



DESTINATION

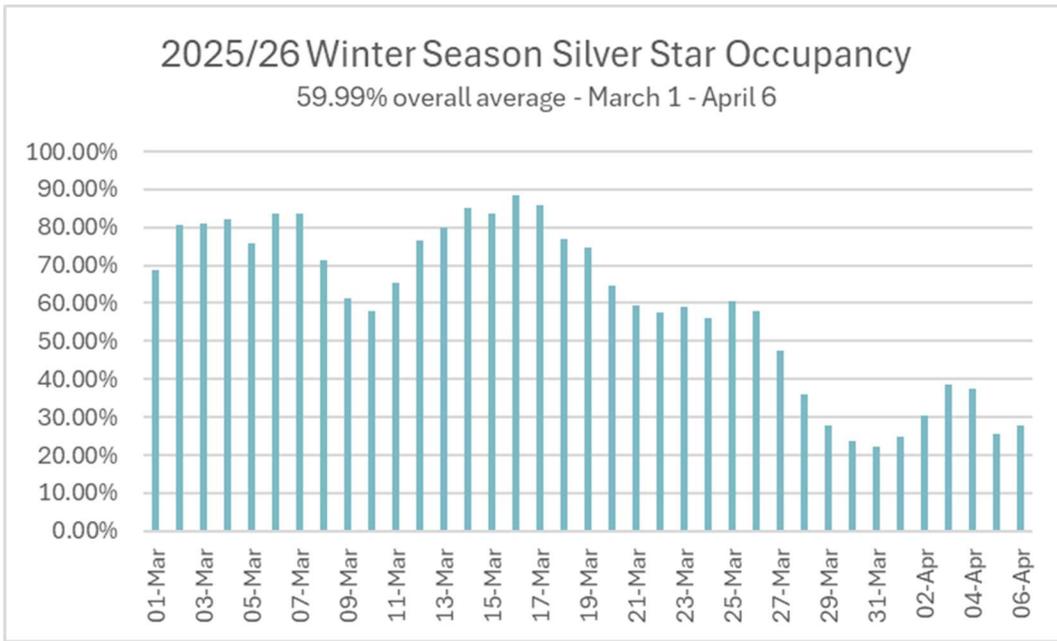
SILVER STAR

2025/26 Winter Season Occupancy Report as of March 3, 2026
Based on an average of 476 Rooms/Vacation Homes

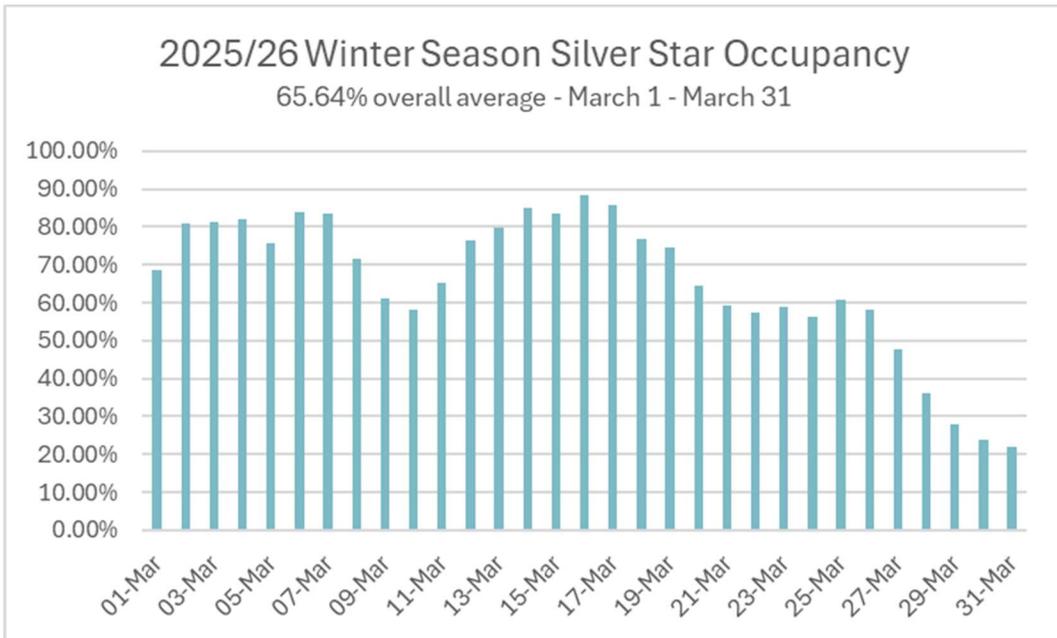
About this report: This occupancy report provides a snapshot of accommodation performance across Silver Star, compiled from data submitted by our accommodation partners.

Report Summary

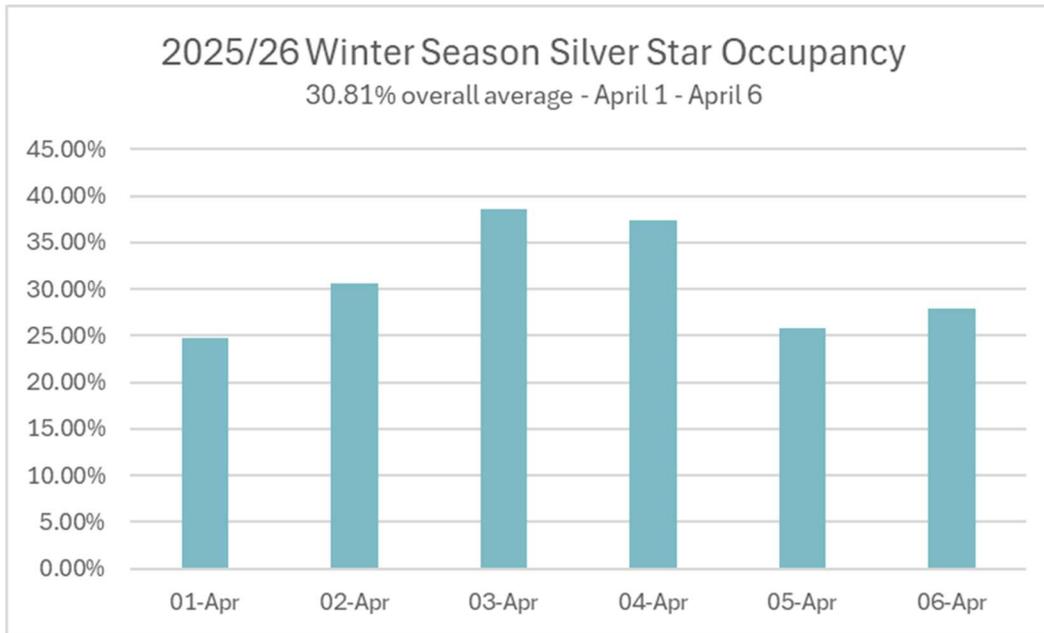
The 2025/26 winter season at Silver Star is tracking at 60.0% occupancy from March 1 through April 6, based on an average of 476 rooms and vacation homes. March is on pace to be the strongest on record at 65.6%, up 4 percentage points from last year and nearly 8 points above 2023/24, driven by strong demand in the first half of the month. The season's peak booking sits at 88.5% on March 16. Late March shows a steeper-than-usual drop-off, falling below prior-year levels by the final week. Early April (30.8%) is trending well above last year's 24.5%, also exceeding 2023/24 levels. Overall, the trend of year-over-year occupancy growth continues, with the strongest gains concentrated in the peak weeks of the season.



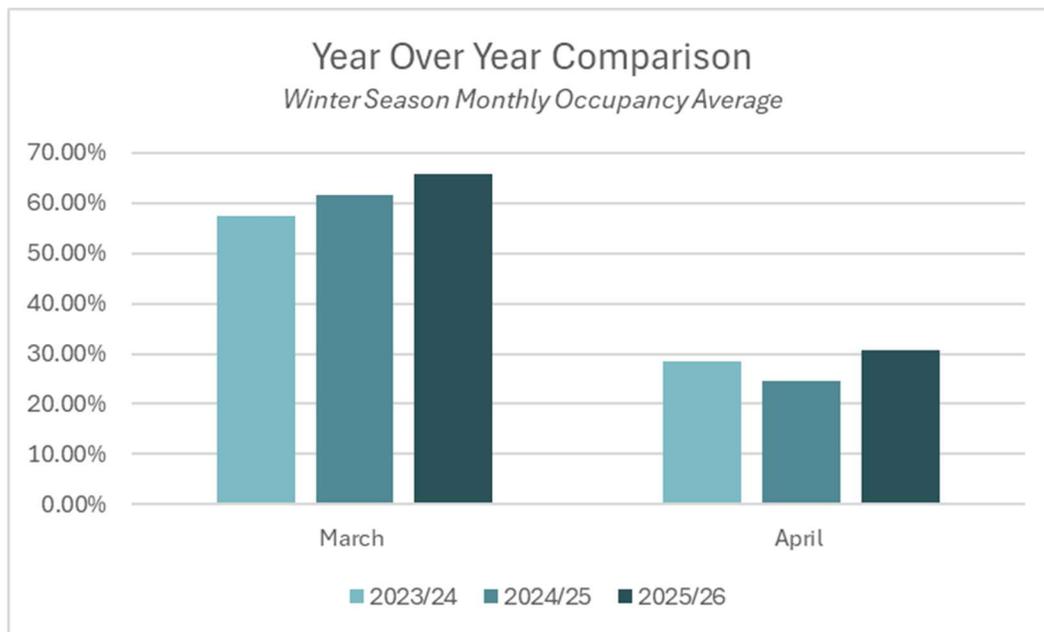
Daily occupancy snapshot across the remainder of the winter season, showing booking levels from March 1 to April 6 as of March 4. The season average sits at 59.99%, with the strongest performance concentrated in the first two and a half weeks of March (75–88%), followed by a steady decline through late March and into early April.



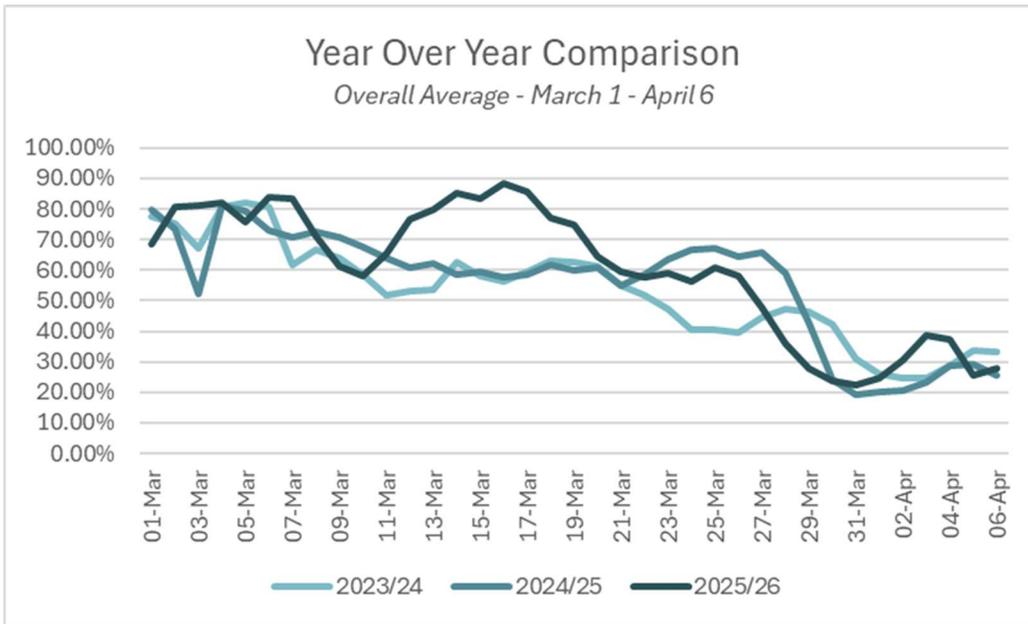
Daily occupancy breakdown for March, with an average of 65.64%. The first half of the month maintains strong occupancy (75–88%), supported by spring break travel, with the season's peak around March 14–17 (85–88.5%). The second half sees a sharp decline as the season winds down, dropping from the low 60s to the low 20s by month-end.



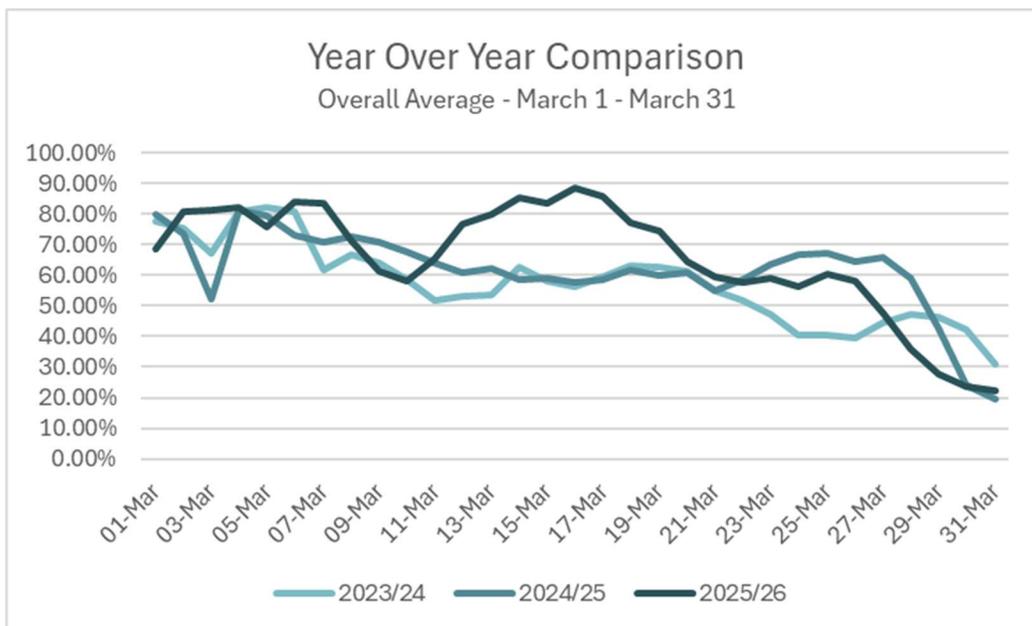
Daily occupancy for early April, reflecting end-of-season bookings as the resort approaches the closing of alpine operations. The average sits at 30.81%, with a modest weekend bump around April 3–4 reaching 37–39%, before settling back to the mid-to-high 20s.



Average occupancy rate for March and April compared across the past three seasons, showing overall booking trends. March continues its upward trajectory (65.64% vs 61.65% last year and 57.49% in 2023/24), and April shows the most significant jump (30.81% vs 24.49% last year).



Daily occupancy from March 1 through April 6 compared across 2023/24, 2024/25, and 2025/26, highlighting how booking patterns shift throughout the season. Mid-March (around March 12-17) shows notably stronger performance than both prior seasons, with some days 15-25 percentage points higher than 2024/25. Late March dips below last year, likely due to timing of spring break and Easter holidays.



A closer look at March's daily occupancy across past seasons. The 2025/26 line consistently outperforms both prior years through mid-month, particularly during the March 12-18 peak. The gap narrows in the final week as this year's late-March decline was steeper, with occupancy falling below prior-year levels by around March 27-28.