JACKSON HOLE Travel & Tourism Board



RESERVATIONS ACTIVITY REPORT

Period: Bookings as of 05/31/2025







Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
May Performance			Yearover	May Performance			Year over	May Performance			Year over Year
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	66.1%	71.6%	-7.7%	Paid Occupancy	38.2%	32.2%	18.8%	Paid Occupancy	55.9%	56.7%	-1.3%
ADR	\$304	\$305	-0.3%	ADR	\$436	\$422	3.1%	ADR	\$337	\$330	2.0%
RevPar	\$201	\$219	-8.0%	RevPar	\$166	\$136	22.5%	RevPar	\$188	\$187	0.7%
Paid & Unpaid (DOR) Occupancy	66.1%	73.4%	-9.9%	Paid & Unpaid (DOR) Occupancy	41.4%	37.6%	10.2%	Paid & Unpaid (DOR) Occupancy	56.8%	59.2%	-4.1%
Booking Pace	8.2%	11.4%	-28.2%	Booking Pace	5.4%	7.5%	-27.6%	Booking Pace	7.1%	9.9%	-27.8%
Next Month Performance (June) Year over			Next Month Performance (June) Year over			Next Month Performance (June)			Year over Year		
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	79.3%	79.5%	-0.3%	Paid Occupancy	63.0%	60.3%	4.4%	Paid Occupancy	73.1%	72.1%	1.4%
Prior 6 Months to Date (Dec '24 - May '25) Year over			Prior 6 Months to Date (Dec '24 - May '25)			Year over	Prior 6 Months to Date (Dec '24 - May '25) Year over Ye			Year over Year	
	2024-25	2023-24	Year % Diff		2024-25	2023-24	Year % Diff		2024-25	2023-24	% Diff
Paid Occupancy	55.6%	60.8%	-8.6%	Paid Occupancy	50.8%	46.6%	9.0%	Paid Occupancy	53.8%	55.4%	-3.0%
ADR	\$300	\$292	2.6%	ADR	\$861	\$867	-0.7%	ADR	\$499	\$475	5.1%
RevPar	\$167	\$178	-6.2%	RevPar	\$437	\$404	8.3%	RevPar	\$268	\$263	2.0%
Next 6 Months Performance Year over			Next 6 Months Performance Yea			Year over	Next 6 Months Performance			Year over Year	
(Jun '25 - Nov '25)	2025	2024	Year % Diff	(Jun '25 - Nov '25)	2025	2024	Year % Diff	(Jun '25 - Nov '25)	2025	2024	% Diff
Paid Occupancy	49.9%	48.3%	3.3%	Paid Occupancy	36.6%	37.0%	-1.0%	Paid Occupancy	44.7%	43.8%	2.0%

