

RESERVATIONS ACTIVITY REPORT Aspen



Destination: Aspen

Period: Bookings as of Jan 31, 2015

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 Paid Occupancy Rate for last month (January) changed by (3.5%)	Paid Occupancy Rate (January)	75.0%	72.5%	3.5%
Aspen Average Daily Rate for last month (January) changed by (5.5%)	ADR (January)	\$506	\$480	5.5%
Aspen RevPAR for last month (January) changed by (9.1%)	RevPAR (January)	\$380	\$348	9.1%

	Occupancy 2014/15	Occupancy 2013/14	Absolute % difference	Year over Year % Diff
Last Month Performance Total Paid & Unpaid Occupancy	77.8%	75.3%	2.5%	3.3%

b. Next Month Performance: Current YTD vs. Previous YTD				
Aspen Paid Occupancy Rate for next month (February) changed by (8.2%)	Paid Occupancy Rate (February)	70.1%	64.8%	8.2%

c. Historical 6 Month Performance (August to January): Current YTD vs. Previous YTD.				
Aspen Paid Occupancy Rate for the prior 6 months changed by (1.8%)	Paid Occupancy Rate	50.7%	49.8%	1.8%
Aspen Average Daily Rate for the prior 6 months changed by (3.2%)	ADR	\$378	\$366	3.2%
Aspen RevPAR for the prior 6 months changed by (5.1%)	RevPAR	\$192	\$182	5.1%

d. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jan. 31, 2015 vs. Previous Year				
Rooms Booked during last month (January, 2015) compared to Rooms Booked during the same period last year (January, 2014) for all arrival dates has changed by (3.2%)	Booking Pace (January)	6.0%	6.2%	-3.2%

* 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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