



Hello Chamber / Community Members,

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

**June**

Occupancy: -22.1% variance from June 2021 95.2% Occupancy to this year's 74.1%.  
 Room Revenue this June vs June 2021: \$11,527,002 vs \$15,107,868.  
 Revenue reflects a -1.4% variance in average room rate (ADR) from June 2021.

Looking Forward:

**July**

Occupancy: -22.0% variance from July 2021 94.3% to this years' "on the books" of 73.6%.  
 Room Revenue "on the books" this July is projected at \$16,088,067 vs July 2021 of \$17,281,010.  
 July 2021 finished with 94.3% Occupancies.  
 Revenue reflects a 18.2% variance in average room rate from July 2021.

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

Occupancy: -25.0% variance from FY20/21 50.6% to this years' "on the books" of 38.0%.  
 The ADR Variance compared from 2021 to 2022 is +19.6%.

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

Rooms Booked in June 2022 compared to the same period last year for all future arrival dates has changed by 3.6%. 2021/22 = 4.6%; 2020/21 = 4.5%

Occupancies for the upcoming summer continue to lag behind from last year. For May and June, we accounted for the airport being closed, but for July – October, you need to find other reasons for their shortcomings. Much like we saw during the height of the pandemic with short term bookings, properties are going to have to rely on that pattern for this summer to make up the deficit they face. We can look at reasons such as inflationary costs as one reason, but there could be other underlying reasons for the lack of demand or resistance to booking... ADR's continue to increase overall as well, possibly having an effect on future bookings, not to mention the continued uncertainty of the economy. All in all, there is a lot of ground to make up in the future months.

Month	Occ % as of 6/30/22	Occ as of 6/30/21	Occ % Variance	Historical Actuals
June (actuals)	74.1	95.2	-22.1	95.2
July	73.6	94.3	-22.0	94.3
Aug	57.5	81.5	-29.4	90.9
Sep	53.6	75.5	-29.1	91.5
Oct	18.7	24.3	-23.1	64.2
Nov	4.5	4.4	1.5	33.9

With occupancies being down, there is the trickledown effect on Retail and Activity Vendors. As we all know, the past two years here in Jackson have been extremely busy than normal. The good news, when you compare our summer occupancies to FY2018/19, we as a community are only slightly behind. Thank you to all of the workers for making our guests experience special.

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