



Hello Chamber / Community Members,

Below is an overview on the latest Lodging Destimetrics Reports for **All of Jackson** reported on July 31, 2022.

July

Occupancy: -12.4% variance from July 2021 93.4% Occupancy to this year's 81.8%.
 Room Revenue this July vs July 2021: \$41,036,310 vs \$43,729,341.
 Revenue reflects a 6.8% variance in average room rate (ADR) from July 2021.

Looking Forward:

August

Occupancy: -19.4% variance from August 2021 85.3% to this years' "on the books" of 68.7%.
 Room Revenue "on the books" this August is projected at \$33,868,100 vs August 2021 of \$36,538,049 August 2021 finished with 86.9% Occupancies.
 Revenue reflects a 13.4% variance in average room rate from August 2021.

Next Six Months "On the Books" Performance

Occupancy: -19.9% variance from FY20/21 44.2% to this years' "on the books" of 35.4%.
 The ADR Variance compared from 2021 to 2022 is +19.6%.

Bookings in the Month for ALL FUTURE Dates

Rooms Booked in July 2022 compared to the same period last year for all future arrival dates has changed by 12.0%. 2021/22 = 4.2%; 2020/21 = 3.8%

Occupancies this summer and fall continue to lag behind from last year. As mentioned last month, May and June, we accounted for the airport being closed, but for July – October, we still need to find other reasons for their shortcomings. During the height of the pandemic, we experienced a heavy volume of short-term bookings, unfortunately in this time frame, we are not seeing the same levels of short-term bookings. I mentioned other reasons such as inflationary costs and the uncertainty of the economy as some. Other underlying reasons for the lack of demand or resistance to booking... ADRs continue to increase overall as well. Lastly, perhaps many of our Domestic Travelers are traveling Internationally this summer as the value of the dollar is quite strong.

Month	Occ % as of 7/31/22	Occ as of 7/31/21	Occ % Variance	Historical Actuals
July (actuals)	81.8	93.4	-12.4	93.4
August	68.7	85.3	-19.4	86.9
September	61.1	78.8	-22.5	86.0
October	19.6	28.6	-31.5	54.4
November	5.2	5.4	-3.1	25.5
December	13.7	15.9	-13.8	50.9

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