



Hello Chamber / Community Members,

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

**December**

Occupancy: -8.1% variance from December 2021 50.9% Occupancy to this year's 46.8%.  
 Room Revenue this December vs December 2021: \$16,775,919 vs \$18,638,868.  
 Revenue reflects an -8.3% variance in average room rate (ADR) from December 2021.

**January**

Occupancy: -10.3% variance from January 2021 60.4% to this year's "on the books" of 54.2%.  
 Room Revenue "on the books" this January is projected at \$17,452,479 vs January 2021 of \$18,004,159. Revenue reflects a +.9% variance in average room rate from January 2021.

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

Occupancy: -7.2% variance from FY21/22 34.3% to this year's "on the books" of 31.8%.  
 The ADR Variance compared from 2021 to 2022 is +1.3%.

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

Rooms Booked in December 2022 compared to the same period last year for all future arrival dates have changed by +12.2%. 2022/23 = 6.9%; 2021/22 = 6.1%

Historically speaking, the past six months in occupancies were -11.8 variance compared to FY20/21, and ADR was +3.6%. Looking into the future 6 months, occupancies continue to decline compared to FY20/21 by -7.2% and the ADR is +1.3%. Occupancies continue to lag, while ADR's continue to increase, is there a correlation? More importantly, one item I don't typically discuss is RevPAR (Revenue Per Available Room, something that Hotel Management Companies and Owners look at very closely). 6 months historic, RevPAR was -8.6% and future 6 month it is -6.2% compared to its same time as last year. The continuance of Marketing the Destination is important, taking the foot off the gas when times are good is not a good thing (for any organization), as Marketing requires constant messaging and monitoring. Those who continue marketing through good/bad times will ultimately come out ahead of their competitors, especially when coming out of a downturn. The dollar is beginning to weaken a bit in Europe and they are experiencing a warming trend and snow is disappearing fast, perhaps we will see an increase in visitation from our International Guests as well as those Domestic Travelers who were planning on a European Ski Vacation. Either way, the traveling public may seem a bit weary on travel, as I mentioned in past, the threat of a Recession later in 2023 may be on the forefront of the minds of the Travelers. On a positive note, we continue to get great snow compared to other western resorts, but we are all getting some.

Month	Occ % as of 12/31/22	Occ as of 12/31/21	Occ % Variance	Historical Actuals
December (actuals)	46.8	50.9	-8.1	50.9
January	54.2	60.4	-10.3	65.9
February	47.2	59.7	-20.9	77.5
March	31.0	34.6	-10.3	72.4
April	6.5	6.7	-3.6	24.7
May	19.0	14.9	26.8	45.2
June	31.3	30.0	4.6	65.7

Thank you to all of the frontline workers for making our guests' experience special.

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