



Hello Chamber / Community Members,

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

**August**

Occupancy: -9.6% variance from August 2021 87.3% Occupancy to this year’s 79.0%.  
 Room Revenue this August vs August 2021: \$37,648,240 vs \$38,451,123.  
 Revenue reflects a 7.1% variance in average room rate (ADR) from August 2021.

Looking Forward:

**September**

Occupancy: -13.8% variance from September 2021 81.4% to this years’ “on the books” of 70.2%.  
 Room Revenue “on the books” this September is projected at \$27,198,139 vs September 2021 of \$27,494,360. September 2021 finished with 86.0% Occupancies.  
 Revenue reflects a 10.9% variance in average room rate from September 2021.

**Next Six Months “On the Books” Performance**

Occupancy: -13.9% variance from FY20/21 34.8% to this years’ “on the books” of 30.0%.  
 The ADR Variance compared from 2021 to 2022 is +4.8%.

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

Rooms Booked in August 2022 compared to the same period last year for all future arrival dates has changed by 48.5%. 2021/22 = 6.3%; 2020/21 = 4.3%

Occupancies this summer and fall continue to lag behind from last year. As our National Economy continues to struggle with Inflation, it appears some travelers are either reducing their travel, or they have dispersed back to the options now available again (International travel, Theme Parks etc...) The National Parks are reporting reduced visitation as well. The good news is if you look below, although December is lagging, January & February are slightly ahead, my estimation is a good portion of that, not all, is contracted group business.

Month	Occ % as of 8/31/22	Occ as of 8/31/21	Occ % Variance	Historical Actuals
August (actuals)	79.0	87.3	-9.6	86.9
September	70.2	81.4	-13.8	86.0
October	24.2	34.1	-28.9	54.4
November	6.6	7.2	-8.6	25.5
December	16.8	20.6	-18.3	50.9
January	21.7	19.3	12.0	65.9
February	21.8	20.4	6.8	77.5

With occupancies lagging from years past, 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