



Hello Chamber / Community Members,

Below is an overview on the latest Lodging Destimetrics Reports for **All of Jackson** reported on September 30, 2022.

**September**

Occupancy: -9.5% variance from September 2021 86.0% Occupancy to this year's 77.8%.  
 Room Revenue this September vs September 2021: \$29,602,141 vs \$29,366,797.  
 Revenue reflects an 8.2% variance in average room rate (ADR) from September 2021.

**October**

Occupancy: -27.1% variance from October 2021 45.3% to this years' "on the books" of 33.0%.  
 Room Revenue "on the books" this October is projected at \$7,456,741 vs October 2021 of \$9,756,517. October 2021 finished with 54.4% Occupancies.  
 Revenue reflects a .5% variance in average room rate from October 2021.

**Next Six Months "On the Books" Performance**

Occupancy: -19.2% variance from FY20/21 26.6% to this years' "on the books" of 21.5%.  
 The ADR Variance compared from 2021 to 2022 is +7.0%.

**Bookings in the Month for ALL FUTURE Dates**

Rooms Booked in September 2022 compared to the same period last year for all future arrival dates has changed by -19.2%. 2021/22 = 5.6%; 2020/21 = 6.9%

Historically speaking, the past six months in occupancies were -15.7 variance compared to FY20/21, perhaps a little inflated as that includes April and May. Looking into the future, occupancies continue to decline compared to FY20/21 by -19.2%. With the strong dollar in Europe, many domestic travelers are taking advantage of travel to those areas, while others could be reducing their travel, or perhaps their travel budgets... (Having just been in Europe meeting with Tour Operators, they say their business is now picking up with interest in the Great American West, but concerns of the exchange rate loom over their heads as they have enjoyed a strong Euro/Pound for so many years.) Last month, with the exception of December, we were showing January and February slightly ahead of last year, now we are lagging... an indication that the negative variance for all future bookings were typically made for those winter months.

Month	Occ % as of 9/30/22	Occ as of 9/30/21	Occ % Variance	Historical Actuals
September (actuals)	77.8	86.0	-9.5	86.9
October	33.0	45.3	-27.1	54.4
November	9.1	10.6	-14.0	25.5
December	21.8	27.2	-20.0	50.9
January	27.0	28.9	-6.7	65.9
February	23.9	27.5	-13.1	77.5
March	11.8	15.1	-22.2	72.4

With occupancies lagging from years past, there is the trickledown effect on Retail and Activity Vendors. As we all know, the past two years here in Jackson have been extremely busy than normal. The good news, when you compare our summer occupancies to FY2018/19, we as a community are only slightly behind. Thank you to all of the workers for making our guests experience special.

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 Jackson Hole Chamber of Commerce