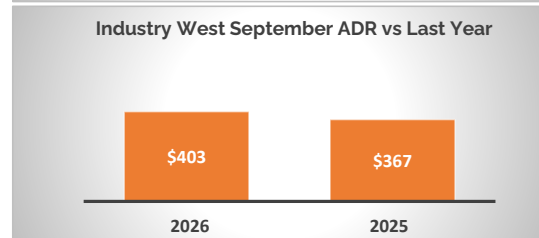
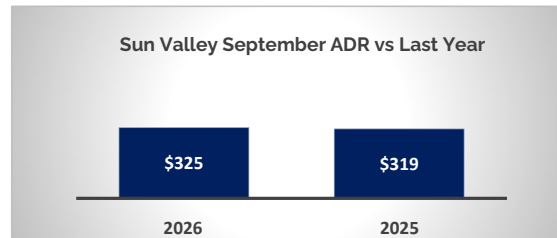
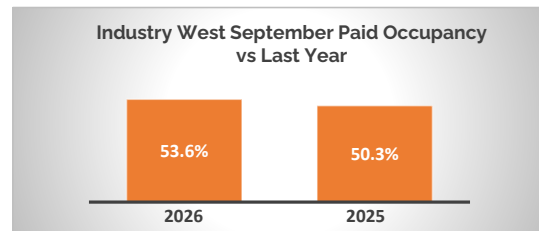
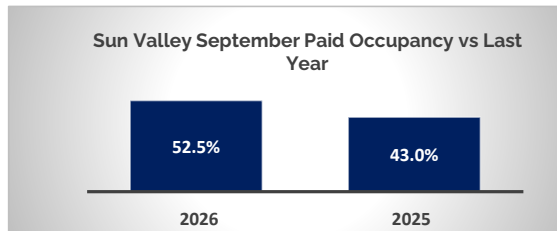


Destination: Sun Valley

Bookings as of September 30, 2026

Data based on a sample of up to 12 properties in the Sun Valley destination, representing up to 787 Units ('DestiMetrics Census') and 50.0% 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
September (Actual)				
Paid Occupancy	52.5%	43.0%	22.3%	6.4%
ADR	\$325	\$319	1.8%	9.6%
October (On The Books)				
Paid Occupancy	33.5%	27.5%	21.9%	4.6%
ADR	\$269	\$259	4.0%	4.3%
November (On The Books)				
Paid Occupancy	10.7%	9.6%	11.7%	-0.4%
ADR	\$233	\$225	3.8%	4.1%
December (On The Books)				
Paid Occupancy	14.6%	15.2%	-4.1%	-6.9%
ADR	\$557	\$583	-4.5%	-3.5%
January (On The Books)				
Paid Occupancy	14.3%	16.5%	-13.1%	-10.1%
ADR	\$414	\$402	2.9%	1.4%
February (On The Books)				
Paid Occupancy	23.4%	27.8%	-15.8%	-4.6%
ADR	\$482	\$464	3.8%	5.0%
March (On The Books)				
Paid Occupancy	21.3%	13.0%	63.6%	-17.1%
ADR	\$399	\$431	-7.5%	2.9%
Paid & Unpaid (DOR)				
Pure Occupancy				
	2026	2025	Sun Valley - Industry West - Year over Year % Difference	Year over Year % Difference
September	58.7%	48.4%	21.3%	4.2%
Summer Season	54.2%	51.4%	5.3%	0.2%

Historic Looking,

Sun Valley occupancy for September was up 22.3% versus last year accompanied with a rate increase of 1.8%. Occupancy for the past six months (Apr-Sep) was up 2.6% accompanied with an increase in rate of 2.0% compared to the same time last year.

Forward Looking,

Sun Valley on-the-books occupancy for October is up 21.9% accompanied with an increase in rate of 4.0%. Occupancy on-the-books for the upcoming six months (Oct-Mar) is up 7.9% while rate is down -2.8% 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.