



Hello Chamber / Community Members,

Below is an overview of the latest Lodging Destimetrics Reports for **All of Jackson** reported on November 31, 2022.

October

Occupancy: -16.0% variance from October 2021 54.4% Occupancy to this year's 45.7%.
 Room Revenue this October vs October 2021: \$9,196,078 vs \$11,853,278.
 Revenue reflects an -10.5% variance in average room rate (ADR) from October 2021.

November

Occupancy: -7.5% variance from November 2021 17.8% to this year's "on the books" of 16.5%.
 Room Revenue "on the books" this November is projected at \$2,063,098 vs November 2021 of \$2,093,807. Revenue reflects a -7.5% variance in average room rate from November 2021.

Next Six Months "On the Books" Performance

Occupancy: -7.8% variance from FY21/22 27.2% to this year's "on the books" of 25.0%.
 The ADR Variance compared from 2021 to 2022 is -11.5%.

Bookings in the Month for ALL FUTURE Dates

Rooms Booked in October 2022 compared to the same period last year for all future arrival dates have changed by 13.0%. 2022/23 = 10.2%; 2021/22 = 9.1%

Historically speaking, the past six months in occupancies were -15.2 variance compared to FY20/21, perhaps a little inflated as that includes May and June when the airport was closed. Looking into the future, occupancies continue to decline compared to FY20/21 by -7.8% and the ADR is -4.0%. 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.)

Month	Occ % as of 9/30/22	Occ as of 9/30/21	Occ % Variance	Historical Actuals
October (actuals)	45.7	54.4	-16.0	54.4
November	16.5	17.8	-7.5	25.5
December	31.3	37.1	-15.7	50.9
January	37.9	38.7	-2.0	65.9
February	34.4	39.4	-12.7	77.5
March	21.6	21.2	1.9	72.4
April	3.9	4.2	-6.9	24.7

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.

Kent Elliott
 Director of Destination Global Sales
 Jackson Hole Chamber of Commerce