JACKSON HOLE Travel & Tourism Board



RESERVATIONS ACTIVITY REPORT

Period: Bookings as of 08/31/2024







Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
August Performance			Year over	August Performance			Year over	August Performance			Year over Year
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	88.3%	89.6%	-1.5%	Paid Occupancy	70.9%	63.7%	11.2%	Paid Occupancy	81.7%	79.9%	2.3%
ADR	\$521	\$482	8.1%	ADR	\$809	\$825	-1.9%	ADR	\$616	\$585	5.3%
RevPar	\$460	\$432	6.5%	RevPar	\$574	\$526	9.1%	RevPar	\$503	\$467	7.7%
Paid & Unpaid (DOR) Occupancy	89.7%	88.5%	1.4%	Paid & Unpaid (DOR) Occupancy	63.1%	65.2%	-3.3%	Paid & Unpaid (DOR) Occupancy	79.2%	79.8%	-0.8%
Booking Pace	8.6%	7.9%	9.0%	Booking Pace	5.9%	6.1%	-3.7%	Booking Pace	7.5%	7.1%	5.5%
Next Month Performance (September) Year over			Next Month Performance (September) Year over			Next Month Performance (September)			Year over Year		
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	79.1%	80.9%	-2.2%	Paid Occupancy	58.5%	57.6%	1.6%	Paid Occupancy	7.8%	11.2%	-30.6%
Prior 6 Months to Date (Mar '24 - Aug '24) Year over				Prior 6 Months to Date (Mar '24 - Aug '24) Ye			Year over	Prior 6 Months to Date (Mar '24 - Aug '24) Year over Year			
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	73.8%	70.8%	4.3%	Paid Occupancy	53.4%	46.9%	14.0%	Paid Occupancy	66.6%	62.3%	7.0%
ADR	\$431	\$407	5.9%	ADR	\$799	\$818	-2.3%	ADR	\$536	\$518	3.5%
RevPar	\$318	\$288	10.4%	RevPar	\$427	\$383	11.3%	RevPar	\$357	\$322	10.7%
Next 6 Months Performance Year over			Next 6 Months Performance Ye			Year over	Next 6 Months Performance			Year over Year	
(Sep '24 - Feb '25)	2024-25	2023-24	Year % Diff	(Sep '24 - Feb '25)	2024-25	2023-24	Year % Diff	(Sep '24 - Feb '25)	2024-25	2023-24	% Diff
Paid Occupancy	30.8%	30.3%	1.9%	Paid Occupancy	28.0%	26.9%	4.0%	Paid Occupancy	29.7%	29.0%	2.7%

