## **JACKSON** HOLE Travel & Tourism Board

50.0%

25.0%

0.0%

\$500

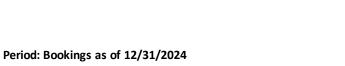
\$250

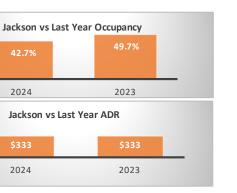
\$0

## RESERVATIONS ACTIVITY REPORT

## JACKSON HOLE CHAMBER

RIDE FOR THE BRAND









Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
December Performance			Year over	December Performance			Year over	December Performance			Year over Year
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	42.7%	49.7%	-14.1%	Paid Occupancy	41.2%	39.3%	4.7%	Paid Occupancy	42.1%	45.8%	-8.1%
ADR	\$333	\$333	0.2%	ADR	\$1,107	\$1,122	-1.3%	ADR	\$619	\$585	5.7%
RevPar	\$142	\$165	-13.9%	RevPar	\$456	\$441	3.3%	RevPar	\$261	\$268	-2.9%
Paid & Unpaid (DOR) Occupancy	43.6%	51.4%	-15.2%	Paid & Unpaid (DOR) Occupancy	42.3%	45.7%	-7.3%	Paid & Unpaid (DOR) Occupancy	43.1%	49.3%	-12.6%
Booking Pace	6.4%	7.1%	-10.3%	Booking Pace	4.7%	5.9%	-19.2%	Booking Pace	5.8%	6.7%	-12.5%
Next Month Performance (January) Year over			Next Month Performance (January) Year over			Year over	Next Month Performance (January)			Year over Year	
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	53.7%	54.2%	-0.9%	Paid Occupancy	59.7%	54.0%	10.6%	Paid Occupancy	56.0%	54.1%	3.4%
Prior 6 Months to Date (Jul '24 - Dec '24) Year over			Prior 6 Months to Date (Jul '24 - Dec '24)			Year over	Prior 6 Months to Date (Jul '24 - Dec '24)			Year over Year	
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	68.0%	68.0%	0.0%	Paid Occupancy	48.4%	46.1%	5.1%	Paid Occupancy	60.6%	59.7%	1.4%
ADR	\$442	\$427	3.5%	ADR	\$764	\$775	-1.3%	ADR	\$540	\$528	2.2%
RevPar	\$300	\$290	3.5%	RevPar	\$370	\$357	3.7%	RevPar	\$327	\$315	3.6%
Next 6 Months Performance Year over			Next 6 Months Performance Year over			Next 6 Months Performance			Year over Year		
(Jan '24 - Jun '25)	2024-25	2023-24	Year % Diff	(Jan '24 - Jun '25)	2024-25	2023-24	Year % Diff	(Jan '24 - Jun '25)	2024-25	2023-24	% Diff
Paid Occupancy	33.1%	33.2%	-0.4%	Paid Occupancy	36.7%	30.4%	20.5%	Paid Occupancy	34.4%	32.2%	7.0%

