



Hello Chamber / Community Members,

Below is an overview of the latest Lodging Destimetrics Reports for **All of Jackson** reported on April 30, 2023.

	Occupancies 4/30/2022	Occupancies 4/30/2023	Occupancy VAR YOY	ADR YOY	2022 Revenue	2023 Revenue
<b>April</b>	24%	28%	+17%	0%	\$ 2,300,016.00	\$ 2,829,520.00
<b>May</b>	36%	43%	+19%	+14%	\$ 5,821,303.00	\$ 9,229,469.00
<b>Future</b>	52%	46%	-12%	-1%		

April turned out to be slightly ahead of historical actuals, and May is shaping up to be ahead of last year. June is slowly but surely catching up.

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

Rooms Booked in April 2023 compared to the same period last year for all future arrival dates have changed by 49.2%. 2022/23 = 8.1%; 2021/22 = 5.4%

Historically speaking, the past six months in occupancies were -7.2% variance compared to FY21/22, and ADR was -9.1%. Looking into the future 6 months, occupancies continue to lag compared to FY21/22 by -11.8% and the ADR is -0.8%.

Our busiest months, July, August & September, we continue to see a deficit in occupancy in comparison to past years. We saw an increase in ending occupancies in April go from 19.8% at end of March, to finish with 28.1%. May has seen an increase from March 31 (34.2) to 42.8 by April 30. June also saw a nice pick up of reservations. **(SEE LAST COLUMN ON CHART BELOW)** Our largest increase in bookings during the month of April for future months was the month of August... slowly but surely, occupancies are growing for summer 2023, but will they surpass past summers? Time will tell.

Summer will undoubtedly be busy, perhaps not as we have seen during the “COVID YEARS”, but nonetheless, it will be busy. Looking at other Mountain Destinations in our competitive set, Jackson Hole continues to outperform regarding summer occupancies, but our competitive set continues to gain market share for the summer months, hence perhaps why we see our summer months lagging in occupancies compared to years past.

In conclusion, I hope everyone is enjoying Jackson’s version of Spring...if anything, it is a good time to get prepared for the summer months ahead... 😊

Month	Occ % 4/30/22	Occ% 4/30/23	Occ % Var.YOY	Historical Actuals	Occ% 3/31/23	Occ% Var. MOM
April	24.0	28.1	+17.2	24.7	19.8	42
May	36.1	42.8	+18.8	43.4	34.2	25
June	55.7	62.0	+11.4	66.4	53.4	16
July	70.4	55.9	-20.6	81.6	46.7	20
August	62.6	47.9	-23.4	78.6	37.4	28
September	57.1	45.4	-20.5	78.0	39.4	15
October	15.5	12.9	-17.7	45.9	-----	

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