

# RESERVATIONS ACTIVITY REPORT

## Aspen



**Destination: Aspen**

**Period: Bookings as of Sep 30, 2017**

### Executive Summary

Data based on a sample of up to 17 properties in the Aspen destination, representing up to 1,469 Units ('DestiMetrics Census'\*) and 70.2% 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 (September) changed by (1.6%)	Paid Occupancy Rate (September)	65.4%	64.4%	1.6%
Aspen Average Daily Rate for last month (September) changed by (14.4%)	ADR (September)	\$317	\$277	14.4%
Aspen RevPAR for last month (September) changed by (16.3%)	RevPAR (September)	\$207	\$178	16.3%

	Occupancy 2017	Occupancy 2016	Absolute % difference	Year over Year % Diff
<b>Last Month Performance Total Paid &amp; Unpaid Occupancy</b>	<b>69.4%</b>	<b>68.4%</b>	<b>1.0%</b>	<b>1.5%</b>

b. Next Month Performance: Current YTD vs. Previous YTD		2017/18	2016/17	Year over Year % Diff
Aspen Paid Occupancy Rate for next month (October) changed by (25.0%)	Paid Occupancy Rate (October)	37.1%	29.6%	25.0%

c. Historical 6 Month Performance (April to September): Current YTD vs. Previous YTD.		2017/18	2016/17	Year over Year % Diff
Aspen Paid Occupancy Rate for the prior 6 months changed by (-2.3%)	Paid Occupancy Rate	58.1%	59.5%	-2.3%
Aspen Average Daily Rate for the prior 6 months changed by (5.2%)	ADR	\$364	\$346	5.2%
Aspen RevPAR for the prior 6 months changed by (2.8%)	RevPAR	\$212	\$206	2.8%

d. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Sep. 30, 2017 vs. Previous Year		2017/18	2016/17	Year over Year % Diff
Rooms Booked during last month (September, 2017) compared to Rooms Booked during the same period last year (September, 2016) for all arrival dates has changed by (14.5%)	Booking Pace (September)	8.2%	7.2%	14.5%

\* 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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