



Hello Chamber / Community Members,

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

**March**

Occupancy: 2.5% variance from March 2021 70.4% Occupancy to this year’s 72.1%.  
 Room Revenue this March vs March 2021: \$22,942,184 vs \$16,408,201.  
 Revenue reflects a +41.8% variance in average room rate (ADR) from March 2021.

Looking Forward:

**April**

Occupancy: -29.8% variance from April 2021 26.6% to this years’ “on the books” of 18.7%.  
 Room Revenue “on the books” this April is projected at \$1,989,836 vs April 2021 of \$3,191,114.  
 April 2021 finished with 34.1% Occupancies.  
 Revenue reflects a -11.2% variance in average room rate from April 2021.

Our Winter Occupancies (Nov – Mar) finished at 53.9% compared to last year’s 52.6%. ADR was up by a variance of 41.7%. Considering the recorded snowfall at JHMR was less than 350 inches this season, I would consider this a win.

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

Occupancy: -5.3% variance from FY20/21 51.2% to this years’ “on the books” of 48.5%.  
 The ADR Variance compared from 2021 to 2022 is +13.2%.

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

Rooms Booked in March 2022 compared to the same period last year for all future arrival dates has changed by -55.6%. 2021/22 = 6.1%; 2020/21 = 13.7%

Although occupancies for the upcoming Spring and Early Summer are behind from last year, I think it is reasonable to understand with the JH Airport closed in April – June. The good news is that properties are still experiencing bookings for those months. We will be relying heavily on short term bookings with drive traffic from the Region and beyond. With a decrease in demand, it looks as though ADR’s have decreased for the month of April but remain strong with a slight increase in May, June, and July.

Month	Occ % as of 3/31/22	Occ as of 3/31/21	Occ % Variance	Historical
April	18.7	26.6	-29.8	36.6
May	30.0	33.8	-11.3	63.7
June	51.1	69.6	-26.6	87.6
July	63.8	66.9	-4.6	93.2
Aug	57.2	51.7	10.6	87.5
Sep	51.8	46.3	11.9	86.5

Let’s stay open and welcome the visitors that are coming to ensure a positive experience.

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