

# RESERVATIONS ACTIVITY REPORT

## Aspen



Destination: Aspen

Period: Bookings as of Nov 30, 2015

### Executive Summary

Data based on a sample of up to 18 properties in the Aspen destination, representing up to 1,595 Units ('DestiMetrics Census'\*) and 76.3% 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 (November) changed by (11.5%)	Paid Occupancy Rate (November)	25.6%	22.9%	11.5%
Aspen Average Daily Rate for last month (November) changed by (0.2%)	ADR (November)	\$171	\$171	0.2%
Aspen RevPAR for last month (November) changed by (11.7%)	RevPAR (November)	\$44	\$39	11.7%

	Occupancy 2015/16	Occupancy 2014/15	Absolute % difference	Year over Year % Diff
<b>Last Month Performance Total Paid &amp; Unpaid Occupancy</b>	<b>28.5%</b>	<b>25.4%</b>	<b>3.1%</b>	<b>12.1%</b>

b. Next Month Performance: Current YTD vs. Previous YTD				
Aspen Paid Occupancy Rate for next month (December) changed by (9.2%)	Paid Occupancy Rate (December)	50.8%	46.5%	9.2%

c. Historical 6 Month Performance (June to November): Current YTD vs. Previous YTD.				
Aspen Paid Occupancy Rate for the prior 6 months changed by (9.3%)	Paid Occupancy Rate	56.3%	51.5%	9.3%
Aspen Average Daily Rate for the prior 6 months changed by (4.6%)	ADR	\$313	\$299	4.6%
Aspen RevPAR for the prior 6 months changed by (14.3%)	RevPAR	\$176	\$154	14.3%

d. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Nov. 30, 2015 vs. Previous Year				
Rooms Booked during last month (November, 2015) compared to Rooms Booked during the same period last year (November, 2014) for all arrival dates has changed by (-3.3%)	Booking Pace (November)	7.2%	7.4%	-3.3%

\* 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.



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