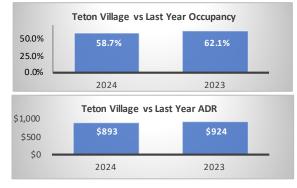
JACKSON HOLE Travel & Tourism Board

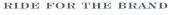


RESERVATIONS ACTIVITY REPORT

Period: Bookings as of 01/31/2024









Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
January Performance			Year over	January Performance			Year over	January Performance			Year over Year
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	63.5%	66.8%	-4.9%	Paid Occupancy	58.7%	62.1%	-5.4%	Paid Occupancy	61.7%	65.0%	-5.0%
ADR	\$276	\$267	3.5%	ADR	\$893	\$924	-3.4%	ADR	\$492	\$502	-2.0%
RevPar	\$175	\$178	-1.6%	RevPar	\$524	\$574	-8.6%	RevPar	\$304	\$327	-6.9%
Paid & Unpaid (DOR) Occupancy	63.9%	65.8%	-2.9%	Paid & Unpaid (DOR) Occupancy	62.1%	64.7%	-3.9%	Paid & Unpaid (DOR) Occupancy	63.2%	65.4%	-3.3%
Booking Pace	8.6%	9.7%	-10.7%	Booking Pace	5.7%	7.8%	-26.6%	Booking Pace	7.6%	9.0%	-15.7%
Next Month Performance (February) Year over			Next Month Performance (February) Year over			Next Month Performance (February)			Year over Year		
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	63.2%	65.4%	-3.4%	Paid Occupancy	59.9%	63.4%	-5.4%	Paid Occupancy	7.8%	11.2%	-30.6%
Prior 6 Months to Date (Aug '23 - Jan '23) Year over			Prior 6 Months to Date (Aug '23 - Jan '23)			Year over	Prior 6 Months to Date (Aug '23 - Jan '23) Year over Year				
	2023	2022	Year % Diff		2023	2022	Year % Diff		2023	2022	% Diff
Paid Occupancy	64.4%	63.4%	1.6%	Paid Occupancy	46.3%	42.3%	9.4%	Paid Occupancy	57.8%	55.5%	4.1%
ADR	\$362	\$357	1.5%	ADR	\$762	\$875	-12.9%	ADR	\$479	\$505	-5.0%
RevPar	\$233	\$226	3.1%	RevPar	\$353	\$370	-4.7%	RevPar	\$277	\$280	-1.1%
Next 6 Months Performance Year over			Next 6 Months Performance Year ov			Year over	Next 6 Months Performance			Year over Year	
(Feb '24 - Jul '24)	2024	2023	Year % Diff	(Feb '24 - Jul '24)	2024	2023	Year % Diff	(Feb '24 - Jul '24)	2024	2023	% Diff
Paid Occupancy	37.1%	37.5%	-1.1%	Paid Occupancy	33.3%	32.4%	2.8%	Paid Occupancy	35.7%	35.7%	0.2%

