

RESERVATIONS ACTIVITY REPORT Aspen



Destination: Aspen

Period: Bookings as of Jun 30, 2014

Executive Summary

Data based on a sample of up to 18 properties in the Aspen destination, representing up to 1,601 Units ('DestiMetrics Census'*) and 69.5% 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 (June) changed by (9.6%)	Occupancy (June)	60.6%	55.3%	9.6%
Aspen Average Daily Rate for last month (June) changed by (3.4%)	ADR (June)	\$337	\$325	3.4%
Aspen RevPAR for last month (June) changed by (13.3%)	RevPAR (June)	\$204	\$180	13.3%

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

Aspen Occupancy for next month (July) changed by (-4.7%)	Occupancy (July)	63.0%	66.1%	-4.7%
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c. Historical 6 Month Performance (January to June): Current YTD vs. Previous YTD.

Aspen Occupancy for the prior 6 months changed by (5.6%)	Occupancy	55.5%	52.6%	5.6%
Aspen Average Daily Rate for the prior 6 months changed by (4.7%)	ADR	\$402	\$384	4.7%
Aspen RevPAR for the prior 6 months changed by (10.5%)	RevPAR	\$223	\$202	10.5%

d. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jun. 30, 2014 vs. Previous Year

Rooms Booked during last month (June, 2014) compared to Rooms Booked during the same period last year (June, 2013) for all arrival dates has changed by (-8.3%)	Booking Pace (June)	5.1%	5.5%	-8.3%
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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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