



Hello Chamber / Community Members,

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

	Occupancies 5/31/2022	Occupancies 5/31/2023	Occupancy VAR YOY	ADR YOY	2022 Revenue	2023 Revenue
<b>May</b>	45.9%	49.0%	6.8%	12.1%	\$7,568,196	\$11,097,623
<b>June</b>	60.2%	69.4%	15.2%	12.2%	\$20,080,498	\$27,607,263
<b>Future 6 mo.</b>	56.7%	54.2%	-4.4%	-8.7%		

May turned out to be slightly ahead of historical actuals, and June continues to gain traction with short-term bookings and is ahead of last years' on the books along with an increase in ADR. Keep in mind, last year the airport was closed the entire month of May and most of June.

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

Rooms Booked in May 2023 compared to the same period last year for all future arrival dates have changed by 135.6%. 2022/23 = 6.2%; 2021/22 = 2.6%

Historically speaking, the past six months in occupancies were -4.4% variance compared to FY21/22, and ADR was -8.7%. Looking into the future 6 months, occupancies continue to lag compared to FY21/22 by -6.9% and the ADR is -2.5%.

Our busiest months, July, August & September, continue to see a deficit in occupancy in comparison to past years. We saw an increase in ending occupancies in May go from 42.9% at end of April, to finish with 49.0%. June has seen an increase from April 30 (61.4) to 69.4 by May 31. July also saw a nice pick up of reservations. **(SEE LAST COLUMN ON CHART BELOW)**

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. Based on gains in occupancies in May and June, short-term bookings are on the rise

In conclusion, enjoy the summer months the best you can, car pool or ride a bike if you can...we produce enough of our own traffic, add the tourists and things can get a little slow on the roads... Be Patient, Be Kind, Be Safe... 😊

Month	Occ % 5/31/22	Occ% 5/31/23	Occ % Var.YOY	Historical Actuals	Occ% 4/30/23	Occ% Var. MOM
May	45.9	49.0	+6.8	45.9	42.9	14
June	60.2	69.4	+15.2	66.6	61.4	12
July	73.9	62.3	-15.8	81.6	55.1	13
August	60.6	50.9	-15.9	78.8	44.7	10
September	54.6	49.6	-9.1	78.2	44.9	10
October	17.0	16.0	-6.3	46.3	12.7	30
November	3.5	5.8	+66.5	20.7	-----	

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