## JACKSON HOLE Travel & Tourism Board



## **RESERVATIONS ACTIVITY REPORT**

## Period: Bookings as of 11/30/2024





RIDE FOR THE BRAND



Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
November Performance			Year over	November Performance			Year over	November Performance	e		Year over Year
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	30.2%	28.0%	8.0%	Paid Occupancy	15.0%	16.8%	-10.6%	Paid Occupancy	24.0%	23.4%	2.7%
ADR	\$194	\$191	1.6%	ADR	\$398	\$397	0.2%	ADR	\$246	\$252	-2.2%
RevPar	\$59	\$54	9.7%	RevPar	\$60	\$67	-10.4%	RevPar	\$59	\$59	0.4%
Paid & Unpaid (DOR) Occupancy	30.9%	27.7%	11.7%	Paid & Unpaid (DOR) Occupancy	19.8%	20.8%	-4.8%	Paid & Unpaid (DOR) Occupancy	26.2%	24.9%	5.0%
Booking Pace	7.0%	6.7%	4.3%	Booking Pace	4.7%	4.0%	16.1%	Booking Pace	6.1%	5.7%	6.8%
Next Month Performance (December) Year over			Next Month Performance (December) Year over			Year over	Next Month Performance (December)			Year over Year	
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	36.8%	41.1%	-10.6%	Paid Occupancy	36.1%	34.2%	5.8%	Paid Occupancy	36.5%	38.5%	-5.2%
Prior 6 Months to Date (Jun '24 - Nov '24) Year over			Prior 6 Months to Date (Jun '24 - Nov '24) Ye			Year over	Prior 6 Months to Date (Jun '24 - Nov '24)			Year over Year	
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	75.8%	73.8%	2.8%	Paid Occupancy	52.3%	48.4%	8.3%	Paid Occupancy	67.0%	64.3%	4.3%
ADR	\$464	\$447	3.9%	ADR	\$707	\$720	-1.8%	ADR	\$535	\$524	2.2%
RevPar	\$352	\$330	6.8%	RevPar	\$370	\$348	6.3%	RevPar	\$359	\$337	6.6%
Next 6 Months Performance Year over (Dec '24 - May '25) 2024-25 2023-24 Year % Diff			Year over Year % Diff	Next 6 Months Performance (Dec '24 - May '25) 2024-25 2023-24			Year over Year % Diff	Next 6 Months Performance (Dec '24 - May '25) 2024-25 2023-24			Year over Year % Diff
Paid Occupancy	27.6%	28.6%	-3.5%	Paid Occupancy	34.5%	27.6%	25.3%	Paid Occupancy	30.1%	28.2%	6.8%

