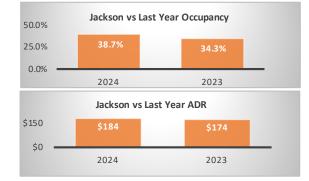
## JACKSON HOLE Travel & Tourism Board



## **RESERVATIONS ACTIVITY REPORT**

## Period: Bookings as of 04/30/2024







Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
April Performance			Year over	April Performance			Year over	April Performance			Year over Year
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	38.7%	34.3%	12.8%	Paid Occupancy	15.5%	15.7%	-1.1%	Paid Occupancy	30.6%	27.8%	10.0%
ADR	\$184	\$174	5.3%	ADR	\$440	\$371	18.7%	ADR	\$229	\$213	7.6%
RevPar	\$71	\$60	18.7%	RevPar	\$68	\$58	17.5%	RevPar	\$70	\$59	18.3%
Paid & Unpaid (DOR) Occupancy	38.6%	33.7%	14.5%	Paid & Unpaid (DOR) Occupancy	23.6%	17.5%	35.2%	Paid & Unpaid (DOR) Occupancy	32.8%	27.9%	17.6%
Booking Pace	7.0%	8.8%	-21.0%	Booking Pace	4.8%	4.3%	11.3%	Booking Pace	6.2%	7.3%	-14.6%
Next Month Performance (May) Year over			Next Month Performance (May) Year over			Next Month Performance (May)			Year over Year		
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	57.8%	51.3%	12.6%	Paid Occupancy	24.7%	22.8%	8.0%	Paid Occupancy	7.8%	11.2%	-30.6%
Prior 6 Months to Date (Nov '23 - Apr '24) Year over			Prior 6 Months to Date (Nov '23 - Apr '24) Year over			Year over	Prior 6 Months to Date (Nov '23 - Apr '24)			Year over Year	
	2023/24	2022/23	Year % Diff		2023/24	2022/23	Year % Diff		2023/24	2022/23	% Diff
Paid Occupancy	53.5%	55.4%	-3.4%	Paid Occupancy	44.4%	43.4%	2.3%	Paid Occupancy	50.3%	51.1%	-1.5%
ADR	\$273	\$263	3.7%	ADR	\$918	\$943	-2.6%	ADR	\$474	\$473	0.3%
RevPar	\$146	\$146	0.1%	RevPar	\$408	\$410	-0.5%	RevPar	\$238	\$241	-1.3%
Next 6 Months Performance Year over			Next 6 Months Performance Year or			Year over	Next 6 Months Performance			Year over Year	
(May '24 - Oct '24)	2024	2023	Year % Diff	(May '24 - Oct '24)	2024	2023	Year % Diff	(May '24 - Oct '24)	2024	2023	% Diff
Paid Occupancy	46.2%	44.9%	2.9%	Paid Occupancy	36.0%	31.2%	15.2%	Paid Occupancy	42.6%	40.0%	6.5%

