



Hello Chamber / Community Members,

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

**January (Due to Covid-19 Closures/Restrictions, comparable is from FY19/20)**  
Occupancy: 6.4% variance from January 2020 59.8% Occupancy to this year's 63.6%.  
Room Revenue this January vs January 2020: \$19,435,818 vs \$11,008,645.  
January 2021 finished with 64.6% Occupancies.  
Revenue reflects a +47% variance in average room rate (ADR) from January 2020.

Looking Forward:

**February (Due to Covid-19 Closures/Restrictions, comparable is from FY19/20)**  
Occupancy: +11.3% variance from February 2020 64.5% to this years' "on the books" of 71.8%.  
Room Revenue "on the books" this February is projected at \$21,680,194 vs February 2020 of \$11,956,389. February 2021 finished with 62.4% Occupancies.  
Revenue reflects a +37.5% variance in average room rate from January 2020.

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

Occupancy: +9.3% variance from FY20/21 36.3% to this years' "on the books" of 39.6%.  
The ADR Variance compared from 2021 to 2022 is +36.0%.

In recent past months, January was looking to be another record month. Although occupancies compared to January 2020 were up, January 2022 was slightly behind from January 2021. Possible reasons: 1) we did not have much additional snow throughout the month, 2) advance reservations were ahead from past years due to reservation system to access JHMR, 3) Omicron variant has impact.

Rooms booked during January 2022 compared to Rooms Booked during the same period in January 2020 for all future dates has variance -5.6%. Comparing that to the booking pace from January 2021, there is a variance of -39.1%. Possible reasons, 1) Winter month bookings are already ahead of 2019/20 & 2021/20 suggesting that guests booked in advance to ensure ski reservations. Although March did see projected occupancies grow from 39.1% to 45.1% from January 15, 2022. 2) guests waiting for a positive snow report, 3) 6 months include April, May & June... whereas advance reservations for those months continue to fall behind last year ... most likely due to the upcoming Airport closure. Hence, targeting the Regional Domestic traveler may help drive occupancies in Spring.

Enjoy what Jackson has to offer... Be Safe...Stay Healthy

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