

## RESERVATIONS ACTIVITY REPORT Aspen



**Destination: Aspen**

**Period: Bookings as of Jul 31, 2014**

### Executive Summary

Data based on a sample of up to 18 properties in the Aspen destination, representing up to 1,549 Units ('DestiMetrics Census'\*) and 67.2% of 2,304 total units in the Aspen destination ('Destination Census'\*\*)

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

		2014/15	2013/14	Year over Year % Diff
Aspen Occupancy for last month (July) changed by (-5.6%)	Occupancy (July)	71.8%	76.1%	-5.6%
Aspen Average Daily Rate for last month (July) changed by (9.0%)	ADR (July)	\$379	\$347	9.0%
Aspen RevPAR for last month (July) changed by (3.0%)	RevPAR (July)	\$272	\$264	3.0%

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

Aspen Occupancy for next month (August) changed by (-6.0%)	Occupancy (August)	54.7%	58.2%	-6.0%
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**c. Historical 6 Month Performance (February to July): Current YTD vs. Previous YTD.**

Aspen Occupancy for the prior 6 months changed by (3.9%)	Occupancy	55.4%	53.3%	3.9%
Aspen Average Daily Rate for the prior 6 months changed by (5.8%)	ADR	\$378	\$357	5.8%
Aspen RevPAR for the prior 6 months changed by (10.0%)	RevPAR	\$210	\$191	10.0%

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

Rooms Booked during last month (July, 2014) compared to Rooms Booked during the same period last year (July, 2013) for all arrival dates has changed by (0.3%)	Booking Pace (July)	5.9%	5.9%	0.3%
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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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