

RESERVATIONS ACTIVITY REPORT

Aspen



Destination: Aspen

Period: Bookings as of Jul 31, 2015

Executive Summary

Data based on a sample of up to 18 properties in the Aspen destination, representing up to 1,531 Units ('DestiMetrics Census'*) and 73.2% of 2,091 total units in the Aspen destination ('Destination Census'**)

a. Last Month Performance: Current YTD vs. Previous YTD		2015/16	2014/15	Year over Year % Diff
Aspen Paid Occupancy Rate for last month (July) changed by (13.8%)	Paid Occupancy Rate (July)	81.7%	71.8%	13.8%
Aspen Average Daily Rate for last month (July) changed by (7.6%)	ADR (July)	\$408	\$379	7.6%
Aspen RevPAR for last month (July) changed by (22.4%)	RevPAR (July)	\$333	\$272	22.4%

Last Month Performance Total Paid & Unpaid Occupancy	Occupancy 2014/15	Occupancy 2015/16	Absolute % difference	Year over Year % Diff
	86.1%	82.5%	3.6%	4.3%

b. Next Month Performance: Current YTD vs. Previous YTD		2015/16	2014/15	Year over Year % Diff
Aspen Paid Occupancy Rate for next month (August) changed by (4.7%)	Paid Occupancy Rate (August)	57.3%	54.7%	4.7%

c. Historical 6 Month Performance (February to July): Current YTD vs. Previous YTD.		2015/16	2014/15	Year over Year % Diff
Aspen Paid Occupancy Rate for the prior 6 months changed by (6.0%)	Paid Occupancy Rate	59.5%	56.2%	6.0%
Aspen Average Daily Rate for the prior 6 months changed by (5.9%)	ADR	\$400	\$378	5.9%
Aspen RevPAR for the prior 6 months changed by (12.3%)	RevPAR	\$238	\$212	12.3%

d. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jul. 31, 2015 vs. Previous Year		2015/16	2014/15	Year over Year % Diff
Rooms Booked during last month (July, 2015) compared to Rooms Booked during the same period last year (July, 2014) for all arrival dates has changed by (17.2%)	Booking Pace (July)	6.7%	5.7%	17.2%

* 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 2015 and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.



Copyright 2006 - 2015 DestiMetrics, LLC. All Rights Reserved. Information provided here is CONFIDENTIAL INFORMATION and is expressly not for reproduction, distribution publication or any other dissemination without the express written permission of DestiMetrics, LLC. Data and Metrics represented on this report are representative of the Sample Properties only and may not be representative of the entire Community or Industry. Persons using this data for strategic purposes do so at their own risk and hold DestiMetrics harmless.