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%

