

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 02/28/2025



2025



Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
February Performance			Year over	February Performance			Year over	February Performance			Year over Year
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	69.6%	73.0%	-4.8%	Paid Occupancy	72.3%	64.7%	11.9%	Paid Occupancy	70.6%	69.9%	1.0%
ADR	\$323	\$310	4.2%	ADR	\$1,049	\$986	6.4%	ADR	\$601	\$545	10.4%
RevPar	\$225	\$226	-0.8%	RevPar	\$759	\$638	19.1%	RevPar	\$425	\$381	11.6%
Paid & Unpaid (DOR) Occupancy	70.2%	75.0%	-6.4%	Paid & Unpaid (DOR) Occupancy	74.4%	68.6%	8.5%	Paid & Unpaid (DOR) Occupancy	71.9%	72.6%	-1.1%
Booking Pace	7.5%	8.7%	-14.3%	Booking Pace	6.4%	5.7%	13.6%	Booking Pace	7.1%	7.5%	-6.0%
Next Month Performance (March) Year over			Next Month Performance (March) Year over			Next Month Performance (March)			Year over Year		
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	49.6%	52.3%	-5.1%	Paid Occupancy	61.0%	59.3%	2.9%	Paid Occupancy	53.9%	54.9%	-1.8%
Prior 6 Months to Date (Sep '24 - Feb '25) Year over			Prior 6 Months to Date (Sep '24 - Feb '25)			Year over	Prior 6 Months to Date (Sep '24 - Feb '25)			Year over Year	
	2024-25	2023-24	Year % Diff		2024-25	2023-24	Year % Diff		2024-25	2023-24	% Diff
Paid Occupancy	59.8%	62.0%	-3.6%	Paid Occupancy	47.9%	46.3%	3.5%	Paid Occupancy	55.3%	56.1%	-1.4%
ADR	\$338	\$328	3.1%	ADR	\$816	\$797	2.4%	ADR	\$496	\$474	4.5%
RevPar	\$202	\$203	-0.6%	RevPar	\$391	\$369	6.0%	RevPar	\$274	\$266	3.0%
Next 6 Months Performance Year over			Next 6 Months Performance Year of			Year over	Next 6 Months Performance			Year over Year	
(Mar '25 - Aug '25)	2025	2024	Year % Diff	(Mar '25 - Aug '25)	2025	2024	Year % Diff	(Mar '25 - Aug '25)	2025	2024	% Diff
Paid Occupancy	39.6%	39.6%	0.0%	Paid Occupancy	34.6%	30.6%	13.0%	Paid Occupancy	37.7%	36.2%	4.2%

2024

