



Hello Chamber / Community Members,

Below is an overview of the latest Lodging Destimetrics Reports for **All of Jackson** reported on March 31, 2023.

March

Occupancy: -10.1% variance from March 2022 72.1% Occupancy to this year's 64.8%.
 Room Revenue this March vs March 2022: \$19,539,324 vs \$22,942,184.
 Revenue reflects an -15.0% variance in average room rate (ADR) from March 2022.

April

Occupancy: -5.7% variance from April 2022 18.7% to this year's "on the books" of 19.8%.
 Room Revenue "on the books" this April 2023 is projected at \$2,402,9827 vs April 2022 of \$1,989,836. Revenue reflects a 7.0% variance in average room rate from April 2022.

Next Six Months "On the Books" Performance

Occupancy: -17.4% variance from FY21/22 48.5% to this year's "on the books" of 40.1%.
 The ADR Variance compared from 2022 to 2023 is + 4.6%.

Bookings in the Month for ALL FUTURE Dates

Rooms Booked in March 2023 compared to the same period last year for all future arrival dates have changed by 24.6%. 2022/23 = 7.6%; 2021/22 = 6.1%

Historically speaking, the past six months in occupancies were -10.2% variance compared to FY21/22, and ADR was -1.7%. Speaking to the Expedia Market Manager, he claims that bookings into Jackson this winter via their portals were up around 10% YOY. Looking into the future 6 months, occupancies continue to decline compared to FY21/22 by -17.4% and the ADR is +4.6%. Looking at our busiest months of July, August & September, we see a deficit in occupancy in comparison to past years. Certainly, we can all have an opinion as why that is...looming recession, easing of marketing efforts, International Market is still making its way back and less Coach Tours are some of mine...what are yours? Thank you to all of you who left the valley over Spring Break, traffic levels reminded me of years past, only to increase on your return, keep that in mind this summer.

In conclusion, I hope everyone had a great winter... whatever that means to you... and here's to Spring... 😊

Month	Occ % 3/31/22	Occ% 3/31/23	Occ % Var.	Historical Actuals	Occ% 3/31/20*
March	72.1	64.8	-10.1	72.3	36.8
April	18.7	19.8	+05.7	24.7	4.1
May	30.0	34.2	+14.1	45.2	12.7
June	51.1	53.4	+04.5	67.3	47.6
July	63.8	46.7	-26.9	82.0	49.9
August	57.2	37.4	-34.6	79.4	38.7
September	51.8	39.4	-23.9	78.8	38.2

*Beginning of Pandemic

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