

## RESERVATIONS ACTIVITY REPORT Aspen



**Destination: Aspen**

**Period: Bookings as of Feb 28, 2014**

### Executive Summary

Data based on a sample of up to 18 properties in the Aspen destination, representing up to 1,541 Units ('DestiMetrics Census'\*) and 66.9% 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 (February) changed by (5.7%)	Occupancy (February)	<b>72.1%</b>	<b>68.3%</b>	<b>5.7%</b>
Aspen Average Daily Rate for last month (February) changed by (4.1%)	ADR (February)	<b>\$487</b>	<b>\$468</b>	<b>4.1%</b>
Aspen RevPAR for last month (February) changed by (10.0%)	RevPAR (February)	<b>\$351</b>	<b>\$319</b>	<b>10.0%</b>

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

Aspen Occupancy for next month (March) changed by (10.0%)	Occupancy (March)	<b>64.5%</b>	<b>58.6%</b>	<b>10.0%</b>
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**c. Historical 6 Month Performance (September to February): Current YTD vs. Previous YTD.**

Aspen Occupancy for the prior 6 months changed by (3.0%)	Occupancy	<b>49.7%</b>	<b>48.3%</b>	<b>3.0%</b>
Aspen Average Daily Rate for the prior 6 months changed by (5.0%)	ADR	<b>\$407</b>	<b>\$388</b>	<b>5.0%</b>
Aspen RevPAR for the prior 6 months changed by (8.1%)	RevPAR	<b>\$203</b>	<b>\$187</b>	<b>8.1%</b>

**d. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Feb. 28, 2014 vs. Previous Year**

Rooms Booked during last month (February, 2014) compared to Rooms Booked during the same period last year (February, 2013) for all arrival dates has changed by (12.2%)	Booking Pace (February)	<b>6.6%</b>	<b>5.9%</b>	<b>12.2%</b>
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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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