

**JACKSON
HOLE** Travel
& Tourism
Board

**HOSPITALITY
PARTNERS
UPDATE**

Fall 2023



TOURISM MANAGEMENT

Presented by Lindsey Ehinger, Destination Management Coordinator

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DSC = Destination Stewardship Council

An interim group of tourism stakeholders tasked with implementing the SDMP initiatives while the destination explores the creation of a Destination Marketing & Management Organization

SDMP = Sustainable Destination Management Plan

A guiding document with goals, strategies, and metrics that help to better anticipate and respond to the dynamic nature of the tourism industry and how it contributes to the health and wellbeing of our community



DSC MEMBERSHIP

PUBLIC LANDS	Grand Teton National Park, Yellowstone National Park, Bridger-Teton National Forest
GOVERNMENT	Town of Jackson & Teton County
BUSINESS	Jackson Hole Chamber of Commerce, Jackson Hole Mountain Resort, JH AIR
NONPROFIT	Community Foundation of Jackson Hole
TOURISM	Jackson Hole Travel & Tourism Board, Wyoming Office of Tourism
PUBLIC	DSC to open public applications

SDMP STEWARDSHIP GOALS

- Amplify existing work
- Coordinate & collaborate
- Find gaps
- Create solutions



YEAR 1 ACTION ITEMS

Develop content distribution strategies

- Design and create DSC
- Define “quick wins”
- Present SDMP for formal adoption
- Implement SDMP launch
- Enhance JHTTB’s capacity to guide processes
- Implement change management process

Establish destination data bank (year 2)

Support climate action road map

- Support START Transit App
- Monitor Transit Study
- Support creation of mobility hubs (year 2)

Create visitor management action team and scope of work

- Engage with workforce immigration challenges
- Create workforce pipeline



- COMPLETE
- IN PROGRESS
- NOT STARTED

MARKETING / EDUCATION WORKING GROUP

Initiative: To devise a visitor education strategy that influences responsible behavior in the destination

- Establish a Responsible Tourism Education Task Force
- Develop content distribution strategies

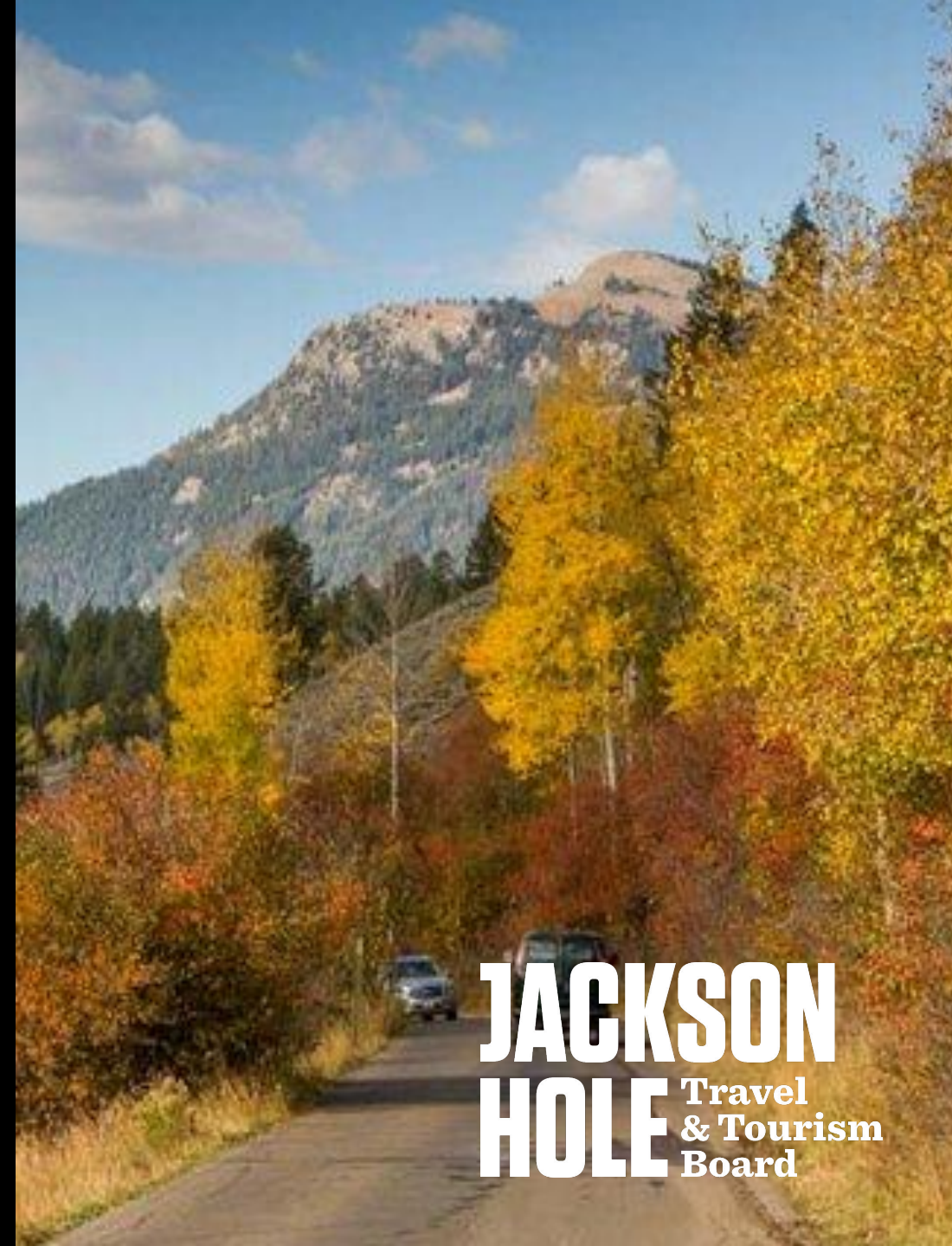
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**INPUT NEEDED FROM OUR
HOSPITALITY PARTNERS!**



TRANSIT WORKING GROUP

- Support expansion of affordable public transit around mobility hubs
- Support development of transit planning applications
- Support evaluation and potential resourcing of public transit to the airport, GTNP, and other key attractions
- Demonstrate Teton County's leadership in reducing tourism's carbon footprint



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INDICATORS

- Wyoming Office of Tourism Destination Development Grant
- University of Wyoming's WORTH Initiative
- Identify and catalog all pertinent impact indicators, including data sources and contact information for participating organizations.
- Interpret data and analyze trends to communicate the complex story of tourism to the general public in a simple way



HELP SHAPE TOURISM IN THE TETONS

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- > TAKE THE MARKETING / EDUCATION SURVEY
- > SHARE APPLICATION FOR DSC MEMBER AT LARGE
- > SIGN UP FOR THE "RESPONSIBLE TOURISM RUNDOWN"
- > VISITJACKSONHOLE.COM