

## RESERVATIONS ACTIVITY REPORT Aspen



**Destination: Aspen**

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

### Executive Summary

Data based on a sample of up to 18 properties in the Aspen destination, representing up to 1,529 Units ('DestiMetrics Census'\*) and 73.1% of 2,091 total units in the Aspen destination ('Destination Census'\*\*)

a. Last Month Performance: Current YTD vs. Previous YTD		2017/18	2016/17	Year over Year % Diff
Aspen Paid Occupancy Rate for last month (July) changed by (-1.1%)	Paid Occupancy Rate (July)	<b>82.8%</b>	<b>83.7%</b>	<b>-1.1%</b>
Aspen Average Daily Rate for last month (July) changed by (1.0%)	ADR (July)	<b>\$447</b>	<b>\$443</b>	<b>1.0%</b>
Aspen RevPAR for last month (July) changed by (0.0%)	RevPAR (July)	<b>\$370</b>	<b>\$371</b>	<b>0.0%</b>

	Occupancy 2017	Occupancy 2016	Absolute % difference	Year over Year % Diff
<b>Last Month Performance Total Paid &amp; Unpaid Occupancy</b>	<b>86.6%</b>	<b>88.1%</b>	<b>-1.6%</b>	<b>-1.8%</b>

b. Next Month Performance: Current YTD vs. Previous YTD				
Aspen Paid Occupancy Rate for next month (August) changed by (-4.4%)	Paid Occupancy Rate (August)	<b>60.0%</b>	<b>62.8%</b>	<b>-4.4%</b>

c. Historical 6 Month Performance (February to July): Current YTD vs. Previous YTD.				
Aspen Paid Occupancy Rate for the prior 6 months changed by (-0.9%)	Paid Occupancy Rate	<b>61.0%</b>	<b>61.6%</b>	<b>-0.9%</b>
Aspen Average Daily Rate for the prior 6 months changed by (5.9%)	ADR	<b>\$454</b>	<b>\$429</b>	<b>5.9%</b>
Aspen RevPAR for the prior 6 months changed by (5.0%)	RevPAR	<b>\$277</b>	<b>\$264</b>	<b>5.0%</b>

d. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jul. 31, 2017 vs. Previous Year				
Rooms Booked during last month (July, 2017) compared to Rooms Booked during the same period last year (July, 2016) for all arrival dates has changed by (-6.5%)	Booking Pace (July)	<b>6.0%</b>	<b>6.4%</b>	<b>-6.5%</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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