Hello Chamber / Community Members,

Below is an overview on the latest Lodging Destimetrics Reports for All of Jackson reported on November 30, 2021.

November  
(Due to Covid-19 Closures/Restrictions, comparable is from FY19/20)
Occupancy: -33.9% variance from November 2019 17.0% Occupancy to this year’s 11.3%.
Room Revenue this November vs November 2019: $1,282,268 vs $650,277.
November 2020 finished with 17.2% Occupancies.
Revenue reflects a +61.4% variance in average room rate (ADR) from November 2019.

Looking Forward:
December  
(Due to Covid-19 Closures/Restrictions, comparable is from FY19/20)
Occupancy: +26.3% variance from December 2019 37.1% to this years’ “on the books” of 46.8%.
Room Revenue “on the books” this December is projected at $11,829,231 vs December 2019 of $8,354,230. December 2020 finished with 49.8% Occupancies.
Revenue reflects a +20.3% variance in average room rate from December 2019.

Next Six Months “On the Books” Performance
Occupancy: +20.7% variance from FY19/20 27.6% to this years’ “on the books” of 33.4%.
Comparing this to last year, there is a +46.3% variance from FY20/21 occupancy of 22.2% to this years’ “on the books” of 33.4%. The ADR Variance compared from 2019 to 2021 is +35.3%.

November ended up short of the forecast occupancy from October, it lagged behind 2019 & 2020, although, the increase in ADR made up for the decrease in occupancy in terms of overall revenue. I had predicted that November would have ended up with increased occupancies year over year, I was wrong.

December had been shaping up to be another record month. Although the on the book’s occupancies are ahead of 2019, occupancies finished up in December 2020 around 49.8%. Typically, we would gain occupancies throughout the month, but with the lack of snow at this time, I would assume that hotels are seeing cancellations as well as a slowdown in reservations for the month. A +44.8% variance in ADR from December 2020 will likely produce record revenues despite the occupancy levels.

Rooms booked during November 2021 compared to Rooms Booked during the same period in November 2019 for all future dates has changed by -58.4%. Comparing that to the booking pace from November 2020, there is a variance of -36.9%, suggesting that guests could be waiting for a positive snow report, they may be looking at their own traditional travels now that there are less travel restrictions, or there perhaps could be some rate resistance. Any way you look at it, I am sure the Covid Strains may have an effect as well.

The next six months are promising, although the data suggests that we are ahead in future occupancy compared to same time in FY19/20, only time will tell. We are showing a +20.7% variance from 2019/20, but that equates to an overall 6% increase, ADR has a +35.3% variance.

Enjoy the Weather... Winter will be upon us... Happy Holidays.... Be Safe...

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