

# RESERVATIONS ACTIVITY REPORT

## Aspen



**Destination: Aspen**

**Period: Bookings as of Jan 31, 2017**

### Executive Summary

Data based on a sample of up to 18 properties in the Aspen destination, representing up to 1,546 Units ('DestiMetrics Census'\*) and 73.9% of 2,091 total units in the Aspen destination ('Destination Census'\*\*)

a. Last Month Performance: Current YTD vs. Previous YTD		2016/17	2015/16	Year over Year % Diff
Aspen Paid Occupancy Rate for last month (January) changed by (2.4%)	Paid Occupancy Rate (January)	<b>75.3%</b>	<b>73.5%</b>	<b>2.4%</b>
Aspen Average Daily Rate for last month (January) changed by (8.4%)	ADR (January)	<b>\$562</b>	<b>\$518</b>	<b>8.4%</b>
Aspen RevPAR for last month (January) changed by (11.0%)	RevPAR (January)	<b>\$423</b>	<b>\$381</b>	<b>11.0%</b>

	Occupancy 2017	Occupancy 2016	Absolute % difference	Year over Year % Diff
<b>Last Month Performance Total Paid &amp; Unpaid Occupancy</b>	<b>79.4%</b>	<b>76.1%</b>	<b>3.3%</b>	<b>4.4%</b>

b. Next Month Performance: Current YTD vs. Previous YTD		2016/17	2015/16	Year over Year % Diff
Aspen Paid Occupancy Rate for next month (February) changed by (-2.9%)	Paid Occupancy Rate (February)	<b>68.9%</b>	<b>71.0%</b>	<b>-2.9%</b>

c. Historical 6 Month Performance (August to January): Current YTD vs. Previous YTD.		2016/17	2015/16	Year over Year % Diff
Aspen Paid Occupancy Rate for the prior 6 months changed by (4.9%)	Paid Occupancy Rate	<b>58.2%</b>	<b>55.5%</b>	<b>4.9%</b>
Aspen Average Daily Rate for the prior 6 months changed by (11.8%)	ADR	<b>\$433</b>	<b>\$387</b>	<b>11.8%</b>
Aspen RevPAR for the prior 6 months changed by (17.3%)	RevPAR	<b>\$252</b>	<b>\$215</b>	<b>17.3%</b>

d. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jan. 31, 2017 vs. Previous Year		2016/17	2015/16	Year over Year % Diff
Rooms Booked during last month (January, 2017) compared to Rooms Booked during the same period last year (January, 2016) for all arrival dates has changed by (-3.6%)	Booking Pace (January)	<b>7.2%</b>	<b>7.5%</b>	<b>-3.6%</b>

\* 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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