



Hello Chamber / Community Members,

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

April

Occupancy: -31.5 variance from April 2021 48.3% Occupancy to this year's 33.1%.
 Room Revenue this April vs April 2021: \$1,812,818 vs \$2,395,009.
 Revenue reflects a +9.4% variance in average room rate (ADR) from April 2021.

Looking Forward:

May

Occupancy: -35.1% variance from May 2021 66.1% to this years' "on the books" of 42.9%.
 Room Revenue "on the books" this May is projected at \$4,205,600 vs April 2021 of \$5,827,303.
 May 2021 finished with 76.3% Occupancies.
 Revenue reflects a +15.2% variance in average room rate from May 2021.

Next Six Months "On the Books" Performance

Occupancy: -28.7% variance from FY20/21 61.3% to this years' "on the books" of 43.7%.
 The ADR Variance compared from 2021 to 2022 is +23.2%.

Bookings in the Month for ALL FUTURE Dates

Rooms Booked in April 2022 compared to the same period last year for all future arrival dates has changed by -66.1%. 2021/22 = 5.5%; 2020/21 = 16.1%

Although occupancies for the upcoming Spring and Early Summer are behind from last year, I think it is reasonable to understand with the JH Airport closed in April – June. The good news is that properties are still experiencing bookings for those months. We will be relying heavily on short term bookings with drive traffic from the Region and beyond. Although there appears to be a decrease in demand, it looks as though ADR's continue to increase overall, possibly having an effect on future bookings, not to mention the uncertainty of the economy. All in all, we have a lot of ground to make up in the future months.

Month	Occ % as of 4/30/22	Occ as of 4/30/21	Occ % Variance	Historical
May	42.9	66.1	-35.1	76.3
June	50.4	88.5	-43.1	95.2
July	62.3	79.2	-21.3	96.3
Aug	47.8	60.4	-20.9	90.9
Sep	44.7	55.6	-19.6	91.5
Oct	14.9	18.3	-18.9	64.2

Although occupancies are down, it feels like the town is very busy according to my experience with traffic (shows how much traffic can be generated from the local workforce). Let's welcome the visitors that are coming to ensure a positive experience.

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