## JACKSON HOLE Travel & Tourism Board



## **RESERVATIONS ACTIVITY REPORT**

## Period: Bookings as of 12/31/2023







Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
December Performance			Year over	December Performance			Year over	December Performance			Year over Year
	2023	2022	Year % Diff		2023	2022	Year % Diff		2023	2022	% Diff
Paid Occupancy	48.9%	49.8%	-2.0%	Paid Occupancy	39.3%	43.3%	-9.2%	Paid Occupancy	45.5%	47.5%	-4.3%
ADR	\$322	\$317	1.6%	ADR	\$1,122	\$1,086	3.3%	ADR	\$567	\$566	0.2%
RevPar	\$157	\$158	-0.4%	RevPar	\$441	\$471	-6.2%	RevPar	\$258	\$269	-4.1%
Paid & Unpaid (DOR) Occupancy	49.1%	51.1%	-4.0%	Paid & Unpaid (DOR) Occupancy	43.0%	43.0%	0.0%	Paid & Unpaid (DOR) Occupancy	46.8%	48.2%	-2.8%
Booking Pace	7.2%	8.4%	-14.8%	Booking Pace	6.0%	5.0%	20.5%	Booking Pace	6.8%	7.2%	-5.7%
Next Month Performance (January) Year over			Next Month Performance (January) Year over			Next Month Performance (January)			Year over Year		
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	54.2%	57.6%	-6.0%	Paid Occupancy	54.0%	53.2%	1.6%	Paid Occupancy	7.8%	11.2%	-30.6%
Prior 6 Months to Date (Jul '23 - Dec '23) Year over				Prior 6 Months to Date (Jul '23 - Dec '23) Ye			Year over	Prior 6 Months to Date (Jul '23 - Dec '23) Year over			Year over Year
	2023	2022	Year % Diff		2023	2022	Year % Diff		2023	2022	% Diff
Paid Occupancy	67.5%	66.8%	1.0%	Paid Occupancy	46.1%	42.0%	9.7%	Paid Occupancy	59.8%	57.7%	3.6%
ADR	\$417	\$412	1.2%	ADR	\$775	\$917	-15.5%	ADR	\$516	\$547	-5.7%
RevPar	\$281	\$276	2.2%	RevPar	\$357	\$385	-7.3%	RevPar	\$309	\$316	-2.3%
Next 6 Months Performance Year over				Next 6 Months Performance Ye			Year over	Next 6 Months Performance			Year over Year
(Jan '24 - Jun '24)	2024	2023	Year % Diff	(Jan '24 - Jun '24)	2024	2023	Year % Diff	(Jan '24 - Jun '24)	2024	2023	% Diff
Paid Occupancy	33.2%	33.8%	-1.7%	Paid Occupancy	32.4%	30.7%	5.5%	Paid Occupancy	32.9%	32.7%	0.8%

