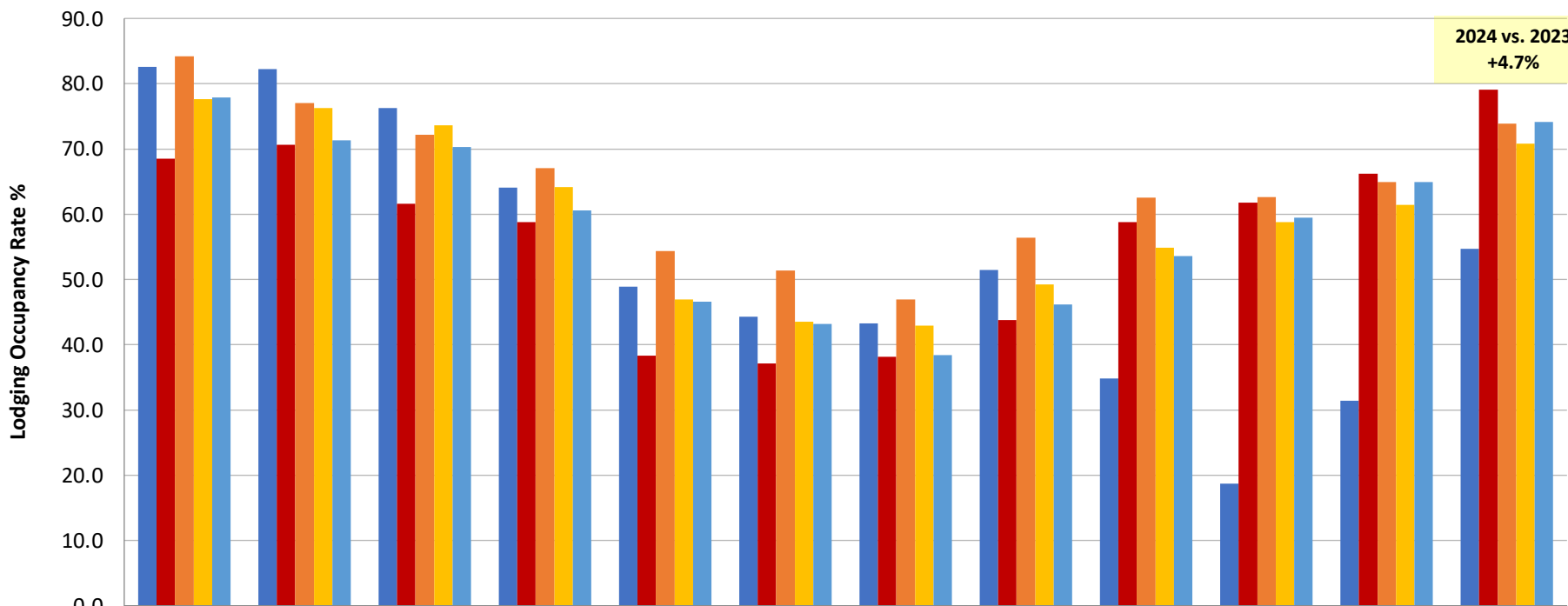




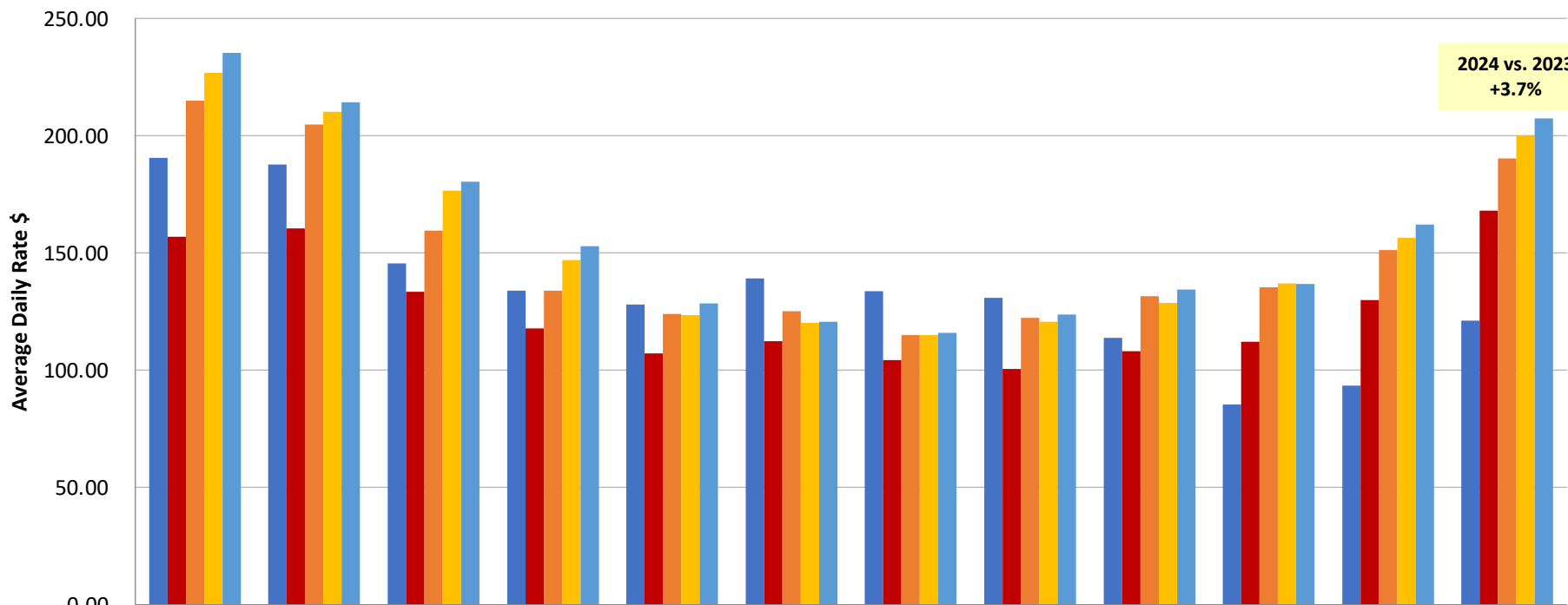
## Central Oregon Occupancy Rates: July 2019 - June 2024 (Jefferson County, Deschutes County, Crook County, Zip 97037)



	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
■ 2019/20	82.6	82.2	76.3	64.1	48.9	44.3	43.3	51.5	34.8	18.7	31.4	54.7
■ 2020/21	68.5	70.6	61.6	58.8	38.3	37.1	38.2	43.8	58.8	61.8	66.2	79.1
■ 2021/22	84.2	77.0	72.2	67.1	54.4	51.4	46.9	56.4	62.5	62.6	64.9	73.9
■ 2022/23	77.6	76.3	73.6	64.2	46.9	43.5	42.9	49.2	54.9	58.8	61.4	70.8
■ 2023/24	77.9	71.3	70.3	60.6	46.6	43.2	38.4	46.2	53.6	59.5	64.9	74.1



## Central Oregon Average Daily Rate (ADR): July 2019 - June 2024 (Jefferson County, Deschutes County, Crook County, Zip 97037)

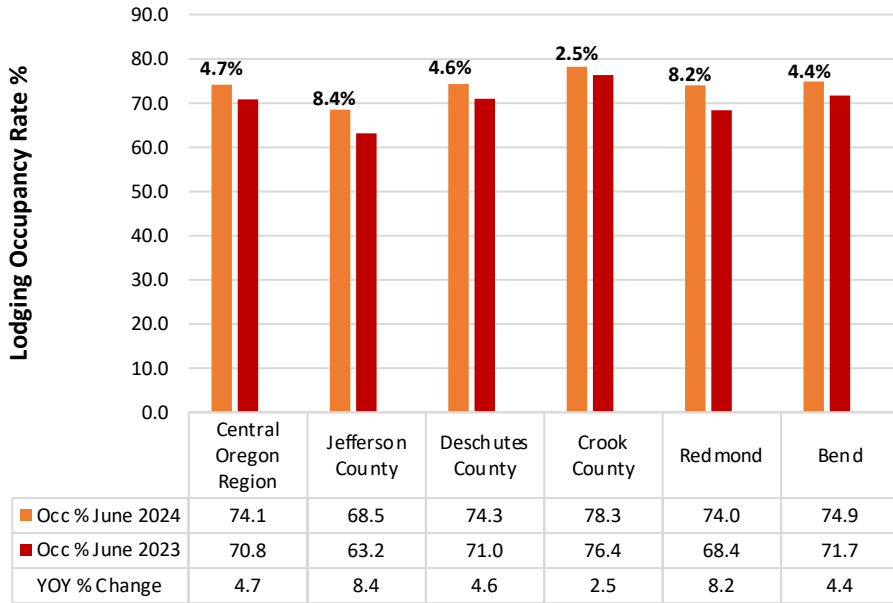


2024 vs. 2023  
+3.7%

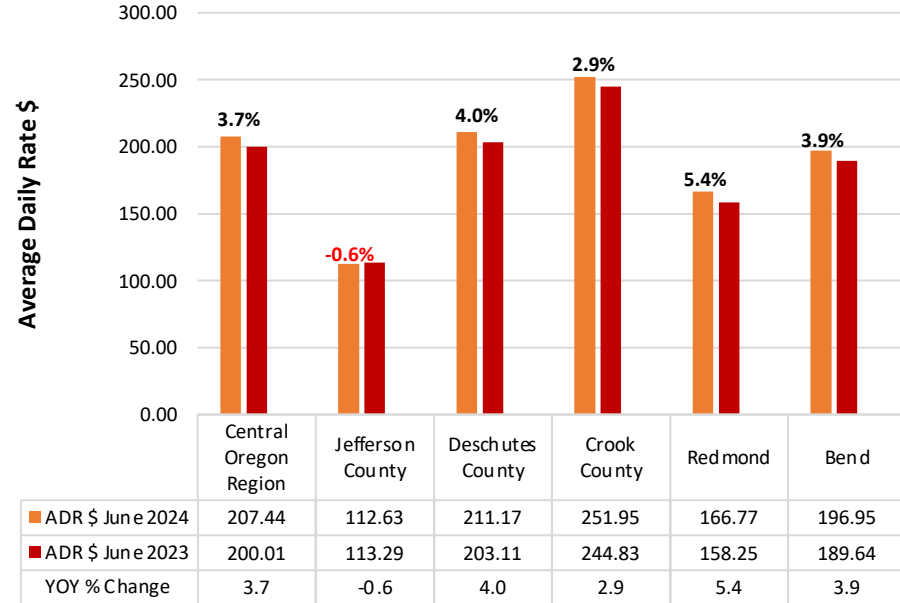
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2019/20	190.42	187.76	145.60	133.87	127.99	139.13	133.76	130.81	113.77	85.33	93.51	121.06
2020/21	156.84	160.36	133.38	117.78	107.13	112.44	104.31	100.50	108.18	112.07	129.95	167.92
2021/22	214.89	204.81	159.59	133.92	123.94	125.26	115.06	122.42	131.64	135.33	151.30	190.23
2022/23	226.69	210.30	176.63	146.90	123.43	120.17	114.90	120.63	128.80	137.09	156.45	200.01
2023/24	235.30	214.16	180.33	152.99	128.38	120.73	115.83	123.81	134.50	136.84	162.04	207.44



### Regional Occupancy Rates % June 2024 vs. June 2023



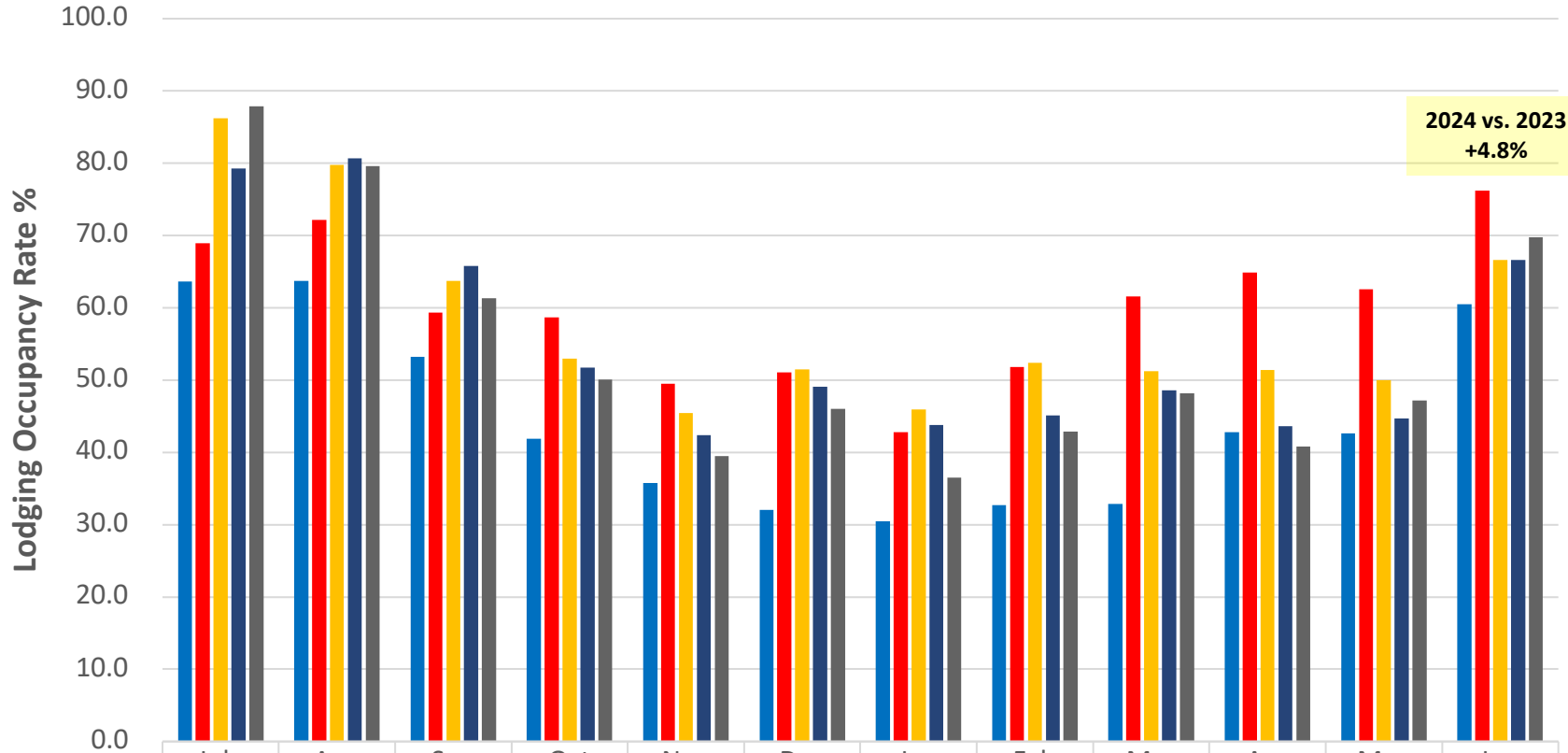
### Regional Average Daily Rate \$ June 2024 vs. June 2023



\*The 2019 data comparison was retired beginning this year now that the global industry performance has normalized.



## Central Oregon Regional Vacation Rental Occupancy Rate July 2019 - June 2024

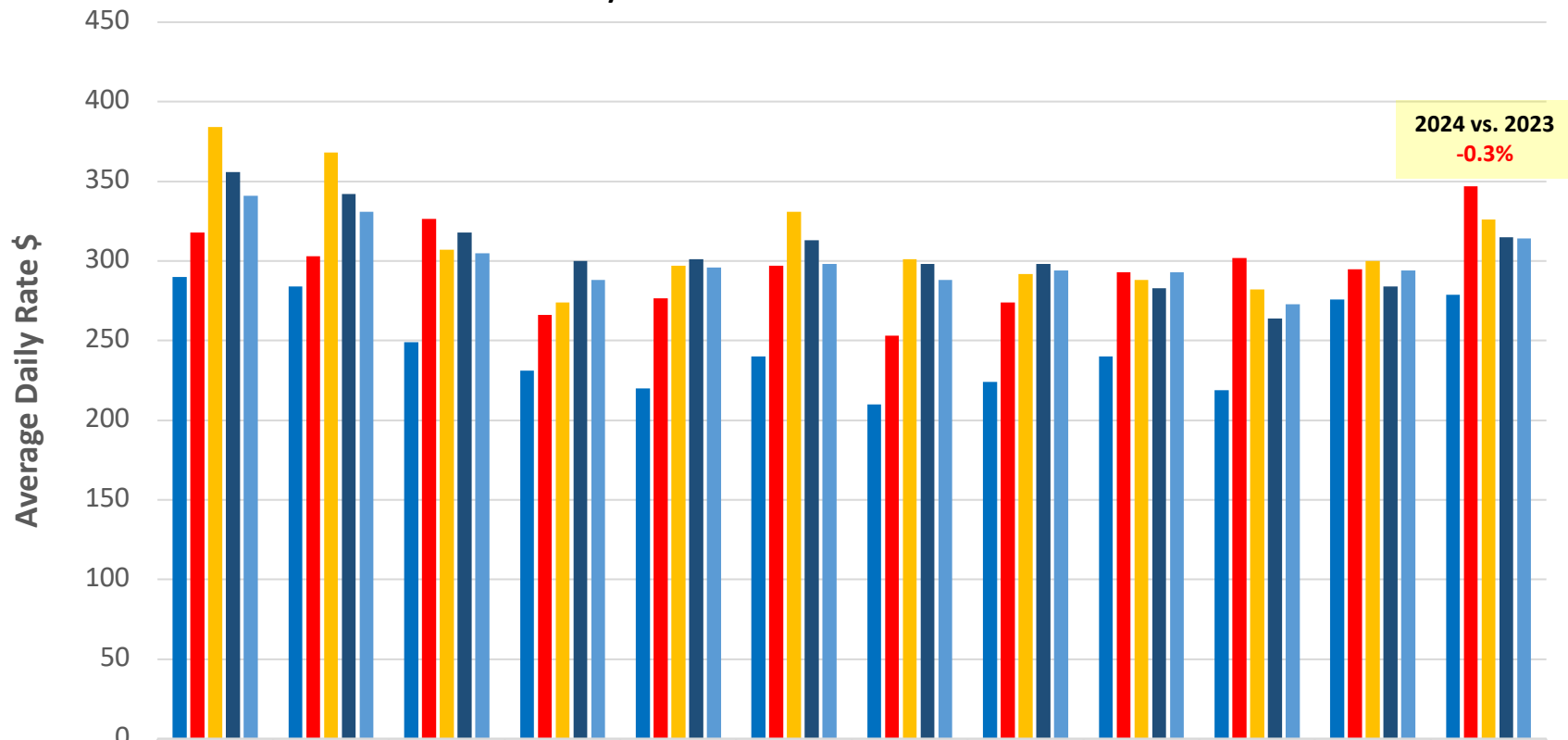


	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2019/20	63.6	63.7	53.2	41.9	35.8	32.0	30.5	32.7	32.9	42.8	42.6	60.5
2020/21	68.9	72.2	59.3	58.7	49.5	51.1	42.8	51.8	61.6	64.9	62.6	76.2
2021/22	86.2	79.8	63.7	53.0	45.4	51.5	46.0	52.4	51.2	51.4	50.0	66.6
2022/23	79.3	80.7	65.8	51.7	42.4	49.1	43.8	45.1	48.6	43.6	44.7	66.6
2023/24	87.9	79.6	61.3	50.1	39.5	46.0	36.5	42.9	48.2	40.8	47.2	69.8



## Central OR Regional Vacation Rental Average Daily Rate (ADR)

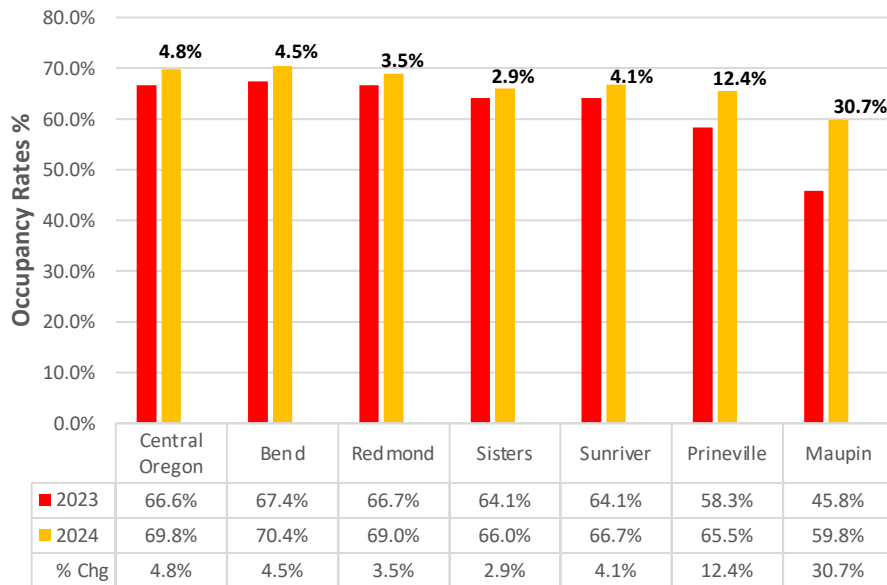
July 2019 - June 2024



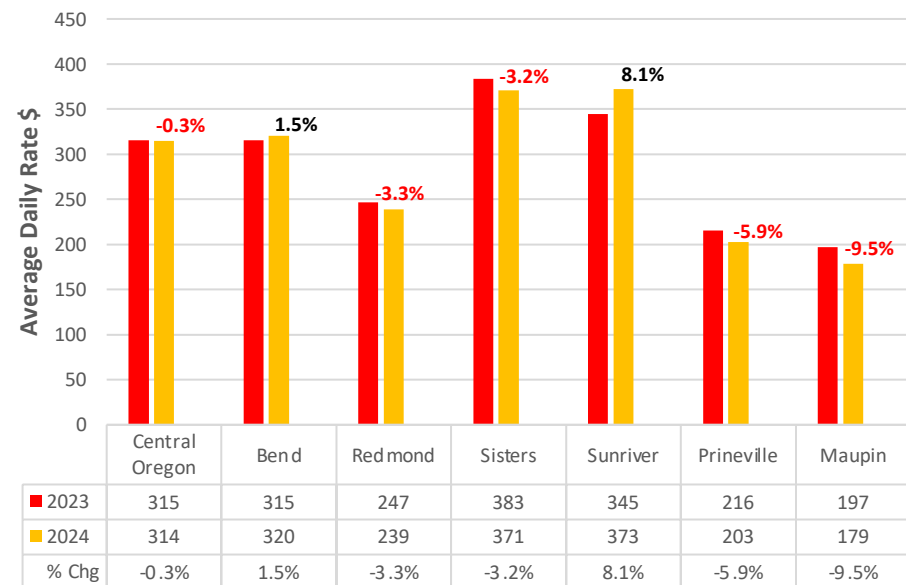
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2019/20	290	284	249	231	220	240	210	224	240	219	276	279
2020/21	318	303	327	266	277	297	253	274	293	302	295	347
2021/22	384	368	307	274	297	331	301	292	288	282	300	326
2022/23	356	342	318	300	301	313	298	298	283	264	284	315
2023/24	341	331	305	288	296	298	288	294	293	273	294	314



**AirDNA Regional Occupancy Rate**  
June 2023 vs. June 2024



**AirDNA Regional Average Daily Rate (ADR)**  
June 2023 vs. June 2024



Data in Vacation Rentals is for “Entire Place” bookings, and cleaning fees are included within ADR. Entire place bookings include listings in which guests have the whole home to themselves.

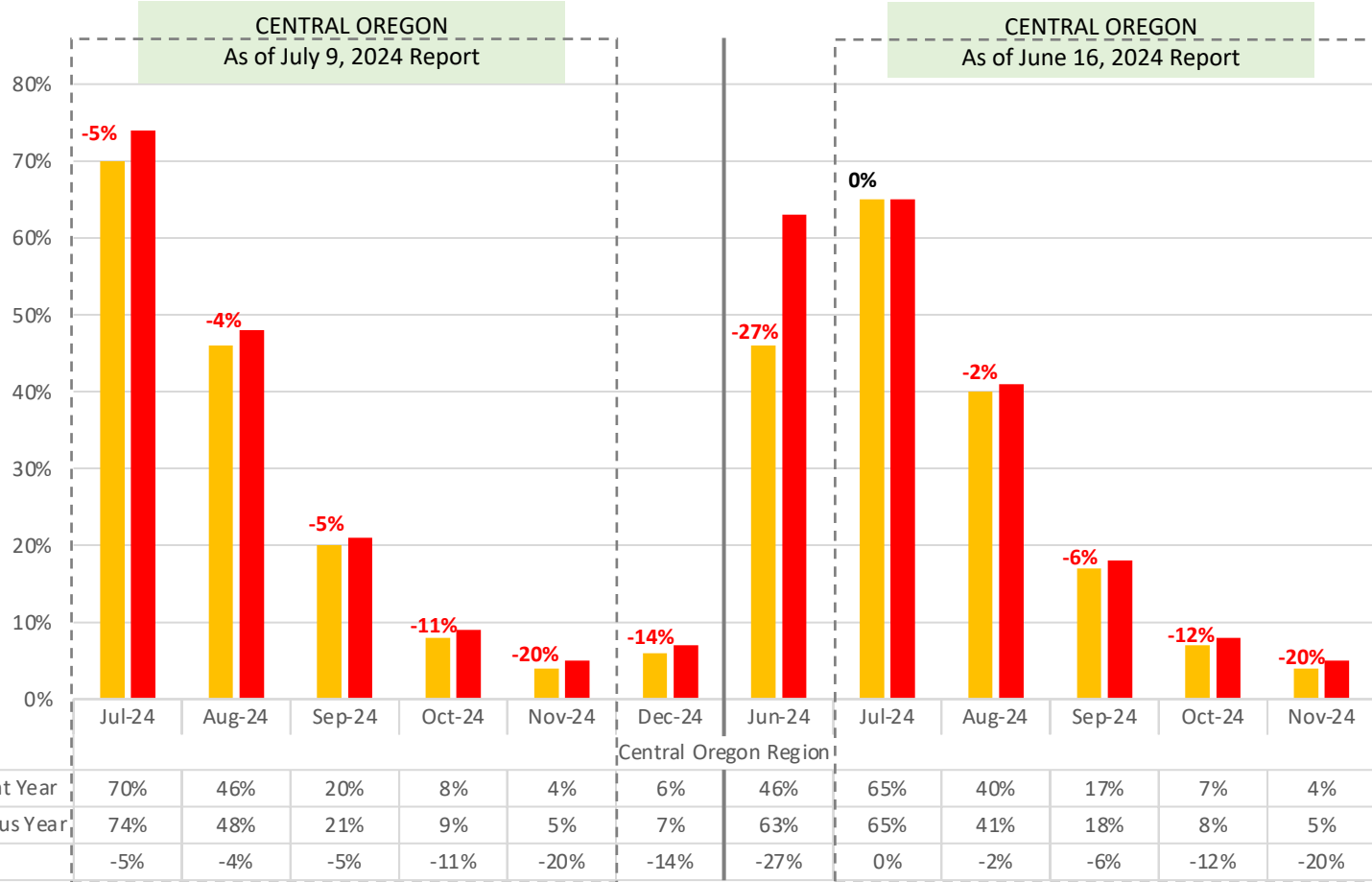
**Pick-up comparison for regional vacation rental occupancy**



Since the last pace report, occupancy rates have been holding steady for this summer throughout the region. The decrease in July and August are due to an increase in available listings compared to last month's data. The average booking lead time is 57 days.

[According to AirDNA](#), August may have a stronger demand growth than September due to a calendar shift for the extended Labor Day weekend.

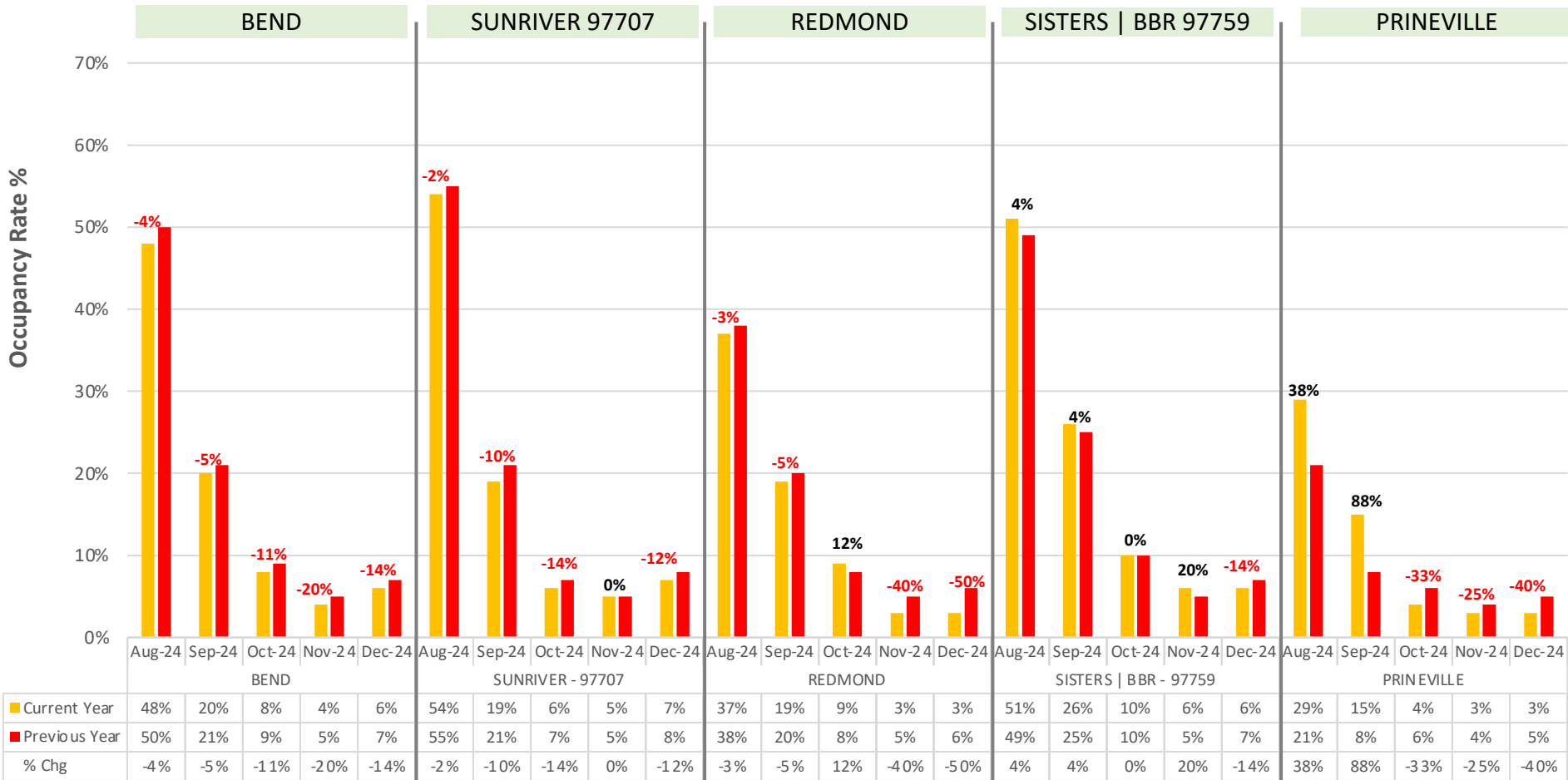
**CENTRAL OREGON: AirDNA Pace Pick-up Occupancy Rates**  
As of July 9, 2024 vs. June 16, 2024 - AirBNB, VRBO/Homeaway





### AirDNA Monthly Pace Occupancy Rates - August 2024 to December 2024

As of July 9, 2024 - AirBNB, VRBO/Homeaway



Most of the region is pacing in line with the previous year beginning August 2024, with Sisters and Prineville pacing ahead through the end of summer.

#### Occupancy Rate

Current Year  
Previous Year  
Current vs Previous %

Central Oregon					
Jul	Aug	Sep	Oct	Nov	Dec
70%	46%	20%	8%	4%	6%
74%	48%	21%	9%	5%	7%
-5%	-4%	-5%	-11%	-20%	-14%