JACKSON HOLE Travel HOLE & Tourism Board

RESERVATIONS ACTIVITY REPORT

JACKSON HOLE CHAMBER OF COMMERCE

Period: Bookings as of 08/31/2023







Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
August Performance			Year over	August Performance			Year over	August Performance			Year over Year
	2023	2022	Year % Diff		2023	2022	Year % Diff		2023	2022	% Diff
Paid Occupancy	89.3%	85.9%	4.0%	Paid Occupancy	63.7%	60.6%	5.1%	Paid Occupancy	80.2%	76.7%	4.6%
ADR	\$470	\$487	-3.5%	ADR	\$825	\$987	-16.4%	ADR	\$571	\$631	-9.6%
RevPar	\$420	\$418	0.3%	RevPar	\$526	\$599	-12.1%	RevPar	\$458	\$484	-5.4%
Paid & Unpaid (DOR) Occupancy	89.6%	85.7%	4.5%	Paid & Unpaid (DOR) Occupancy	65.9%	58.5%	12.7%	Paid & Unpaid (DOR) Occupancy	80.8%	75.8%	6.5%
Booking Pace	8.6%	7.6%	13.2%	Booking Pace	6.1%	3.7%	64.2%	Booking Pace	7.5%	6.0%	24.9%
Next Month Performance (September) Year over			Next Month Performance (September) Year ov			Year over	Next Month Performance (September)			Year over Year	
	2023	2022	Year % Diff		2023	2022	Year % Diff		2023	2022	% Diff
Paid Occupancy	80.9%	74.3%	9.0%	Paid Occupancy	57.6%	51.4%	11.9%	Paid Occupancy	7.8%	11.2%	-30.6%
Prior 6 Months to Date (Mar '23 - Aug '23) Year over			Prior 6 Months to Date (Mar '23 - Aug '23)			Year over	Prior 6 Months to Date (Mar '23 - Aug '23)			Year over Year	
	2023	2022	Year % Diff		2023	2022	Year % Diff		2023	2022	% Diff
Paid Occupancy	71.2%	69.4%	2.6%	Paid Occupancy	46.9%	44.9%	4.4%	Paid Occupancy	62.9%	61.3%	2.6%
ADR	\$399	\$400	-0.1%	ADR	\$818	\$950	-13.9%	ADR	\$505	\$532	-4.9%
RevPar	\$284	\$277	2.5%	RevPar	\$383	\$426	-10.1%	RevPar	\$318	\$326	-2.5%
Next 6 Months Performance Year over			Next 6 Months Performance Year or			Year over	Next 6 Months Performance			Year over Year	
(Sep '23 - Feb '24)	2023/24	2022/23	Year % Diff	(Sep '23 - Feb '24)	2023/24	2022/23	Year % Diff	(Sep '23 - Feb '24)	2023/24	2022/23	% Diff
Paid Occupancy	30.3%	27.6%	9.5%	Paid Occupancy	26.9%	24.8%	8.3%	Paid Occupancy	29.0%	26.6%	9.0%

