

RESERVATIONS ACTIVITY REPORT Aspen



Destination: Aspen

Period: Bookings as of Jan 31, 2014

Executive Summary

Data based on a sample of up to 18 properties in the Aspen destination, representing up to 1,539 Units ('DestiMetrics Census'*) and 66.8% of 2,304 total units in the Aspen destination ('Destination Census'**)

a. Last Month Performance: Current YTD vs. Previous YTD

		2013/14	2012/13	Year over Year % Diff
Aspen Occupancy for last month (January) changed by (1.9%)	Occupancy (January)	73.0%	71.6%	1.9%
Aspen Average Daily Rate for last month (January) changed by (5.4%)	ADR (January)	\$480	\$455	5.4%
Aspen RevPAR for last month (January) changed by (7.3%)	RevPAR (January)	\$350	\$326	7.3%

b. Next Month Performance: Current YTD vs. Previous YTD

Aspen Occupancy for next month (February) changed by (4.1%)	Occupancy (February)	65.2%	62.6%	4.1%
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c. Historical 6 Month Performance (August to January): Current YTD vs. Previous YTD.

Aspen Occupancy for the prior 6 months changed by (2.4%)	Occupancy	49.9%	48.7%	2.4%
Aspen Average Daily Rate for the prior 6 months changed by (6.4%)	ADR	\$367	\$345	6.4%
Aspen RevPAR for the prior 6 months changed by (8.9%)	RevPAR	\$183	\$168	8.9%

d. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jan. 31, 2014 vs. Previous Year

Rooms Booked during last month (January, 2014) compared to Rooms Booked during the same period last year (January, 2013) for all arrival dates has changed by (-2.5%)	Booking Pace (January)	6.4%	6.6%	-2.5%
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* 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 2012 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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