

INVESTOR GUIDE

Sun Valley Short-Term Rental Investment Guide

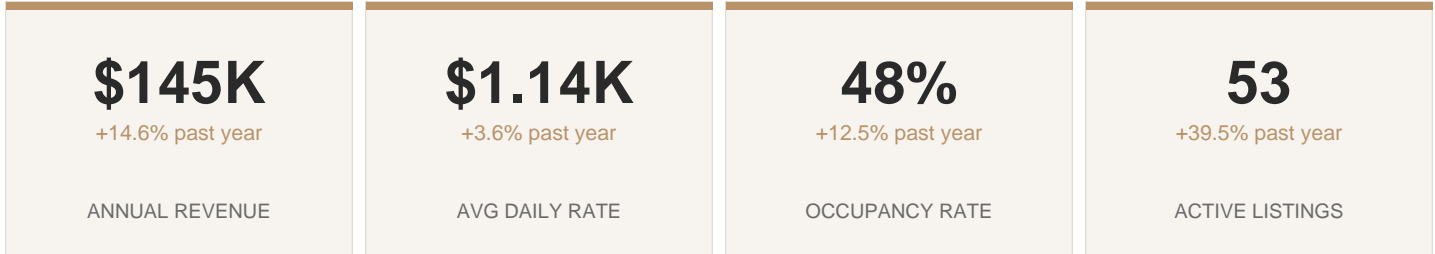
A data-driven guide to buying, operating, and maximizing returns on short-term rental properties in the Wood River Valley.

Prepared by Colin Burke · Keller Williams · 2026

MARKET SNAPSHOT

Sun Valley STR Market at a Glance

Sun Valley ranks among the Mountain West's strongest short-term rental markets. Powered by world-class skiing, a premier summer festival calendar, and constrained supply, the submarket continues to outperform on revenue growth year-over-year. The data below is sourced from AirDNA's Sawtooth Mtns / Sun Valley submarket report.



SUBMARKET SCORE

AirDNA Performance Ratings

AirDNA rates Sun Valley with an overall Submarket Score of **53 out of 100**. The standout metric is Revenue Growth at 99 — a near-perfect score indicating this market is one of the fastest-growing STR markets in the country. Rental Demand (61) and Regulation (58) both score in the solid mid-range, reflecting genuine visitor demand and a manageable (though active) permit environment.



TOP PERFORMING LISTINGS

Sun Valley Resort Properties — Annual Revenue

Property	Annual Revenue	Occupancy	Avg Daily Rate	Days Avail.
Sun Valley Resort, View Cottage	\$476K	58%	\$2K	365
Sun Valley Resort, Lake Cottage	\$457K	55%	\$3K	365
Sun Valley Resort, The Chateau	\$447K	50%	\$3K	352

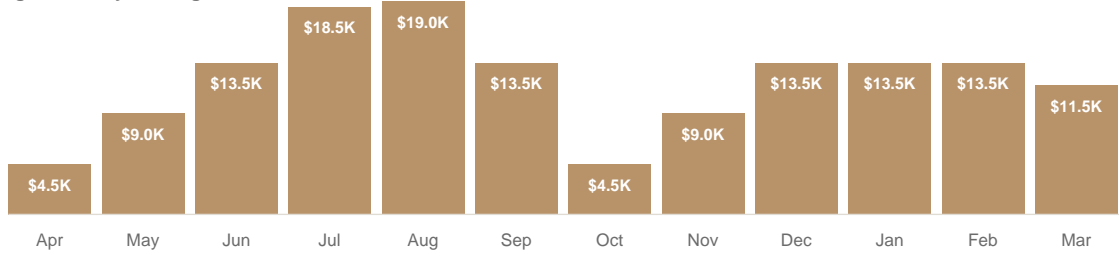
Sun Valley Resort, Guest Cottage	\$363K	52%	\$2K	331
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Source: AirDNA Sawtooth Mtns / Sun Valley submarket report. Data reflects top-performing listings as of April 2026. Individual results will vary based on property type, management, and seasonality.

Understanding the Sun Valley Revenue Cycle

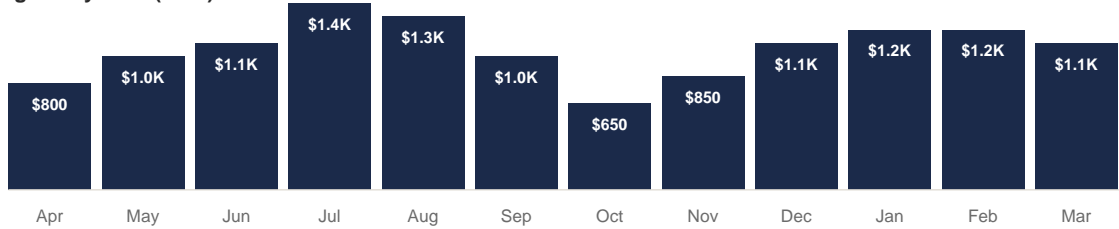
Sun Valley is a true four-season market — but its revenue pattern has two distinct peaks and one meaningful trough. Buyers who understand this cycle plan for it; those who don't get surprised by it. Here's what the data shows:

Average Monthly Listing Revenue



Revenue peaks in July–August (~\$18K–\$19K/month) driven by summer tourism, festivals, and outdoor recreation. A secondary winter peak runs December–February (~\$13.5K/month) powered by ski season. October is the shoulder month — the lowest revenue period (~\$4.5K) as summer ends and ski season hasn't started. Plan your maintenance, renovations, and owner stays around this window.

Average Daily Rate (ADR)



ADR peaks in July (~\$1,400/night) and holds strong through winter ski season (\$1,100–\$1,200). The October trough (~\$650–\$700) reflects shoulder pricing. Properties with ski access command premium rates December–March; properties with outdoor amenities (hot tubs, views, bike storage) outperform in summer.

<p>Peak Season Jul–Aug: ~75% occupancy Demand far exceeds supply</p>	<p>Ski Season Dec–Feb: ~60% occupancy High ADR, strong cash flow</p>	<p>Shoulder Oct: ~20–25% occupancy Best time for owner use</p>
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WHAT GUESTS WANT

Amenities & Guest Insights

<ul style="list-style-type: none"> • Stunning mountain views • Proximity to skiing & snowboarding • Hiking trails & biking paths • Charming downtown restaurants • Quiet, peaceful neighborhoods • Access to pools & hot tubs 	<ul style="list-style-type: none"> • Families seeking outdoor adventure • Friend groups on ski trips • Couples on peaceful getaways • Groups attending events • Conference attendees 	<ul style="list-style-type: none"> • Limited kitchen supplies • Parking during busy seasons • Noise from neighboring units • Inconsistent amenity maintenance • Cleanliness inconsistencies

What to Look for Before You Buy

The difference between a Sun Valley STR that performs and one that disappoints almost always comes down to due diligence done before the offer — not after. Here are the five things that matter most.

01

STR Permit Status

Ketchum requires a permit for any rental under 30 consecutive days. Permits are tied to the property and owner, non-transferable, and renewed annually. Before you make an offer, confirm: Is this property currently permitted? Is the zone capped — and if capped, is there availability? Non-owner-occupied permits are harder to obtain in some zones. Operating without a permit carries escalating fines.

02

HOA Rental Rules

Many condominiums near the Sun Valley resort operate under HOA rental programs or have bylaws that restrict STR activity to approved management companies. Always request and review the CC&Rs; and current rental policy before going under contract on any condo you intend to rent. This is the most common surprise buyers encounter.

03

Property Type & Amenities

The data is clear: properties with ski access, mountain views, hot tubs, and well-equipped kitchens outperform. Families are the dominant guest segment and they travel with gear, groceries, and children. Properties that can sleep 6–10 guests at a luxury standard have the widest demand base and highest ADR potential.

04

Financing for STR Properties

Lenders treat STR investment properties differently than primary residences. Expect a minimum 20–25% down payment on non-owner-occupied properties. Some lenders will use projected rental income in qualifying; others will not. If you plan to owner-occupy part of the year, that affects both your loan options and your permit classification. Get your financing strategy clear before you search.

05

Management Strategy

Self-management maximizes cash flow but requires hands-on involvement — especially for guest communication and turnover coordination. Professional managers typically charge 20–30% of revenue. The STR Calculator on our Tools page lets you model both scenarios before you commit. Factor in the platform fee (typically 3%) on top of any management fee when running your numbers.

READY TO RUN THE NUMBERS?

Sun Valley Investment for You

I work with buyers at every stage — from first-time STR investors running preliminary numbers to seasoned operators looking for their next property in a new market. If you're serious about Sun Valley, the best next step is a conversation.

Schedule a Call	Run the Numbers	Get in Touch
Book a free 30-min call to discuss your goals, budget, and timeline.	Use the free STR Calculator at colinburkerealestate.com/tools.html	cburke1222@gmail.com Keller Williams Sun Valley

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This guide is for informational purposes only. Market data sourced from AirDNA (April 2026). Projections are estimates and do not constitute financial, legal, or investment advice. STR permit status must be independently verified for each property. Always conduct your own due diligence and consult qualified professionals before investing.