JACKSON HOLE Travel & Tourism Board



RESERVATIONS ACTIVITY REPORT

Period: Bookings as of 03/31/2024







| Jackson - Segment | | | | Teton Village - Segment | | | | Jackson + Teton Village Combined - Segment, (Excluding Parks) | | | |
|--|---------|---------|--|----------------------------------|---------|-----------|---|---|---------|----------------|----------------|
| March Performance | | | Year over | March Performance | | | Year over | March Performance | | | Year over Year |
| | 2024 | 2023 | Year % Diff | | 2024 | 2023 | Year % Diff | | 2024 | 2023 | % Diff |
| Paid Occupancy | 62.3% | 69.5% | -10.3% | Paid Occupancy | 65.5% | 59.4% | 10.2% | Paid Occupancy | 63.3% | 66.1% | -4.1% |
| ADR | \$286 | \$263 | 8.9% | ADR | \$966 | \$967 | -0.1% | ADR | \$515 | \$478 | 7.6% |
| RevPar | \$178 | \$183 | -2.4% | RevPar | \$633 | \$575 | 10.1% | RevPar | \$326 | \$316 | 3.2% |
| Paid & Unpaid (DOR) Occupancy | 63.7% | 69.2% | -8.0% | Paid & Unpaid (DOR) Occupancy | 68.8% | 61.3% | 12.3% | Paid & Unpaid (DOR) Occupancy | 65.6% | 66.2% | -1.0% |
| Booking Pace | 8.6% | 9.6% | -9.8% | Booking Pace | 6.7% | 5.1% | 30.7% | Booking Pace | 8.0% | 8.1% | -0.5% |
| Next Month Performance (April) Year over | | | Next Month Performance (April) Year over | | | Year over | Next Month Performance (April) | | | Year over Year | |
| | 2024 | 2023 | Year % Diff | | 2024 | 2023 | Year % Diff | | 2024 | 2023 | % Diff |
| Paid Occupancy | 27.8% | 25.4% | 9.4% | Paid Occupancy | 14.0% | 11.5% | 21.9% | Paid Occupancy | 7.8% | 11.2% | -30.6% |
| Prior 6 Months to Date (Oct '23 - Mar '24) Year over | | | Prior 6 Months to Date (Oct '23 - Mar '24) | | | Year over | Prior 6 Months to Date (Oct '23 - Mar '24) Year over Year | | | | |
| | 2023/24 | 2022/23 | Year % Diff | | 2023/24 | 2022/23 | Year % Diff | | 2023/24 | 2022/23 | % Diff |
| Paid Occupancy | 57.0% | 58.7% | -2.8% | Paid Occupancy | 46.4% | 43.6% | 6.4% | Paid Occupancy | 53.3% | 53.2% | 0.1% |
| ADR | \$280 | \$269 | 4.2% | ADR | \$882 | \$937 | -5.8% | ADR | \$466 | \$468 | -0.5% |
| RevPar | \$160 | \$158 | 1.2% | RevPar | \$409 | \$409 | 0.2% | RevPar | \$248 | \$249 | -0.4% |
| Next 6 Months Performance Year over | | | Next 6 Months Performance | | | Year over | Next 6 Months Performance | | | Year over Year | |
| (Apr '24 - Sep '24) | 2024 | 2023 | Year % Diff | (Apr '24 - Sep '24) | 2024 | 2023 | Year % Diff | (Apr '24 - Sep '24) | 2024 | 2023 | % Diff |
| Paid Occupancy | 44.2% | 40.1% | 10.4% | Paid Occupancy | 32.1% | 27.8% | 15.2% | Paid Occupancy | 40.0% | 35.7% | 12.1% |

