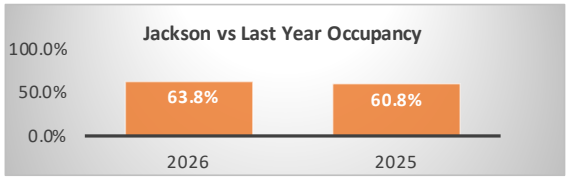
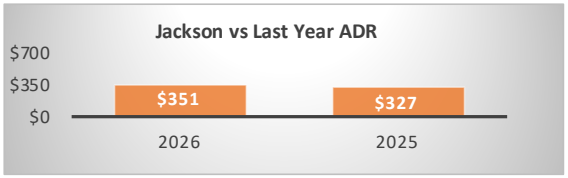
RESERVATIONS ACTIVITY REPORT

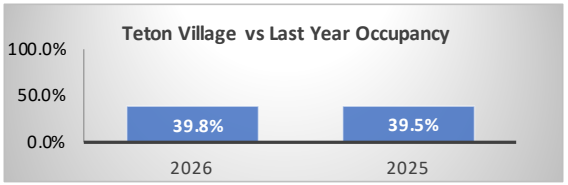
JACKSON HOLE Travel & Tourism Board

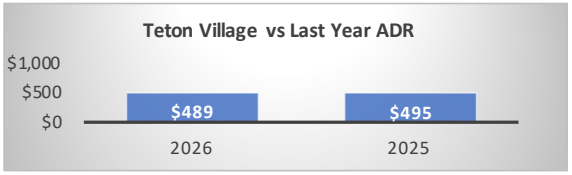
JACKSON HOLE CHAMBER OF COMMERCE
RIDE FOR THE BRAND

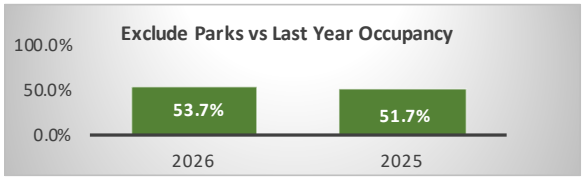
Period: Bookings as of 10/31/2026

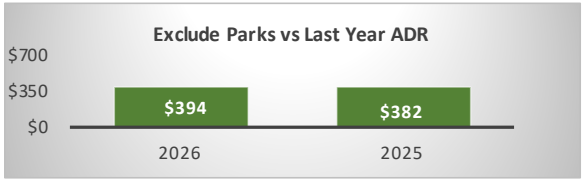












Jackson - Segment			
October Performance	**2026**	**2025**	**Year over Year % Diff**
Paid Occupancy	63.8%	60.8%	5.0%
ADR	$351	$327	7.3%
RevPar	$224	$199	12.7%
Paid & Unpaid (DOR) Occupancy	63.8%	62.1%	2.7%
Booking Pace	7.6%	7.3%%	4.9%
Next Month Performance (November)	**2026**	**2025**	**Year over Year % Diff**
Paid Occupancy	15.5%	21.2%	-26.9%
Prior 6 Months to Date (May '26 - Oct '26)	**2026**	**2025**	**Year over Year % Diff**
Paid Occupancy	83.8%	81.6%	2.7%
ADR	$557	$502	11.0%
RevPar	$467	$409	14.0%
Next 6 Months Performance (Nov '26 - Apr '27)	**2026-27**	**2025-26**	**Year over Year % Diff**
Paid Occupancy	17.1%	21.0%	-18.4%

Teton Village - Segment			
October Performance	**2026**	**2025**	**Year over Year % Diff**
Paid Occupancy	39.8%	39.5%	0.7%
ADR	$489	$495	-1.2%
RevPar	$195	$196	-0.5%
Paid & Unpaid (DOR) Occupancy	39.6%	37.2%	6.3%
Booking Pace	4.5%	6.1%	-26.6%
Next Month Performance (November)	**2026**	**2025**	**Year over Year % Diff**
Paid Occupancy	11.5%	13.0%	-11.8%
Prior 6 Months to Date (May '26 - Oct '26)	**2026**	**2025**	**Year over Year % Diff**
Paid Occupancy	61.6%	60.3%	2.2%
ADR	$795	$723	9.9%
RevPar	$490	$436	12.4%
Next 6 Months Performance (Nov '26 - Apr '27)	**2026-27**	**2025-26**	**Year over Year % Diff**
Paid Occupancy	24.9%	29.0%	-13.9%

Jackson + Teton Village Combined - Segment, (Excluding Parks)			
October Performance	**2026**	**2025**	**Year over Year % Diff**
Paid Occupancy	53.7%	51.7%	3.7%
ADR	$394	$382	3.3%
RevPar	$212	$197	7.2%
Paid & Unpaid (DOR) Occupancy	53.2%	53.0%	0.5%
Booking Pace	6.3%	6.8%	-7.1%
Next Month Performance (November)	**2026**	**2025**	**Year over Year % Diff**
Paid Occupancy	13.9%	17.8%	-22.1%
Prior 6 Months to Date (May '26 - Oct '26)	**2026**	**2025**	**Year over Year % Diff**
Paid Occupancy	74.4%	72.5%	2.6%
ADR	$640	$580	10.4%
RevPar	$476	$421	13.2%
Next 6 Months Performance (Nov '26 - Apr '27)	**2026-27**	**2025-26**	**Year over Year % Diff**
Paid Occupancy	20.4%	24.4%	-16.3%

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