JACKSON HOLE Travel HOLE & Tourism Board

RESERVATIONS ACTIVITY REPORT



Period: Bookings as of 09/30/2023



2022

2023





Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
September Performance			Year over	September Performance			Year over	September Performance			Year over Year
	2023	2022	Year % Diff		2023	2022	Year % Diff		2023	2022	% Diff
Paid Occupancy	89.7%	87.6%	2.4%	Paid Occupancy	62.8%	53.0%	18.5%	Paid Occupancy	79.6%	74.3%	7.2%
ADR	\$445	\$442	0.9%	ADR	\$590	\$722	-18.3%	ADR	\$488	\$518	-5.9%
RevPar	\$400	\$387	3.3%	RevPar	\$370	\$382	-3.1%	RevPar	\$389	\$385	0.9%
Paid & Unpaid (DOR) Occupancy	90.3%	88.5%	2.0%	Paid & Unpaid (DOR) Occupancy	65.2%	53.1%	22.9%	Paid & Unpaid (DOR) Occupancy	81.0%	75.6%	7.1%
Booking Pace	8.4%	7.0%	21.0%	Booking Pace	5.2%	3.3%	58.3%	Booking Pace	7.3%	5.5%	31.4%
Next Month Performance (October) Year over			Next Month Performance (October) Ye			Year over	Next Month Performance (October) Year over Ye			Year over Year	
	2023	2022	Year % Diff		2023	2022	Year % Diff		2023	2022	% Diff
Paid Occupancy	48.6%	39.5%	23.0%	Paid Occupancy	30.3%	21.1%	43.7%	Paid Occupancy	7.8%	11.2%	-30.6%
Prior 6 Months to Date (Apr '23 - Sep '23) Year over			Prior 6 Months to Date (Apr '23 - Sep '23)			Year over	Prior 6 Months to Date (Apr '23 - Sep '23)			Year over Year	
	2023	2022	Year % Diff		2023	2022	Year % Diff		2023	2022	% Diff
Paid Occupancy	74.9%	71.5%	4.7%	Paid Occupancy	47.6%	42.7%	11.5%	Paid Occupancy	65.3%	61.7%	5.9%
ADR	\$431	\$429	0.6%	ADR	\$733	\$836	-12.3%	ADR	\$508	\$524	-3.1%
RevPar	\$323	\$306	5.4%	RevPar	\$349	\$357	-2.3%	RevPar	\$332	\$324	2.6%
Next 6 Months Performance Year over			Next 6 Months Performance Year over			Year over	Next 6 Months Performance			Year over Year	
(Oct '23 - Mar '24)	2023/24	2022/23	Year % Diff	(Oct '23 - Mar '24)	2023/24	2022/23	Year % Diff	(Oct '23 - Mar '24)	2023/24	2022/23	% Diff
Paid Occupancy	26.0%	21.2%	22.7%	Paid Occupancy	25.1%	22.4%	11.6%	Paid Occupancy	25.7%	21.7%	18.4%

