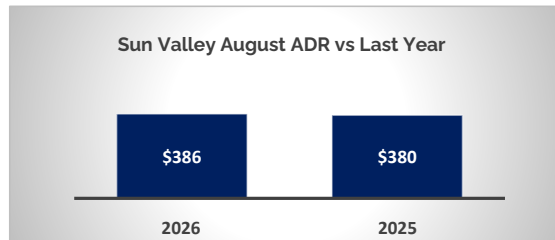
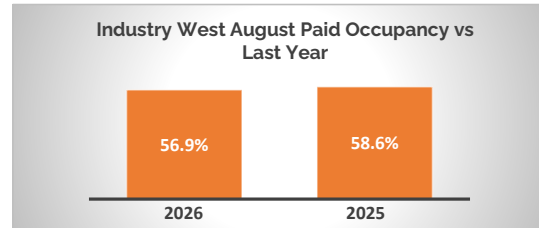
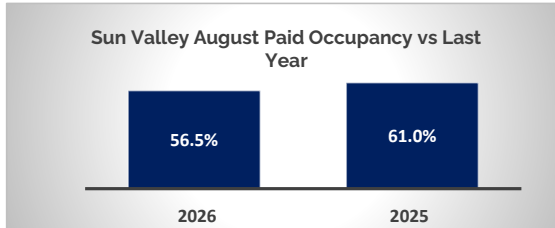


Destination: Sun Valley

Bookings as of August 31, 2026

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 775 Units ('DestiMetrics Census') and 49.3% 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
August (Actual)				
Paid Occupancy	56.5%	61.0%	-7.4%	-2.9%
ADR	\$386	\$380	1.5%	6.0%
September (On The Books)				
Paid Occupancy	41.0%	32.4%	26.7%	8.3%
ADR	\$345	\$347	-0.7%	7.6%
October (On The Books)				
Paid Occupancy	25.6%	19.3%	32.6%	5.6%
ADR	\$264	\$262	0.9%	1.2%
November (On The Books)				
Paid Occupancy	7.7%	6.3%	22.1%	-2.0%
ADR	\$235	\$217	8.3%	2.9%
December (On The Books)				
Paid Occupancy	11.5%	12.1%	-4.3%	-9.0%
ADR	\$548	\$554	-1.1%	-2.0%
January (On The Books)				
Paid Occupancy	11.8%	14.0%	-15.5%	-7.2%
ADR	\$413	\$397	4.2%	0.9%
February (On The Books)				
Paid Occupancy	20.1%	22.6%	-10.8%	-2.9%
ADR	\$472	\$464	1.7%	3.6%
Paid & Unpaid (DOR)				
Pure Occupancy				
	2026	2025	Sun Valley - Industry West - Year over Year % Difference	West - Year over Year % Difference
August	62.8%	68.6%	-8.5%	-5.4%
Summer Season	50.3%	48.1%	4.7%	0.3%

Historic Looking,

Sun Valley occupancy for August was down -7.4% versus last year while there was an increase in rate of 1.5%. Occupancy for the past six months (Mar-Aug) was down -4.1% accompanied with a decrease in rate of -1.1% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for September is up 26.7% while rate is mostly the same with last year, slightly down -0.7%. Occupancy on-the-books for the upcoming six months (Sep-Feb) is up 10.6% while rate is down -2.7% 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.