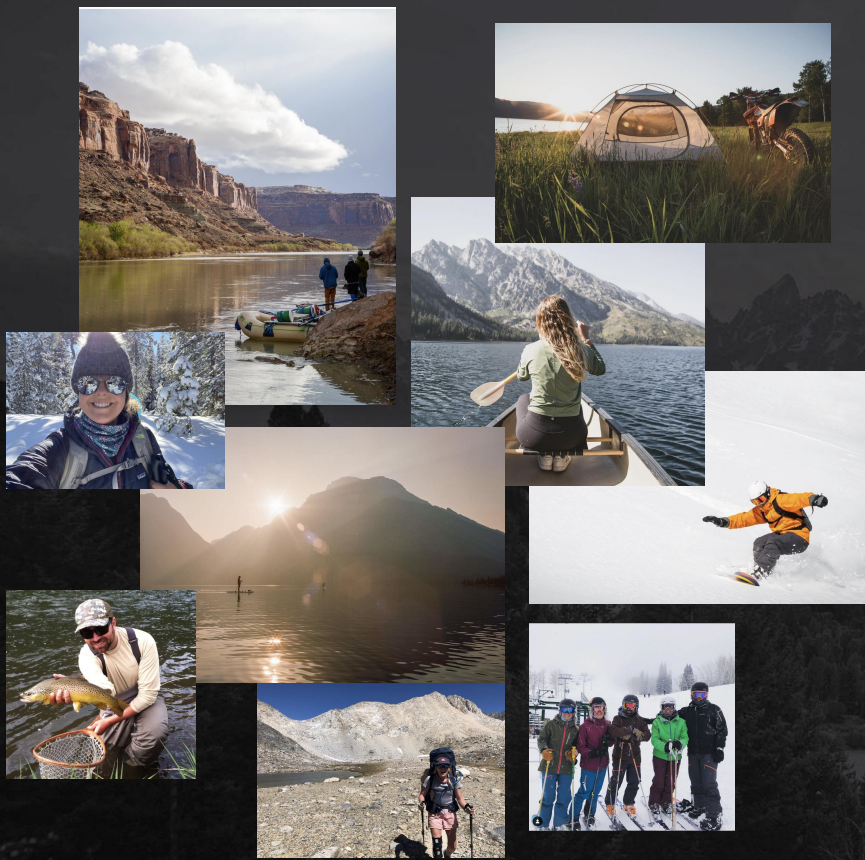


July 18, 2023

New Website Update

Visit [JacksonHole.com](https://www.VisitJacksonHole.com)



We are TMBR

We are a team of experts working with local and national clients to bring outdoor and lifestyle brands to life through strong visuals, custom website design and creative marketing campaigns.

We are proud to call Jackson home and live our best lives outdoors, doing what we love. This fuels our personal and professional passions, driving us to work efficiently and remain grounded in the things that matter.

Project Goal

Create a best-in-class, centralized destination website that serves both visitors and the local community.

The new website site must inspire visitation, provide frictionless planning resources and influence visitor behavior through educational messaging. The site will also be a resource for businesses and residents to steward responsible recreation within the destination.

How did we get here?

01	Discovery	Deep-dive data review on current website analytics, JHTTB Stakeholder Meetings
02	Community Survey	Website needs & goals assessment and content suggestions
03	User Journey Maps	Target audience analysis & web path mapping from discovery to conversion
04	UI & UX Design	Content hierarchy & mapping, design system creation & application
05	Content Development	Develop tone of voice guide aligned to Jackson Hole brand; Build & execute content strategy to meet communication goals across inspiration, dreaming, planning & educating
06	Development & Launch	Build custom website interface & content management system

Community Activation

35+

Local content creators
contributed to the site

50+

Community organizations
engaged in the process

40+

New local tips encouraging visitors
to visit responsibly & sustainably

200+

New pages of content written

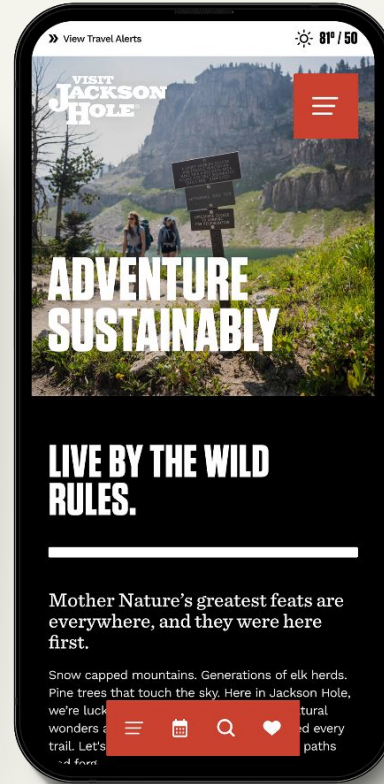
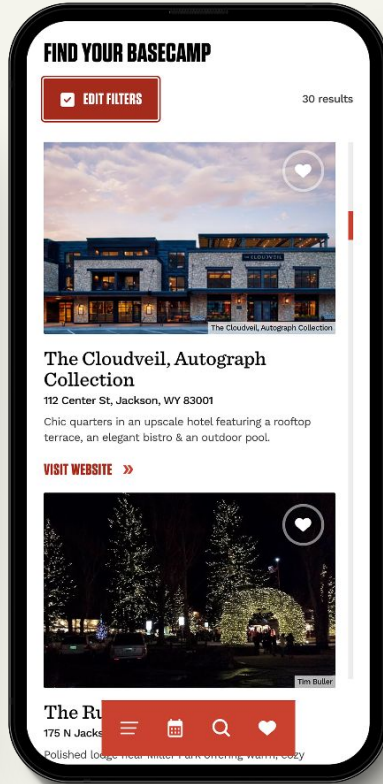
400+

Local business listings
featured with site launch

20+

Trip itineraries customized by
target audiences & seasons

VisitJacksonHole.com



Key Website Features & Functionality

Travel Companion Booking Bar

Trip Planning Resources

Things to do

Adventure Sustainably

Places to stay

Newsletter signup: Meeting notices,

Daily Live Report Dashboard

Weather & Webcams

Favorite content

Local Tips

Know Before You Go

Fully editable CMS

External Link tracking

Industry.VisitJacksonHole.com



Industry Resources



The Jackson Hole Travel & Tourism Board is promoting local tourism and hospitality business to Jackson Hole visitors.

Businesses listed on VisitJacksonHole.com have been imported directly from Google Businesses. Please let us know if the information imported from Google Businesses needs to be updated and we will review your request.

[REQUEST AN EDIT TO YOUR LISTING >>](#)

SUBMIT A LISTING

Use this form to request a new listing. Your request will be submitted to JHTTD for review and manual publishing.

Find Your Business

Search and select your business or associate details below.

Business Name *

Business Listing Manager

Media asset library

SDMP Resources

Event funding request

Local Market Research

Shared advertising campaign assets

Annual Reports

Newsletter signup: Meeting notices, Assets, Reports and collaboration opportunities

Next Steps for Local Businesses

1. Check or submit your business listing:
<https://industry.visitjacksonhole.com/businesses>
 2. Submit additional visual assets
<https://industry.visitjacksonhole.com/assets>
 3. Sign up for the newsletter
 4. Checkout campaign resources & reports
<https://industry.visitjacksonhole.com/data-and-reports>
 5. Share the site with your guests: <https://visitjacksonhole.com/>
-



info@wearetmbr.com

307.200.0087

THANK YOU

An aerial photograph of a dense forest of evergreen trees covered in snow. The trees are scattered across a light-colored, snow-covered ground, creating a textured, high-angle view. The overall color palette is a mix of white, light blue, and dark green, giving it a cool, wintry feel.

About TMBR

We are a brand &
marketing partner for the
adventurous, creative
and consciously kind.

Social Good Outdoors Lifestyle Luxury

What We Do

01 Strategy

Data and research is at the core of everything we do

02 Creative

Cutting-edge design aesthetics and branding

03 Web

Threading digital craftsmanship with functional design

04 Content

Brand-led storytelling to shape your identity

05 Digital Marketing

Campaign creation, execution and optimization

Portfolio

Social Good



Outdoors



Lifestyle



Luxury

