JACKSON HOLE Travel HOLE & Tourism Board

2024

2024

100.0%

50.0%

0.0%

\$600

\$300

\$0

Jackson vs Last Year Occupancy

Jackson vs Last Year ADR

2024-25

33.8%

2023-24 Year % Diff

-1.3%

34.3%

2023

2023

RESERVATIONS ACTIVITY REPORT

JACKSON HOLE CHAMBER OF COMMERCE RIDE FOR THE BRAND



2024

\$0

(Aug '24 - Jan '25)

Paid Occupancy



2024-25

32.4%

2023-24

31.7%

% Diff

2.0%

Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
uly Performance			Year over	July Performance			Year over	July Performance			Year over Year
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	89.3%	80.1%	11.5%	Paid Occupancy	64.3%	57.8%	11.3%	Paid Occupancy	80.5%	72.2%	11.5%
ADR	\$569	\$580	-1.9%	ADR	\$944	\$968	-2.4%	ADR	\$675	\$690	-2.2%
RevPar	\$509	\$465	9.3%	RevPar	\$607	\$559	8.6%	RevPar	\$543	\$499	9.0%
Paid & Unpaid (DOR)	(DOR) 89.7%	88.2%	1.8%	Paid & Unpaid (DOR)	63.1%	65.4%	-3.5%	Paid & Unpaid (DOR)	79.2%	79.7%	-0.7%
Occupancy				Occupancy	05.1%	03.4%		Occupancy			
Booking Pace	6.4%	6.7%	-4.4%	Booking Pace	2.6%	3.6%	-28.6%	Booking Pace	5.0%	5.6%	-10.3%
Next Month Performance (August) Year over			Next Month Performance (August) Year over			Next Month Performance (August)			Year over Yea		
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	78.2%	76.7%	1.9%	Paid Occupancy	60.9%	52.9%	15.2%	Paid Occupancy	7.8%	11.2%	-30.6%
Prior 6 Months to Date (Feb '24 - Jul '24) Year over			Prior 6 Months to Date (Feb '24 - Jul '24) Year over			Year over	Prior 6 Months to Date (Feb '24 - Jul '24)			Year over Yea	
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	71.4%	68.1%	4.9%	Paid Occupancy	52.0%	46.7%	11.5%	Paid Occupancy	64.6%	60.5%	6.8%
ADR	\$388	\$370	4.7%	ADR	\$838	\$868	-3.5%	ADR	\$515	\$506	1.6%
	\$277	\$252	9.7%	RevPar	\$436	\$405	7.6%	RevPar	\$332	\$306	8.5%

2024-25

29.8%

2023



(Aug '24 - Jan '25)

Paid Occupancy

2023-24 Year % Diff

9.2%

27.3%

(Aug '24 - Jan '25)

Paid Occupancy