



Hello Chamber / Community Members,

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

**November**

Occupancy: -15.3% variance from November 2021 25.5% Occupancy to this year’s 21.6%.  
 Room Revenue this November vs November 2021: \$2,573,220 vs \$2,692,865.  
 Revenue reflects an -4.5% variance in average room rate (ADR) from November 2021.

**December**

Occupancy: -15.5% variance from December 2021 46.8% to this year’s “on the books” of 39.6%.  
 Room Revenue “on the books” this December is projected at \$14,628,867 vs December 2021 of \$17,326,206. Revenue reflects a -6.3% variance in average room rate from December 2021.

**Next Six Months “On the Books” Performance**

Occupancy: -14.3% variance from FY21/22 32.3% to this year’s “on the books” of 27.7%.  
 The ADR Variance compared from 2021 to 2022 is -1.3%.

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

Rooms Booked in November 2022 compared to the same period last year for all future arrival dates have changed by -13.8%. 2022/23 = 6.7%; 2021/22 = 7.8%

Historically speaking, the past six months in occupancies were -15.1 variance compared to FY20/21, perhaps a little inflated as that includes June when the airport was closed. Looking into the future 6 months, occupancies continue to decline compared to FY20/21 by -14.3% and the ADR is -1.3%. 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... The threat of a Recession later in 2023 may also be on the minds of the Travelers. On a positive note, the recent snowfall compared to other western resorts may be in our favor.

Month	Occ % as of 11/30/22	Occ as of 11/30/21	Occ % Variance	Historical Actuals
November (actuals)	21.6	25.5	-15.3	25.5
December	39.6	46.8	-15.5	50.8
January	44.3	50.3	-12.0	65.9
February	38.4	49.8	-23.0	77.5
March	23.1	27.1	14.9	72.4
April	4.5	4.9	-8.4	24.7
May	14.6	13.1	11.6	44.0

Compared to FY19/20, the week of Dec 18 has seen an uptick in occupancies (avg 23% to 50%), Christmas week is on PAR with FY19/20 but the first week of Jan we see a drop off in occupancy. 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. Thank you to all of the workers for making our guests’ experience special.

Kent Elliott  
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 Jackson Hole Chamber of Commerce