



JACKSON HOLE TRAVEL & TOURISM BOARD

Annual Report | Fiscal Year 2024

July 2023–June 2024



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A LETTER FROM OUR BOARD CHAIR



June 13, 2024, marked my final meeting as a member of the Jackson Hole Travel & Tourism Board (JHTTB). I think back to when I was first appointed to the Board in 2018, before the pandemic, before Teton County experienced a 71% increase in visitation in one summer, before a Sustainable Destination Management Plan was created, and before the diverse members of our Destination Stewardship Council convened to leverage the power of travel and tourism to create positive impacts for Jackson Hole. During my tenure on the Board, and more recently as Board Chair for the past two years, there have been numerous times when I was so focused on our future goals that I did not take a moment to lift my head and marvel at how far we have come. However, as I sat in the meeting on June 13, I was filled with immense pride for all the JHTTB and our community have achieved over the past six years.

In January 2023, the JHTTB formed a Destination Stewardship Council (DSC) to oversee and support the implementation of the Sustainable Destination Management Plan (SDMP). Phase I of the SDMP

had 18 priority actions, and, thanks to the work and dedication of DSC members, 12 have been completed and five are in progress or ongoing. This group continues to meet monthly and has already made great progress on Phase II initiatives.

Between July 1, 2023, and June 30, 2024, the JHTTB awarded just over \$1 million to community organizations for marketing, visitor management, and destination development projects. The impacts of these partnerships, including those with Friends of the Bridger Teton, JH Nordic Alliance, KHOL, and many others, are detailed within this report. Additionally, \$1.8 million was awarded in sponsorships for events in Teton County throughout the fall, winter, and spring. If you attended a Winter People's Market, Glow Nights, Pedigree Stagesop Dog Sled Race, or Rendezvous Spring Festival and left with a smile, it is a testament to the effective allocation of lodging tax funds back into our community.

However, the foundational purpose of lodging tax funds is to share our unique story of who Jackson

Hole is with a national and international audience. Over the past year, we have evolved our marketing campaigns to reflect the most authentic voice possible - yours. The JHTTB developed the Mountain of Youth campaign, which featured six locals who showcased their love and stewardship of this special place. Our Mountain of Youth locals - Bill Briggs, Jane Gollither, Zahan Billimoria, Leslie Steen, Bryan Iguchi, and Kira Brazinski - wove a narrative from their love for the valley to their respect for the land to the untamed spirit that keeps them young and back to their connection to this place. It's an ethos that resonates with many locals, and as the JHTTB, we encourage our visitors to embrace it.

The summer of 2024 marked the first time the JHTTB developed a summer campaign, focused on visitor management and wildlife safety. To mitigate dangerous human-wildlife interactions, the JHTTB developed Selfie Control - a reminder that while viewing and photographing wildlife is permissible, maintaining the appropriate distance is mandatory, not merely a suggestion. The campaign, along with

the Instagram Filter designed to help users judge safe distances, garnered over 1 billion impressions and was featured in media coverage worldwide.

While this Annual Report showcases the remarkable efforts of our dedicated volunteer Board Members, contractors, and partners, it represents just a moment in our ongoing journey. I invite you to look back on our past endeavors to understand the depth and purpose of our work. It has been a true honor to work alongside such a dedicated and supportive community. I am profoundly grateful for the Board Members with whom I had the privilege to serve, and I have immense appreciation for those who will carry our mission forward.

With gratitude,

Erik Dombroski
JHTTB Board Chair

MEET THE JHTTB



Erik Dombroski
Board Chair
Events Committee
The Yarrow Group



Mary Bess
Vice Chair
Sustainability Committee
JH Wildlife Safaris



Julie Calder
Secretary
Marketing Committee
JHMR



Mike Geraci
Treasurer
Marketing Committee
DRMG



Sheila Isanaka
Events & Sustainability Committee
Harvard School of Public Health



Sam Pope
Marketing Committee
Pope Productions



Shelby Scharp
Events Committee
Flat Creek Ranch

LODGING TAX

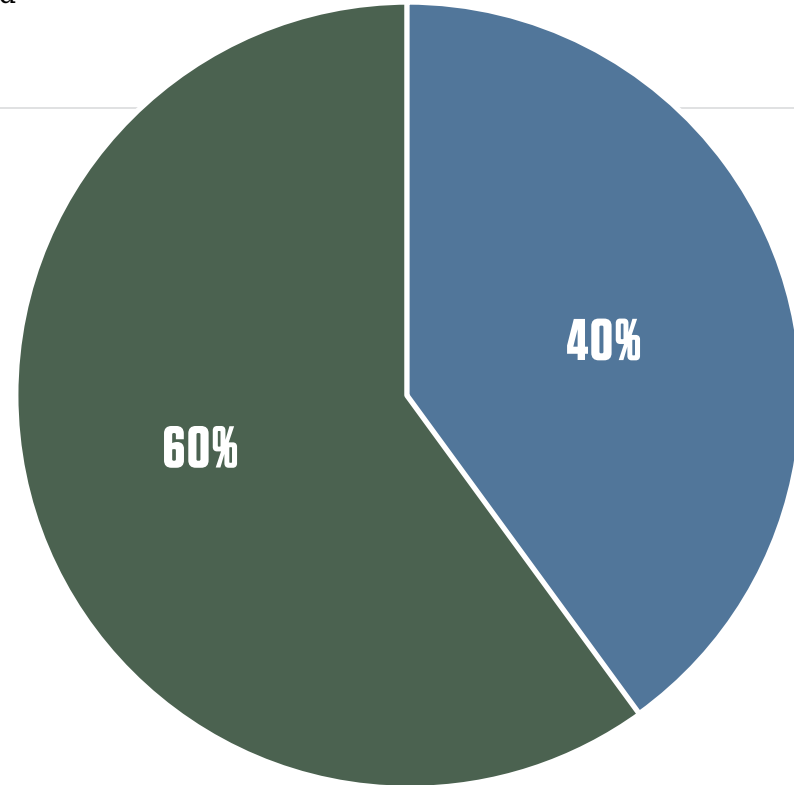
In the state of Wyoming, a 5% lodging tax is collected on overnight stays at hotels, motels, RV parks, campgrounds, guest ranches, rental properties, and other lodging facilities. 3% is remitted to the state and used to fund the Wyoming Office of Tourism (WOT). The remaining 2% stays in Teton County, with 60% of these funds managed by the Jackson Hole Travel & Tourism Board (JHTTB) and 40% managed by the Town of Jackson and Teton County.

\$10,832,694.95

Total lodging tax receipts from July 2023 - June 2024

Jackson Hole
Travel & Tourism Board*

\$6,499,616.97



Town and County

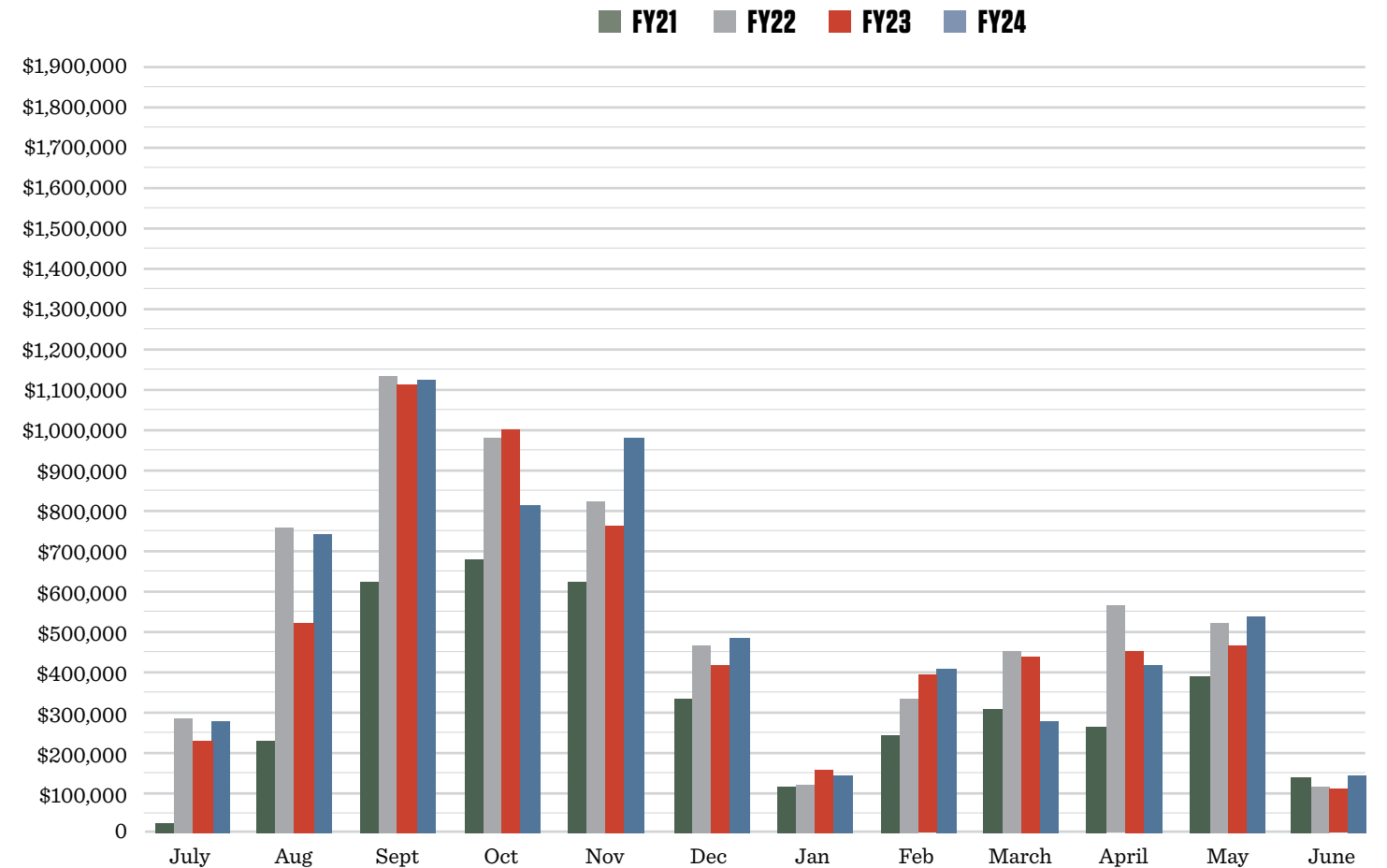
\$4,333,077.93

SOURCE: LODGING TAX RECEIPTS

JHTTB Lodging Tax Collection and Growth

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

MONTH	FY21	FY22	FY23	FY24	GROWTH FY22	GROWTH FY23	GROWTH FY24
July	\$45,164.94	\$289,768.90	\$227,534.86	\$289,172.65	541.59%	-21.48%	27.09%
August	\$222,251.87	\$750,611.73	\$526,747.67	\$745,807.21	237.73%	-29.82%	41.59%
September	\$621,405.15	\$1,167,252.74	\$1,056,756.34	\$1,114,458.01	87.84%	-9.47%	9.47%
October	\$695,976.34	\$991,337.20	\$1,035,675.20	\$835,098.31	42.44%	4.47%	4.47%
November	\$636,968.10	\$822,991.73	\$760,056.10	\$993,160.33	29.20%	-7.65%	30.67%
December	\$340,534.23	\$462,241.84	\$425,215.25	\$480,818.06	35.74%	-8.01%	13.08%
January	\$121,336.76	\$122,444.68	\$152,705.24	\$149,502.08	0.91%	24.71%	2.10%
February	\$248,344.51	\$373,678.46	\$392,963.79	\$403,774.22	50.47%	5.16%	2.75%
March	\$306,369.22	\$450,388.15	\$443,468.30	\$370,935.25	47.01%	-1.54%	16.36%
April	\$368,116.43	\$571,212.27	\$455,878.34	\$426,348.22	55.17%	-20.19%	6.48%
May	\$380,739.65	\$523,109.45	\$463,272.53	\$545,170.66	37.39%	-11.44%	17.68%
June	\$143,605.03	\$128,687.63	\$116,848.09	\$145,371.98	-10.39%	-9.20%	24.41%
TOTAL	\$4,130,812.24	\$6,653,724.77	\$6,057,121.72	\$6,499,616.90	61.07%	-8.97%	7.31%



JHTTB Lodging Tax Allocation

\$8,996,027

Total Allocated Budget

Local Communications and Media

1% | \$397,319

Operational Expenses

5% | \$515,850

Community Partnership Grants

14% | \$1,164,327

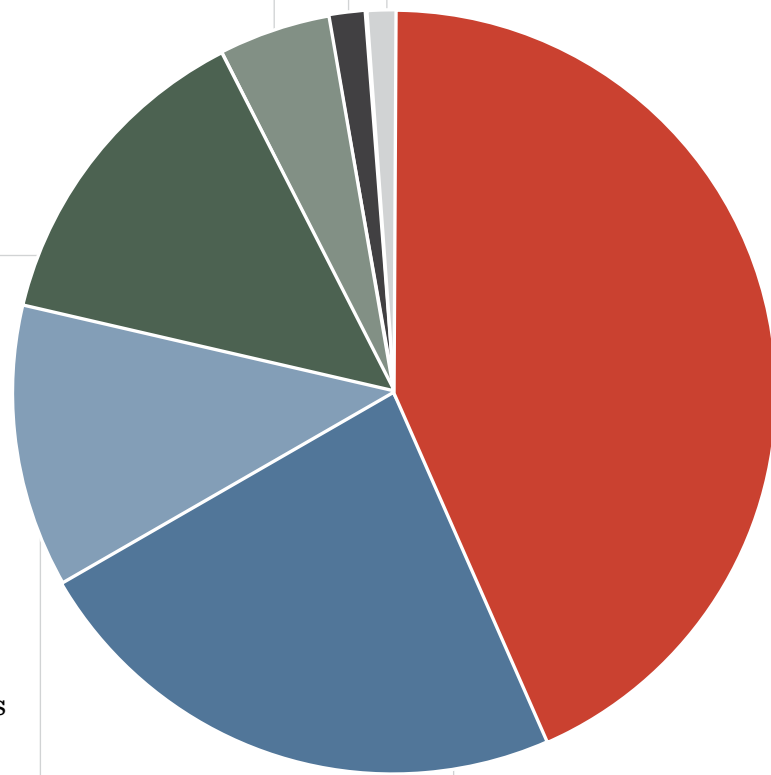
Visitor Services & Destination Global Sales

12% | \$1,050,000

Sustainable Destination Management Plan (SDMP)
>1% | \$104,555

Destination Marketing, Advertising & Education
43% | \$3,687,030

Community Event Funding & Program Management
24% | \$2,076,946



*FY24 JHTTB budget exceeds FY24 JHTTB lodging tax collections because funds were carried over from previous years. Excess expenses are covered through the strategic spend down of reserves.

Teton County Lodging Tax Allocation

\$2,622,750

Total County Allocation

Fire and Emergency Medical Services

6% | \$150,000

Parks and Recreation

14% | \$355,000

Grand Targhee Resort

3% | \$75,000

Historical Society and Museum

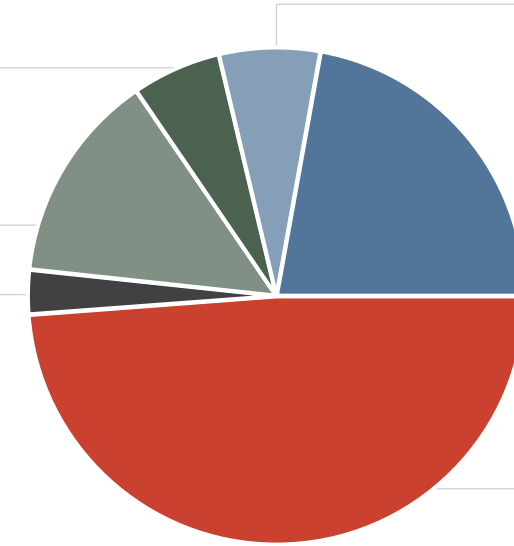
6% | \$170,000

General Fund

22% | \$612,750

Public Transportation

49% | \$1,260,000



Town of Jackson Lodging Tax Allocation

\$2,491,138

Total Town Allocation

Pathways

2% | \$47,301

Parks and Recreation

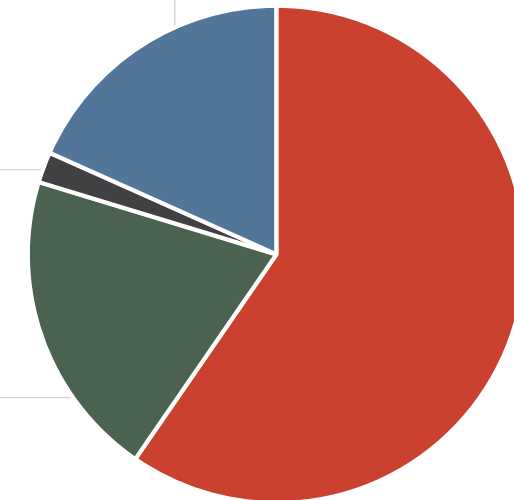
20% | \$500,000

Public Safety

18% | \$484,650

Public Transportation

60% | \$1,459,187



*Lodging tax allocation exceeds lodging tax collection for FY24 because funds were carried over from previous years.

TOURISM AT WORK FOR OUR ECONOMY



In 2023, travel to Teton County, WY contributed:

\$1.688 BILLION

travel-generated spending in Teton County, WY

8,198

travel-supported jobs for \$492 million total earnings

\$98.7 MILLION

visitor-paid taxes to support local services & infrastructure

10.6%

increase from 2022

13.3%

increase from 2022

6.2%

increase from 2022

\$9,833

without visitor-paid taxes, each household in Teton County, WY would have to pay an additional \$9,833 in taxes to retain the same level of public services

Tourism is Teton County’s number one economic driver. In 2023, visitors produced over \$1.688 billion in travel-related spending for local businesses in Teton County, WY.

Teton County’s travel industry funded 8,198 local jobs and \$492 million in salaries and wages. 68% of the money earned locally stays in Teton County, contributing to the overall health and well-being of local businesses and ensuring a vibrant and enduring year-round economy.

Tourism is Wyoming’s second largest industry and a resilient economic engine for the state. Through strategic planning at the state and local level, travel to Wyoming can fund our communities while protecting our natural resources. The sustainable travel industry is expected to grow 23.8% in the next ten years, making it a \$12 trillion global industry by 2034.



In 2023, travel to Teton County, WY contributed \$98.7 million in taxes through local and state sales and lodging tax.

Tourism to Jackson Hole doesn’t just fund the hospitality industry. Visitor-paid taxes contribute to community services like public safety, transportation, pathways, and parks and recreation. In addition, the Jackson Hole Travel & Tourism Board uses visitor-paid lodging tax to improve visitor behavior and reduce tourism’s footprint on the environment.

SOURCES: DEAN RUNYAN ASSOCIATES 2023 ECONOMIC IMPACT OF TRAVEL IN WYOMING, LODGING TAX RECEIPTS, SUSTAINABLE TOURISM MARKETING DATA

TOURISM AT WORK FOR OUR ENVIRONMENT



The Jackson Hole Travel & Tourism Board is harnessing the power of tourism to protect our natural resources. Not only does the JHTTB use visitor-paid lodging tax to fund environmental protection efforts, the JHTTB also directly communicates responsible visitation practices and expectations with incoming and in-destination visitors to ensure they are respectful stewards of these lands.



WILDLIFE SAFETY

Through partnerships with Friends of Bridger-Teton, Being Wild Jackson Hole, and the Jackson Hole Travel & Tourism Board's Selfie Control campaign, lodging tax funding directly contributed to decreased human-wildlife conflict and increased visitor education regarding wildlife safety.

FIRE PREVENTION

Through Teton County Fire EMS and Friends of Bridger-Teton, lodging tax funding can be directly attributed to zero human-caused wildfires in fiscal year 2024, boots-on-the-ground ambassadors in Bridger-Teton National Forest who personally extinguished over 200 abandoned campfires, and partial funding of the work of 80 firefighters and first responders in six firehouses across the county.

WASTE REDUCTION

In partnership with Teton County Parks & Recreation, the Town of Jackson, and Friends of Bridger-Teton, lodging tax funding helped reduce human waste on the landscape and supported servicing of over 25 bear-proof trash cans and 12 bear-proof recycling containers in downtown Jackson.

ENVIRONMENTAL PROTECTION

With guidance from the Sustainable Destination Management Plan (SDMP), the Jackson Hole Travel & Tourism Board prioritizes sustainable destination projects that reduce traffic, reduce emissions, increase clean energy options, and advocate for local climate action.



\$1.5 MILLION

allocated to wildlife safety



\$1.1 MILLION

allocated to fire prevention



\$860 THOUSAND

allocated to waste reduction

1 BILLION

impressions from "Selfie Control" messaging

200+

abandoned campfires extinguished

REDUCED

waste in town and on surrounding public lands

* Numbers include lodging tax funding allocated from the Jackson Hole Travel & Tourism Board, the Wyoming Office of Tourism's Destination Development Program, the Town of Jackson, and/or Teton County.

SOURCES: JHTTB PARTNER RECAP REPORTS

TRAVEL AND TOURISM AT WORK FOR OUR COMMUNITY



The socioeconomic benefits of tourism are on display throughout our community. Visitors to Teton County, WY provide social benefits through diversity of thought, and travel to the county provides economic benefits that support infrastructure, public safety, and public services for residents.



PUBLIC TRANSPORTATION

Lodging tax funds allocated to Teton County’s Regional Transportation Department, START, and the Jackson Hole Airport enhance affordable public transportation options for all residents and reduce traffic on our roads.

PATHWAYS

Through partnerships with Friends of Pathways and lodging tax funding to Town of Jackson Pathways, the JHTTB supports safe and accessible trails for outdoor recreation throughout the entire community.

COMMUNITY PARTNERSHIPS

In fiscal year 2024, the JHTTB allocated \$1.1 million through Community Partnership Grants to local organizations leading projects that manage, market, steward, and develop Jackson Hole as a destination.

COMMUNITY EVENTS

The JHTTB funds local events in the fall, winter, and spring to drive visitation in traditionally slow times of the year, enhance the diverse array of community events produced locally, and invest lodging tax funds back into local organizations.

\$2.9 MILLION

allocated to public transportation

\$82 THOUSAND

allocated to Pathways

\$1.1 MILLION

allocated to community partnerships

50% INCREASE

in START ridership since 2021

70 MILES

of pathways since 2000

\$1.8 MILLION

allocated to community events

*Numbers include lodging tax funding allocated from the Jackson Hole Travel & Tourism Board, the Destination Development Program, the Town of Jackson, and/or Teton County.

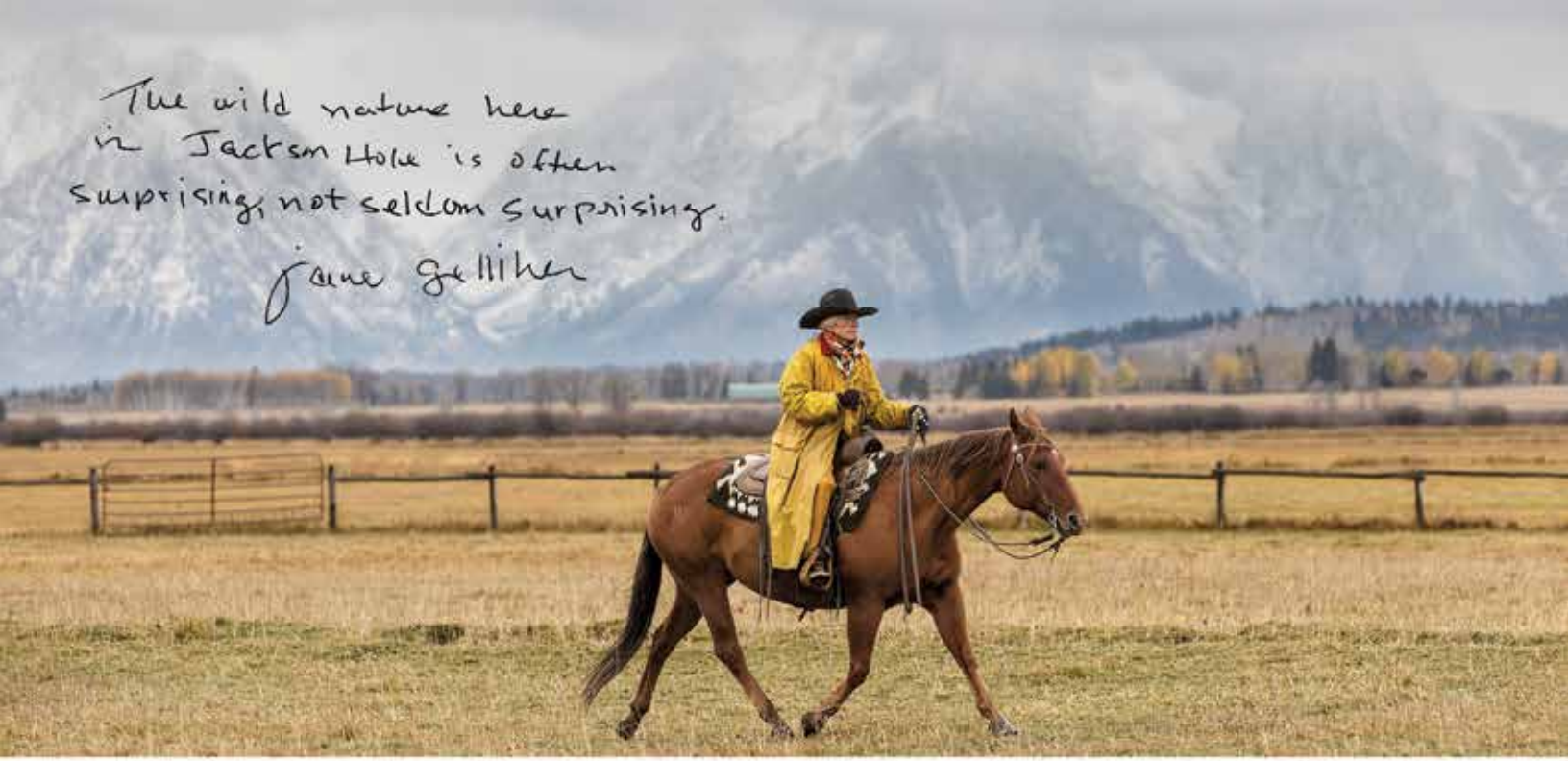
SOURCES: TETON COUNTY CLERK’S OFFICE, TOWN OF JACKSON FINANCE DEPARTMENT, “PROTECTING OUR WILD” SUSTAINABILITY VIDEO

MARKETING, EDUCATION, & ADVERTISING

Supporting a sustainable economy that attracts respectful
visitor behavior.



The wild nature here in Jackson Hole is often surprising, not seldom surprising.
Jane Golliver



WHERE MORNING ROUTINES ARE NEVER ROUTINE.



JANE GOLLIVER, 73 YEARS WILD.

Find the mountain of youth and learn how this local fourth-generation rancher stays young by staying wild.

VisitJacksonHole.com



MARKETING CAMPAIGNS

The JHTTB's marketing campaigns and visitor education efforts, deployed nationally and internationally, drive visitation in fall, winter and spring to stimulate Jackson's largest economic engine, tourism, during the traditionally slower seasons. These campaigns are intentionally designed to brand, market, and educate simultaneously, inspiring responsible visitation in travelers dreaming of Jackson for their next vacation.

The Mountain of Youth

The launch of the Mountain of Youth campaign in February 2024 harnessed the lens of six Jackson Hole locals to share the diversity of stories, activities, and passions in the valley with a common thread of respect, awe, and stewardship for the landscape. Through captivating imagery and storytelling, the campaign invites visitors and locals alike to stay young by staying wild.

47 MILLION impressions

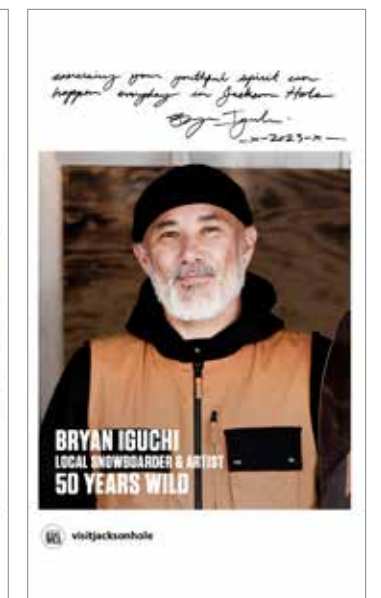
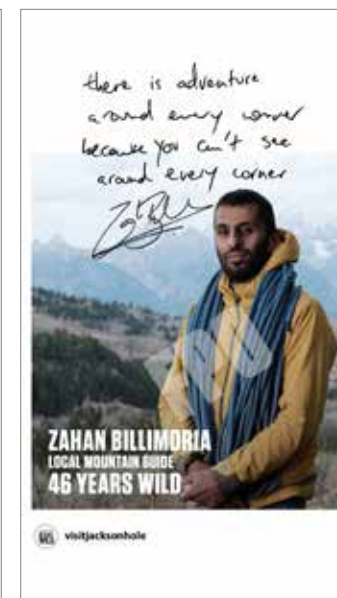
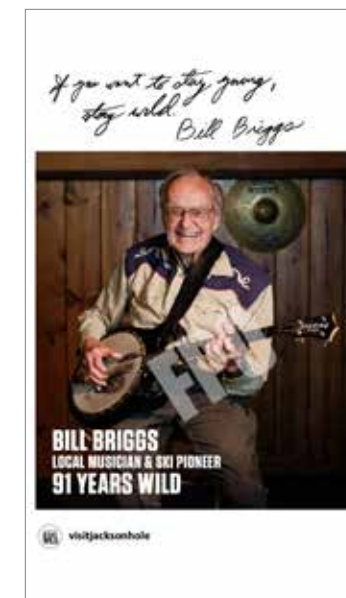
12 MILLION video views

130,000 clicks

12,000 social shares

“BOTH IMPLICITLY AND EXPLICITLY THROUGHOUT THE CAMPAIGN, VISITORS ARE ASKED TO BE PROTECTORS AND STEWARDS OF THESE LANDS. THE MOUNTAIN OF YOUTH REQUIRES RECIPROCITY - RECEIVING FROM THE LAND AND COMMUNITY, AND GIVING BACK IN RETURN.”

-CRISTA VALENTINO, JHTTB EXECUTIVE DIRECTOR



SOURCES: COLLE MCVOY, NEW THOUGHT DIGITAL AGENCY



Selfie Control

In May 2024, the JHTTB launched “Selfie Control.” The summer campaign aimed to reduce human-wildlife conflict and minimize human-caused wildlife deaths in Jackson Hole and surrounding areas. The Selfie Control Instagram filter is preloaded with distance requirements for wildlife native to Jackson Hole, including bison, moose, elk, and bears.

The campaign took a proactive approach in visitor education during the summer months. The results were astounding. National and international media outlets took notice and over 350 stations and publications picked up the story which generated over 1 billion total impressions. Keeping wild destinations wild is newsworthy.

SOURCE: COLLE MCVVOY

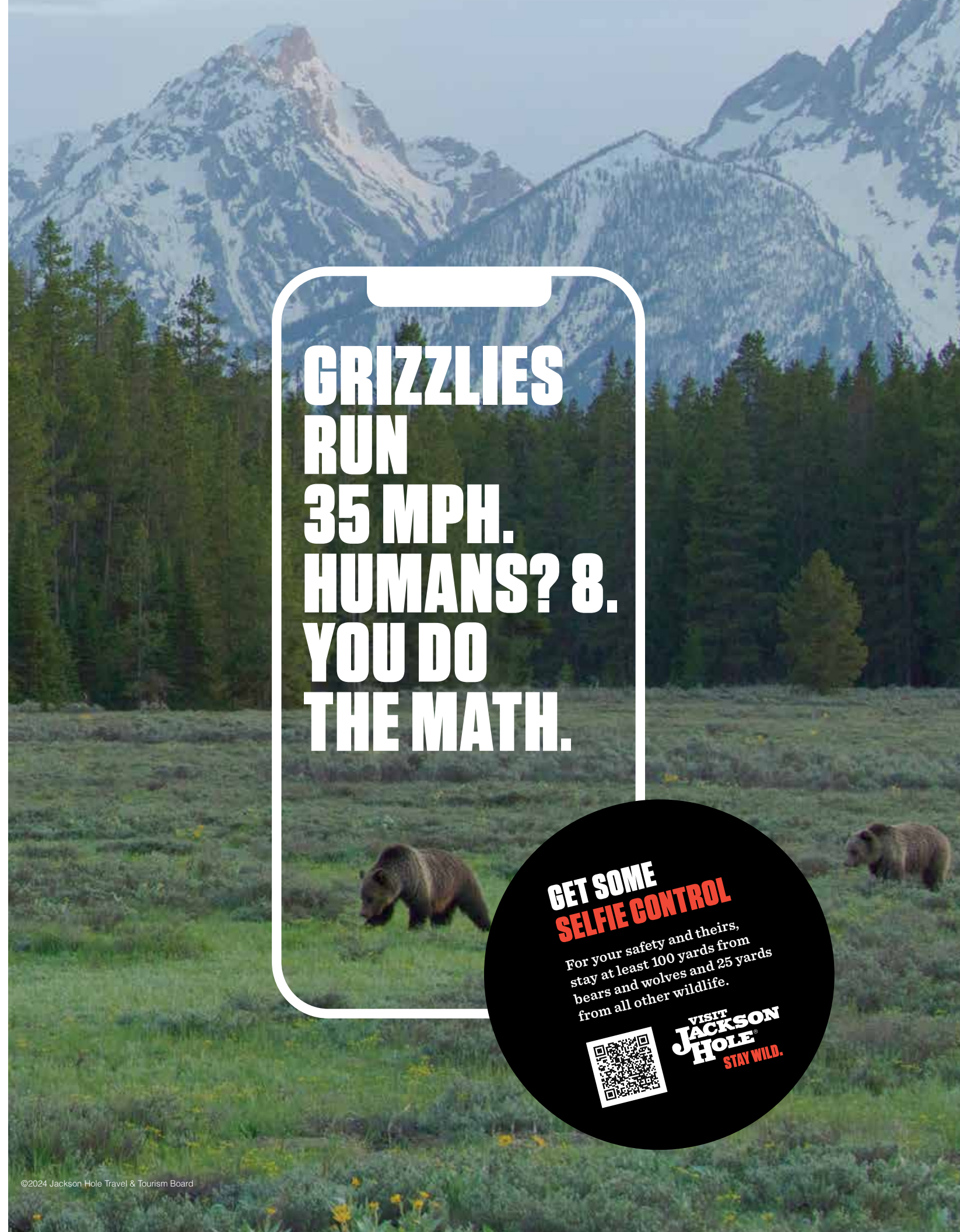


1 Billion+
impressions

358
broadcast airings

230
online editorial placements

The JHTTB's most successful earned media campaign to date



©2024 Jackson Hole Travel & Tourism Board

VISITOR MANAGEMENT



Visitor Services

The Jackson Hole Travel & Tourism Board uses the visitor-paid lodging tax to fund visitor services, operated by the Jackson Hole Chamber of Commerce. From 5 locations throughout the Valley, the visitor services team interacts with over 600,000 visitors while they are in the destination and over 37,000 dreamers as they plan for their next visit.

One-on-one interaction is one of the most effective ways to educate visitors, and these efforts can be credited for positive shifts in visitor behavior.

642,360

visitors served in-person

17

tourism trade shows attended

37,658

visitor emails & phone calls fielded

379

appointments with travel planners and media

SOURCE: JACKSON HOLE CHAMBER OF COMMERCE ANNUAL REPORT

Destination Global Sales

The JHTTB funds Destination Global Sales (DGS), a mission to sell Jackson to like-minded groups and individuals nationally and internationally. Funded by the JHTTB and operated by the Jackson Hole Chamber of Commerce, Destination Global Sales attended 11 tourism trade shows in the U.S. and 7 international shows, meeting with 379 travel partners and media outlets.

Destination Global Sales also manages group visits and media familiarization trips to Jackson. This fiscal year, 17 groups visited Jackson through DGS, generating 2,323 room nights and over \$1 million in lodging sales.

2,323

room nights directly attributed to DGS group sales

\$1,045,289

lodging sales directly attributed to DGS group sales

Fulfillment

The Jackson Hole Travel & Tourism Board partners with Jackson Hole Resort Reservations, a one-stop booking platform that connects visitors to a customized experience including airfare, lodging, activities, and transportation. Jackson Hole Resort Reservations represents 47 businesses across the destination to help plan itineraries that benefit the entire community. A one-on-one booking experience also provides an opportunity to directly educate visitors prior to arrival and allows visitor tracking to continue to enhance destination marketing and visitor offerings.

\$3,675,348

revenue from air credit travel packages

In fiscal year '24, the JHTTB contributed \$220,000 to Jackson Hole Resort Reservations' Air Buydown Program which incentivizes visitors to book airfare, lodging, and activities together. The program returned \$3.6 million in travel packages booked.

Curated Experiences

VisitJacksonHole.com is an industry-leading destination website and a comprehensive resource for booking and planning vacations to Jackson Hole. New content regularly released on the website, like the blogs and tips featured below, implores thoughtful visitation and assists in healthy visitor flow throughout the destination.



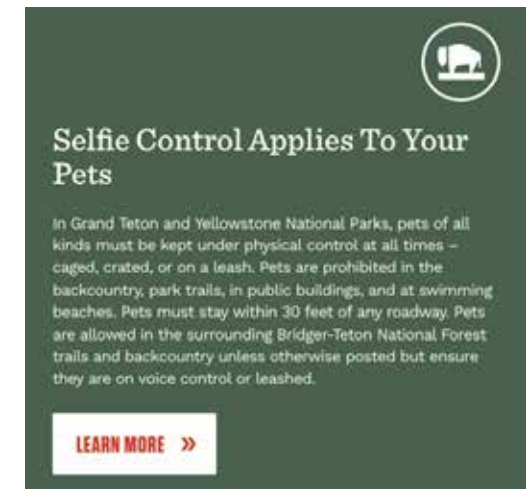
What's up with the smoke?



10 Mistakes to Avoid on Your Trip to Jackson Hole



How to Minimize Time in Traffic this Summer



SOURCE: JACKSON HOLE RESORT RESERVATIONS

BUILDING A SUSTAINABLE DESTINATION

Creating a sustainable place to live, play, and visit.



Sustainable Destination Management Plan (SDMP)

Jackson's Sustainable Destination Management Plan (SDMP) is 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.



The SDMP identified eight stewardship goals to build a sustainable destination where tourism supports the economy, the environment, and the community. The JHTTB uses lodging tax funds to prioritize efforts in these eight areas of community sustainability.

SOURCE: TETON COUNTY SUSTAINABLE DESTINATION MANAGEMENT PLAN

Destination Stewardship Council (DSC)

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. Destinations that develop plans to harness the power of tourism see healthier communities and attract travelers who support the economy and nourish the environment.

The SDMP is a 5-year community-wide road map that guides us towards becoming a more sustainable and regenerative destination. The SDMP encourages a balance between a thriving economy, a healthy ecosystem, and a vibrant community. The JHTTB collaborates with stakeholders and partners across multiple sectors to ensure the implementation and forward progress of the SDMP.

In January 2023, a Destination Stewardship Council (DSC) was formed with 12 diverse members of the community representing multiple sectors and tasked with implementing SDMP initiatives. The DSC meets monthly to determine priority actions, form working groups, ensure implementation, report on progress, communicate to the public, and discuss collective solutions to destination management challenges.



DSC members include representatives from the JHTTB, the Jackson Hole Chamber of Commerce, Grand Teton and Yellowstone National Parks, Bridger-Teton National Forest, Jackson Hole Mountain Resort, JH AIR, The Community Foundation of Jackson Hole, the Jackson Town Council, Teton County Commissioners, and the community at large.

STEWARDSHIP GOALS

Since July 1, 2023, the Jackson Hole Travel & Tourism Board and the Destination Stewardship Council have worked together to steward Jackson Hole toward a sustainable destination in each of the eight goals identified in the SDMP. The SDMP identified 18 priority actions for Phase I. At the end of FY'24, 12 have been completed and five are in progress or ongoing. The following are major milestones accomplished from those Phase I priority actions.



EDUCATION & COMMUNICATIONS

The Marketing & Education Working Group, established in November 2023, brings together communications professionals in Jackson's tourism industry to identify common communication challenges, highlight areas for collective action, and develop co-messaging and cross-promotion opportunities to increase the effectiveness of visitor messaging across the destination.



VISITOR FLOW MANAGEMENT

In May 2024, the JHTTB worked with visitor services to print 50,000 maps with clear and concise visitor messaging. These maps, combined with visitor education at visitor center locations, spread visitors throughout the valley to benefit underutilized resources and reduce traffic in highly frequented areas.



WORKFORCE RECRUITMENT & RETENTION

In partnership with The Jackson Hole Chamber of Commerce, a "Welcome to Jackson Hole" event was hosted in June of 2024 to welcome seasonal employees and provide them with community resources. In fiscal year 2025, two similar events will take place along with an official Destination Expert Course for all tourism industry employees.



COMMUNITY HOUSING

The JHTTB and Destination Stewardship Council continue to support affordable community housing initiatives through communication efforts, advocacy, and participation in groups and committees working towards housing solutions.



TRANSPORTATION & MOBILITY

In fiscal year 2024, the Jackson Hole Travel & Tourism Board funded the Southern Teton Area Rapid Transit (START) bus to market Jackson's first airport shuttle and to provide transportation to commuting workers during the closure of Teton Pass. The JHTTB also used lodging tax funds to support mobility hub research by the Teton County Regional Transportation Department.



CLIMATE ACTION

The JHTTB's Destination Management Coordinator participates in regular climate action working groups, including the Teton Climate Action Partnership (TCAP), to ensure tourism management is a part of climate action initiatives around the valley.



MONITORING & REPORTING

The Jackson Hole Travel & Tourism Board and the University of Wyoming have been leading efforts to measure the impact of tourism on the local community. After compiling more than 30 data points and conducting over 800 visitor intercept surveys this year, the JHTTB plans to release a comprehensive tourism dashboard in January 2025.



GOVERNANCE

After more than a decade of community planning and an extensive 6-month research and recommendation process by the DSC and a dedicated working group, the Jackson Hole Travel & Tourism Board voted in June 2024 to approve next steps in contracting a Destination Marketing and Management Organization for Jackson Hole.

LODGING TAX FUNDS THE COMMUNITY

Returning lodging tax funds to local organizations who enhance the vibrancy of the community and preserve our community character.



COMMUNITY EVENTS

The Jackson Hole Travel & Tourism Board uses visitor-paid lodging tax funds to financially support the production, staging, and marketing of community events. These events help drive visitation in the fall, winter, and spring while enhancing the visitor experience and injecting revenue back to the lodging community.

Between September 24, 2023, and June 8, 2024, the JHTTB allocated \$1,892,306 to over 50 events. Event funding from the JHTTB goes back into the community at a return on investment of 691%. The \$1.8 million investment into community events generated 91,000 attendees, \$11 million in lodging revenue, and \$5.5 million in additional spending.



\$11,212,541

total estimated lodging revenue from JHTTB-funded events

100,209

attendees at JHTTB-funded events

\$5,525,982

additional economic benefit from JHTTB-funded events



SOURCE: JHTTB EVENTS LIAISON RECAP REPORT



FALL EVENTS

	Funding
Virginian Concert Series	\$25,000
Jackson Hole Marathon	\$18,000
Teton Leadership Center Fall Conference	\$19,000
JH Farmers Market Fall Festival	\$5,000
Jackson Native Art Market	\$20,000
Pumpkins on Fire	\$3,000
Farm to Fork Festival	\$29,000
Fireman's Ball	\$7,500
Wyoming Snow & Avalanche Workshop	\$20,000
Across the Water	\$22,000
Floating Through History Closing Celebration	\$3,000
Ski & Gear Swap	\$3,500
Womentum Leadership Summit	\$12,000
Veteran's Classic Youth Basketball Tournament	\$3,500

WINTER EVENTS

	Funding
A Cowboy Friendsgiving	\$4,000
Jackson Hole Turkey Trot	\$5,000
Teton Turf Indoor Youth Soccer Tournament	\$6,000
Wild About the Season	\$2,500
Jackson Hole International Film Festival	\$40,000
Dancer's Workshop Winter Production	\$5,000
Winter Solstice Celebration	\$4,500
Small Business Saturdays	\$4,000
Early Season Racing	\$12,606
Free Ski, Fat Bike, Snowshoe Day	\$7,200
AlpinFilm	\$15,000
GLOW Nights	\$37,500
Stage Stop Sled Dog Race	\$25,000
Winter Trails Day	\$3,000
Youth Musical	\$5,000
Wyoming Special Olympics Winter Games	\$10,000
Whodunnit?	\$3,000
Jackson Hole Winter Wonderland	\$5,000

SPRING EVENTS

	Funding
Jackson Hole Food & Wine Fest	\$10,000
Jackson Hole Downhill & Moose Chase	\$9,000
World Championship Snowmobile Hill Climb	\$25,000
Ski & Snowboard Club Junior Event Series	\$10,000
Rendezvous Spring Festival	\$1,200,000
Sister Cities Celebration	\$5,000
Sentimientos de Pertenencia	\$5,000
Grand Teton National Park Junior Ranger Day	\$3,000
Pathways Safety & Bike Etiquette	\$5,000
EcoFair	\$5,000
Teton Powwow	\$50,000
Youth Soccer United Cup	\$15,000
Ultimate Towner Amazing Race	\$2,500
Old West Days	\$40,000
Western Heritage Mural Unveiling	\$8,000
"Welcome to the Menagerie" Opening	\$5,000
National Trails Day	\$3,000
Snake River Fest	\$20,000
Jackson Hole History Museum Grand Opening	\$5,000
Mountains of Color Film Festival	\$25,000
Snow King Astronomy Extravaganza	\$57,000

EVENT TOTALS

Fall	\$190,500
Winter	\$194,306
Spring	\$1,507,500
Total	\$1,892,306

COMMUNITY PARTNERS

In fiscal year 2024, the JHTTB allocated \$1.1 million to eight local organizations who are advancing the mission and vision of the Jackson Hole Travel & Tourism Board. These partnerships resulted in responsible recreation initiatives, proactive wildlife protection, increased cultural capital, and innovative transportation solutions for Jackson Hole.

The Jackson Hole Travel & Tourism Board was awarded \$600,000 from the Wyoming Office of Tourism (WOT) for the Destination Development Program. These funds were used to further Jackson's destination management in ways that would not be possible without this additional support.



\$750,000

allocated to Friends of the Bridger-Teton Ambassador Program

\$61,700

allocated to Being Wild Jackson Hole's wildlife protection

\$56,585

allocated to communications for the 23-24 Jackson Hole winter airport shuttle

\$27,330

allocated to Teton County Historic Preservation Board's online Teton Heritage Tours

\$100,000

allocated to KHOL Community Radio's efforts to increase Jackson's cultural capital

\$95,500

allocated to Jackson Hole Nordic Alliance's marketing of Jackson as a world-class nordic destination

\$5,000

allocated to Teton County Search & Rescue's outdoor education video

\$56,000

allocated to START's free commuter service during the closure of Teton Pass

DESTINATION DEVELOPMENT PROGRAM

The Jackson Hole Travel & Tourism Board was awarded \$600,000 from the Wyoming Office of Tourism (WOT) for the Destination Development Program. These funds are part of a state-wide program awarded on a biennium basis to further efforts under destination marketing, visitor experience development, workforce recruitment, or resident education. WOT's goal of the program is to elevate Wyoming partners to their highest potential by providing funding, resources, and direction, resulting in economic growth for their communities and the state.

The JHTTB utilized Destination Development Program funds to further Jackson's destination management in ways that would not be possible without this additional support.



\$243,779 | allocated to University of Wyoming's WORTH Initiative to lead the development of a travel and tourism data dashboard for Teton County

\$89,562 | allocated to the Teton County Regional Transportation Department to complete a study to identify the feasibility of developing a downtown mobility hub

\$111,367 | allocated to Teton County Public Works to design and deploy a summer pilot mobility hub at Miller Park, including moveable planters, street art, and a 'flex zone' for tour guide pickup

\$36,500 | allocated to Friends of Pathways for the addition of 6 pathway and trail counters to monitor usage

\$12,855 | allocated to the Jackson Hole Chamber of Commerce to produce a "Welcome to JH" event for seasonal workforce in Teton County

\$20,000 | allocated to researching the feasibility of creating a destination-wide visitor guide and distributing throughout the community

\$42,000 | utilized to create a community-focused video highlighting Teton County sustainability efforts



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