



# JACKSON HOLE TRAVEL & TOURISM BOARD

Annual Report | Fiscal Year 2023  
July 2022–June 2023





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# OUR MISSION

To effectively spend lodging tax funds to promote travel and tourism to Teton County, Wyoming, in a manner that is consistent with the shared values of our community.

Our contributions reflect the stewardship of our natural resources, highlight our outstanding assets and amenities, and strive for sustainability.

# OUR VISION

As a world leader in responsible tourism, the Jackson Hole Travel & Tourism Board (JHTTB) is dedicated to developing a healthy and vibrant year-round economy that preserves our natural capital and enhances the well-being of our community.





# A LETTER FROM OUR BOARD CHAIR



Nestled beneath the shadow of the Tetons, Jackson Hole has always been celebrated for its beauty, wildlife, and outdoor activities that attract visitors from around the world. Recent years have witnessed a surge in tourism, bringing opportunities and challenges to our valley. As stewards of these lands and this community, our seven-member volunteer Board strives to use the power of travel and tourism to enhance the lives of our residents while safeguarding the natural wonders that draw visitors to our doorstep.

As evidenced in these pages, tourism is the backbone of our local economy. The revenue it generates supports our infrastructure, local businesses, and essential services for our residents. In FY23, spanning July 1, 2022, through June 30, 2023, tourism to Teton County generated \$1.7 billion in revenue, \$10 million in lodging tax funds, and 7,890 tourism-related jobs.

Thanks to these lodging tax funds, FY23 was a milestone year for the JHTTB. To streamline the travel planning and booking process for visitors, the JHTTB worked with local marketing agency TMBR and 35 local writers and photographers to revamp VisitJacksonHole.com and create Industry. VisitJacksonHole.com, destination-wide platforms that serve incoming travelers and local tourism industry professionals. The JHTTB allocated \$1.6 million to local events and over \$1 million to local partners who enhanced the visitor experience while instilling respectful stewardship and protecting the natural environment. In addition, with support from the Wyoming Office of Tourism’s new Destination Development Program, the JHTTB demonstrated continued commitment to a healthy and sustainable destination by dedicating \$600,000 to Wyoming agencies, which will support visitor management and transportation needs in Teton County.

When the JHTTB was initially established in 2011, its primary function was to promote travel and tourism and support a more sustainable year-round economy. As we’ve seen an increase in visitation and a need to address the resulting concerns of our community, in January 2022 the JHTTB

began a collaboration with the George Washington University’s International Institute of Tourism Studies along with Confluence Sustainability to develop a comprehensive road map for destination stewardship within Teton County. The culmination of this resident-driven journey, the Teton County **Sustainable Destination Management Plan (SDMP)**, was officially adopted by the JHTTB in January 2023. The SDMP stands as a testament to our dedication to prioritizing the health and well-being of our community, strengthening our economy, enhancing the preservation of our environment, and judicious growth management.

To further facilitate the implementation of the SDMP and to foster an environment of shared responsibility for tourism management, a Destination Stewardship Council was formed in February 2023. This council comprises industry leaders and engaged citizens who have assumed the role of an interim advisory body tasked with furthering progress on SDMP priority actions and goals.

We know we must balance the aspirations and needs of community members, businesses, and visitors with the protection of the public lands that are core to the county’s heritage, culture, and economy. In this FY23 annual report, you’ll find data and reporting on how the JHTTB, together with our partners, is working to ensure Jackson Hole remains as welcoming, and as wild, as ever.

Regards,

**Erik Dombroski**  
JHTTB Board Chair





# TRAVEL AND TOURISM AT WORK FOR TETON COUNTY

Travel and tourism is Wyoming’s second largest industry. In 2022, Wyoming welcomed over 7.5 million overnight visitors, who spent \$4.5 billion in local economies. Visitor spending directly provided \$247 million in state tax revenues, which helps fund jobs and public programs. In 2022, a 14.3% increase in statewide travel earnings generated 1,850 additional travel industry jobs and contributed to a 0.7% growth in travel-related tax receipts.

## One of Wyoming’s Largest Employers

As one of Wyoming’s largest employers, the travel and tourism industry generated 33,000 jobs across Wyoming in 2022. Travel spending generated \$1.2 billion in payroll for tourism industry employees, and travel and tourism supported 7.6% of total employment in Wyoming.

Tourism is the lifeblood of Teton County. It drives the local economy and supports businesses in Jackson while generating tax revenue that funds local infrastructure, events, and visitor management.

In 2022, Teton County welcomed over 1.69 million visitors, generating over \$1.65 billion for the local economy directly from travel-related spending.

Visitor spending supports our local businesses, nonprofits, and residents. Visitors reported allocating most of their daily spending to lodging, while local restaurants, shops, and entertainment venues also benefitted immensely from visitor purchases.

Visitors to Jackson Hole also contributed almost \$47 million in local lodging tax and local sales tax. Visitor-generated taxes play a huge role in town and county programs like public transportation, public safety, parks and recreation, and more. Without the lodging tax, paid for by visitors, each household in Teton County would have had to pay an additional \$7,352.19 in taxes to retain the same level of public services.

## From January 1–December 31, 2022, Teton County benefited from travel and tourism through:



SOURCES: DEAN RUNYAN ASSOCIATES 2022 ECONOMIC IMPACT OF TRAVEL IN WYOMING, LODGING TAX RECEIPTS

# LODGING TAX

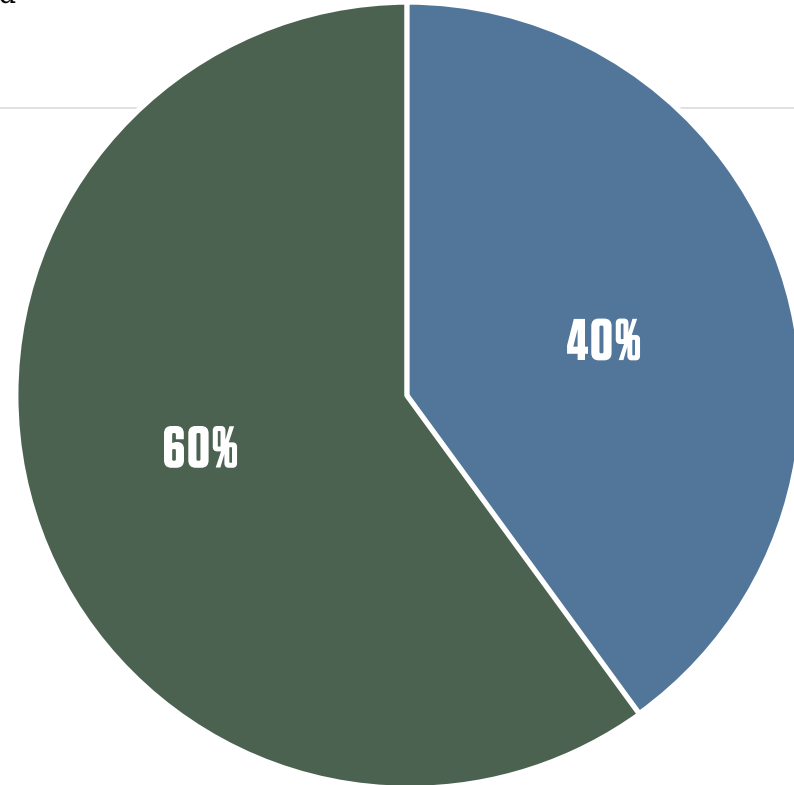
In the state of Wyoming, a 5% lodging tax is collected on overnight stays at hotels, motels, RV parks, campgrounds, guest ranches, rental properties, and other lodging facilities. 3% is remitted to the state and used to fund the Wyoming Office of Tourism (WOT). The remaining 2% stays in Teton County, with 60% of these funds managed by the JHTTB for destination marketing, tourist education, events, and other tourism-related initiatives as outlined in the Wyoming Statutes. The balance (40%) is managed by the Town of Jackson and Teton County, primarily to mitigate the impacts of tourism on infrastructure and services.

## \$10,095,202.90

Total Lodging Tax Receipts: July 2022–June 2023

Jackson Hole  
Travel & Tourism Board\*

\$6,057,121.72



Town and County

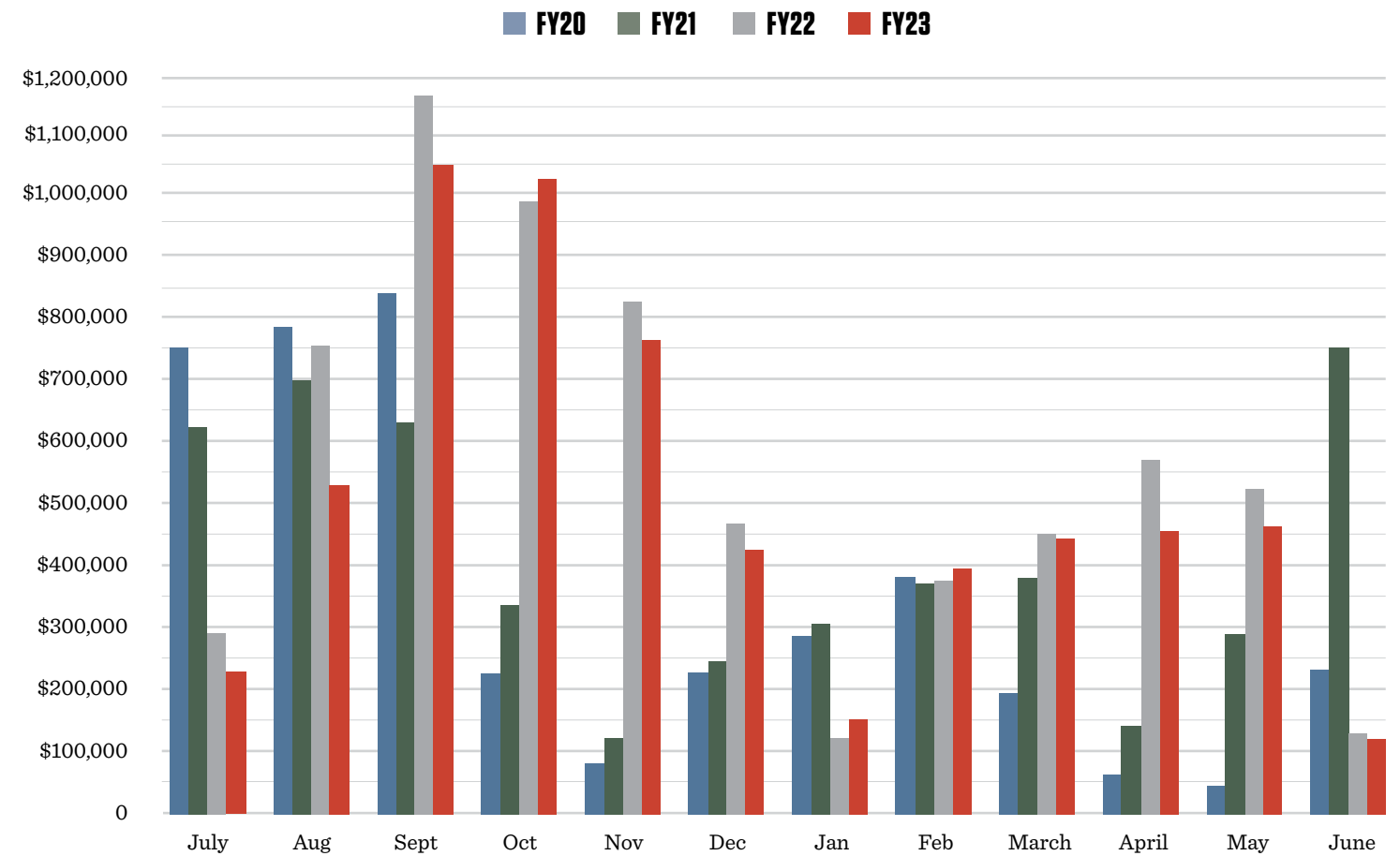
\$4,038,081.15

SOURCE: LODGING TAX RECEIPTS

## JHTTB Lodging Tax Collection and Growth

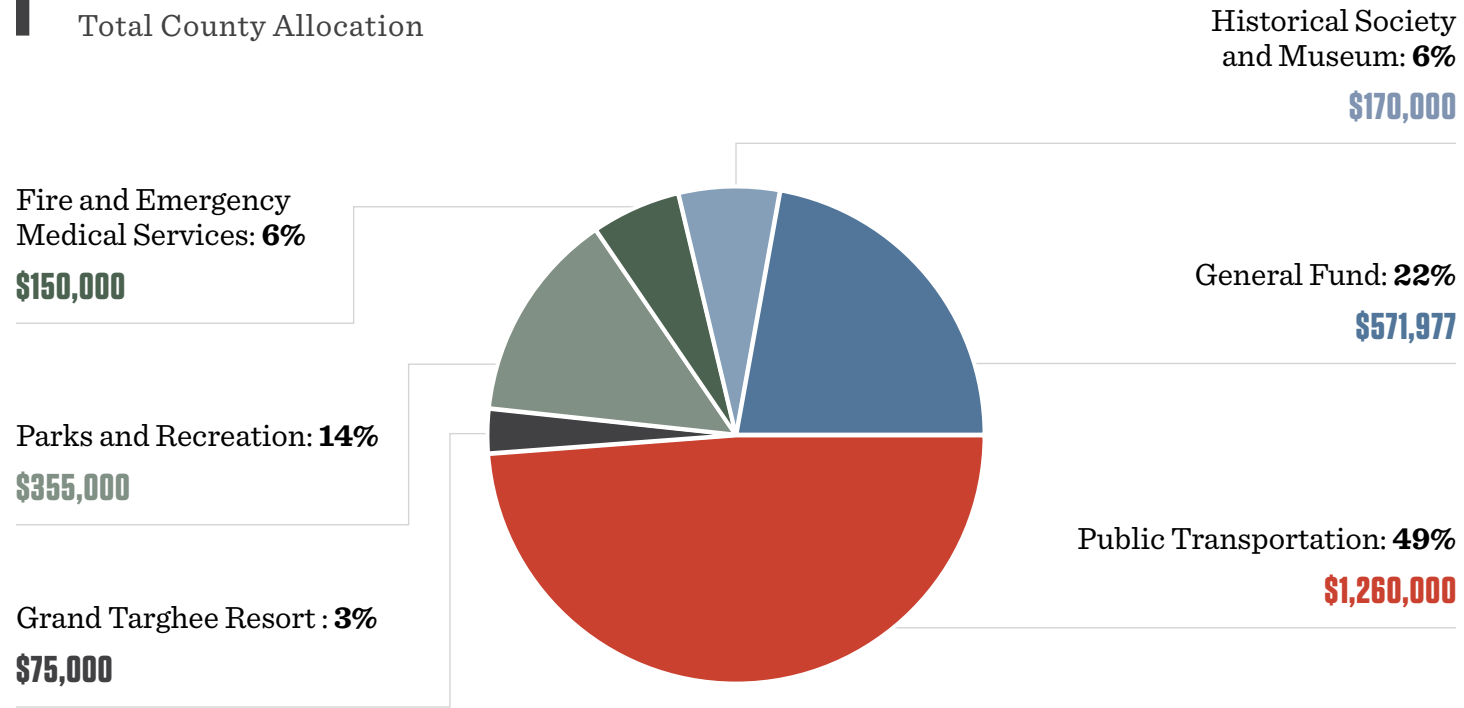
Lodging tax is collected and reported two months after it's generated. For example, the amount reported in September is generated in July.

MONTH	FY20	FY21	FY22	FY23	GROWTH FY20	GROWTH FY21	GROWTH FY22	GROWTH FY23
July	\$748,540.8	\$621,405.15	\$289,768.90	\$227,534.86	4.46%	-16.98%	-53.37%	-21.48%
August	\$780,037.15	\$695,976.34	\$750,611.73	\$526,747.67	12.18%	-24.81%	7.85%	-29.82%
September	\$847,088.44	\$636,968.10	\$1,167,252.74	\$1,056,756.34	24.12%	-10.78%	83.25%	-9.47%
October	\$230,259.39	\$340,534.23	\$991,337.20	\$1,035,675.20	-28.37%	47.89%	191.11%	4.47%
November	\$80,786.32	\$121,336.76	\$822,991.73	\$760,056.10	-10.14%	50.19%	578.27%	-7.65%
December	\$231,383.75	\$248,344.51	\$462,241.84	\$425,215.25	13.20%	7.33%	86.13%	-8.01%
January	\$286,428.74	\$306,369.22	\$122,444.68	\$152,705.24	-7.09%	6.96%	-60.03%	24.71%
February	\$378,096.17	\$368,116.43	\$373,678.15	\$392,963.79	10.85%	-2.64%	1.51%	5.16%
March	\$195,108.64	\$380,739.65	\$450,288.15	\$443,468.30	-38.79%	95.14%	18.29%	-1.51%
April	\$64,086.17	\$143,605.03	\$571,212.27	\$455,878.34	-32.98%	124.08%	297.77%	-20.19%
May	\$45,164.94	\$289,768.90	\$523,109.45	\$463,272.53	-75.67%	541.58%	80.53%	-11.44%
June	\$222,251.87	\$750,611.73	\$128,687.63	\$116,848.09	-62.50%	237.73%	-82.85%	-9.20%
<b>TOTAL</b>	<b>\$4,109,232.38</b>	<b>\$4,903,776.05</b>	<b>\$6,653,624.47</b>	<b>\$6,057,121.72</b>	<b>-9.73%</b>	<b>19.34%</b>	<b>35.69%</b>	<b>-8.96%</b>



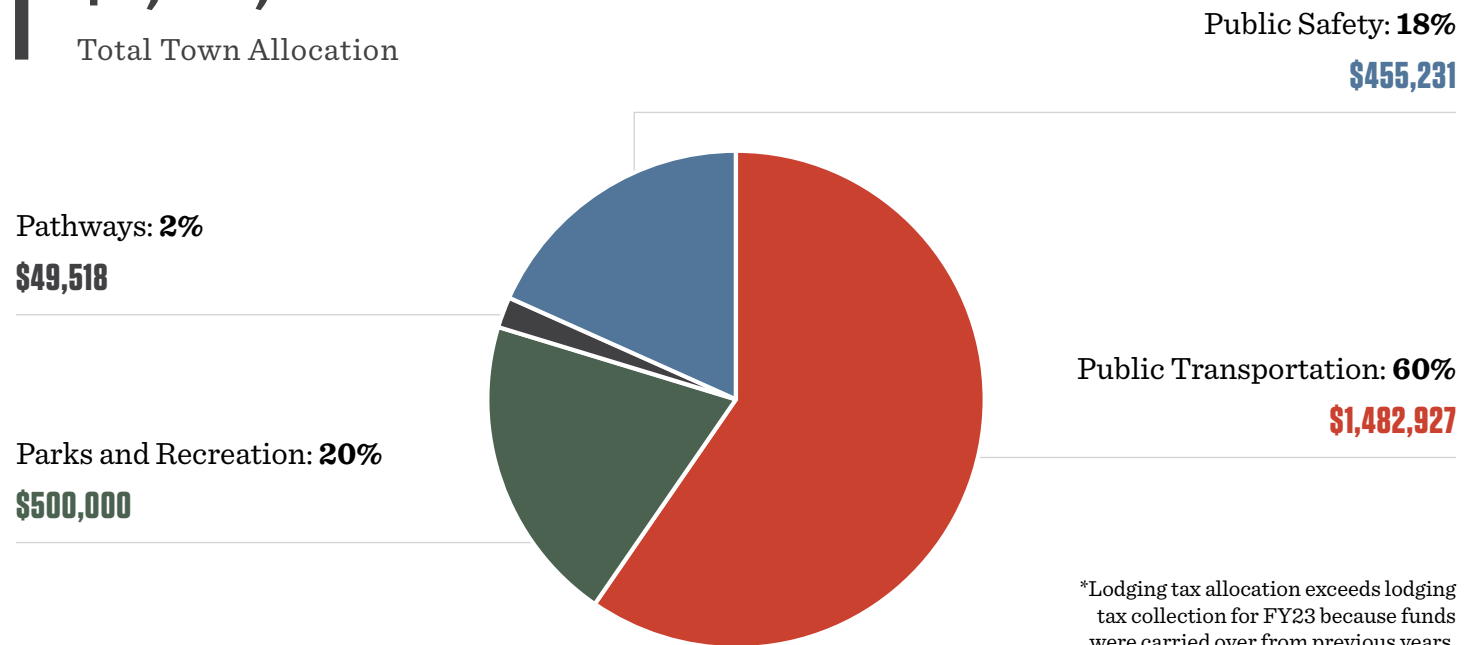
# Teton County Lodging Tax Allocation

**\$2,581,977\***  
Total County Allocation



# Town of Jackson Lodging Tax Allocation

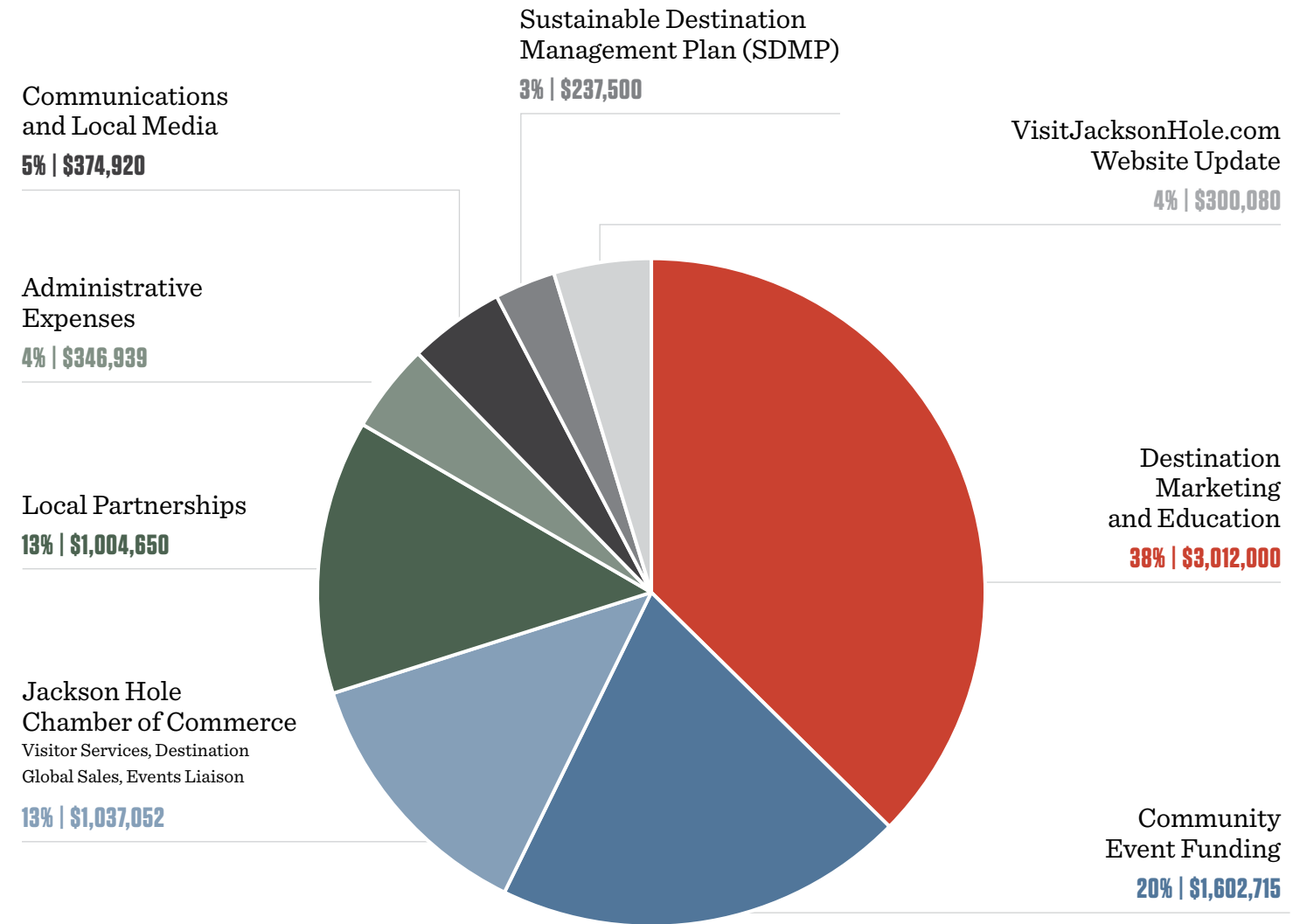
**\$2,487,676\***  
Total Town Allocation



\*Lodging tax allocation exceeds lodging tax collection for FY23 because funds were carried over from previous years.

# JHTTB FY23 Allocated Budget

**\$7,915,856**  
Total Allocated Budget\*\*



\*\*Lodging tax allocation exceeds lodging tax collection for FY23 because funds were carried over from previous years.

WOT's Destination Development Program funding, outlined on page 15, is special reserve funding and isn't included in the FY23 budget allocation indicated above.





START bus, partially funded by lodging tax revenues, transports employees, residents, and visitors

## What the Lodging Tax Means for Our Town

The Town of Jackson and Teton County receive 40% of all lodging tax collected from stays at Teton County hotels, motels, RV parks, and rental properties. In FY23, the Town of Jackson collected \$2,487,676 and Teton County collected \$2,581,977 that was allocated to the following services that benefit visitors and residents.

### PUBLIC SAFETY

\$455,231 of revenues from the lodging tax to the Town of Jackson was used toward an unrestricted public safety fund. This fund is dedicated to keeping visitors and residents safe by supporting programs and projects like the Jackson Police Department, educational services, dispatch, and more.

### PATHWAYS

\$49,518 of revenues from the lodging tax to the Town of Jackson was used to fund local pathways. This funding improves on- and off-road pathways used for biking, horseback riding, Nordic skiing, and hiking. In addition, lodging tax revenues have enhanced pathway safety and decreased motorized vehicle miles in town.

### TRANSPORTATION

\$1,482,927 of revenues from the lodging tax to the Town of Jackson was used to fund Southern Teton Area Rapid Transit (START) to provide affordable public bus service throughout Jackson. Through this funding, START serves visitors and locals with comfortable, reliable, eco-conscious public transportation throughout the valley and to commuter regions.

### PARKS AND RECREATION

\$500,000 of revenues from the lodging tax to the Town of Jackson was used to fund Parks and Recreation. These funds maintain Jackson area parks, restrooms, sidewalks, and other facilities serving visitors and locals.

Town of Jackson lodging tax allocation exceeds Town of Jackson lodging tax collection for FY23 because funds were carried over from previous years.

## What the Lodging Tax Means for Our County

### TRANSPORTATION

\$1,260,000 of revenues from the lodging tax to Teton County was used to fund START to provide affordable public bus service throughout Teton County and surrounding communities. Through this funding, START serves visitors and locals by offering commuter service from Star Valley, Wyoming, to Teton County, Idaho, for employees who live outside of Jackson.

### PARKS AND RECREATION

\$355,000 of revenues from the lodging tax to Teton County was used to fund the Parks and Recreation Department. With this funding, Parks and Recreation maintains public restrooms in downtown Jackson and cleans and clears pathways and sidewalks used by visitors and residents alike.

### GENERAL FUND

\$571,977 of lodging tax revenues went to Teton County's general fund to be utilized by departments such as the sheriff's office, dispatch, pathways, and other general projects that support the infrastructure and community for visitors and residents.



Nordic pathways, partially maintained by lodging tax revenues

### JACKSON HOLE HISTORICAL SOCIETY AND MUSEUM

\$170,000 of revenues from the lodging tax to Teton County was used to fund the Jackson Hole Historical Society and Museum, which tells the stories of Jackson Hole that connect people to the history of the valley. Named as one of the top attractions in Jackson Hole, the Historical Society and Museum serves visitors and locals with artifacts, archives, and educational programming.

### GRAND TARGHEE RESORT

\$75,000 of revenues from the lodging tax to Teton County was used to fund transportation to Grand Targhee Resort for recreational users, event attendees, and employees.

### FIRE AND EMERGENCY MEDICAL SERVICES

\$150,000 of revenues from the lodging tax to Teton County was used to fund the Fire and Emergency Medical Services Department. Due in part to lodging tax funding, Jackson Hole Fire / EMS protects property and lives from fires and medical emergencies with approximately 80 firefighters and first responders in six firehouses across the county.



Teton County Search and Rescue, partially funded by lodging tax revenues

SOURCES: TETON COUNTY TREASURER'S OFFICE, TOWN OF JACKSON FINANCE OFFICE

Teton County lodging tax allocation exceeds Teton County lodging tax collection for FY23 because funds were carried over from previous years.

# What the Lodging Tax Means for Our Community

In FY23, the JHTTB allocated \$1,004,650 to local organizations that used the funds to enhance our unique community character and ensure Jackson remains vibrant, wild, and welcoming for both residents and visitors.

## FRIENDS OF THE BRIDGER-TETON

The JHTTB awarded Friends of the Bridger-Teton \$750,000 to proactively educate visitors and more carefully manage responsible visitation to the Bridger-Teton National Forest.

## JACKSON HOLE NORDIC ALLIANCE

The JHTTB awarded the Jackson Hole Nordic Alliance \$95,500 to encourage responsible recreation on trails for Nordic skiing, biking, and snowshoeing in Jackson Hole, Teton Valley, and Grand Teton National Park. As a result of this funding, over 201,000 visitors and locals used well-maintained Nordic trails, and over 900,000 visitors saw responsible trails use messaging and daily trail reports. These efforts showcase Jackson as an international destination for winter Nordic activity.

## As a result of these partnerships, the JHTTB supported these results:

**ZERO** HUMAN-CAUSED WILDFIRES  
in Bridger-Teton National Forest

**40** VISITOR VOLUNTEERS PARTICIPATED  
as stewards of local lands

## KHOL

The JHTTB awarded KHOL, Jackson’s community radio station, \$75,000 to expand its newsroom and serve as a resource to educate visitors traveling to the area. As a result of this funding, 15,600 broadcasts educated and inspired over 90,000 visitors and locals.

## JACKSON HOLE WILDLIFE FOUNDATION — BEING WILD JACKSON HOLE

The JHTTB awarded the Jackson Hole Wildlife Foundation \$84,150 to enhance the Being Wild Jackson Hole campaign to strengthen visitor bonds to wildlife conservation. As a result of JHTTB funding, over 5,000 visitors received wildlife safety messaging, more than 400 educational bear spray holsters were distributed, and 40 visitors engaged in “pitch in to protect” volunteer projects.

**ZERO** HABITUATED BEARS  
in Bridger-Teton National Forest

**15,600** BROADCASTS EDUCATED 90,000 LISTENERS  
through local public radio

In January 2023, the JHTTB was awarded \$600,000 from the WOT’s Destination Development Program. These funds, earmarked by WOT to help Wyoming destinations develop their communities to have the capacity to leverage the visitor economy, were allocated by the JHTTB to Wyoming agencies advancing the work of the SDMP. Through this funding, partnerships with the University of Wyoming’s Wyoming Outdoor Recreation, Tourism, and Hospitality (WORTH) Initiative and the Teton County Regional Transportation Planning Division are supporting tourism management, data collection, and transportation needs in Teton County.

## THE UNIVERSITY OF WYOMING’S WORTH INITIATIVE TOURISM DASHBOARD

The JHTTB allocated \$513,129 of Destination Development Program funds to the University of Wyoming’s WORTH Initiative to build a comprehensive tourism dashboard for Teton County. Over the course of two years, WORTH will collect data on visitor use, visitor and resident sentiment, and visitation impacts, ultimately developing an industry-leading tourism dashboard that’s regularly updated and accessible to the entire community.

## TETON COUNTY REGIONAL TRANSPORTATION PLANNING DIVISION’S MOBILITY HUB STUDY

The JHTTB allocated \$86,000 of Destination Development Program funds to the Teton County Regional Transportation Planning Division to conduct a mobility hub study to better understand and manage visitor movements. The mobility hub study and mobility hub action plan, which will be developed by June 2024, will identify areas of transportation congestion, prioritize best practices and mobility management strategies that may be most successful in Jackson, and develop a mobility hub concept design. This will have long-term, positive impacts on affordable transportation throughout the county.



# VISITOR MANAGEMENT





**Together with businesses, government agencies, and the community, we are creating a sustainable place to live, play and visit.**

## A Leader in Sustainable Tourism

In 2011, the JHTTB was established to market and promote Jackson Hole as a destination to support a vibrant year-round economy. As the region has continued to see increased tourism each year, the community has also felt the effects of tourism on infrastructure and services, and visitors have noticed an impact on quality of experience during their stay. The JHTTB recognized the importance of expanding its scope beyond traditional marketing efforts into visitor management, including emphasizing visitor education and destination stewardship.

In a pivotal step toward formalizing the commitment to more effectively manage tourism in the Tetons, the JHTTB worked with over 1,800 community members and industry stakeholders to develop the Sustainable Destination Management Plan (SDMP). After the JHTTB formally adopted the plan in January 2023, the Destination

Stewardship Council (DSC) was created to facilitate the implementation of the SDMP and to make further progress on the goals and action items in it. Thanks to these efforts and continued action from the community, Jackson is making strides in finding balance between quality of life for residents, visitor experience and sentiment, and protection of our public lands.

Sustainable destinations boast healthy economies, proactive infrastructure and public facilities, strong community ties, ecosystem protection, and respectful bonds between visitors and locals working toward shared goals. Research shows that destinations that see the value in responsible visitation and have clear plans to harness the power of tourism not only showcase healthier community systems and longevity of their residents, but they also attract conscious travelers who better support the economy and nourish the environment.



# Sustainable Destination Management Plan (SDMP)

**SDMP: A guiding document with goals, strategies, and metrics that help better anticipate and respond to the dynamic nature of the tourism industry and how it contributes to the health and well-being of our community.**



After an 18-month process, the JHTTB proudly released the SDMP in January 2023. This 75-page document is a road map with clear directions, milestones, actions, assignments, and success metrics designed to guide the continued evolution and health of Teton County's largest economic engine: tourism.

Thank you to the George Washington University, Confluence Sustainability, the SDMP steering committee, and, above all, the Jackson Hole community, without which this project would not have been possible.



# Destination Stewardship Council (DSC)

**DSC: An interim group of tourism stakeholders tasked with implementing SDMP initiatives while a destination explores the creation of a long-term governance structure (SDMP goal 8).**

After the adoption of the SDMP, the JHTTB continued to move forward with supporting and, when appropriate, implementing priority actions recommended in the plan. The DSC was formed in February 2023 with a group of tourism stakeholders from the community who are utilizing an all-hands approach to build on the SDMP framework. In FY23, the DSC began addressing 18 year-one priority action items, working toward the eight stewardship goals identified in the SDMP.



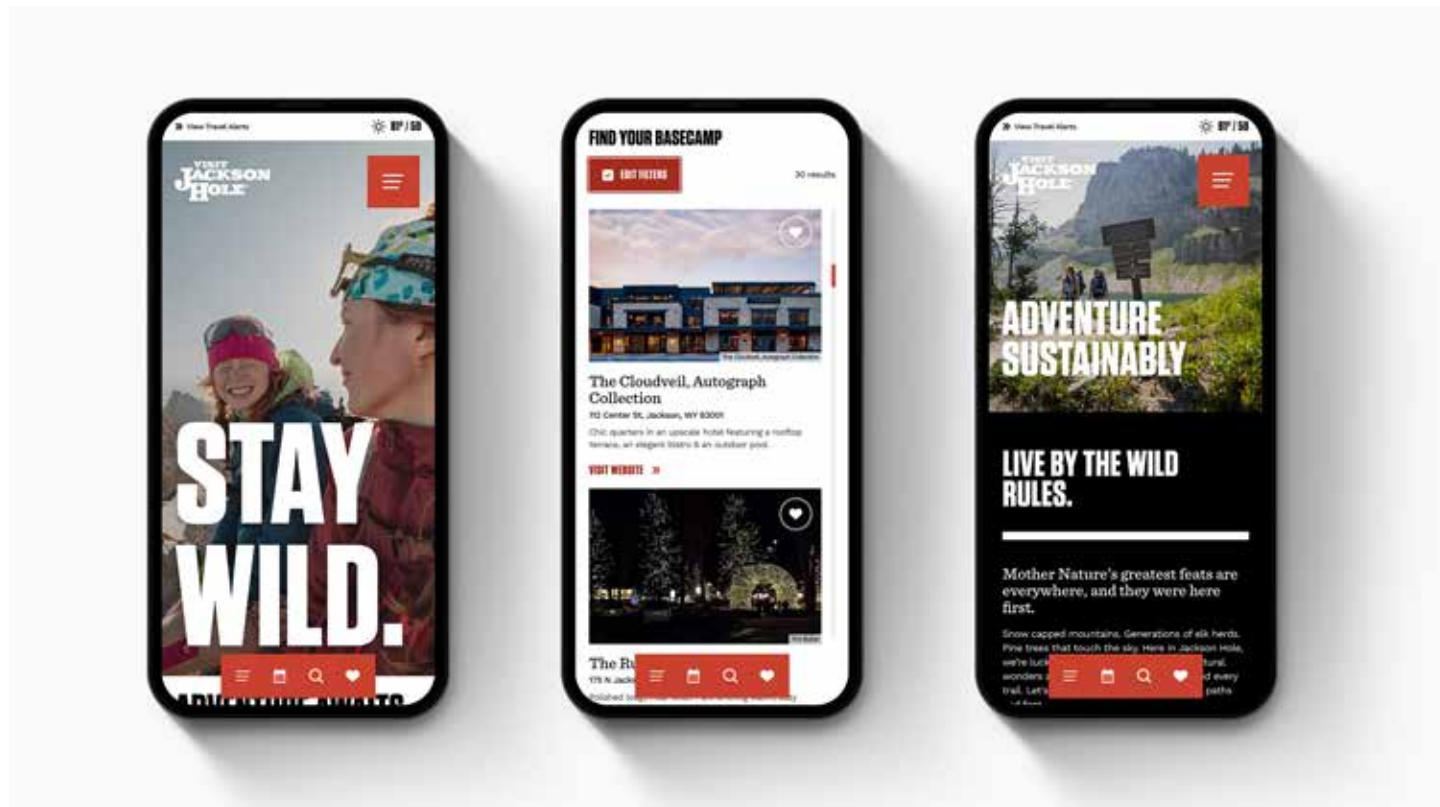
## DSC REPRESENTATION

Members of the DSC represent a number of organizations, private businesses, and residents of varying ages and socioeconomic status.

- The Jackson Hole Travel & Tourism Board
- The Jackson Hole Chamber of Commerce
- Grand Teton National Park
- Yellowstone National Park
- Bridger-Teton National Forest
- Jackson Hole Mountain Resort
- The Community Foundation of Jackson Hole
- Jackson Town Council
- Teton County Commissioners
- JH Air Improvement Resources (AIR)

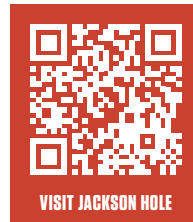
# MARKETING AND EDUCATION





## VisitJacksonHole.com

In June 2023, the JHTTB and TMBR Digital Marketing Agency launched VisitJacksonHole.com, Jackson Hole’s highly anticipated destination-wide website that provides a user-friendly planning and booking experience for visitors traveling to the area. The industry-leading website offers seasonal daily reports, curated itineraries, travel-ready information, business listings, interactive maps, and direct in-site booking capability.



**“THE VISITJACKSONHOLE.COM SITE, AS WELL AS THE INDUSTRY PORTAL, WILL SERVE AS A VALUABLE RESOURCE FOR OUR LOCAL COMMUNITY.”**

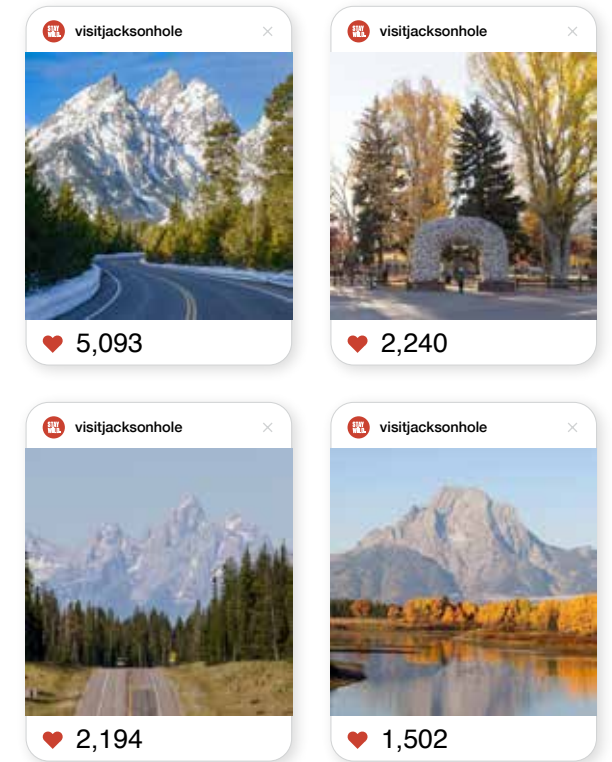
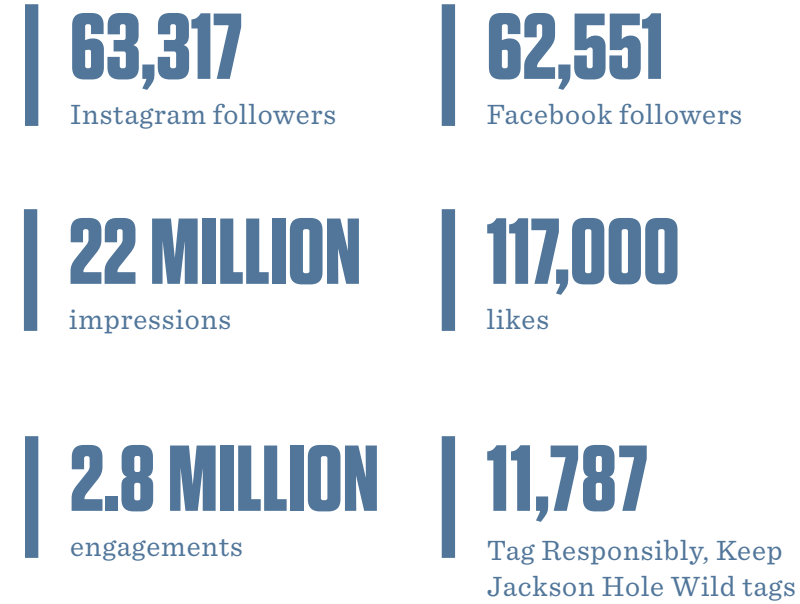
– JULIE CALDER, JHTTB BOARD MEMBER AND VICE PRESIDENT OF GUEST EXPERIENCE AT JACKSON HOLE MOUNTAIN RESORT

## Industry.VisitJacksonHole.com

For local hospitality partners, an industry-focused site launched alongside the visitor site, serving as a hub for visitation data, media resources, and messaging tools. The state-of-the-art industry portal features a tourism dashboard, a shared media hub, SDMP and DSC updates, and information about funding opportunities through the JHTTB.



## Visit Jackson Hole in Social Media



## Local Outreach

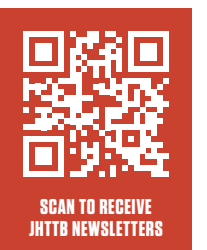


## Visit Jackson Hole Newsletters

**The Responsible Tourism Rundown** reaches over 1,800 subscribers with sustainable tourism and visitor management information from the JHTTB.



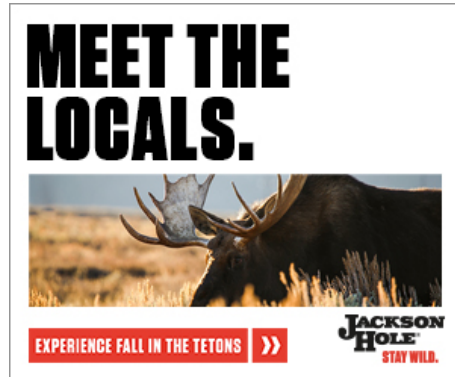
**The Hospitality Partners Newsletter** reaches over 270 local industry businesses, sharing tourism data and media resources for use by the community.



SOURCE: TMBR DIGITAL MARKETING AGENCY, NEW THOUGHT DIGITAL AGENCY, ZOOM COMMUNICATIONS, MAILCHIMP

# FY23 Campaigns and Results

## FALL CAMPAIGN: SEPTEMBER–NOVEMBER 2022



**55.5 MILLION+**

impressions

**216,082**

clicks

**4,087**

social shares

**0.39%**

click-through rate

## WINTER CAMPAIGN: DECEMBER 2022–MARCH 2023



Winter campaign video spots  
Scan the QR code to watch on YouTube.

**238 MILLION+**

impressions

**22.5 MILLION+**

completed video views

**533,458**

clicks

**22,792**

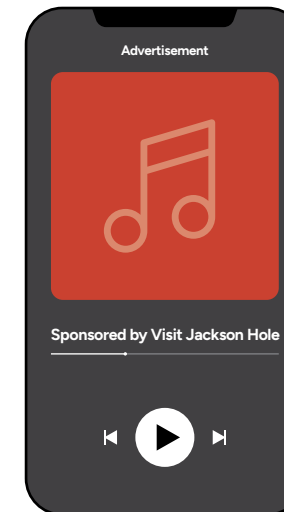
social shares

## SPRING CAMPAIGN: APRIL–MAY 2023



### Rendezvous Festival Audio Spots

“In Jackson Hole, adventure is always waiting. But this spring there’s more to hear than the calls of the wild. On March 31 to April 1 we’re hosting the Rendezvous Spring Festival.”



Spotify audio spots featured at Rendezvous Festival.

**3.2 MILLION+**

impressions

**1,137**

clicks

**0.04%**

click-through rate

## RESPONSIBLE VISITATION CAMPAIGN: JUNE–JULY 2023



**23.6 MILLION+**

impressions

**51,964**

clicks

**4,087**

social shares

**5.3 MILLION+**

video views



# EVENTS



*Rendezvous Spring Festival, funded by the Jackson Hole Travel & Tourism Board*

# JHTTB-Funded Events

In FY23, the JHTTB allocated \$1,364,000 to support 40 local events that took place in Teton County in fall 2022 through spring 2023. This funding supports community events and organizations, and enhances visitor events that draw travelers to Jackson and generate overnight stays.

## FALL EVENTS

	Funding
JH Farmers Market Fall Festival	\$5,000
Jackson Hole Marathon	\$7,500
Farm to Fork Festival	\$15,000
Pumpkins on Fire	\$2,500
Wyoming Snow & Avalanche Workshop	\$10,000
Haunting of Jackson Hole	\$2,500
Veterans Classic Youth Basketball Tournament	\$3,500
Grand Teton Music Festival	\$3,000
Teton County Model UN	\$4,000
Women in Leadership Summit	\$8,000
Five-a-Side Teton Turf Indoor Soccer Tournament	\$5,000
Fireman's Ball	\$10,000

## WINTER EVENTS

	Funding
Small Business Saturdays	\$5,000
Flights and Feathers	\$4,000
Winter Wonderland	\$5,000
Dancers' Workshop Winter Production	\$3,000
Off Square Theatre Company Winter Event	\$5,000
Winter Solstice Celebration	\$3,000
Winter Trails Day	\$5,000
JH Ski & Snowboard Club Early Season Racing	\$11,000
JH Nordic Free Ski, Fat Bike & Snowshoe Day	\$7,000
JH Ski & Snowboard Club Junior Event Series	\$9,000
Stage Stop Dog Sled Race	\$30,000
KHOL's Live Journalism Summit	\$3,500
Rocky Mountain Stress Resilience Workshop	\$6,000

## SPRING EVENTS

	Funding
Whodunnit? Art Show & Sale	\$3,000
Special Olympics Wyoming	\$5,000
JH Ski & Snowboard Club Downhill	\$10,000
World Championship Snowmobile Hill Climb	\$25,000
Rendezvous Spring Festival	\$950,000
Virginian Lodge Inbound Concert Series	\$61,000
Jackson Hole Food & Wine	\$12,000
Jackson Hole EcoFair	\$5,000
JH Youth Soccer United Cup	\$12,000
Welcome 2 Jackson Hole	\$3,000
WildWalls Grand Opening	\$5,000
Old West Days	\$40,000
Teton Powwow	\$50,000
Snake River Fest	\$7,500
JH Public Art's LandSignals	\$3,000

## EVENT TOTALS

Fall	\$76,000
Winter	\$96,500
Spring	\$1,191,500
<b>Total</b>	<b>\$1,364,000*</b>

**\$228,965** was awarded to the Town of Jackson for the purchase of barricades that help keep attendees safe during large events.

\*Variance to allocated budget due to event changes and cancellations.

# Event Funding for the Community

Event funding from the JHTTB goes directly back into the community and often generates high lodging tax revenues for local lodging partners. In FY23, the \$1,364,000 allocated to events generated an estimated \$9.3 million in lodging spend by event attendees, an over \$6 to \$1 return on investment. In addition, event attendees spent an estimated \$1.9 million on local dining, shopping, activities, and more.

Beyond the economic benefits, support from the JHTTB often makes smaller community character events possible. For visitors, these events expand offerings, activities, and attractions during their stay. For the community, these events support local organizations doing important work in Teton County and provide residents with community-oriented amenities throughout the year.

**91,165**

estimated total attendees at events

**23,406**

total room nights generated from events

**\$9,259,939**

estimated lodging spend from events

**\$1,895,276**

additional economic benefit from events

**“SPECIAL OLYMPICS EVENTS BRING AN AMAZING VIBE OF TEAMWORK, COURAGE, AND SPIRIT TO TOWN. WITHOUT JHTTB FUNDING, WE WOULD NOT BE ABLE TO OFFER A BANQUET...ONE OF THE MOST IMPORTANT SOCIAL EVENTS OF THE YEAR FOR OUR ATHLETES.”**

– WYOMING SPECIAL OLYMPICS WINTER GAMES



# OUR PARTNERS

The publicly appointed, all-volunteer Jackson Hole Travel & Tourism Board works in coordination with key community partners and Teton County stakeholders to exercise the statutes afforded by the lodging tax while honoring the mission and vision of the Board.



## Jackson Hole Chamber of Commerce

In FY23, \$1,037,052 was allocated to the Jackson Hole Chamber of Commerce to support visitor services, destination global sales, and an events liaison who manages JHTTB event funding.

### Visitor Services

5 locations | 713,334 in-person visitor interactions | 2,500 vacation planning packets sent

### Destination Global Sales

12 trade shows attended | 47 local hospitality partners represented | 10 tour operator and media FAM trips

### Events Liaison

40 events funded | 1,364,000 allocated to community events

## FY23 Board Members



### ERIK DOMBROSKI

**Board Chair**  
The Yarrow Group



### CRISTA VALENTINO

**Vice Chair**  
Current Consulting  
July 2017–December 2022



### WILLI BROOKS

**Secretary**  
The Center



### MIKE GERACI

**Treasurer**  
DRMG



### CORY CARLSON

**Past Chair**  
Four Seasons Resort and Residences Jackson Hole



### JULIE CALDER

Jackson Hole Mountain Resort



### MARY BESS

Jackson Hole Wildlife Safaris

## JHTTB Contractors

### CRISTA VALENTINO

**Executive Director**  
December 2022–Present

### KATHRYN BRACKENRIDGE

**Executive Director**  
October 2021–November 2023

### BRITNEY MAGLEBY

**Communications and Operations Manager**

### SUE MUNCASTER

**Communications Manager**  
October 2022–October 2023

### JOHN BOWERS

**Marketing Manager**

### LINDSEY EHINGER

**Destination Management Coordinator**

### BRET LINSENMANN

**Finance Manager**

### KEITH M. GINGERY

**Chief Deputy County Attorney**

## JHTTB Committees

### MARKETING

Julie Calder (Chair)  
Mike Geraci  
Cory Carlson

### EVENTS

Willi Brooks (Chair)  
Crista Valentino  
Erik Dombroski

### SUSTAINABILITY

Crista Valentino (Chair)  
Mary Bess  
Mike Geraci





**JACKSON  
HOLE** Travel  
& Tourism  
Board

[VisitJacksonHole.com](http://VisitJacksonHole.com)

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