JACKSON HOLE Travel HOLE & Tourism Board

2025

2025

100.0%

50.0%

0.0%

\$600

\$300

\$0

Jackson vs Last Year Occupancy

Jackson vs Last Year ADR

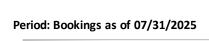
89.3%

2024

2024

RESERVATIONS ACTIVITY REPORT

JACKSON HOLE CHAMBER OF COMMERCE







Jackson - Segment				Teton Village - Segment				Jackson + Teton Village Combined - Segment, (Excluding Parks)			
July Performance			Year over	July Performance			Year over	July Performance			Year over Year
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	90.0%	89.3%	0.7%	Paid Occupancy	71.9%	66.4%	8.3%	Paid Occupancy	83.1%	80.6%	3.1%
ADR	\$592	\$569	3.9%	ADR	\$928	\$858	8.1%	ADR	\$702	\$660	6.3%
RevPar	\$532	\$509	4.6%	RevPar	\$667	\$570	17.1%	RevPar	\$584	\$532	9.7%
Paid & Unpaid (DOR) Occupancy	90.0%	89.9%	0.1%	Paid & Unpaid (DOR) Occupancy	74.5%	63.3%	17.5%	Paid & Unpaid (DOR) Occupancy	83.9%	79.4%	5.7%
Booking Pace	7.6%	6.4%	19.1%	Booking Pace	5.8%	4.2%	38.4%	Booking Pace	6.9%	5.6%	24.5%
Next Month Performance (August) Year over			Next Month Performance (August) Year over			Next Month Performance (August)			Year over Year		
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	81.6%	78.2%	4.4%	Paid Occupancy	66.2%	60.9%	8.7%	Paid Occupancy	75.8%	71.6%	5.9%
Prior 6 Months to Date (Feb '25 - Jul '25) Year over			Prior 6 Months to Date (Feb '25 - Jul '25) Ye			Year over	Prior 6 Months to Date (Feb '25 - Jul '25)			Year over Year	
	2025	2024	Year % Diff		2025	2024	Year % Diff		2025	2024	% Diff
Paid Occupancy	68.3%	72.1%	-5.3%	Paid Occupancy	57.6%	52.9%	8.8%	Paid Occupancy	64.3%	64.8%	-0.8%
ADR	\$417	\$396	5.3%	ADR	\$805	\$782	2.9%	ADR	\$548	\$516	6.1%
RevPar	\$285	\$285	-0.2%	RevPar	\$464	\$414	12.0%	RevPar	\$352	\$334	5.3%
Next 6 Months Performance Year over			Next 6 Months Performance Year ov			Year over	Next 6 Months Performance			Year over Year	
(Aug '25 - Jan '26)	2025-26	2024-25	Year % Diff	(Aug '25 - Jan '26)	2025-26	2024-25	Year % Diff	(Aug '25 - Jan '26)	2025-26	2024-25	% Diff
Paid Occupancy	37.5%	33.8%	10.8%	Paid Occupancy	29.9%	29.2%	2.2%	Paid Occupancy	34.5%	32.1%	7.6%

