

2025

2025

100.0%

50.0%

0.0%

\$500

\$250

\$0

Jackson vs Last Year Occupancy

Jackson vs Last Year ADR

2024

2024

RESERVATIONS ACTIVITY REPORT

JACKSON HOLE CHAMBER OF COMMERCE

Period: Bookings as of 01/31/2025







Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
January Performance			Year over	January Performance			Year over	January Performance			Year over Year
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	61.0%	63.5%	-3.9%	Paid Occupancy	61.3%	58.7%	4.4%	Paid Occupancy	61.1%	61.7%	-1.0%
ADR	\$294	\$276	6.4%	ADR	\$921	\$893	3.2%	ADR	\$530	\$492	7.6%
RevPar	\$179	\$175	2.2%	RevPar	\$565	\$524	7.7%	RevPar	\$324	\$304	6.5%
Paid & Unpaid (DOR) Occupancy	61.9%	63.3%	-2.3%	Paid & Unpaid (DOR) Occupancy	64.6%	62.7%	2.9%	Paid & Unpaid (DOR) Occupancy	62.9%	63.1%	-0.3%
Booking Pace	8.1%	8.6%	-6.2%	Booking Pace	4.6%	5.5%	-16.2%	Booking Pace	6.8%	7.5%	-8.8%
Next Month Performance (February) Year over			Next Month Performance (February) Year over			Next Month Performance (February)			Year over Year		
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	63.6%	63.2%	0.7%	Paid Occupancy	69.8%	59.9%	16.5%	Paid Occupancy	65.9%	62.0%	6.4%
Prior 6 Months to Date (Aug '24 - Jan '24) Year over			Prior 6 Months to Date (Aug '24 - Jan '24) Year			Year over	Prior 6 Months to Date (Aug '24 - Jan '24)			Year over Year	
	2024	2023	Year % Diff		2024	2023	Year % Diff		2024	2023	% Diff
Paid Occupancy	63.2%	65.1%	-2.8%	Paid Occupancy	48.1%	46.3%	3.9%	Paid Occupancy	57.5%	58.0%	-0.9%
ADR	\$385	\$368	4.6%	ADR	\$761	\$762	-0.1%	ADR	\$505	\$487	3.7%
RevPar	\$243	\$239	1.7%	RevPar	\$366	\$353	3.8%	RevPar	\$290	\$282	2.8%
Next 6 Months Performance Year over			Next 6 Months Performance Year over			Next 6 Months Performance			Year over Year		
(Feb '25 - Jul '25)	2025	2024	Year % Diff	(Feb '25 - Jul '25)	2025	2024	Year % Diff	(Feb '25 - Jul '25)	2025	2024	% Diff
Paid Occupancy	37.5%	37.1%	1.1%	Paid Occupancy	35.8%	31.0%	15.6%	Paid Occupancy	36.9%	34.8%	5.9%

