

2025

2025

100.0%

50.0%

0.0%

\$600

\$300

\$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 06/30/2025







Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
June Performance			Year over	June Performance			Year over	June Performance			Year over Year
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	87.6%	88.1%	-0.6%	Paid Occupancy	68.9%	67.3%	2.3%	Paid Occupancy	80.5%	80.1%	0.4%
ADR	\$530	\$502	5.7%	ADR	\$724	\$662	9.5%	ADR	\$593	\$553	7.3%
RevPar	\$464	\$442	5.0%	RevPar	\$499	\$445	12.0%	RevPar	\$477	\$443	7.7%
Paid & Unpaid (DOR) Occupancy	87.6%	89.8%	-2.5%	Paid & Unpaid (DOR) Occupancy	70.2%	67.6%	3.9%	Paid & Unpaid (DOR) Occupancy	80.7%	81.4%	-0.8%
Booking Pace	6.7%	6.7%	-0.9%	Booking Pace	6.0%	4.1%	44.8%	Booking Pace	6.4%	5.8%	11.1%
Next Month Performance (July) Yea		Year over	Next Month Performance (July)			Year over	Next Month Performance (July)			Year over Year	
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	80.5%	80.2%	0.3%	Paid Occupancy	65.8%	62.1%	5.9%	Paid Occupancy	74.9%	73.3%	2.1%
Prior 6 Months to Date (Jan '25 - Jun '25) Year over			Prior 6 Months to Date (Jan '25 - Jun '25)			Year over	Prior 6 Months to Date (Jan '25 - Jun '25)			Year over Year	
	2024-25	2023-24	Year % Diff		2024-25	2023-24	Year % Diff		2024-25	2023-24	% Diff
Paid Occupancy	63.2%	67.5%	-6.4%	Paid Occupancy	55.6%	51.5%	8.1%	Paid Occupancy	60.4%	61.4%	-1.7%
ADR	\$352	\$334	5.2%	ADR	\$799	\$786	1.7%	ADR	\$507	\$478	6.0%
RevPar	\$222	\$226	-1.5%	RevPar	\$445	\$405	9.9%	RevPar	\$306	\$294	4.2%
Next 6 Months Performance Year over			Next 6 Months Performance Year over			Year over	Next 6 Months Performance			Year over Year	
(Jul '25 - Dec '25)	2025	2024	Year % Diff	(Jul '25 - Dec '25)	2025	2024	Year % Diff	(Jul '25 - Dec '25)	2025	2024	% Diff
Paid Occupancy	43.9%	41.3%	6.4%	Paid Occupancy	32.8%	31.9%	2.8%	Paid Occupancy	39.5%	37.6%	5.1%

