## JACKSON HOLE Travel W Tourism Board

## RESERVATIONS ACTIVITY REPORT



## Period: Bookings as of 02/29/2024







Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
February Performance			Year over	February Performance			Year over	<b>February Performance</b>			Year over Year
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	73.9%	73.7%	0.3%	Paid Occupancy	64.7%	63.7%	1.6%	Paid Occupancy	70.6%	70.0%	0.9%
ADR	\$294	\$294	0.0%	ADR	\$986	\$1,032	-4.5%	ADR	\$520	\$541	-3.9%
RevPar	\$217	\$217	0.3%	RevPar	\$638	\$657	-3.0%	RevPar	\$367	\$379	-3.0%
Paid & Unpaid (DOR)	74.5%	71.2%	4.6%	Paid & Unpaid (DOR)	68.5%	71.0%	-3.6%	Paid & Unpaid (DOR)	72.2%	71.1%	1.5%
Occupancy	74.570			Occupancy				Occupancy	72.270		
Booking Pace	9.2%	7.4%	24.7%	Booking Pace	5.2%	3.0%	75.9%	Booking Pace	7.8%	5.7%	36.1%
Next Month Performance (March) Year over			Year over	Next Month Performance (March) Year over			Next Month Performance (March)			Year over Year	
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	52.3%	58.8%	-11.0%	Paid Occupancy	59.2%	54.7%	8.2%	Paid Occupancy	7.8%	11.2%	-30.6%
Prior 6 Months to Date (Sep '23 - Feb '24) Year over			Prior 6 Months to Date (Sep '23 - Feb '24) Year ove			Year over	Prior 6 Months to Date (Sep '23 - Feb '24)			Year over Year	
	2023/24	2022/23	Year % Diff		2023/24	2022/23	Year % Diff		2023/24	2022/23	% Diff
Paid Occupancy	61.3%	61.3%	0.1%	Paid Occupancy	46.3%	42.7%	8.4%	Paid Occupancy	55.9%	54.4%	2.8%
ADR	\$318	\$309	2.9%	ADR	\$797	\$886	-10.0%	ADR	\$462	\$477	-3.2%
RevPar	\$195	\$189	3.0%	RevPar	\$369	\$378	-2.4%	RevPar	\$258	\$259	-0.5%
Next 6 Months Performance Year over				Next 6 Months Performance Year over			Year over	Next 6 Months Performance			Year over Year
(Mar '24 - Aug '24)	2024	2023	Year % Diff	(Mar '24 - Aug '24)	2024	2023	Year % Diff	(Mar '24 - Aug '24)	2024	2023	% Diff
Paid Occupancy	39.6%	36.5%	8.7%	Paid Occupancy	31.7%	28.1%	12.9%	Paid Occupancy	36.8%	33.4%	10.2%

