Hello Chamber / Community Members,

Below is an overview on the latest Lodging Destimetrics Reports for All of Jackson reported on February 28, 2022.

**February**
- Occupancy: 6.8% variance from February 2021 72.6% Occupancy to this year’s 77.5%.
- Room Revenue this February vs February 2021: $22,712,179 vs $15,355,052.
- Revenue reflects a +40.1% variance in average room rate (ADR) from February 2021.

Looking Forward:
- **March**
  - Occupancy: +11.0% variance from March 2021 55.4% to this years’ “on the books” of 61.5%.
  - Room Revenue “on the books” this March is projected at $20,451,918 vs March 2021 of $13,623,479. March 2021 finished with 70.3% Occupancies.
  - Revenue reflects a +36.2% variance in average room rate from March 2021.

**Next Six Months “On the Books” Performance**
- Occupancy: +13% variance from FY20/21 41.2% to this years’ “on the books” of 46.6%.
- The ADR Variance compared from 2021 to 2022 is +19.4%.

Our Winter Occupancies continue to remain strong compared to FY21. Although our snowfall hasn’t been as epic as past years, March is performing well. From March 6th – 13th, advance reservations exceed Historic actuals, Snowmobile Hill Climb weekend has an average occupancy variance of +4.2% compared to the same weekend as last year. The weekend of the Rendezvous Music Festival has an occupancy variance of +22.75% compared to the same weekend as last year.

Rooms booked during February 2022 compared to Rooms Booked during the same period in February 202 for all future dates has variance ~4.2%, this is the second month in a row that we see a “-“ variance for future reservations within the month. June’s advanced reservations are -15.2% variance from last year. This is understandable with the closure of the Airport and now along with rising fuel costs...and the possibility of a recession looming in the background...how this all plays out will be interesting.

<table>
<thead>
<tr>
<th>Month</th>
<th>Occ % as of 2/28/22</th>
<th>Occ as of 2/28/21</th>
<th>Occ % Variance</th>
<th>Historical</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>13.5</td>
<td>12.9</td>
<td>4.3</td>
<td>35</td>
</tr>
<tr>
<td>May</td>
<td>26.4</td>
<td>23.9</td>
<td>10.3</td>
<td>62.9</td>
</tr>
<tr>
<td>June</td>
<td>47.3</td>
<td>55.7</td>
<td>-15.2</td>
<td>87.4</td>
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<tr>
<td>July</td>
<td>59.4</td>
<td>51.1</td>
<td>16.3</td>
<td>93.2</td>
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<tr>
<td>Aug</td>
<td>55.2</td>
<td>38.1</td>
<td>44.8</td>
<td>87.4</td>
</tr>
</tbody>
</table>

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

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