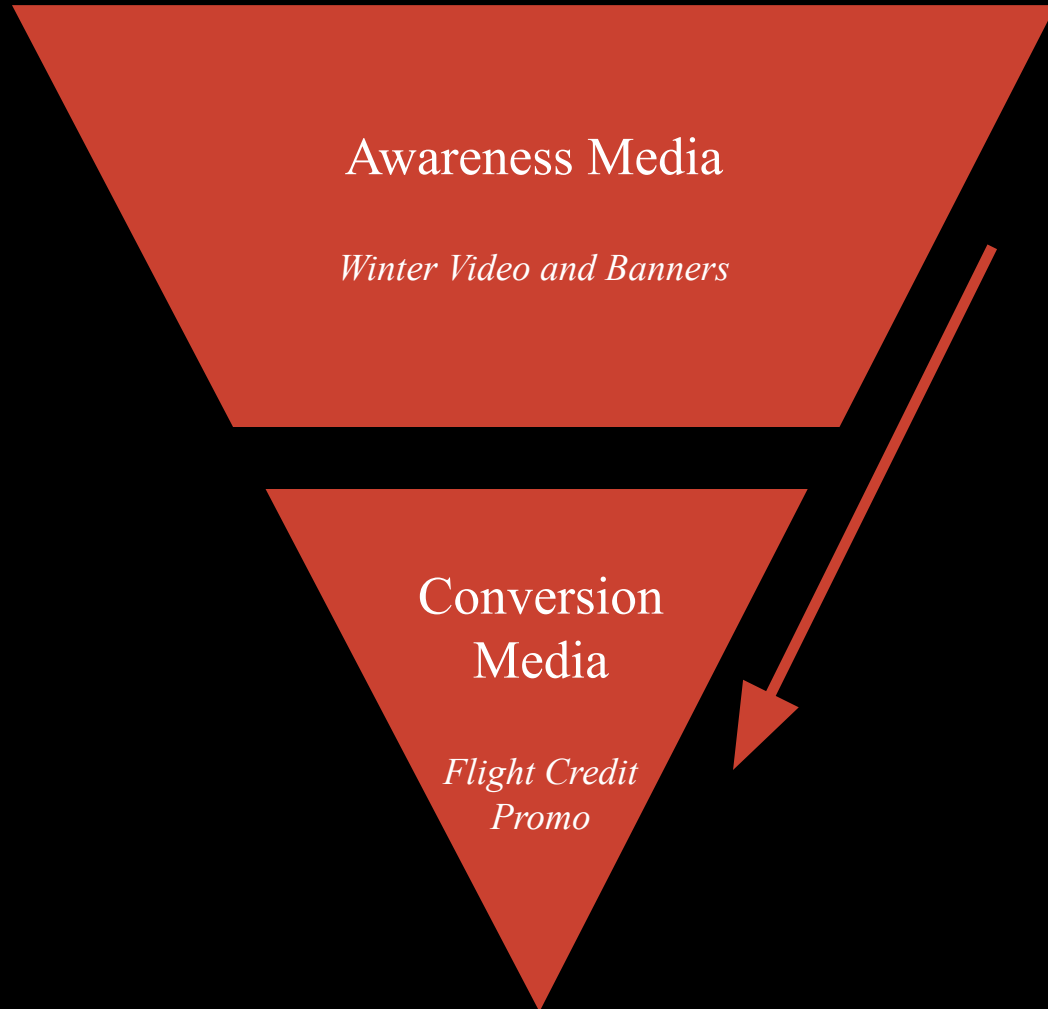


WINTER

September 2023 Board Meeting

CONVERSION FUNNEL



To effectively drive conversions – in the form of referrals to JHRR and booked trips – our audiences must be **FIRST** made aware of Jackson Hole's offering.

CAMPAIGN PARAMETERS

OBJECTIVE

Increase consideration and help drive winter bookings to Jackson Hole by promoting the air fare credit being offered to travelers through mid-October.

Channels: Digital Display/Video, Paid Search and Paid Social

TIMING

September 15th – October 15th
TBD

AUDIENCE

Winter/Ski Vacation Planners

GEOGRAPHY

Flight markets: NYC, Boston, Chicago, Minneapolis, Atlanta, Dallas, Los Angeles, San Francisco, Seattle and Denver

WINTER

WINTER :30



COLBY ANIMALS :30



COLBY CLAWLESS :15



COLBY FLIGHT :15



COLBY ALONE :15

WINTER :06



NORDIC SKIING :06



HOT SPRINGS :06



DOG SLEDDING :06



SNOWBOARDING :06

FLIGHT CREDIT

TWO APPROACHES

**FLIGHTS AND SIGHTS
UP TO \$1600 OFF.**

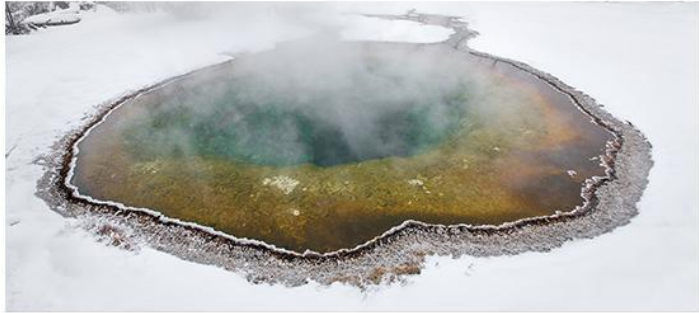
General flight credit messaging.

**OUT-OF-OFFICE LIKE
YOU MEAN IT.**

2nd Chance PTO messaging.

FIGHT CREDIT

STATIC & ANIMATED BANNERS— GENERAL MESSAGE



**FLIGHTS AND SIGHTS
UP TO \$1600 OFF.**

BOOK NOW >>

**JACKSON
HOLE**
STAY WILD.



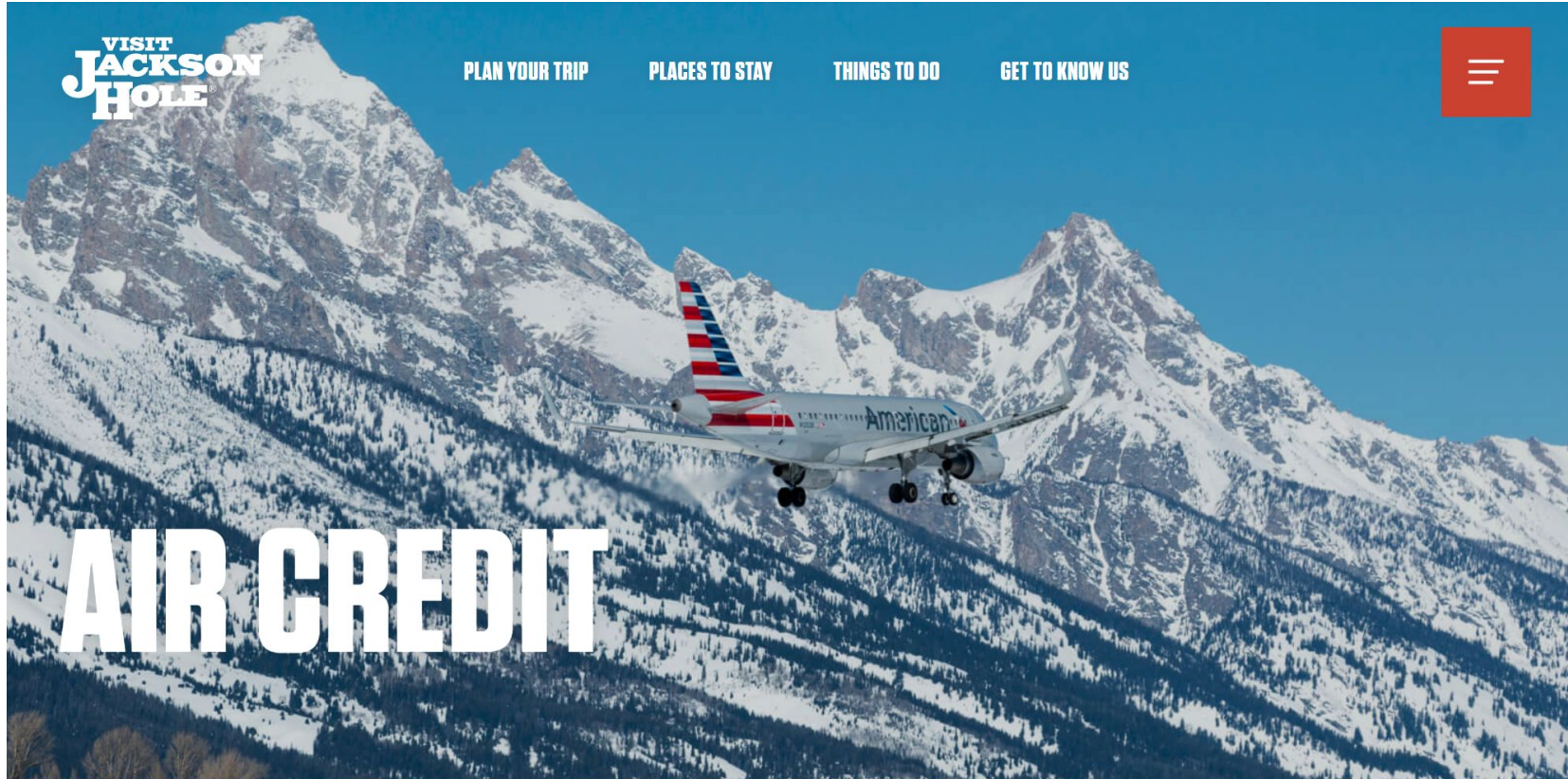
**IT'S A LONG WINTER.
JUST HOW WE LIKE IT.**

Get a flight credit up to \$1600.

BOOK NOW >>

**JACKSON
HOLE**
STAY WILD.

CLICK THRU URL



VISIT JACKSON HOLE

[PLAN YOUR TRIP](#) [PLACES TO STAY](#) [THINGS TO DO](#) [GET TO KNOW US](#)

AIR CREDIT

Receive up to \$1600 off airfare for four people when you reserve your roundtrip flights, lodging and qualifying activities through Jackson Hole Resort Reservations (JHRR).

CALL 866-265-4623 TO BOOK >>

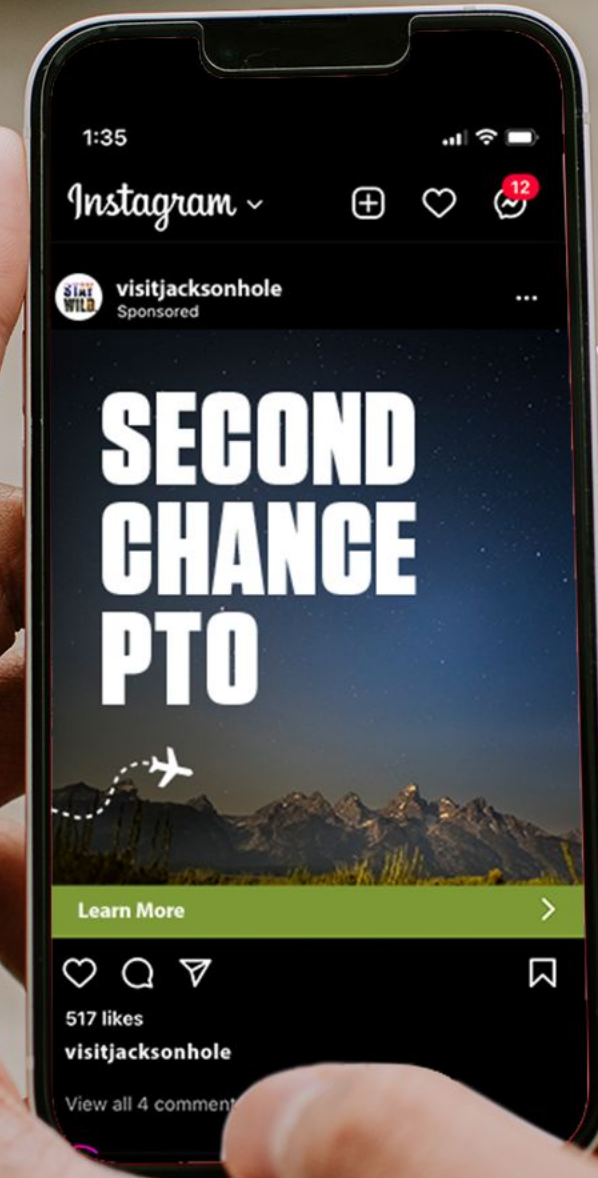
SECOND CHANCE PTO

DIGITAL STUNT

Let's help people protect their wild spirit. If corporations won't let people carry over their PTO, we'll give them a place to use their days instead.

This year people can use last year's unused PTO as currency in Jackson Hole in the form of our flight credit tiers.

"Exchange last year's unused vacation time for time in Jackson Hole."



FIGHT CREDIT

STATIC & ANIMATED BANNERS – 2ND CHANCE PTO



**OUT-OF-OFFICE LIKE
YOU MEAN IT.**

Get a flight credit up to \$1600.

BOOK NOW >>

**JACKSON
HOLE**
STAY WILD.



**LADDERS AREN'T THE ONLY
THING YOU CAN CLIMB.**

Get a flight credit up to \$1600.

BOOK NOW >>

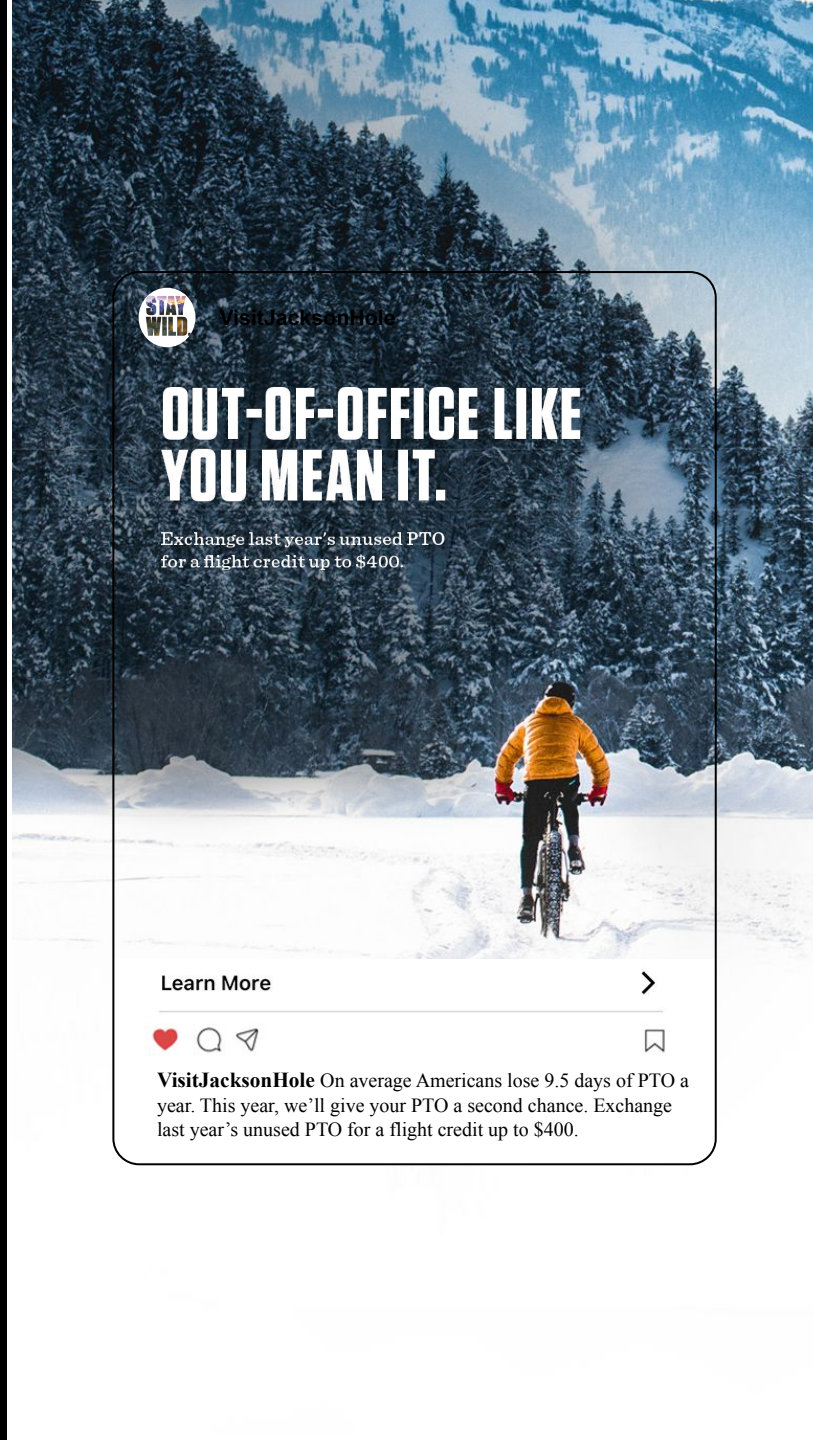
**JACKSON
HOLE**
STAY WILD.

SOCIAL CONTENT

SOCIAL CONTENT

We'll create a few social posts that will tap into the relatable cultural truth that people work too hard and play too little. Posts will drive them to our splash page.

* Also re-purpose for digital banner ads



VisitJacksonHole

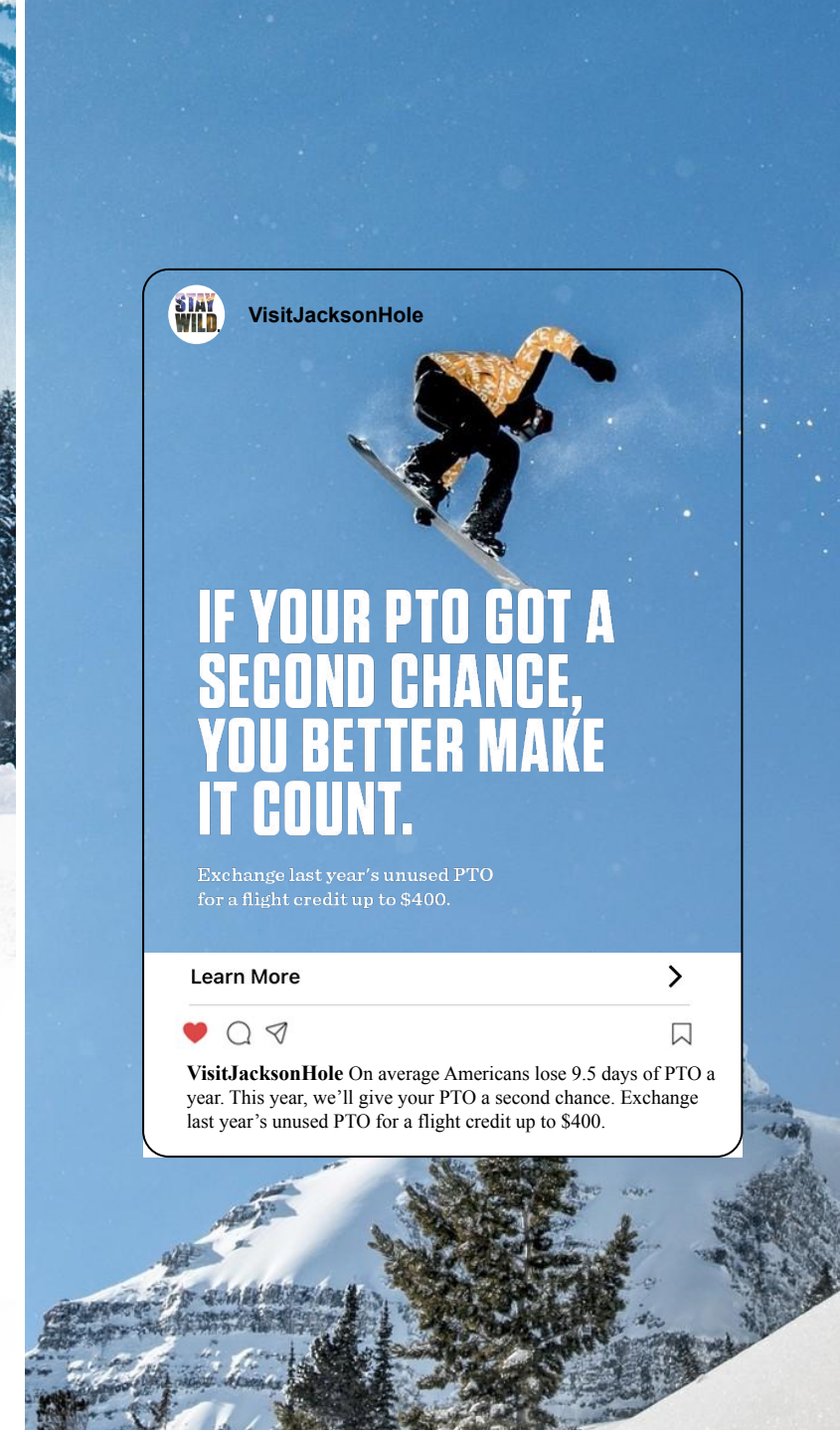
OUT-OF-OFFICE LIKE YOU MEAN IT.

Exchange last year's unused PTO for a flight credit up to \$400.

Learn More



VisitJacksonHole On average Americans lose 9.5 days of PTO a year. This year, we'll give your PTO a second chance. Exchange last year's unused PTO for a flight credit up to \$400.



VisitJacksonHole

IF YOUR PTO GOT A SECOND CHANCE, YOU BETTER MAKE IT COUNT.

Exchange last year's unused PTO for a flight credit up to \$400.

Learn More



VisitJacksonHole On average Americans lose 9.5 days of PTO a year. This year, we'll give your PTO a second chance. Exchange last year's unused PTO for a flight credit up to \$400.

2ND CHANCE PTO SPLASH PAGE

GET OUT OF THE OFFICE AND INTO THE WILD.


On average, Americans lose 9.5 days of PTO a year. This year, we'll give it a second chance.

EXCHANGE YOUR UNUSED PAID TIME OFF FOR TIME IN JACKSON HOLE.

ENTER # OF PTO DAYS YOU LOST LAST YEAR:

EXCHANGE

UP TO \$400 AIRFARE



VISIT **JACKSON HOLE**

PLAN YOUR TRIP | PLACES TO STAY | THINGS TO DO | GET TO KNOW US

AIR CREDIT

Receive up to \$1600 off airfare for four people when you reserve your roundtrip flights, lodging and qualifying activities through Jackson Hole Resort Reservations (JHRR).

CALL 800-285-4823 TO BOOK »

