

VISIT BIG SKY
^ MONTANA ^



WEEKLY PACING REPORT

9/23/2024

BIG SKY CHAMBER | **VISIT BIG SKY**



KEY DATA

PACING DATA



KEY DATA DIRECT SOURCE LODGING PARTNERS



- Key Data currently partners with 12 Big Sky property management companies and hotels.
 - In total, this represents ~1,564 rental units in the Big Sky area.
 - All figures in the following slides are taken exclusively from the following 12 property management companies and hotels:
 - Alpine Property Management, Big Sky Luxury Vacations, Big Sky Resort, Big Sky Vacation Rentals, EVOLVE, Private, Montage Big Sky, Moonlight Basin, Natural Retreats, Stay Montana, Two Pines, and Vacasa.
- We hope to continue to add additional property management companies to the platform in the future, which will improve data quality and increase the total rental unit count.

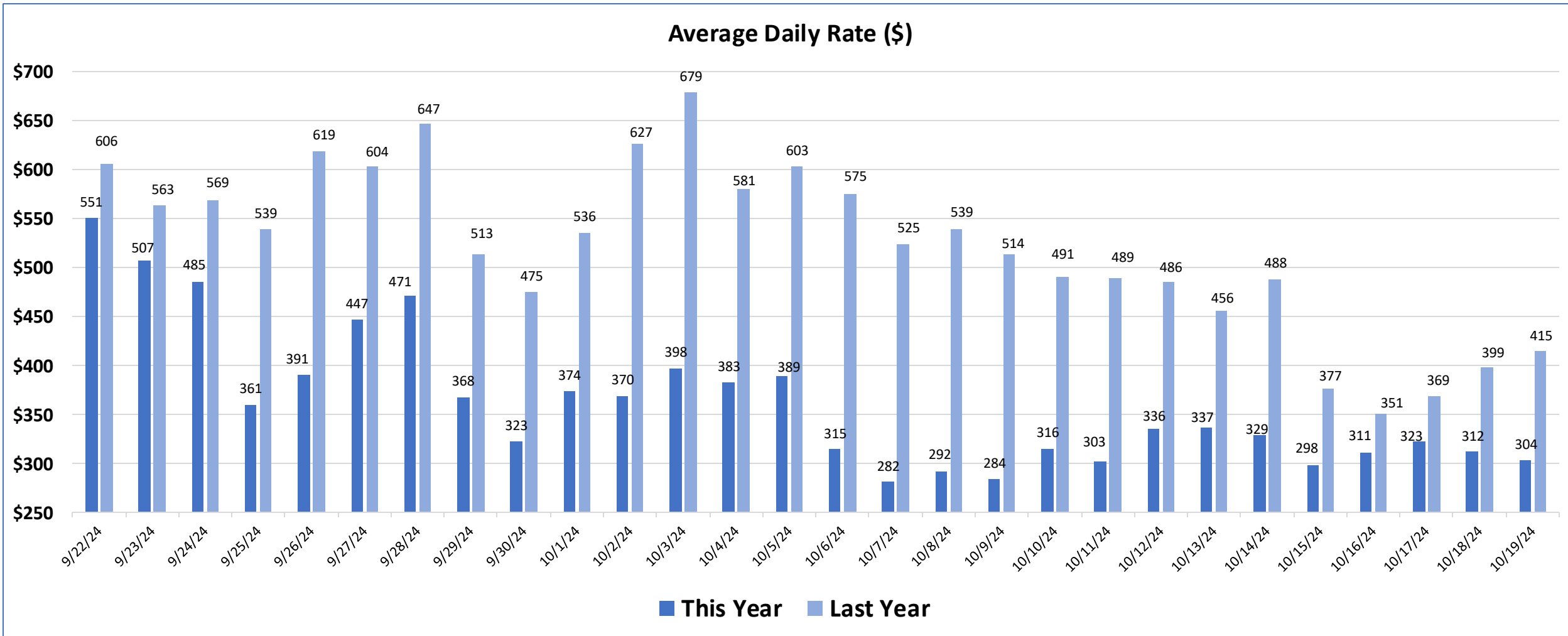
KEY DATA DIRECT SOURCE DEFINITIONS

- **Adjusted Paid & Owner Occupancy** - The percentage of nights occupied by guests and owners out of the Total Nights minus hold nights in the period.
 - = $(\text{Nights Sold} + \text{Owner Nights}) / (\text{Total Nights} - \text{Hold Nights})$
- **Average Daily Rate (ADR)** - The average Unit Revenue paid by guests for all the Nights Sold in a given period. ADR, along with the property's Occupancy, are the foundations for the property's financial performance.
 - = $\text{Total Unit Revenue} / \text{Nights Sold}$
- **Adjusted Revenue Per Available Room (RevPAR)** - A critical KPI for measuring revenue performance, RevPAR takes into account both the average rate at which you booked the property (ADR) and the number of nights it was booked (Occupancy). This provides a better indicator of overall performance when compared to looking at the ADR or the Occupancy alone.
 - = $\text{Occupancy} \times \text{ADR}$ (or) $\text{Total Unit Revenue} / \text{Nights Available}$ in a given period

KEY DATA – AVERAGE DAILY RATE PACING BY DAY

(As of September 22, 2024)

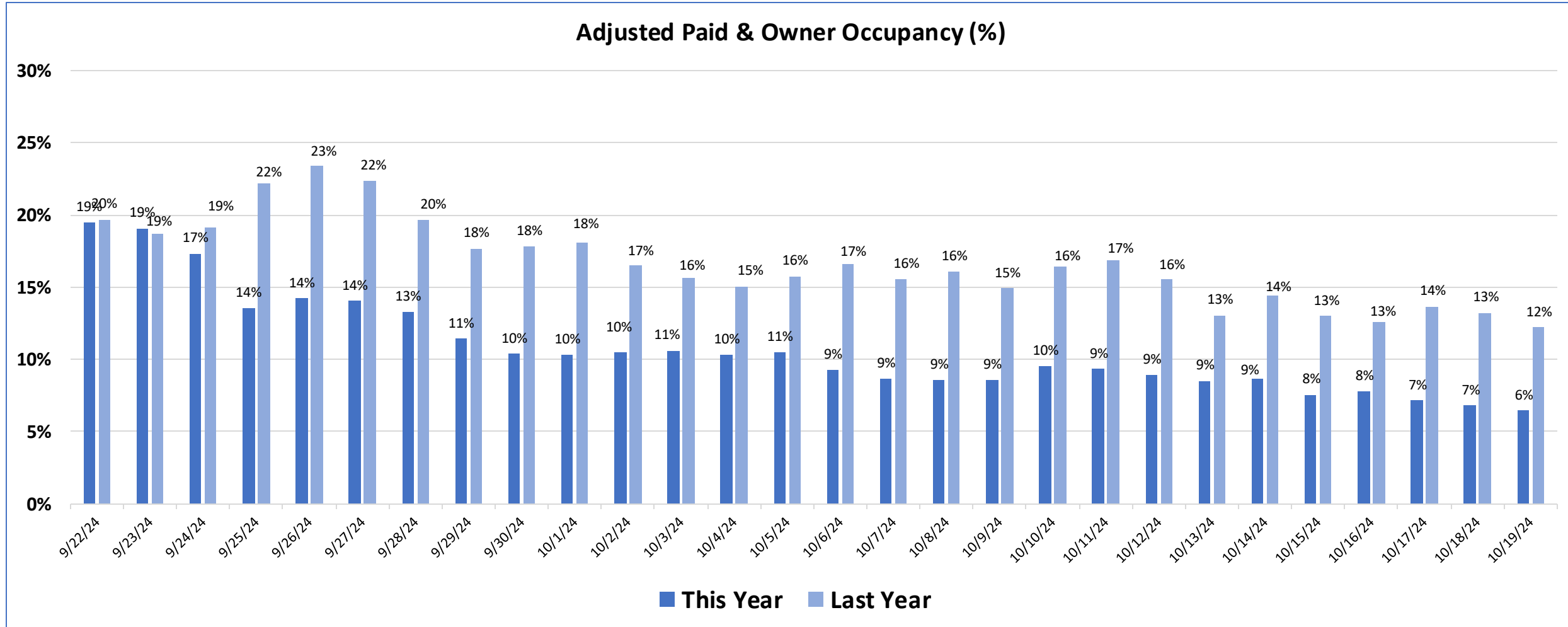
Average Daily Rate (ADR) - The average Unit Revenue paid by guests for all the Nights Sold in a given period. ADR, along with the property's Occupancy, are the foundations for the property's financial performance. $ADR = \text{Total Unit Revenue} / \text{Nights Sold}$



KEY DATA – ADJUSTED PAID & OWNER OCCUPANCY

PACING BY DAY *(As of September 22, 2024)*

Adjusted Paid & Owner Occupancy - The percentage of nights occupied by guests and owners out of the Total Nights minus hold nights in the period. Adjusted Paid & Owner Occupancy = (Nights Sold + Owner Nights) / (Total Nights - Hold Nights)



KEY DATA – ADJUSTED REVENUE PER AVAILABLE ROOM PACING BY DAY *(As of September 22, 2024)*

Adjusted Revenue Per Available Room (RevPAR) - RevPAR takes into account both the average rate at which you booked the property (ADR) and the number of nights it was booked (Occupancy). This provides a better indicator of overall performance when compared to looking at the ADR or the Occupancy alone. $RevPAR = Occupancy \times ADR$ (or) $Total\ Unit\ Revenue / Nights\ Available$ in a given period

