JACKSON HOLE Travel & Tourism Board



RESERVATIONS ACTIVITY REPORT

Period: Bookings as of 06/30/2024







Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
June Performance			Year over	June Performance			Year over	June Performance			Year over Year
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	88.1%	83.2%	5.9%	Paid Occupancy	65.7%	53.1%	23.6%	Paid Occupancy	80.2%	72.4%	10.7%
ADR	\$502	\$473	6.0%	ADR	\$712	\$740	-3.8%	ADR	\$563	\$543	3.6%
RevPar	\$442	\$394	12.3%	RevPar	\$467	\$393	18.9%	RevPar	\$451	\$393	14.6%
Paid & Unpaid (DOR)	89.8%	84.7%	6.0%	Paid & Unpaid (DOR)	67.5%	58.7%	15.1%	Paid & Unpaid (DOR)	81.4%	75.7%	7.5%
Occupancy	89.8%	84.7%	0.0%	Occupancy	07.5%	58.7%	15.1%	Occupancy	81.4%	/5./%	7.5%
Booking Pace	6.7%	7.6%	-11.8%	Booking Pace	5.2%	1.4%	263.3%	Booking Pace	6.2%	5.4%	15.8%
Next Month Performance (July) Year over		Year over	Next Month Performance (July)			Year over	Next Month Performance (July) Year over Year				
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	80.2%	74.6%	7.6%	Paid Occupancy	65.7%	53.2%	23.5%	Paid Occupancy	7.8%	11.2%	-30.6%
Prior 6 Months to Date (Jan '24 - Jun '24) Year over			Prior 6 Months to Date (Jan '24 - Jun '24)			Year over	Prior 6 Months to Date (Jan '24 - Jun '24) Year over Year				
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	66.7%	65.9%	1.3%	Paid Occupancy	51.1%	47.6%	7.4%	Paid Occupancy	61.3%	59.4%	3.1%
ADR	\$326	\$306	6.5%	ADR	\$826	\$861	-4.0%	ADR	\$472	\$464	1.8%
RevPar	\$218	\$202	7.8%	RevPar	\$422	\$410	3.1%	RevPar	\$289	\$275	5.0%
Next 6 Months Performance Year over			Next 6 Months Performance Yea			Year over	Next 6 Months Performance			Year over Year	
(Jul '24 - Dec '24)	2024	2023	Year % Diff	(Jul '24 - Dec '24)	2024	2023	Year % Diff	(Jul '24 - Dec '24)	2024	2023	% Diff
Paid Occupancy	41.3%	39.1%	5.6%	Paid Occupancy	35.2%	29.4%	19.7%	Paid Occupancy	39.1%	35.5%	10.0%

