



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 6<sup>th</sup> – 13<sup>th</sup>, 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.

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

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

Kent Elliott  
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 Jackson Hole Chamber of Commerce