## JACKSON HOLE Travel & Tourism Board



## **RESERVATIONS ACTIVITY REPORT**

## Period: Bookings as of 05/31/2024







Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
May Performance			Year over	May Performance			Year over	May Performance			Year over Year
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	71.6%	62.6%	14.5%	Paid Occupancy	30.1%	24.2%	24.5%	Paid Occupancy	56.6%	48.9%	15.8%
ADR	\$305	\$273	11.7%	ADR	\$450	\$480	-6.4%	ADR	\$333	\$310	7.5%
RevPar	\$219	\$171	27.9%	RevPar	\$135	\$116	16.5%	RevPar	\$188	\$151	24.4%
Paid & Unpaid (DOR) Occupancy	72.2%	66.6%	8.3%	Paid & Unpaid (DOR) Occupancy	36.2%	29.7%	21.9%	Paid & Unpaid (DOR) Occupancy	58.0%	53.9%	7.8%
Booking Pace	11.4%	7.0%	53.7%	Booking Pace	6.8%	6.0%	13.6%	Booking Pace	9.7%	6.9%	40.6%
Next Month Performance (June) Year over			Next Month Performance (June) Year o			Year over	Next Month Performance (June)			Year over Year	
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	79.5%	74.6%	6.6%	Paid Occupancy	59.9%	50.2%	19.2%	Paid Occupancy	7.8%	11.2%	-30.6%
Prior 6 Months to Date (Dec '23 - May '24) Year over			Prior 6 Months to Date (Dec '23 - May '24)			Year over	Prior 6 Months to Date (Dec '23 - May '24) Year over Year				
	2023/24	2022/23	Year % Diff		2023/24	2022/23	Year % Diff		2023/24	2022/23	% Diff
Paid Occupancy	60.1%	60.3%	-0.3%	Paid Occupancy	46.6%	45.9%	1.4%	Paid Occupancy	55.4%	55.2%	0.4%
ADR	\$284	\$271	5.0%	ADR	\$898	\$922	-2.5%	ADR	\$465	\$463	0.5%
RevPar	\$171	\$163	4.7%	RevPar	\$419	\$423	-1.1%	RevPar	\$257	\$255	0.8%
Next 6 Months Performance Year over			Next 6 Months Performance Year over			Year over	Next 6 Months Performance			Year over Year	
(Jun '24 - Nov '24)	2024	2023	Year % Diff	(Jun '24 - Nov '24)	2024	2023	Year % Diff	(Jun '24 - Nov '24)	2024	2023	% Diff
Paid Occupancy	48.3%	44.0%	9.6%	Paid Occupancy	38.8%	34.9%	11.0%	Paid Occupancy	44.8%	40.7%	10.1%

