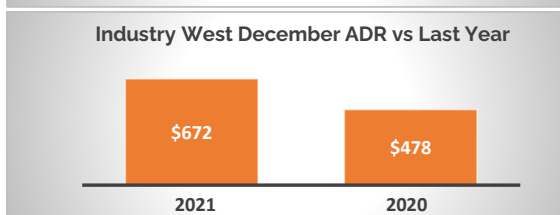
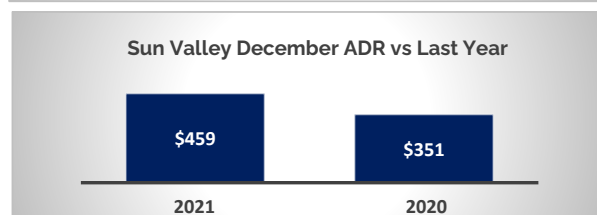
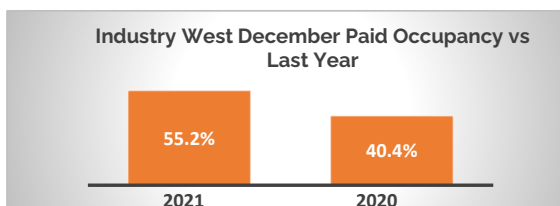
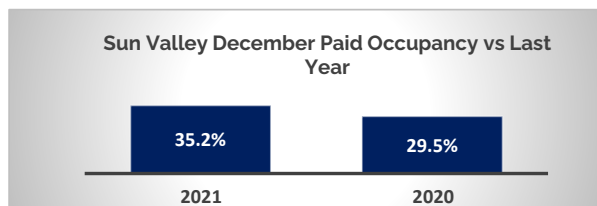


**Destination: Sun Valley**

**Bookings as of December 31, 2021**

Data based on a sample of up to 11 properties in the Sun Valley destination, representing up to 827 Units ("DestiMetrics Census") and 52.6% of 1,573 total units in the Sun Valley destination ("Destination Census")



Sun Valley				
	2021/22	2020/21	Sun valley - Year over Year % Difference	Industry West - Year over Year % Difference
<b>December (Actual)</b>				
Paid Occupancy	35.2%	29.5%	19.3%	36.5%
ADR	\$459	\$351	31.0%	40.4%
<b>January (On The Books)</b>				
Paid Occupancy	40.7%	22.3%	82.1%	71.7%
ADR	\$333	\$303	9.6%	30.5%
<b>February (On The Books)</b>				
Paid Occupancy	45.6%	17.2%	164.9%	107.4%
ADR	\$396	\$355	11.3%	26.5%
<b>March (On The Books)</b>				
Paid Occupancy	26.4%	9.5%	176.6%	113.3%
ADR	\$371	\$313	18.7%	34.0%
<b>April (On The Books)</b>				
Paid Occupancy	6.5%	1.2%	444.9%	101.9%
ADR	\$213	\$207	3.0%	8.6%
<b>May (On The Books)</b>				
Paid Occupancy	7.9%	2.8%	180.0%	48.8%
ADR	\$221	\$203	9.0%	13.4%
<b>June (On The Books)</b>				
Paid Occupancy	23.8%	13.0%	84.1%	39.4%
ADR	\$357	\$302	18.2%	16.7%
<b>Paid &amp; Unpaid (DOR)</b>				
Pure Occupancy	2021/22	2020/21	Sun Valley - Year over Year % Difference	Industry West - Year over Year % Difference
December	46.6%	36.3%	28.5%	28.2%
Winter Season	35.8%	21.6%	65.5%	51.1%

**Historic Looking,**

Sun Valley occupancy for December was up 19.3 percent versus last year, accompanied with an increase in rate of 31.0 percent. Sun Valley occupancy for the past six months (July-December) was up 12.6 percent, accompanied with an increase in rate of 35.9 percent compared to the same time last year.

**Forward Looking,**

Sun Valley on-the-books occupancy for January is up 82.1 percent compared to last year, accompanied with a rate increase of 9.6 percent. Occupancy on-the-books for the upcoming six months (January-June) is up 128.2 percent compared to the same time last year, accompanied with a rate increase of 12.5 percent.

\* 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.