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% |

