

# VISIT JACKSON HOLE

Brand Guidelines



# HOWDY, STRANGER. WELCOME TO JACKSON HOLE.

Nestled beneath the rugged peaks of the Tetons, Jackson Hole has a knack for putting things into perspective. Around here, the wild rules. Surrounded by pristine alpine lakes, national forests, and abundant wildlife, people come here to feel small and do big things. We're fiercely protective of this land and this town and want to share its magic with other adventurers in this life.

Jackson Hole, where 97% of the landscape is preserved as public land, is the heart of Teton County, which hosts one of the last intact ecosystems in the lower 48 states. This region stands as a testament to one of the last wild communities in the country. Teton County, Wyoming, has the privilege of celebrating its authentic culture and the truly unique experiences only Jackson Hole has to offer.

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# PURPOSE OF GUIDELINES

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This guide serves as a comprehensive manual that outlines how the Jackson Hole brand should be presented and communicated across various situations and channels. It establishes consistency in visual identity, voice, and messaging, ensuring that all marketing materials, from logos to tone of voice, adhere to the brand's core values and desired perception.

By providing clear rules and examples, this guide helps maintain coherence and authenticity, strengthening recognition of our brand and trust among audiences.

These guidelines are a tool for both internal teams and external partners to ensure unified and effective brand representation.



# UNDERSTANDING OUR ENTITIES

Every brand is full of nuance, and ours is no exception. The Visit Jackson Hole brand is stewarded by the Jackson Hole Travel & Tourism Board (JHTTB). This guide outlines the vision and mission of the JHTTB, treatment and use cases for its logo, and the positioning, personality, voice, and visual identity for the Visit Jackson Hole brand. To start, let’s unpack the distinction between the two entities.

# JACKSON HOLE TRAVEL & TOURISM BOARD

# VISIT JACKSON HOLE

WHO WE ARE

# JACKSON HOLE TRAVEL & TOURISM BOARD

The Jackson Hole Travel & Tourism Board (JHTTB) is a seven-member, volunteer-appointed board of Teton County residents tasked with managing lodging tax funds.

The primary functions of the JHTTB are to increase visitor education, enhance destination stewardship, and promote travel and tourism through the Visit Jackson Hole brand. In addition, the JHTTB awards funding through event marketing grants and community partnership grants—both aimed at balancing promoting Jackson Hole with managing visitor impact and visitation through educational messaging.

WHO WE ARE

# OUR MISSION AND VISION

Our Mission

Through strategic allocation of Teton County’s lodging tax funds, we steward Jackson Hole as a sustainable destination, where our leadership, marketing, management, and community engagement ensure the vitality of our natural and human ecosystems.

Our Vision

Jackson Hole is a wild and resilient destination where the community, economy, and natural ecosystems simultaneously thrive.

# WHERE WE ARE

 **TETON COUNTY**

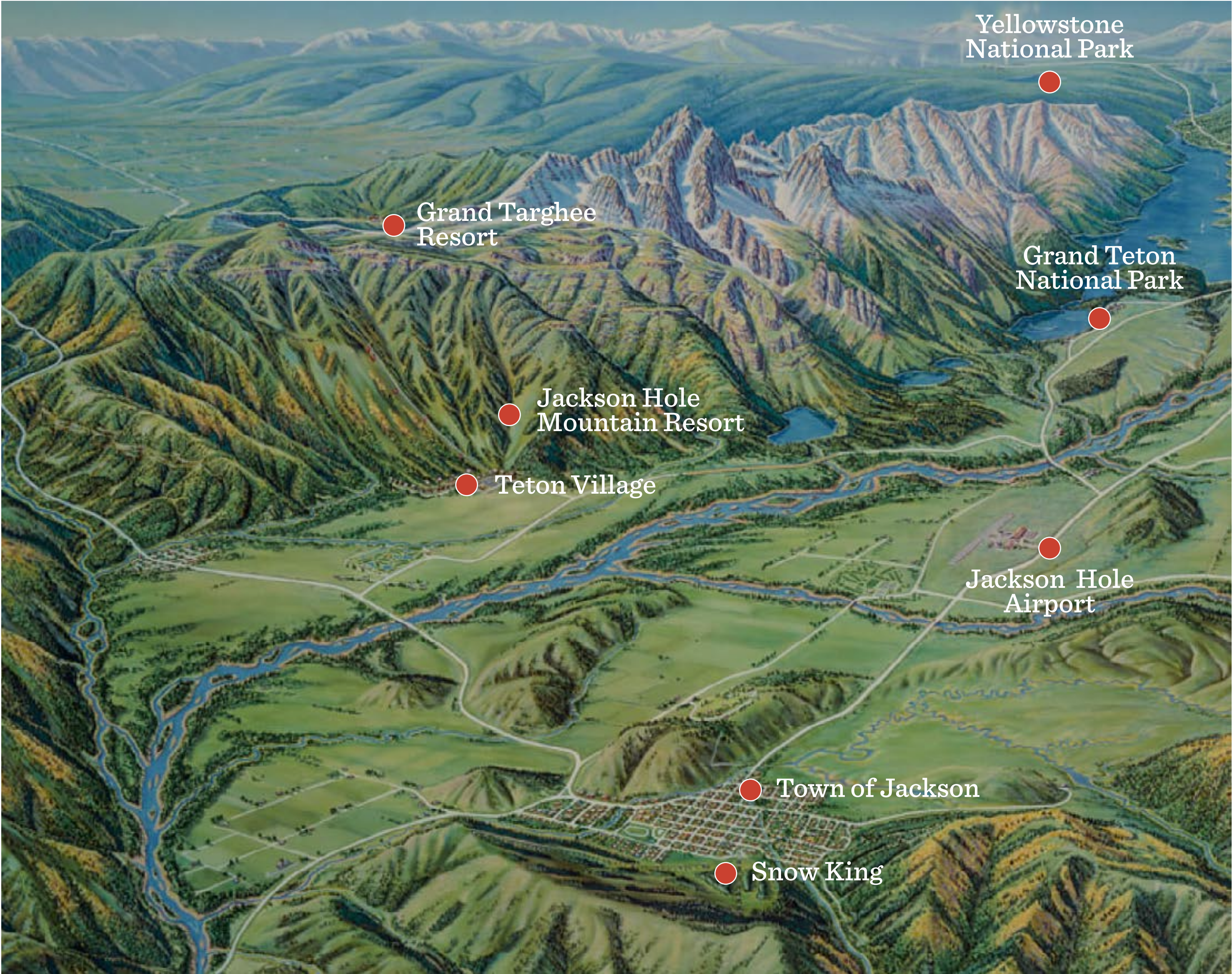
A county in the state of Wyoming, home to Jackson Hole.

 **JACKSON HOLE**

The 42-mile-long valley between the Teton and Gros Ventre mountains.

 **TOWN OF JACKSON**

The town in the valley of Jackson Hole.



# BRAND STRATEGY

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OUR BRAND

# VISIT JACKSON HOLE

Visit Jackson Hole is the destination brand for Jackson Hole, managed by a subcommittee of the JHTTB. The Visit Jackson Hole brand supports visitor and industry websites, three social media platforms, and the destination’s primary campaign marketing and education efforts.

Whether reaching an audience outside of Jackson Hole or partnering with local organizations or events, Visit Jackson Hole is the main representation of the destination. This overview of our brand strategy and identity helps ensure we consistently and authentically represent our brand together.



OUR BRAND PURPOSE

**WE BELIEVE IN THE POWER OF SELF-DISCOVERY, AND WE EXIST TO LET PEOPLE RECONNECT WITH THE PARTS OF THEMSELVES THE DAILY GRIND HAS COVERED OVER.**

OUR BRAND POSITIONING

# PROTECT YOUR WILD



# WHO WE'RE TALKING TO

Eco-conscious Experience Chaser Demographics

GENDER	Male	58%
	Female	42%
MARITAL STATUS	Married	13%
	Single	84%
	Divorced	3%
AGE	21–35	30%
	36–45	37%
	46–55	22%
	56–64	11%
HOUSEHOLD INCOME	\$75K–149K	0%
	\$150K–199K	37%
	\$200K–249K	31%
	\$250K–499K	23%
	\$500K+	9%

Eco-conscious Experience Chasers

They’re chasing travel greatness. They don’t just want a break, they want to wring every bit of richness and meaning out of their experience. And they’re willing to spend to get it. Part of what elevates good to great for them is a vacation that aligns with their values. They would like to travel more sustainably to more truly wild places. 83% are already on a mission to be more green in their life. They buy sustainable brands and have their act together at home but tend to let their guard down while on vacation. We need them to start taking ownership of their actions when they’re on vacation.

Jackson Residents

Locals who fear for the future of their home. They’re worried about the impact that overtourism is having on their beloved backyard.

A TRADITION OF CONSERVATION

# **SUSTAINABILITY IS MORE THAN A WELL-INTENTIONED INITIATIVE TO US. IT'S A WAY OF LIFE.**

Clean mountain air, vast open spaces where wildlife thrives, and streambeds filled with trout are only possible thanks to concerted efforts to keep them that way. We want people to ski our powder, fish our rivers, and run our trails—but we also expect them to leave no trace. It's important to emphasize sustainability everywhere our brand shows up.

# SDMP COMMUNITY VALUES

Our brand is the voice of our beloved home, and as such it has many jobs to do. It needs to motivate and educate, to protect and project the grandness of our land, our livelihood, our culture, and our people. The Sustainable Destination Management Plan (SDMP) outlines some of these commitments, and the next page outlines how our brand is built to flex across these situations.

## 01

### Environmental and Economic Stewardship

We recognize that our economic future depends on the protection of our natural environment—wildlife, water, wild lands, and ecological processes—and believe that environmental and economic sustainability go hand-in-hand.

## 02

### Managed Growth

We understand that seasonal visitation management is a key to sustainability and quality of life for our communities.

## 03

### Quality of Life for All

We know that for Teton County to be sustainable, it must address community infrastructure, housing, and transportation challenges.

## 04

### Education and Engagement

We know that communication of our history, challenges, values, and goals is critical to shaping visitor and resident attitudes and behaviors.

## 05

### Accessibility and Inclusion

We welcome everyone who shares our respect and admiration for Teton County.

## 06

### Collaboration and Harmony

We understand that sustainability begins with community agreement on a plan for the future.

# SDMP COMMUNICATION IMPERATIVES

Our brand is a vehicle for the behaviors and standards outlined in the SDMP, as well as for the destination itself. The SDMP dramatically informs how our brand goes to market, beginning with our personality and voice.

## Inspire Destination Travel

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Ignite the desire for adventure in Teton County by highlighting the aspects of adventure that are completely unique to Jackson Hole.

## Inform and Educate

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Lead locals, tourists, and partners to see themselves as part of the solution to creating a more sustainable future. Invite the focus on responsible tourism, sustainability, and conservation.

## Celebrate Our Culture

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Elevate the sustainability, arts and culture, wildlife, and history brand pillars. Lean into Jackson’s Western heritage.

## Align With the Travel Industry

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Be the unique, ownable voice of our destination that stakeholders want to rally behind, share, and amplify.

## Turn Locals Into Tourism Advocates

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We want locals and tourists to raise the bar in their care of Teton County.

# OUR BRAND PERSONALITY

Our brand personality best aligns with the Explorer archetype, with shades of the Citizen.

We are an Explorer in our fearlessness and grit, our urge to test boundaries, our raised eyebrow at the word “should.” We delight in discovering the unknown and unseen, and we approach the world with wonder.

The awe we feel in nature brings out our Citizen. We have a deep reverence for the land, for the challenge it offers, and the humility it instills in us. We seek to involve others in our mission to preserve it.

Fearlessness and Grit  
Urge to Test Boundaries  
Awestruck by Nature

## Explorer and Citizen

Deep Reverence for the Land  
Dedication to Preservation

# OUR VOICE

We have a voice that’s as distinctive as the place we call home. Where know-how meets can-do. Others march to the beat of their own drum; we march to nature’s. The wild is not confined by the norms of society, and when we’re immersed in it we find the edges of ourselves. We believe that cowboys don’t necessarily ride horses, adventures are an everyday sort of thing, and the campsite rule applies everywhere you set foot. We’re in awe of this place and we’re not afraid to show it.

While our personality doesn’t change, our voice adapts to various situations.

When we are motivating and marketing, we are:

01 **Knowing** but not preachy.

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02 **Wild** but not reckless.

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03 **Daring** but not foolish.

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04 **Editorial** but not too polished.

---

05 **Rugged** but not harsh.

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06 **Premium** but not superior.

---

07 **No-nonsense** but not conventional.

# MOUNTAIN GUIDE PERSONA

When educating and informing, we take on the persona of the Mountain Guide.

The Mountain Guide embodies passionate devotion to sharing the places and activities that inspire. They teach others how to respect, enjoy, and connect to the natural world. They’re knowledgeable, helpful, humble, and immersed in the culture of their craft. And we all wish, just a little bit, that we could be like them.

## Grounded

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Humbled by the greatness of the outdoors and respectful of the fragility and power of the natural world.

## Expert

---

Knowledgeable and skilled in every aspect of their craft with the lived experience to back it up; always prepared for whatever may arise.

## Helpful

---

Provides coaching and instructions on how to have an adventurous, fun, and safe experience.

## Stoked

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Energized by nature and enthusiastic about sharing their knowledge and passion with others.

## Steward

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Genuinely connected to the people, environment, character, and culture that define what makes a place special; represents the local culture of respect and responsibility.

# HEADLINE EXAMPLES

Tips

Always lean into nature. Keep headlines succinct. Avoid try-hard puns. Stay away from cowboy and western clichés. Have fun.

BLACK SHEEP ROAM FREELY HERE.



JACKSON HOLE  
STAY WILD.

Discover a natural habitat for thrill seekers and true sports. VisitJacksonHole.com

NOT ALL COWBOYS RIDE HORSES.



JACKSON HOLE  
STAY WILD.

Freedom is an open trail covered in fresh powder. VisitJacksonHole.com

OUR VERSION OF DOWNTIME.



JACKSON HOLE  
STAY WILD.

VisitJacksonHole.com

PREPARE TO FEEL SMALL.



DISCOVER MORE >>

JACKSON HOLE  
STAY WILD.



HARDEST WORKING GRAVITY IN AMERICA.

JACKSON HOLE  
STAY WILD.

What you see is what you get: rugged, untamed and free. VisitJacksonHole.com

HOW MANY LIKES IS A PATCH OF DEAD WILDFLOWERS WORTH?



JACKSON HOLE  
STAY WILD.

VisitJacksonHole.com

WE LIKE OUR DIAMONDS UNPOLISHED.



DISCOVER MORE >>

JACKSON HOLE  
STAY WILD.

FIVE STAR HOTELS. FIVE MILLION STAR SKIES.



DISCOVER MORE >>

JACKSON HOLE  
STAY WILD.

JACKSON HOLE

BRAND GUIDELINES

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# SEASONS

The seasons here don't follow the same rules as everywhere else. Here's how we define them and how to best represent them photographically.

**FALL:** September–October



**WINTER:** November–March



**SPRING:** April–May



**SUMMER:** June–August



# LOGO SYSTEM

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JHTTB LOGO

JACKSON  
HOLE Travel  
& Tourism  
Board



# JHTTB LOGO

The JHTTB logo should only appear in black and white.

Usage

The JHTTB logo should be used to represent the JHTTB when an event or project has been funded by the Board, in JHTTB news and newsletters, and on the Industry. VisitJacksonHole.com website.

The JHTTB logo should never be locked up with Stay Wild or any other campaign taglines.



Minimum Size

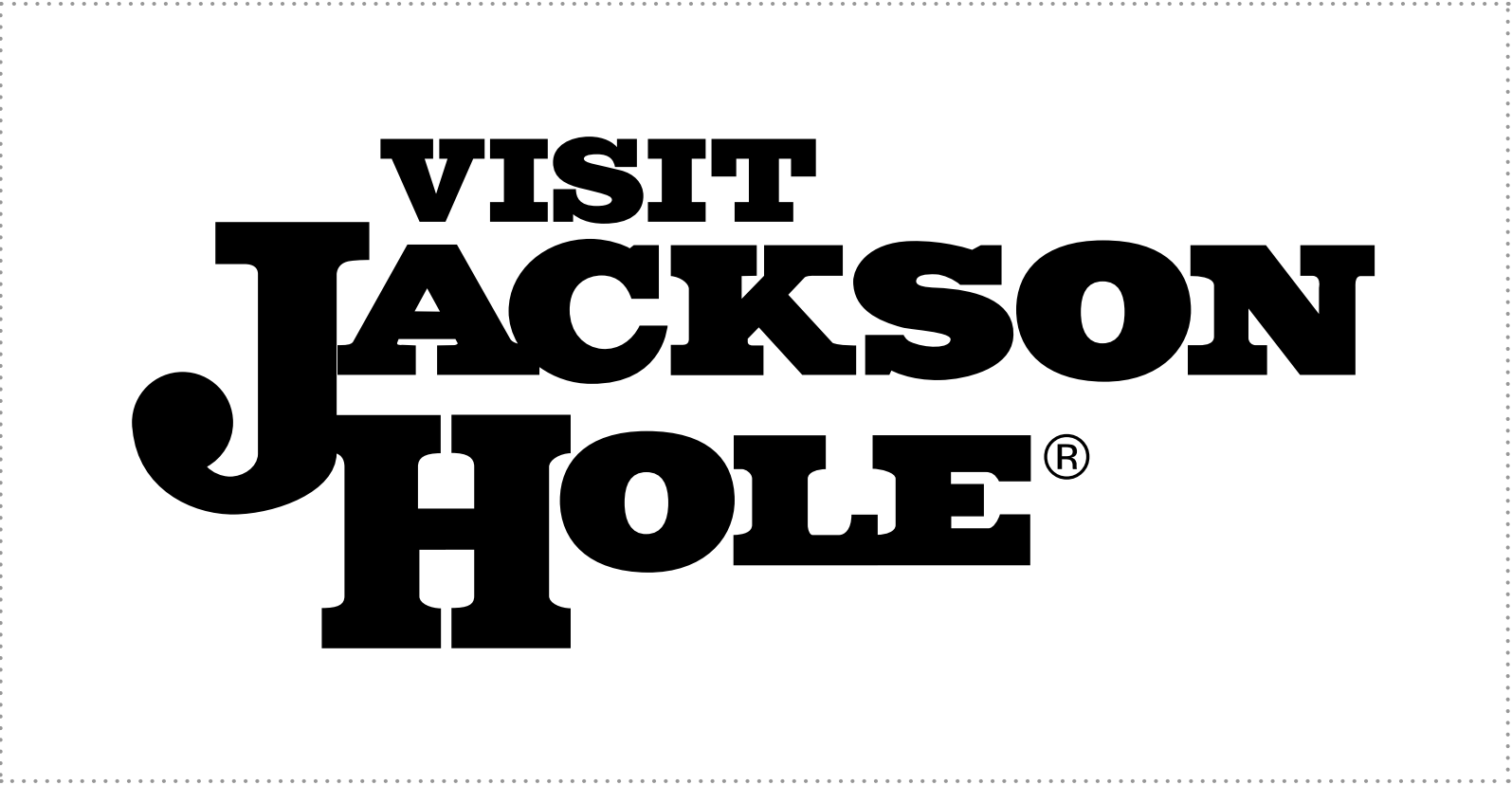


Print: 1.5"



Digital: 200px

# VISIT JACKSON HOLE LOGO



LOGO SYSTEM

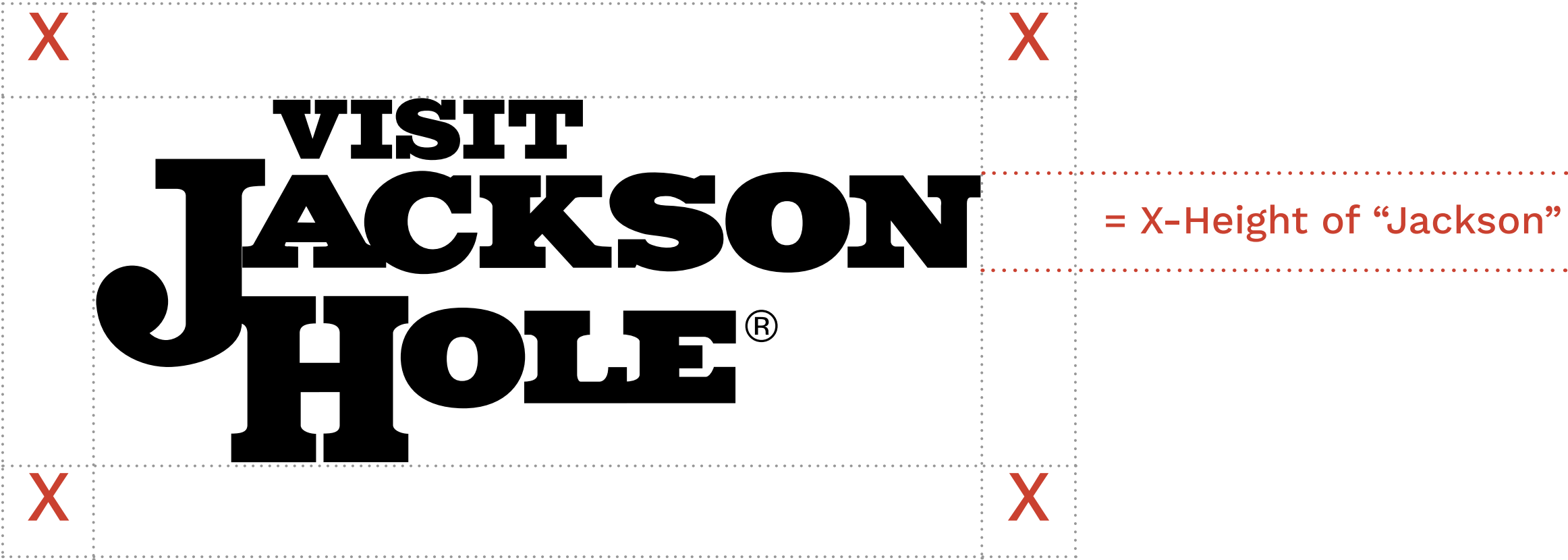
# VISIT JACKSON HOLE LOGO

The Visit Jackson Hole logo should only appear in black and white.

Usage

The Visit Jackson Hole logo should only be used for brand-owned channels, consumer-facing materials, trade shows, and on the VisitJacksonHole.com website.

Do not remove “Visit” from the logo. This version belongs exclusively to Jackson Hole Mountain Resort. The two brands are not linked in any way.



Minimum Size



Print: 1.5"



Digital: 200px

VISIT JACKSON  
HOLE STAY WILD  
LOGO



LOGO SYSTEM

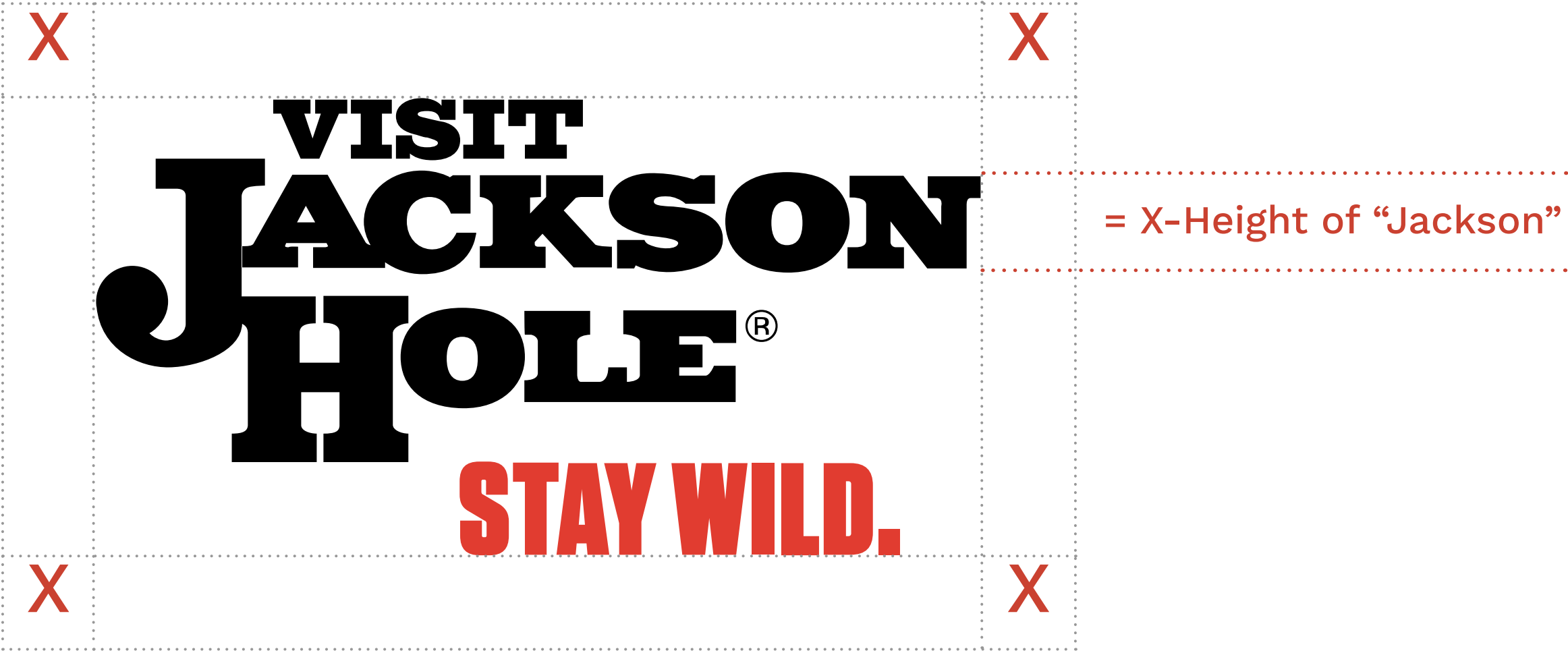
# VISIT JACKSON HOLE STAY WILD LOGO

The Visit Jackson Hole wordmark should only appear in black and white, with the Stay Wild tagline appearing only in red.

Usage

The Jackson Hole Stay Wild logo should only be used in consumer-facing materials with the intent to drive tourism.

Do not remove “Visit” or the Stay Wild tagline from the logo. This version belongs exclusively to Jackson Hole Mountain Resort. The two brands are not linked in any way.



Minimum Size



Print: 1.5"



Digital: 200px

LOGO SYSTEM

STAY WILD  
TAGLINE

The Stay Wild tagline should only appear in black or red.

Horizontal Usage

The horizontal Stay Wild tagline should only be used with the Jackson Hole logo lockup.

Vertical Usage

The vertical Stay Wild tagline should only be used in the VisitJacksonHole.com website footer.

Horizontal

STAY WILD.

STAY WILD.

Vertical

STAY  
WILD.

STAY  
WILD.

# INCORRECT LOGO USAGE

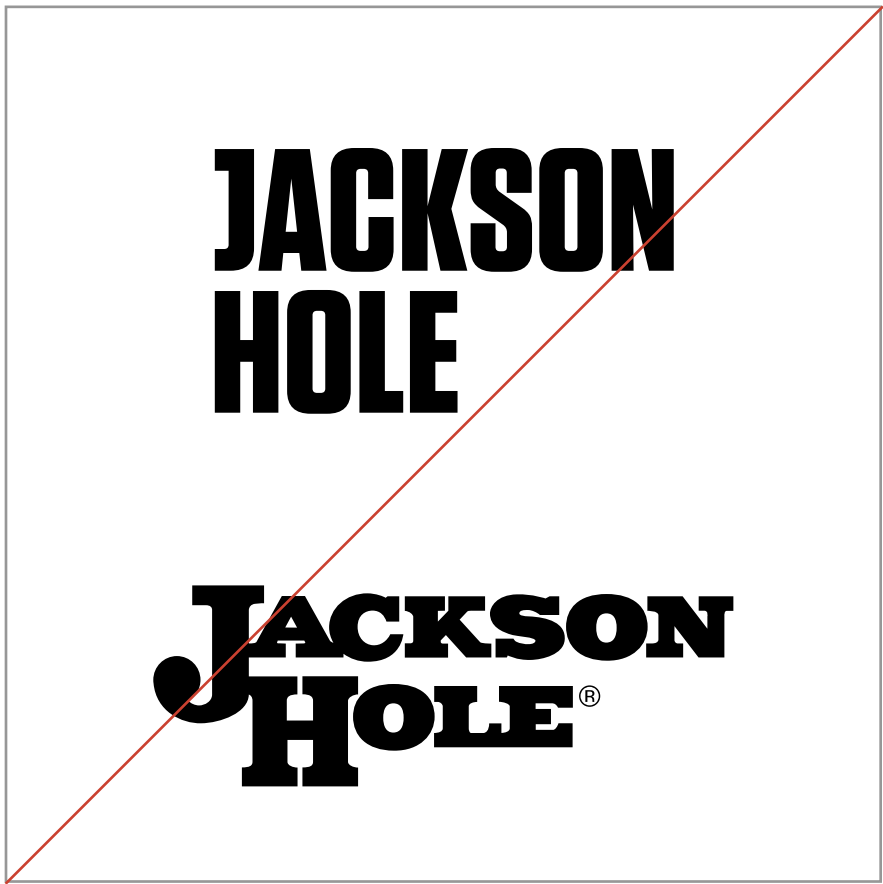
- Don't use unapproved colors
- Don't replace or alter logo typography
- Don't separate elements of the logo
- Don't stretch, skew, rotate, or add effects



Don't use unapproved colors



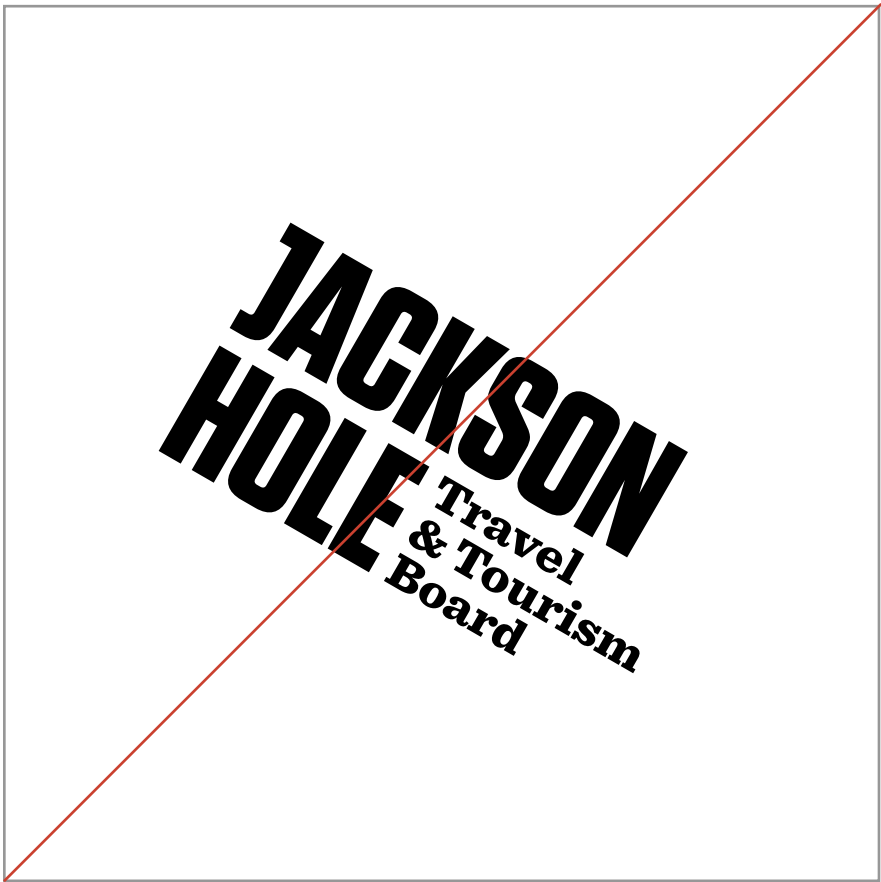
Don't replace or alter typography



Don't separate elements



Don't stretch or skew when scaling



Don't rotate the logo



Don't add effects

# PARTNER LOGO USAGE

Instructions

When collaborating with partners, lock up partner logos to the right of the JHTTB logo with a black divider line\* equal to the height of the wordmark.

Partner logos are sized to be equal to and centered with the JHTTB logo.

\*The divider line is a 1pt black stroke with clear space.



Jackson Hole Chamber of Commerce



Friends of the Bridger-Teton



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Jackson Hole Chamber of Commerce



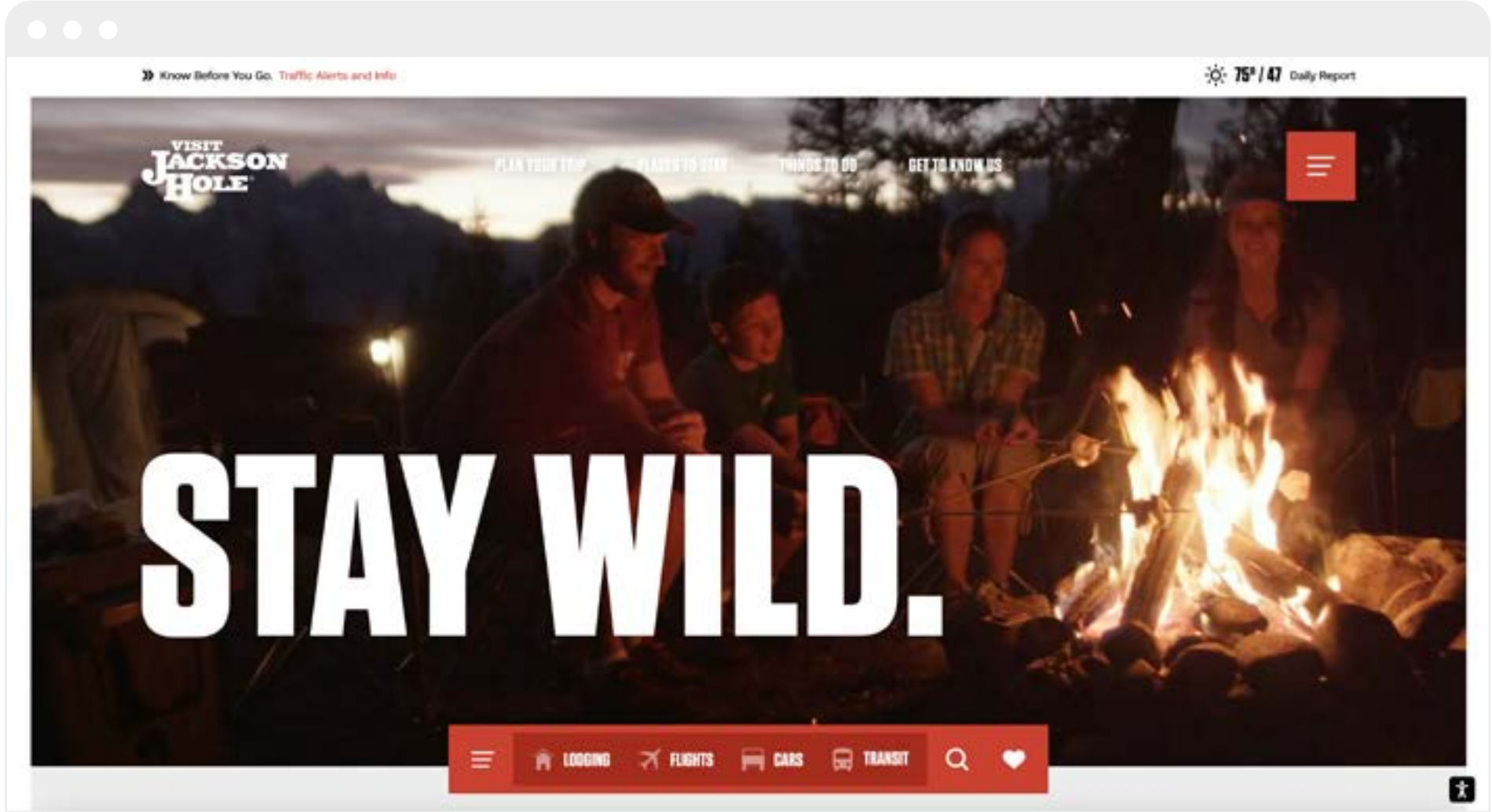
Friends of the Bridger-Teton



# LOGO USAGE EXAMPLES



# LOGO USAGE EXAMPLES



# VISUAL SYSTEM

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# COLOR PALETTE

Primary Colors

Black, red, white, and light gray are the primary colors used throughout our creative.

**Black:** Use for logos, primary headlines, body copy, backgrounds, and iconography.

**Red:** Use for Stay Wild tagline, call-to-action buttons, secondary headlines, and data visualizations.

**White:** Use for headlines, backgrounds, and iconography.

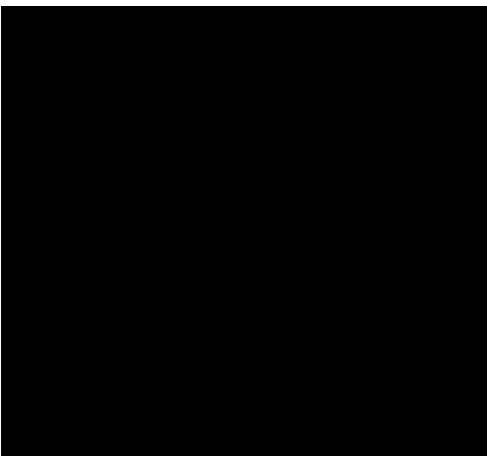
**Light Gray:** Use for backgrounds and data visualizations.

Secondary Colors

Our secondary colors are used as accents when primary colors need visual support. Use in situations such as numbered lists, data visualizations, or background floods.

Do not create additional tints or shades of these provided colors.

PRIMARY



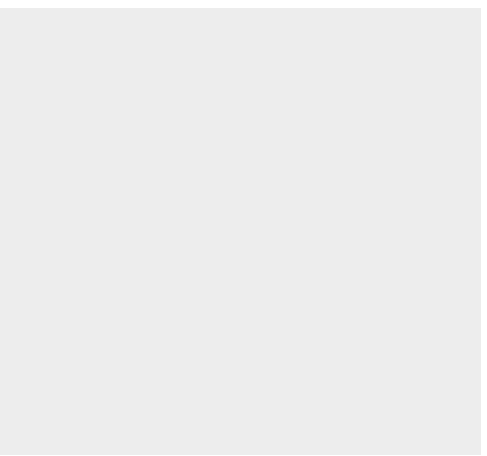
**BLACK**  
C0 M0 Y0 K100  
R0 G0 B0  
HEX 000000



**RED**  
PMS 179C  
C0 M87 Y85 K100  
R202 G65 B48  
HEX CA4130



**WHITE**  
C0 M0 Y0 K0  
R255 G255 B255  
HEX FFFFFFFF



**LIGHT GRAY**  
C0 M0 Y0 K7  
R237 G237 B237  
HEX EDEDED

SECONDARY



**DARKEST GRAY**  
C0 M0 Y0 K86  
R35 G35 B35  
HEX 232323



**DARK RED**  
C24 M94 Y100 K18  
R165 G44 B29  
HEX A52C1D



**GREEN**  
C69 M44 Y67 K29  
R74 G97 B79  
HEX 4A614F



**BLUE**  
C74 M49 Y24 K3  
R81 G118 B154  
HEX 51769A



**DARK GRAY**  
C0 M0 Y0 K73  
R68 G68 B68  
HEX 444444



**GRAY**  
C0 M0 Y0 K41  
R151 G151 B151  
HEX 979797



**LIGHT GREEN**  
C52 M34 Y47 K4  
R129 G144 B133  
HEX 819085



**LIGHT BLUE**  
C51 M30 Y18 K0  
R133 G159 B184  
HEX 859FB8

# WCAG 2.1 ACCESSIBILITY GUIDELINES

The following color combinations have a ratio of 4.5:1, which passes Web Content Accessibility Guidelines compliance for normal text sizes.

[illegible]

# TYPOGRAPHY

Primary Campaign Font

Tungsten Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Primary Subhead Font

Sentinel Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Primary Body Copy Font

Work Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

# TYPOGRAPHY HIERARCHY

Tungsten Watchout

When using Tungsten Bold at smaller sizes, the leading needs to be smaller than at larger sizes to look optically correct. When creating headlines, manually adjust the leading based on text size.

Headline Leading Examples

- 48pt text = 41pt leading (-7)
- 60pt text = 50pt leading (-10)
- 100pt text = 85pt leading (-15)
- 170pt text = 140pt leading (-30)

Overline Text

Work Sans SemiBold  
All Caps, +100 Tracking

WAYFINDING OVERLINE

Headline

Tungsten Bold  
All Caps, -15 Leading  
Left Justified

TUNGSTEN BOLD IS  
USED FOR HEADLINES

Subhead

Sentinel Medium  
Sentence Case  
+6 Leading

Sentinel Medium is used for secondary headings. Short headlines should be set in title case. Long headlines should be set in sentence case.

Body Copy

Work Sans Regular  
Sentence Case

Work Sans Regular is used for body copy. Body copy should only appear in black. When emphasis is needed, use **Work Sans Bold** in the same type size.

Alt Body Copy

Sentinel Book  
Sentence Case

Sentinel Book is an alternate font that can be used for body copy. It should only appear in black. When emphasis is needed, use **Sentinel Bold** in the same type size.

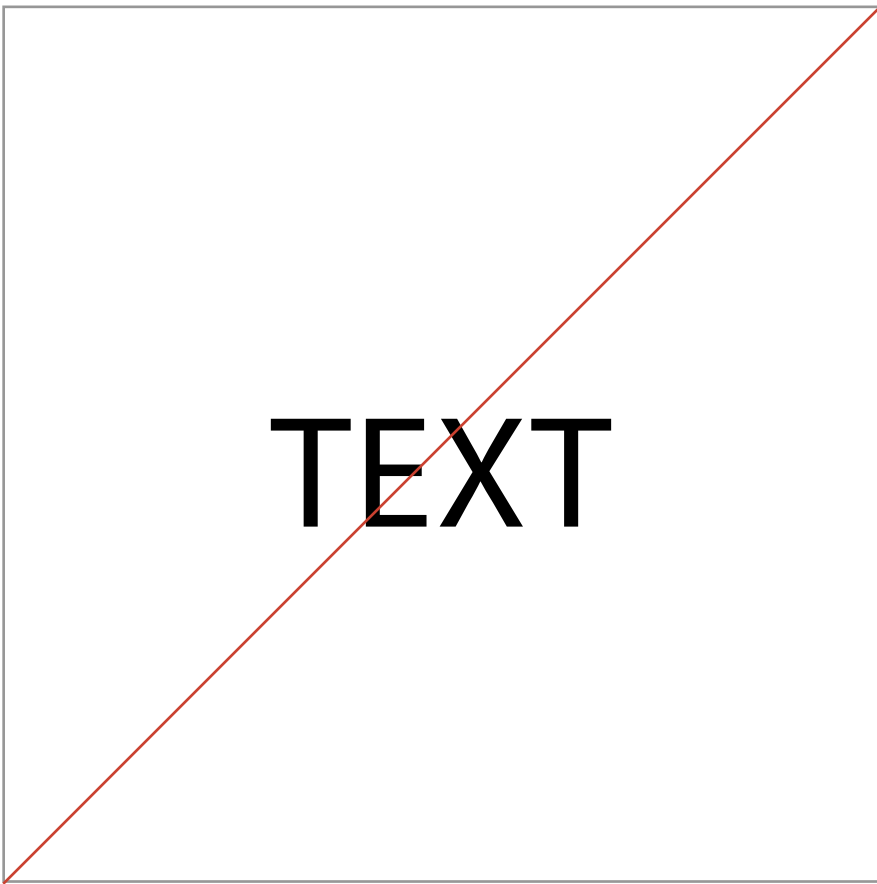
CTA Button

Tungsten Bold  
All Caps, +10 Tracking  
2px Corner Rounding



# TYPOGRAPHY MISUSE

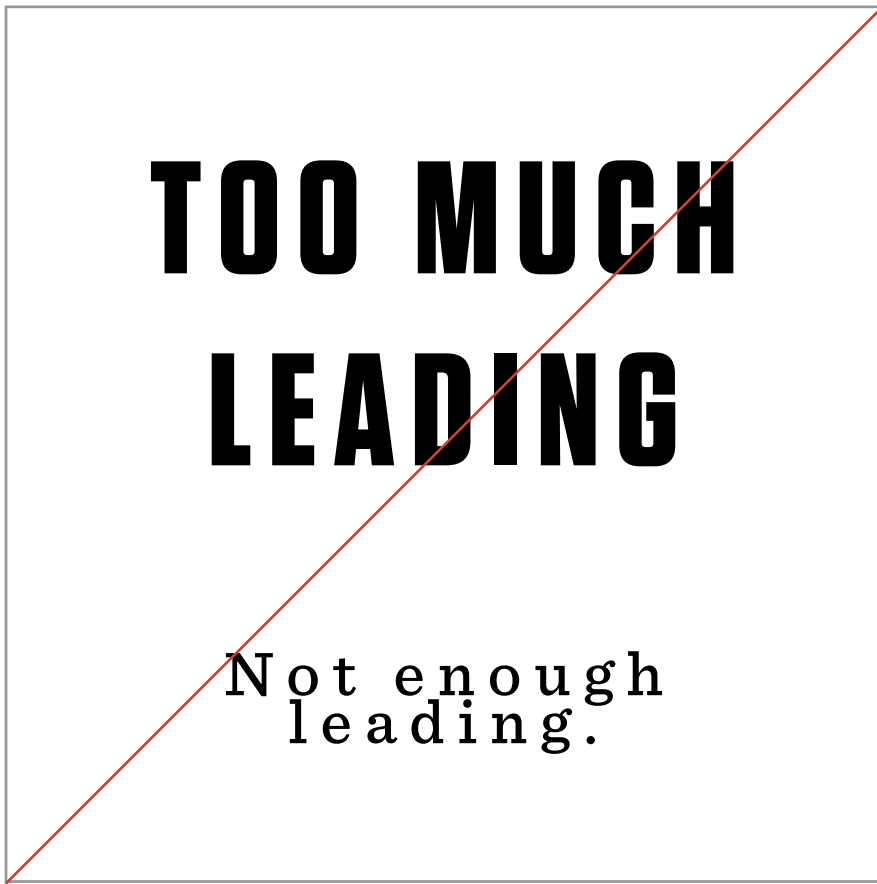
Follow the specified typography hierarchy outlined on the previous page.



Don't use unapproved typefaces



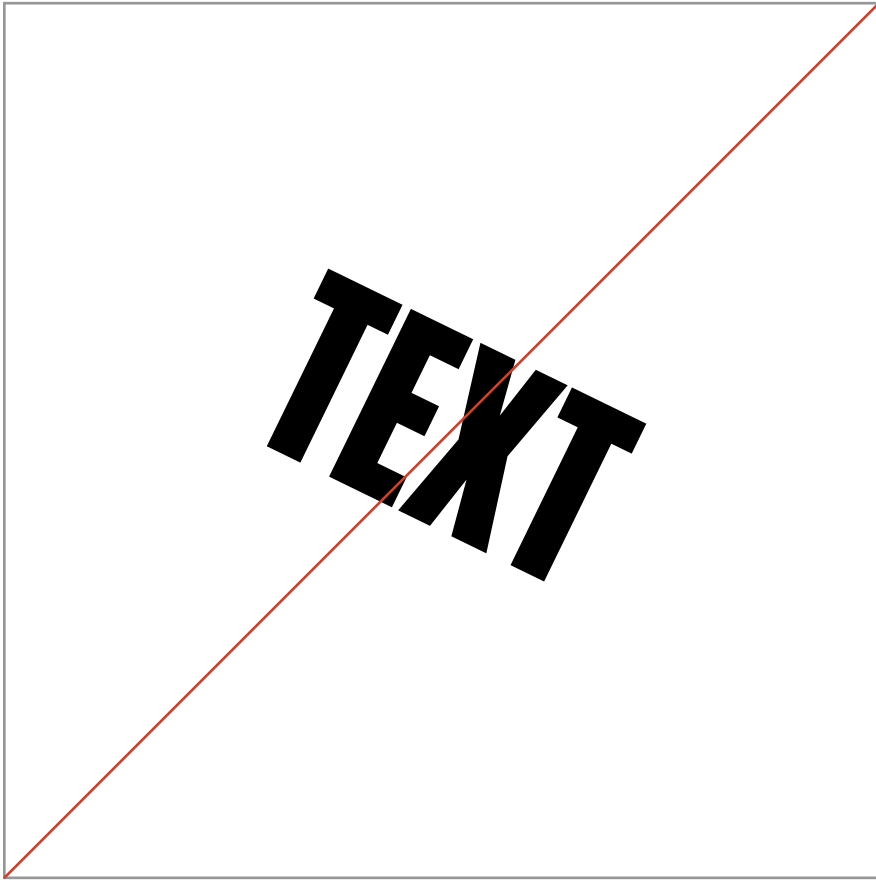
Don't use incorrect tracking



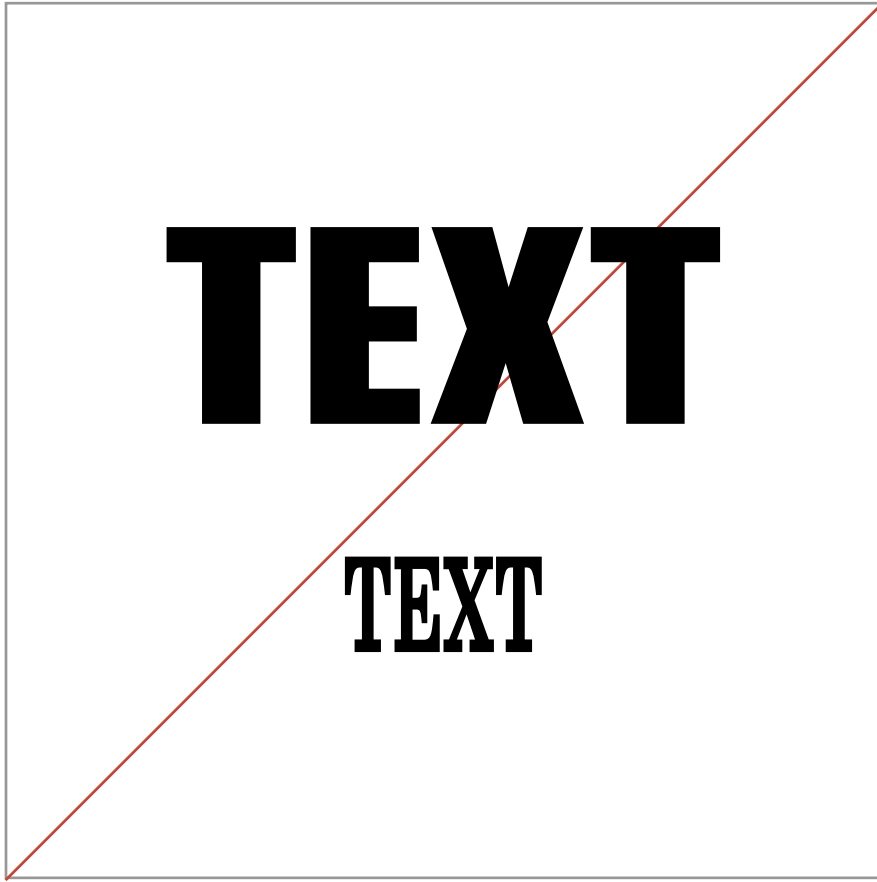
Don't use incorrect leading



Don't use incorrect font weights



Don't rotate text



Don't skew text when scaling

# ICONOGRAPHY

### Icon Usage

Call-to-action icons should only be used on the VisitJacksonHole.com website.

Categorical icons should be used to support copy or provide wayfinding in documents such as the annual report or on the VisitJacksonHole.com website.

### Icon Style

Our icons are simple, geometric, and one color. Icons should appear only in black and white.

When creating new icons, do not introduce line-based illustrations, multi-color treatments, or literal depictions of people and actions.

### Minimum Size

Print: 0.5"

Digital: 48px

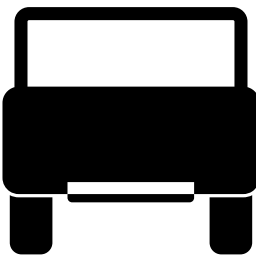
### Call-to-Action Icons



Lodging



Flights



Cars

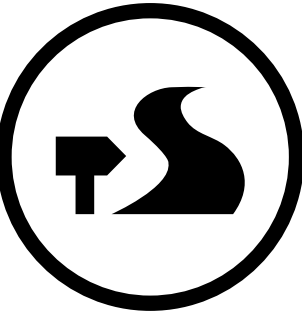


Transit

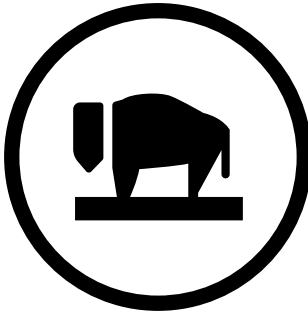
### Categorical Icons



Forest/Habitat



Trails



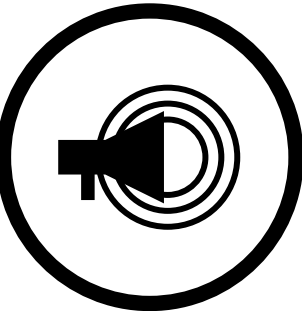
Wildlife



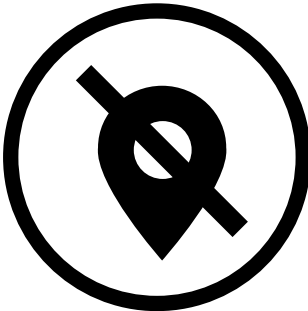
Public Transit



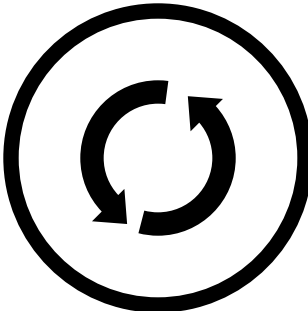
Backcountry Safety



Educate



Tag Responsibly



Reduce and Recycle

Icons in circles can be reversed to have solid black backgrounds.



# PHOTOGRAPHY OVERVIEW

## Creative Direction

Photography should depict vibrant, colorful, and clear compositions. When selecting images, keep the following in mind:

- Show the Tetons as much as possible
- Include diverse humanity or wildlife
- Depict “big nature, small humanity”
- Ensure the image supports the copy



# PHOTOGRAPHY BEST PRACTICES

## Do

- Show people enjoying activities in the environment
- Show people at the designated safe distance from wildlife such as bears, wolves, elk, and bison
- Represent responsible behavior when showing people recreating in nature
- Select imagery that's only been shot in Jackson Hole or Teton County

## Don't

- Mirror or flip imagery of the Tetons; they have an iconic shape that should not be altered in any way
- Use imagery that's too staged or posed to look unnatural
- Use imagery of people performing irresponsible or damaging behavior, including picking flowers, collecting rocks, carving tree parks, camping in undesignated areas, driving off road, etc.

DO: Show candid humanity



DO: Show images of the Tetons



DON'T: Show staged humanity



DON'T: Mirror images of the Tetons



# PHOTOGRAPHY BEST PRACTICES

## Do

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- Show people at the designated safe distance from wildlife such as bears, wolves, elk, and bison
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- Use imagery of people performing irresponsible or damaging behavior, including picking flowers, collecting rocks, carving tree parks, camping in undesignated areas, driving off road, etc.

DO: Show people at a safe distance from wildlife



DO: Show people on designated paths



DO: Show people candidly engaging in activities



DO: Show people camping at legal campsites with fire pits



# PHOTOGRAPHY AND VIDEOGRAPHY EDITING GUIDE

Creative Direction

- When editing photography or color-grading video, adhere to the exposure, contrast, and saturation examples shown at right

DO: Use natural tones, balanced contrast, and correct exposure



DON'T: Use unnatural tones, too much contrast, or overexposure



DON'T: Use oversaturated tones, too little contrast, or underexposure



# VIDEOGRAPHY

Video End Cards

- Video end cards must end with the Visit Jackson Hole Stay Wild logo animation, call to action, or tagline
- Only use Tungsten Bold when adding call-to-action text
- Campaign logo lockups are permitted instead of Tungsten text if applicable (e.g., selfie control)

Video Supers

- Tungsten Bold should be the primary font used for supers. Sentinel is permitted as a secondary font.

Video End Card Example




# SOCIAL MEDIA


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# HOW WE SHOW UP

Visit Jackson Hole shows up on three social platforms: Facebook, Instagram, and YouTube. The Mountain Guide persona grounds the tone of voice on our channels. We use the Visit Jackson Hole social footprint to educate and inspire our followers throughout the trip-planning process.

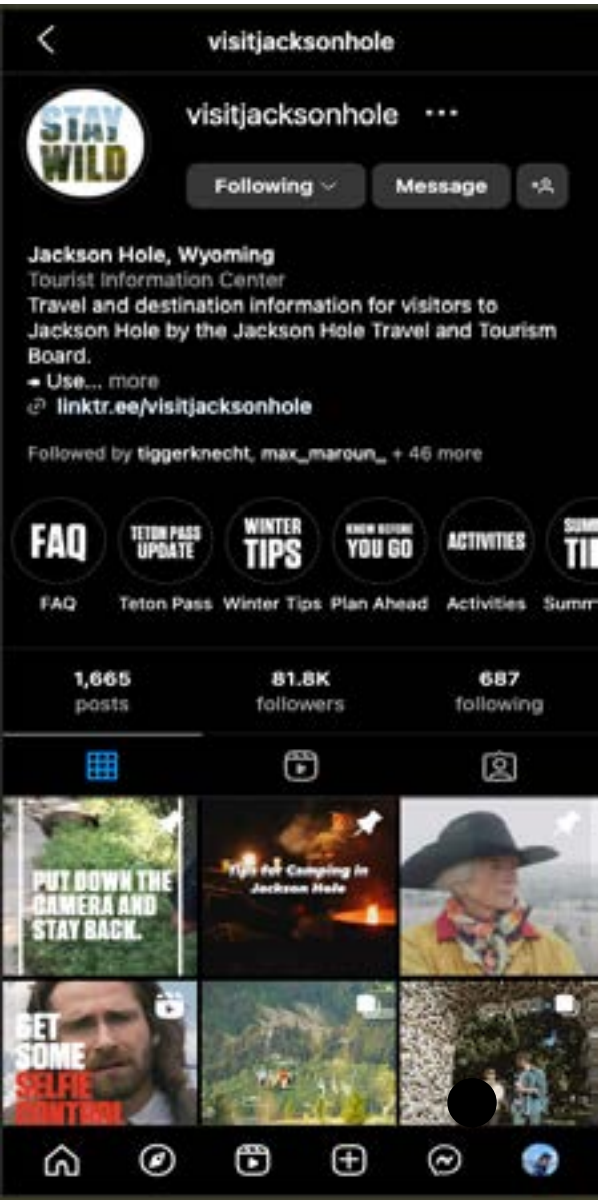
 VISITJH

 VISITJACKSONHOLE

 @VISITJACKSONHOLE

Our Branded Hashtags

- #VisitJacksonHole
- #StayWild
- #TagResponsibly





**CONTACTS:**

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