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

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



2025

\$0



2024



Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
March Performance			Year over	March Performance			Year over	March Performance			Year over Year
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	55.5%	62.6%	-11.4%	Paid Occupancy	67.6%	66.1%	2.2%	Paid Occupancy	60.0%	63.9%	-6.1%
ADR	\$305	\$296	3.0%	ADR	\$829	\$883	-6.2%	ADR	\$527	\$522	0.9%
RevPar	\$169	\$185	-8.7%	RevPar	\$560	\$584	-4.1%	RevPar	\$316	\$334	-5.2%
Paid & Unpaid (DOR) Occupancy	56.7%	62.1%	-8.7%	Paid & Unpaid (DOR) Occupancy	69.7%	67.7%	3.0%	Paid & Unpaid (DOR) Occupancy	61.8%	64.2%	-3.7%
Booking Pace	6.4%	8.5%	-23.9%	Booking Pace	5.5%	7.0%	-21.2%	Booking Pace	6.1%	7.9%	-23.4%
Next Month Performance (April) Year		Year over	Next Month Performance (April)			Year over	Next Month Performance (April)			Year over Year	
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	24.3%	27.8%	-12.6%	Paid Occupancy	19.2%	14.5%	32.9%	Paid Occupancy	22.3%	22.8%	-2.0%
Prior 6 Months to Date (Oct '24 - Mar '25) Year over			Prior 6 Months to Date (Oct '24 - Mar '25) Year ove			Year over	Prior 6 Months to Date (Oct '24 - Mar '25)			Year over Year	
	2024-25	2023-24	Year % Diff		2024-25	2023-24	Year % Diff		2024-25	2023-24	% Diff
Paid Occupancy	54.3%	57.4%	-5.4%	Paid Occupancy	48.7%	46.9%	3.9%	Paid Occupancy	52.2%	53.4%	-2.4%
ADR	\$297	\$290	2.5%	ADR	\$879	\$865	1.6%	ADR	\$504	\$481	4.9%
RevPar	\$161	\$166	-3.0%	RevPar	\$428	\$406	5.6%	RevPar	\$263	\$257	2.4%
Next 6 Months Performance Year over			Next 6 Months Performance Year over			Year over	Next 6 Months Performance			Year over Year	
(Apr '25 - Sep '25)	2025	2024	Year % Diff	(Apr '25 - Sep '25)	2025	2024	Year % Diff	(Apr '25 - Sep '25)	2025	2024	% Diff
Paid Occupancy	42.6%	44.2%	-3.8%	Paid Occupancy	33.4%	30.6%	9.4%	Paid Occupancy	39.1%	39.1%	0.1%

