

## RESERVATIONS ACTIVITY REPORT Aspen



**Destination: Aspen**

**Period: Bookings as of Aug 31, 2017**

### Executive Summary

Data based on a sample of up to 18 properties in the Aspen destination, representing up to 1,529 Units ('DestiMetrics Census'\*) and 73.1% of 2,091 total units in the Aspen destination ('Destination Census'\*\*)

a. Last Month Performance: Current YTD vs. Previous YTD		2017/18	2016/17	Year over Year % Diff
Aspen Paid Occupancy Rate for last month (August) changed by (-4.4%)	Paid Occupancy Rate (August)	<b>72.0%</b>	<b>75.4%</b>	<b>-4.4%</b>
Aspen Average Daily Rate for last month (August) changed by (5.0%)	ADR (August)	<b>\$396</b>	<b>\$377</b>	<b>5.0%</b>
Aspen RevPAR for last month (August) changed by (0.4%)	RevPAR (August)	<b>\$285</b>	<b>\$284</b>	<b>0.4%</b>

	Occupancy 2017	Occupancy 2016	Absolute % difference	Year over Year % Diff
<b>Last Month Performance Total Paid &amp; Unpaid Occupancy</b>	<b>76.4%</b>	<b>79.1%</b>	<b>-2.7%</b>	<b>-3.4%</b>

b. Next Month Performance: Current YTD vs. Previous YTD				
Aspen Paid Occupancy Rate for next month (September) changed by (1.6%)	Paid Occupancy Rate (September)	<b>53.5%</b>	<b>52.7%</b>	<b>1.6%</b>

c. Historical 6 Month Performance (March to August): Current YTD vs. Previous YTD.				
Aspen Paid Occupancy Rate for the prior 6 months changed by (-1.5%)	Paid Occupancy Rate	<b>60.4%</b>	<b>61.3%</b>	<b>-1.5%</b>
Aspen Average Daily Rate for the prior 6 months changed by (5.6%)	ADR	<b>\$415</b>	<b>\$393</b>	<b>5.6%</b>
Aspen RevPAR for the prior 6 months changed by (4.0%)	RevPAR	<b>\$251</b>	<b>\$241</b>	<b>4.0%</b>

d. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Aug. 31, 2017 vs. Previous Year				
Rooms Booked during last month (August, 2017) compared to Rooms Booked during the same period last year (August, 2016) for all arrival dates has changed by (-19.3%)	Booking Pace (August)	<b>6.8%</b>	<b>8.5%</b>	<b>-19.3%</b>

\* 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 the Aspen / Snowmass Transient Inventory Study restatement of May 2015 and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

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