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The 7 Primary Drivers of the Destination Travel “Scenario”

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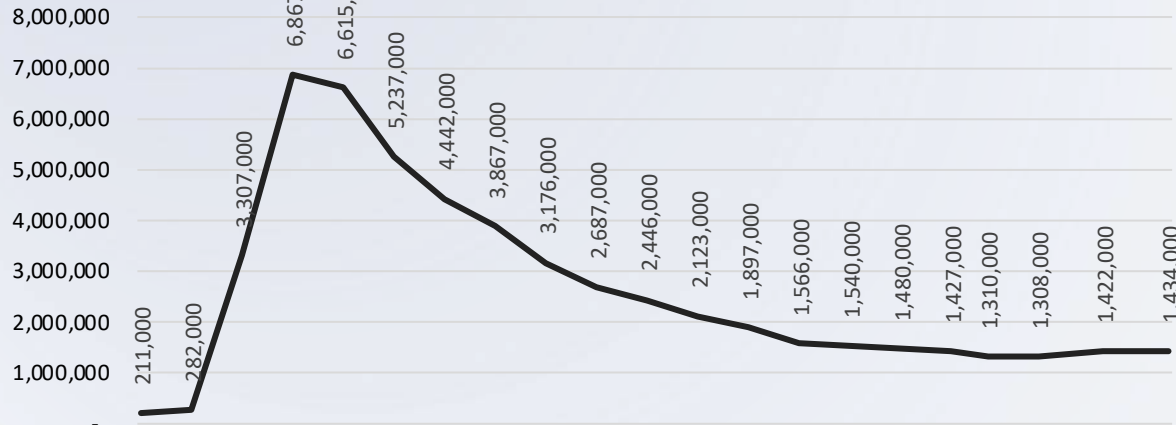
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A Quick Economic Review

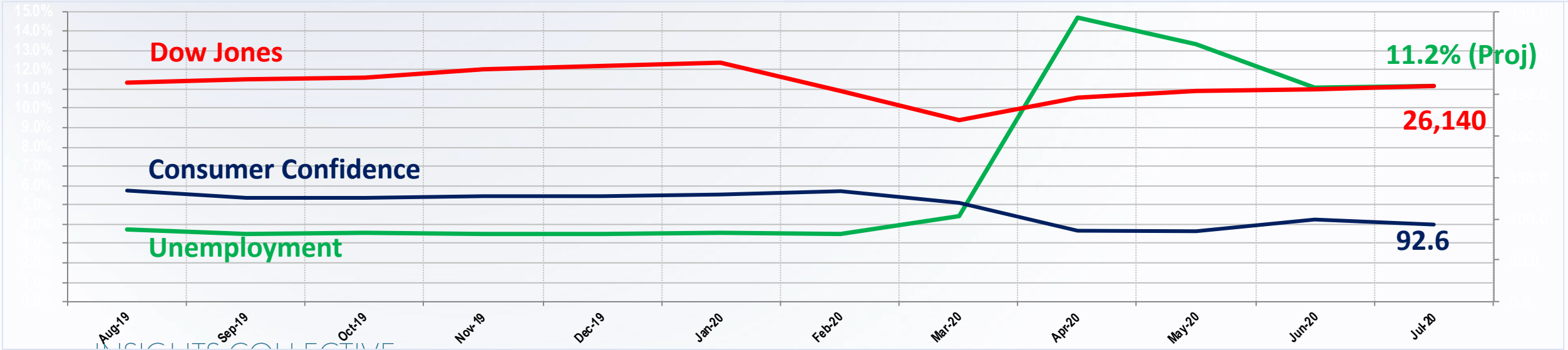
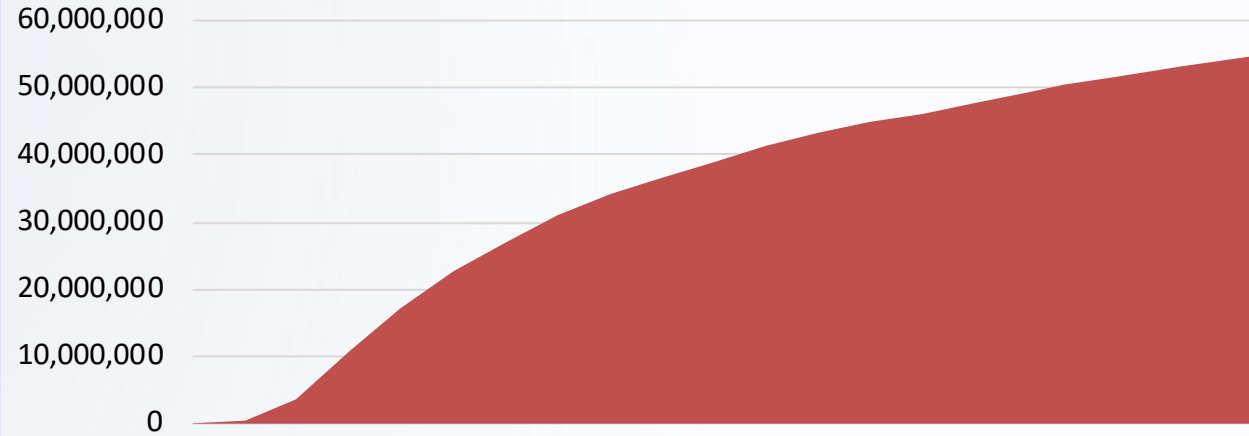
Jobless Claims

Reporting March 7 to July 27



Cumulative Jobless Claims

Reporting March 7 to July 27



11.2% (Proj)

26,140

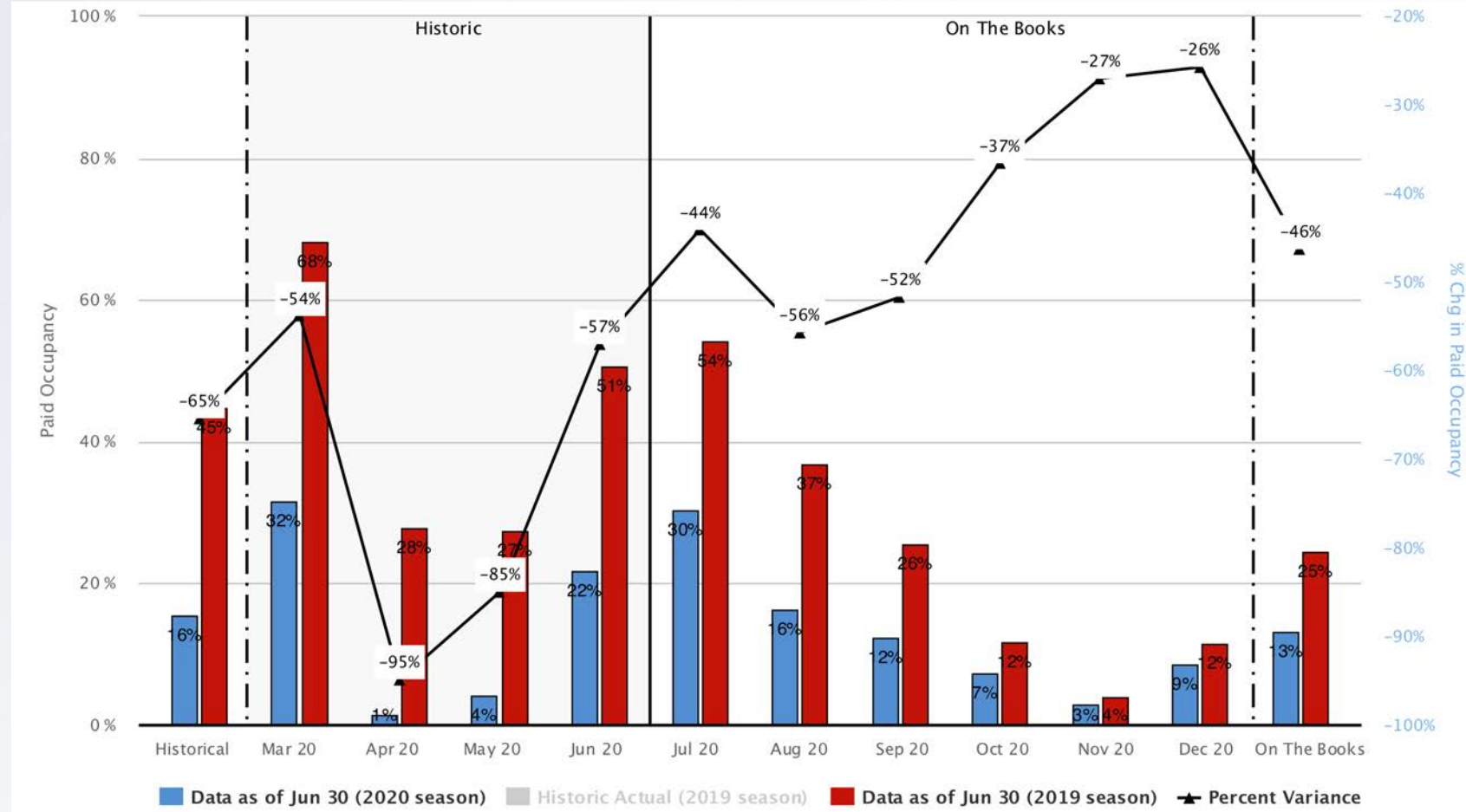
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Western Mountain Destination Travel Overview

Pandemic Paid Occupancy

- Extreme YOY declines beginning with March
- April, May weakest months ever recorded in mountain resorts
- June: Slow reopening
- July: Return of positive booking pace for short-term (<60 days) arrivals
- Arrival dates >90 days out cancellations outnumber bookings
- April / May 2020 rebookings now arrival Jan – Apr 2021
- Summer rebookings now arrival Sept – Dec 2020
- Winter Data > thin for now

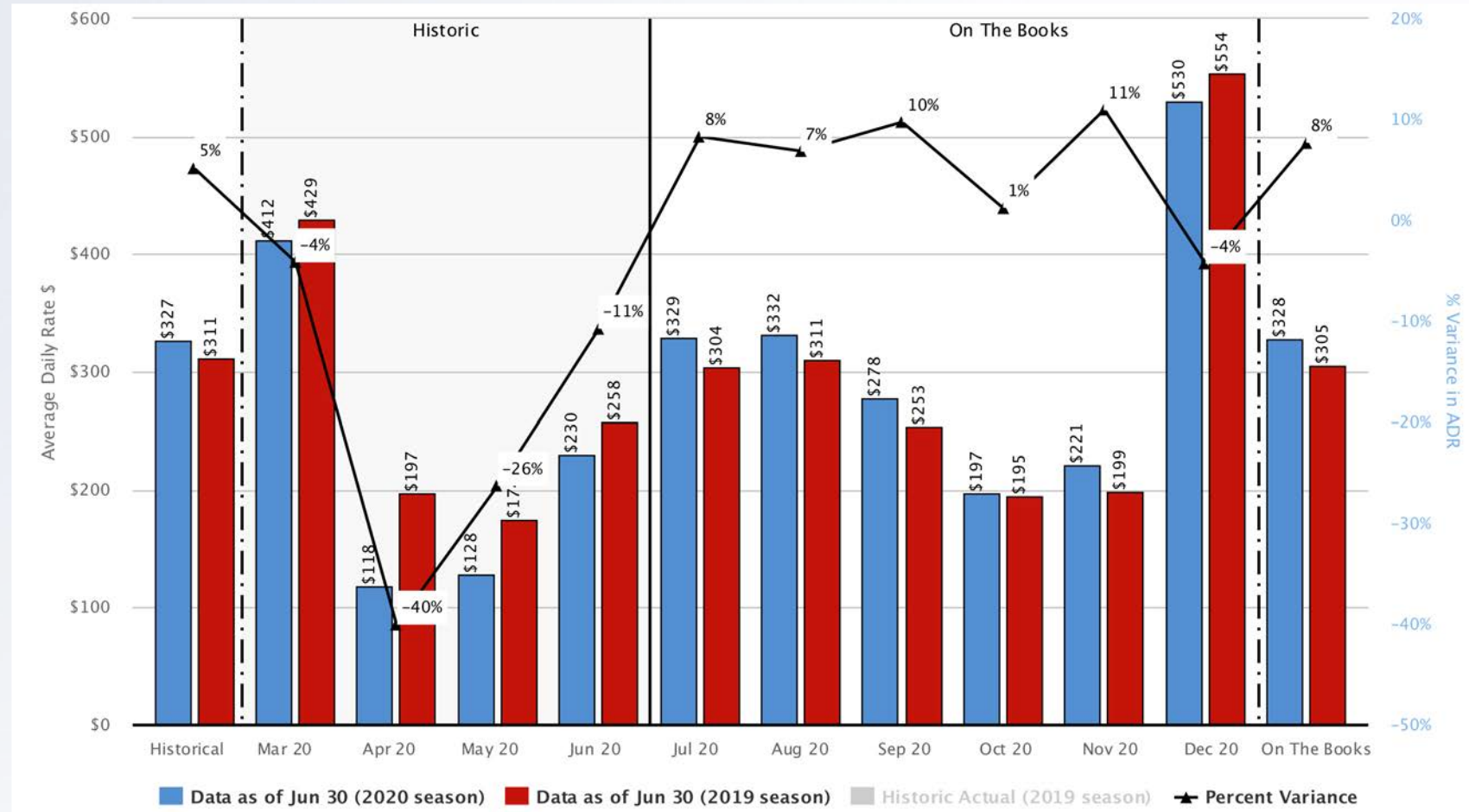




Western Mountain Destination Travel Overview

Pandemic Paid Avg Daily Rate (ADR)

- Rate: Bright Spot #1
- Property rate strategy is hold steady + value-add
- Forward-looking rates holding (low volume)
- Actualized rates forced down as market is tested
- ADR as of July 31 for May - Jan arrival down 35.1% from ADR as of Feb 15.
- Winter: Nov ADR up 11% YOY, Dec down -4%
- Overall rate up 8% OTB
- Winter data > thin for now

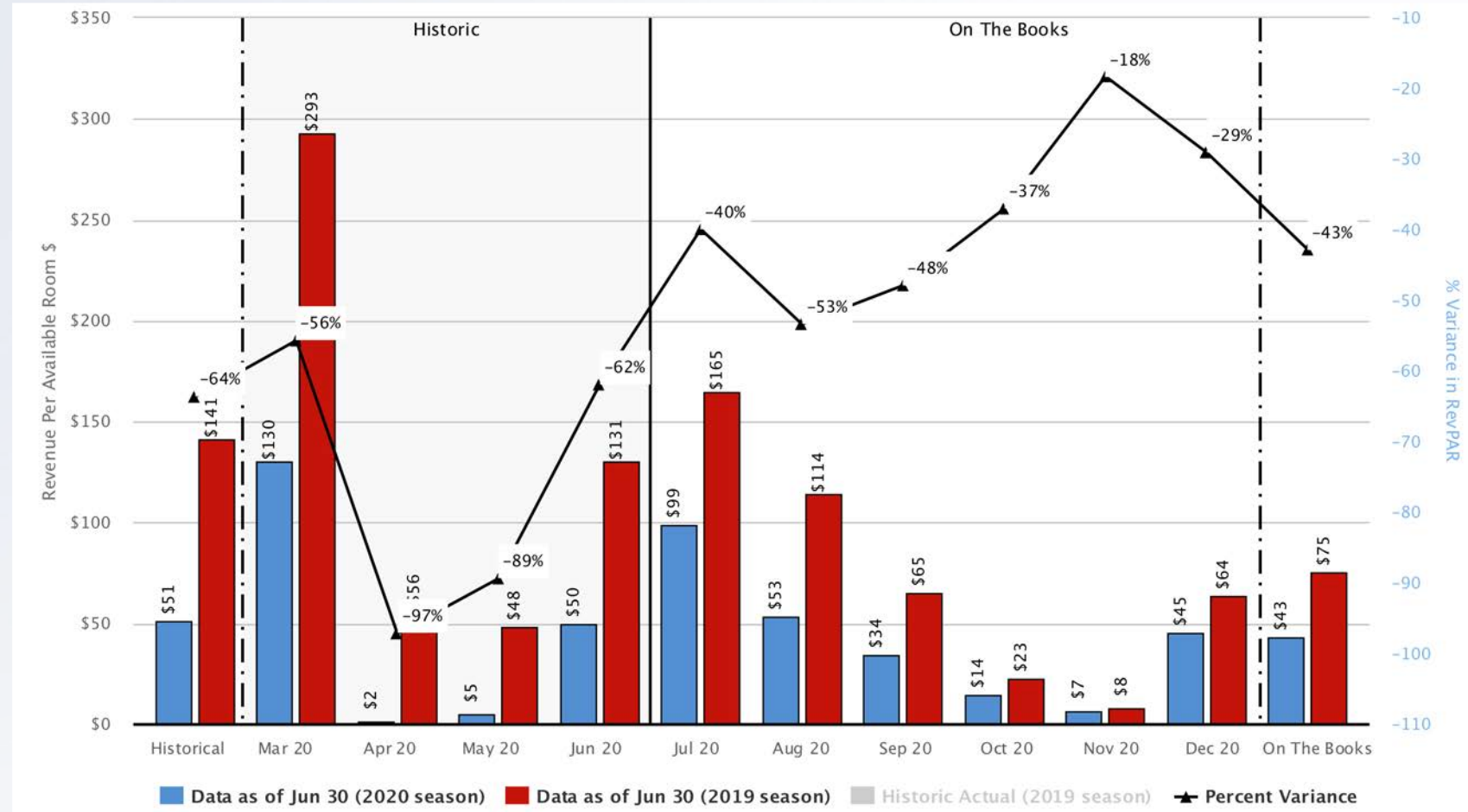




Western Mountain Destination Travel Overview

Pandemic Revenue

- Revenue: Supported slightly by positive rate gains OTB
- April / May: complete write-off
- June: benefit from mild pent-up demand
- Months ahead: unlikely to recover in the short- or mid-term as occupancy remains a challenge and “market-tested” ADR is coming down (prior slide)
- Winter data > thin for now

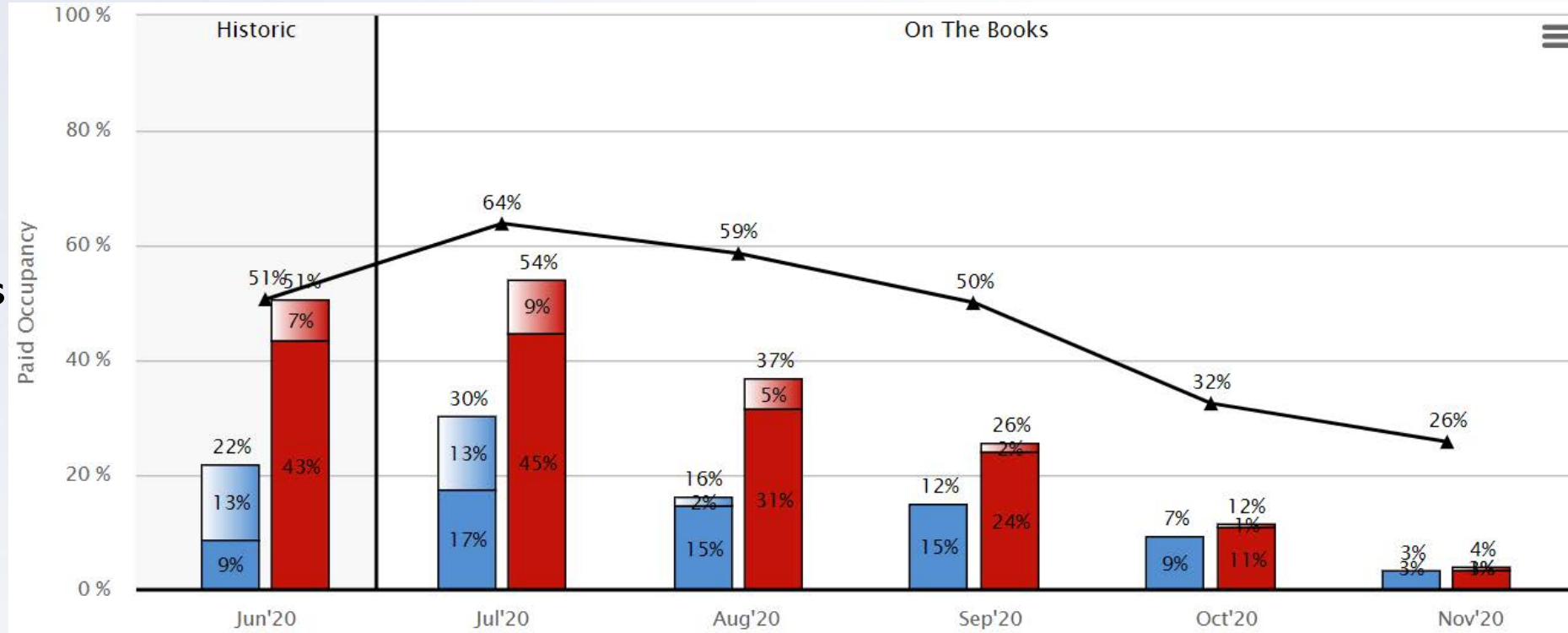




Western Mountain Destination Travel Overview

Pandemic Booking Pace

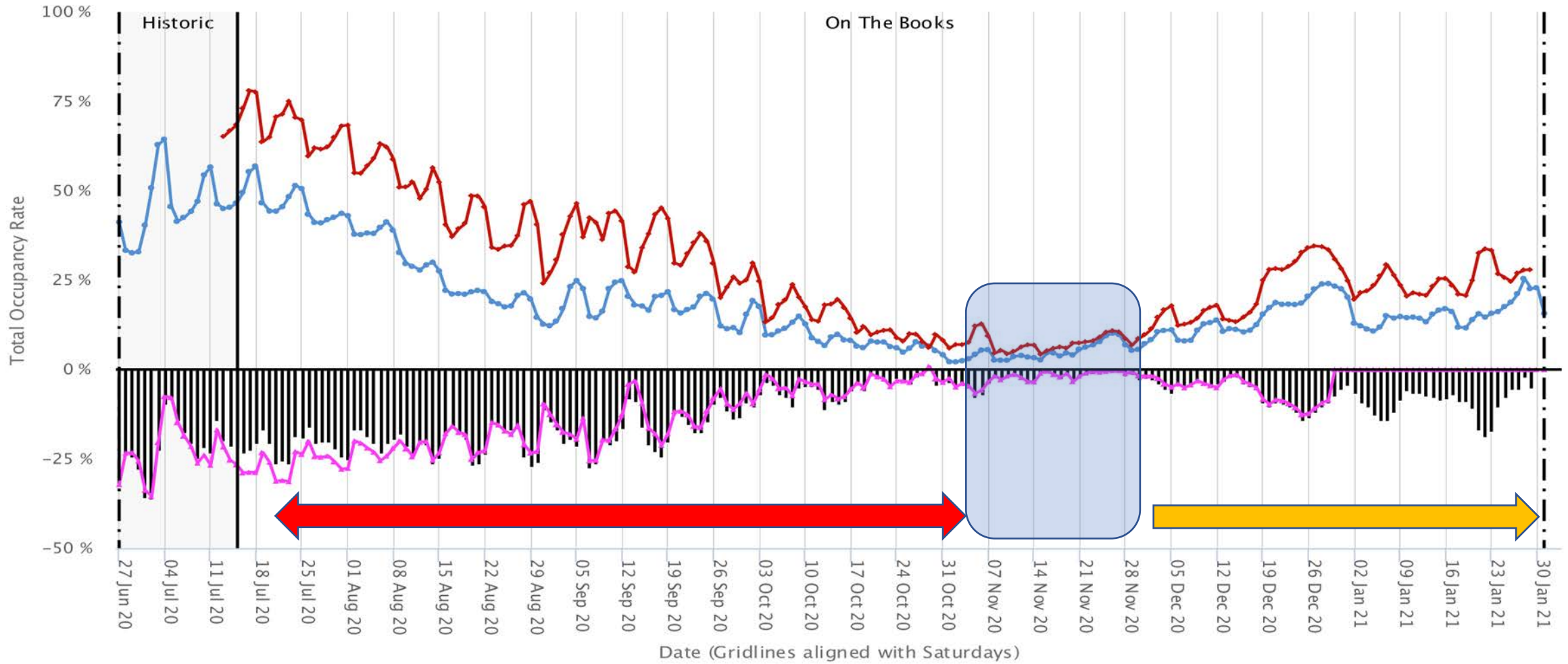
- Pace: Bright Spot #2
- Positive Occupancy Growth for June, July, and August
- First occupancy growth since February 29
- Concentration of bookings for short-lead arrivals (<60 days out)
- Modest concentration for 60 – 90 days out.
- Negative fill for arrival months > 90 days out
- Includes Winter
- Winter data > thin for now





Western Mountain Destination Travel Overview

Daily Occupancy Next 180 Parity Window Elongates



— Data as of Jul 15 (2020/21) 107 properties — Data as of Jul 15 (2019/20) 107 properties — Historic Actual (2019/20) ■ % Occupancy change
— % Occupancy change as of last period



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COVID-19 Survey Research
MOUNTAIN TRAVEL SENTIMENT SURVEY

July 22, 2020

INSIGHTS COLLECTIVE
Pandemic Economics Think Tank



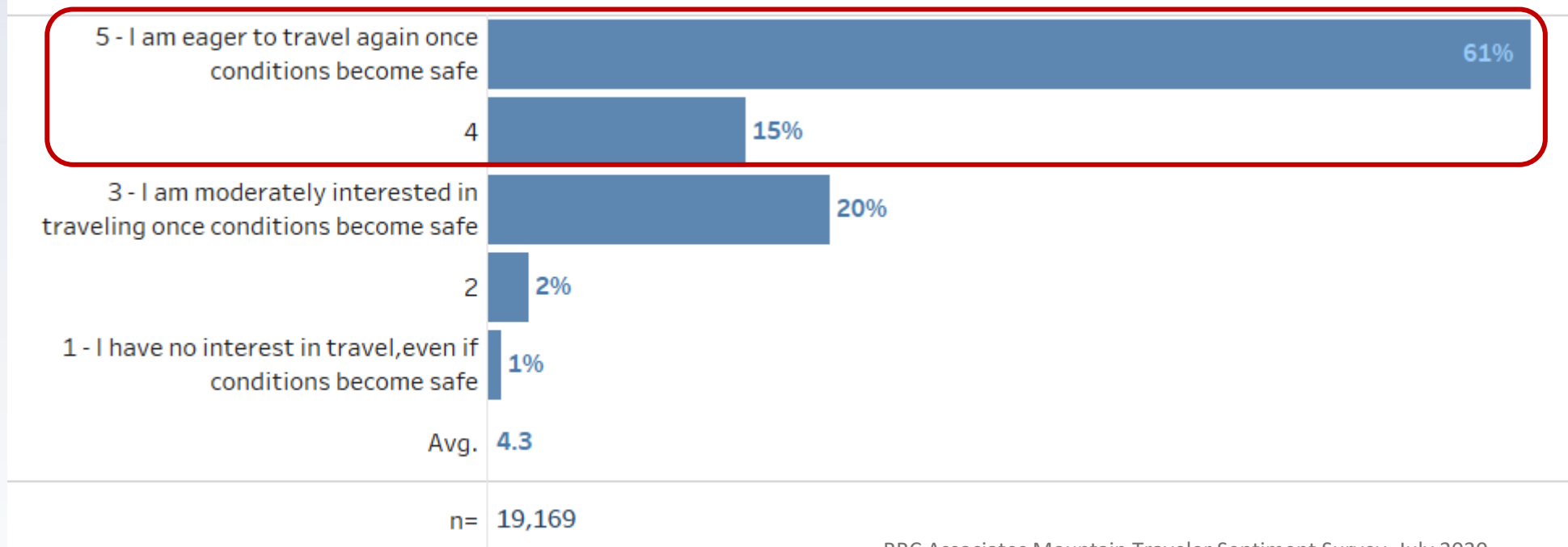
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Desire to Travel

61% are “eager” and 97% express some interest in travel once conditions are safe.

How would you rate your desire to travel once conditions become safe?

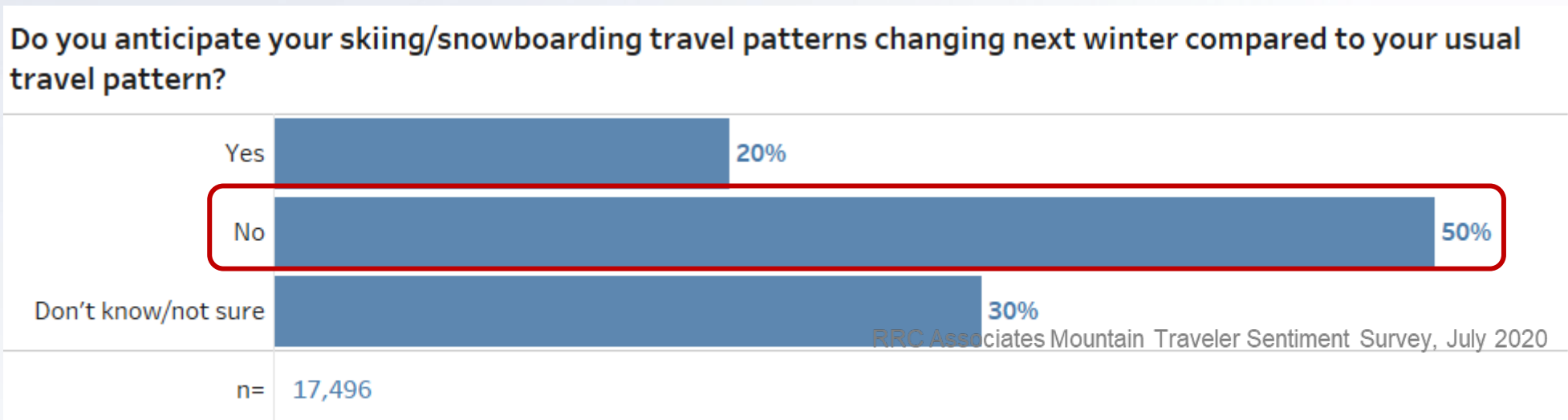


RRC Associates Mountain Traveler Sentiment Survey, July 2020



Ski/Snowboard Travel Patterns

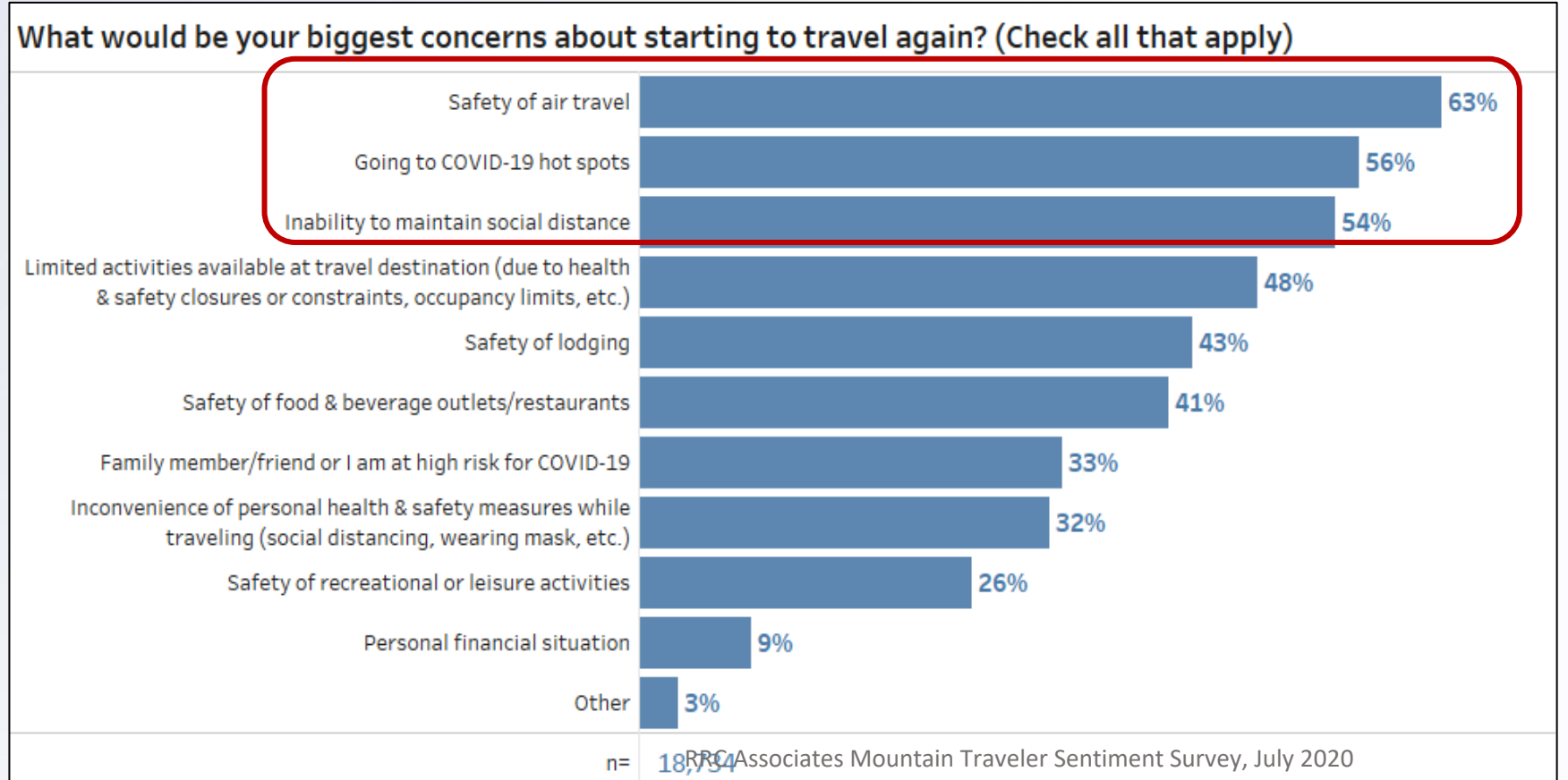
Surprisingly, half of mountain travelers expect no change in their ski travel during the upcoming season. And the large segment that is still uncertain (30%) represents a challenge but also a clear opportunity.





Concerns About Starting to Travel

Air travel, potential COVID-19 hot spots and social distancing are key concerns for mountain travelers

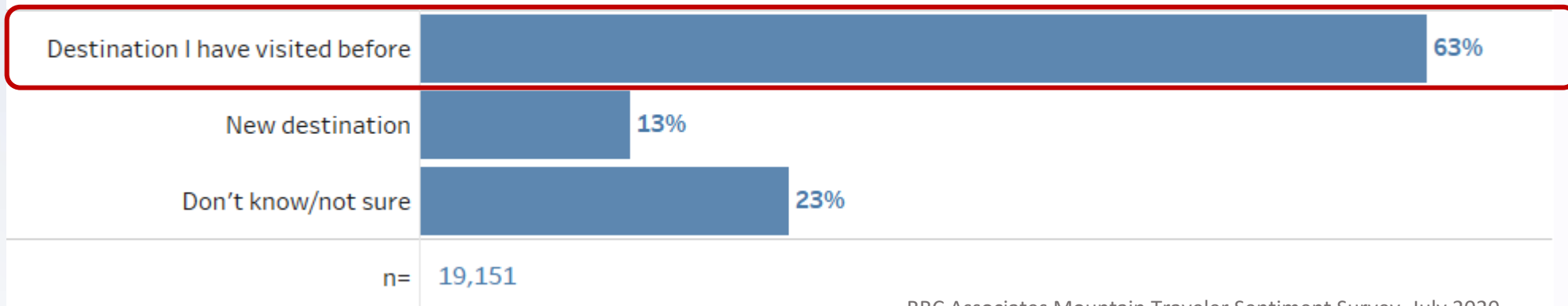




New destination or familiar destination?

People want to go where they're comfortable. Just 13% intend to try a new destination on their first trip since the pandemic began.

Thinking about that first leisure trip you might take, would you expect to visit a destination you have visited before, or a new destination?



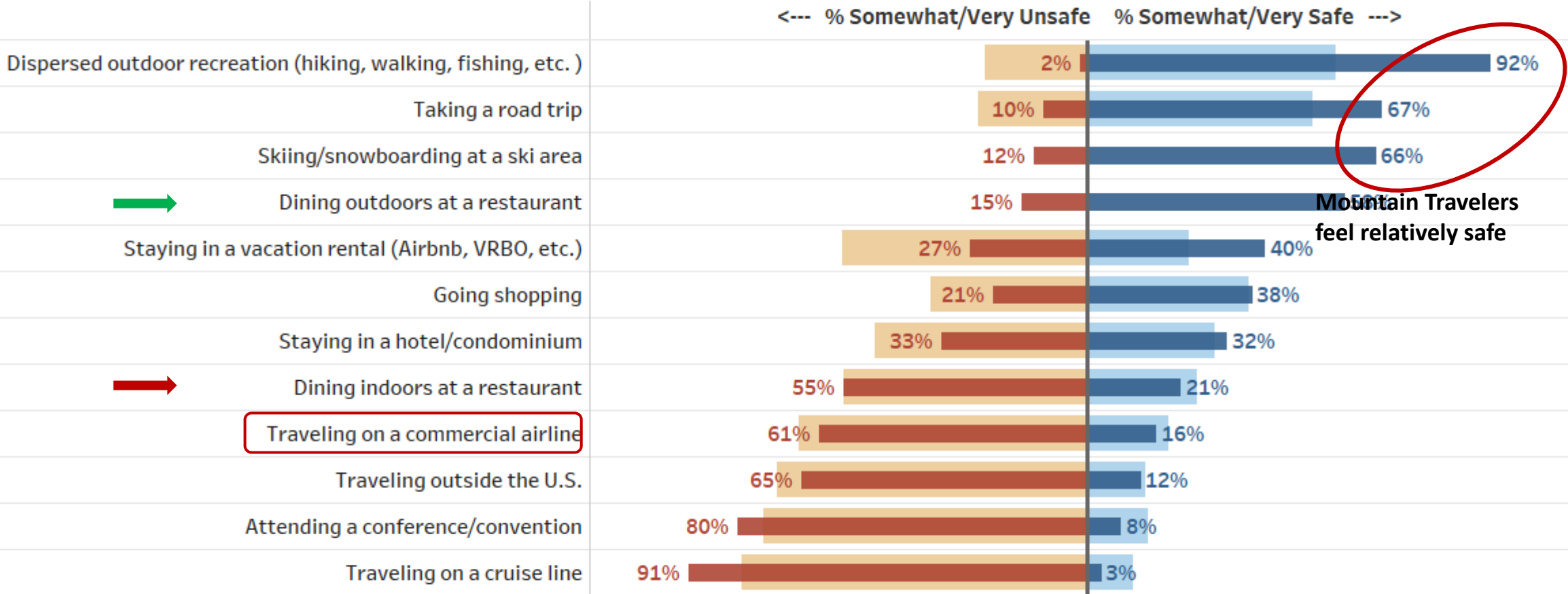
RRC Associates Mountain Traveler Sentiment Survey, July 2020

Mountain Travelers Compared to National Sample



■ ■ RRC Mountain Traveler Sentiment Survey (June/July)
■ ■ Destination Analyst Data (Wave #18)

At this moment, how safe would you feel doing each type of travel activity?





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