



Hello Chamber / Community Members,

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

	Occupancies 6/30/2022	Occupancies 6/30/2023	Occupancy VAR YOY	ADR YOY	2022 Revenue	2023 Revenue
June	67.4%	75.3%	11.9%	19.7%	\$21,689,459	\$30,731,584
July	76.3%	70.4%	-7.7%	-4.7%	\$36,552,106	\$33,736,196
Future 6 mo.	44.4%	40.4%	-9.2%	-3.6%		

Considering that June’s Occupancy at the end of May was 69.4%, June turned out to be 75.3%. Comparing this to 2018 & 2019, June occupancies ended at 79.2% & 81.3% consecutively, ahead of 2023 in terms of occupancy. ADR remained strong with a 19.7% variance compared to last year. Keep in mind, last year the airport was closed around 3 weeks of June 2022.

Bookings in the Month for ALL FUTURE Dates

Rooms Booked in June 2023 compared to the same period last year for all future arrival dates have changed by 49.6%. 2022/23 = 4.7%; 2021/22 = 3.1%

Historically speaking, the past six months in occupancies were basically flat at 0.8% variance compared to FY21/22, and ADR was -1.9%. Looking into the future 6 months, occupancies continue to lag compared to FY21/22 by -9.2% and the ADR is -3.6%.

Our busiest months, July, August & September, continue to see a deficit in occupancy in comparison to past years. We saw an increase in occupancies in July go from 62.3% at end of May, to 73.9% at end of June, indicating some nice short-term bookings.

With the decline in Occupancies, I am hearing from different sectors of activity vendors being down as well... I have not heard anything from the restaurants or the retailers, but I would have to assume that they are slightly down, but I could be wrong. The bottom line is that reduced occupancies has the trickle effect in Sales Tax collections from all sectors who collect sales tax.

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

Month	Occ % 6/30/22	Occ% 6/30/23	Occ % Var.YOY	Historical Actuals	Occ% 5/31/23	Occ% Var. MOM
June	67.4	75.3	+11.9	66.6	69.4	8.5
July	76.3	70.4	-7.7	81.6	62.3	13.0
August	64.2	56.3	-12.3	78.8	50.9	10.6
September	58.2	52.8	-9.2	78.2	49.6	6.5
October	18.7	17.4	-7.1	46.3	16.0	8.8
November	4.2	6.5	+55.2	20.7	5.8	12.0
December	13.1	10.2	-21.9	46.9	-----	

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