

# JACKSON HOLE TRAVEL AND TOURISM BOARD

ANNUAL REPORT

FISCAL YEAR 2021

07.01.20—06.30.21



**JACKSON  
HOLE** Travel  
& Tourism  
Board



# TABLE OF CONTENTS

<b>JHTTB MISSION &amp; VISION</b>	<b>02</b>
<b>A MESSAGE FROM OUR CHAIRMAN</b>	<b>03</b>
<b>TRAVEL &amp; TOURISM AT WORK FOR TETON COUNTY</b>	<b>04</b>
<b>WHAT THE LODGING TAX MEANS FOR US</b>	<b>06</b>
<b>COUNTY &amp; TOWN SPENDING</b>	<b>08</b>
<b>FY 2021 JHTTB BUDGET BREAKDOWN</b>	<b>09</b>
<b>CHAMBER OF COMMERCE-SUPPORTED SERVICES</b>	<b>10</b>
<b>JHTTB FUNDED COMMUNITY MARKETING STIMULUS GRANTS AND EVENTS</b>	<b>12-13</b>
<b>CAMPAIGN VISUALS &amp; STATS</b>	<b>14-15</b>
<b>JHTTB LODGING TAX RECEIPTS</b>	<b>17</b>
<b>HOTEL OCCUPANCY AND AVERAGE DAILY RATE</b>	<b>18-19</b>
<b>NATIONAL PARK VISITATION</b>	<b>20</b>
<b>INBOUND PASSENGERS BY SEASON</b>	<b>21</b>
<b>JHTTB FY 2021 PARTNERS</b>	<b>22</b>
<b>HELP SHAPE TOURISM</b>	<b>24</b>
<b>JHTTB FY 2021 MEMBERS</b>	<b>25</b>

## **JHTTB MISSION & VISION**

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

**Our contributions reflect 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 JHTTB is dedicated to developing a healthy and vibrant fall, winter and spring economy that preserves our natural capital and enhances the well-being of our community.**





# A MESSAGE FROM OUR CHAIRMAN

Welcome to the sixth edition of the Jackson Hole Travel and Tourism Board annual report. This past year has presented interesting challenges with the impact to public health brought on by the pandemic continuing, while visitation to Jackson has soared. Lodging tax collections have come in above historical records every month since October 2020 except for January and February 2021, both of which came in on par with historical records.

Leading up to the pandemic, visitation to Jackson Hole benefited from several macro-level tailwinds. Organic promotion via social media, heightened consumer interest in natural environments and outdoor recreation, increased demand for national parks due to promotion by state and national entities, rising multi-destination ski pass sales that made skiing more accessible, and a growing local population all contributed meaningfully to our expanding tourism economy. We expect these tailwinds, all of which have been strengthened by the pandemic, to continue while the longevity of newer trends like remote work, digital nomading and a preference for domestic destinations over international remains to be seen. Due to the unprecedented levels of visitation largely influenced by factors outside of our control, we responded to the needs of our community and expanded our focus from marketing our off-season and winter to year-round destination management.

What do we mean by this? First off, this is not a 180-degree shift in our strategy, as we have been doing many things around tourism beyond demand marketing for several years. It does not mean we are abandoning our marketing, but rather sharpening our focus on creating messaging that aligns with the values of our community, attracts visitors that are most desirable for our destination and educates them on lower-impact ways to enjoy our beautiful surroundings. It also represents a broadened set of key success metrics that are maintaining an exceptional visitor experience, a healthy surrounding natural environment, a high quality of life for those who live here and a vibrant economy, of which occupancy and average daily hotel rates are only part of the picture.

With the help of our marketing agency Colle McVoy, we continued to iterate on our Stay Wild campaign with the launch of The Wild Rules. This was our second consecutive summer deploying lodging tax dollars to provide already-booked and in-market travelers with information on how to visit Jackson Hole successfully. The messaging centered

around the importance of planning ahead and how to minimize visitor impact while being good stewards of the environment. Elements included print ads, gas station toppers, social media posts, local influencer blogs, outdoor billboards and videos, all with a sustainability focus.

JHTTB enlisted many community partners' help with this effort. A Wild Rules toolkit was created for hoteliers and activity providers to send to their guests in advance of their visit. The toolkit provided templates for emails and social media that businesses could easily customize and share with guests. We worked with the Jackson Hole Airport, the Chamber of Commerce and Teton County Search and Rescue, to create safety videos, the Bridger-Teton National Forest on recreate responsibly campaigns, Jackson Hole Wildlife Foundation on 'Being Wild,' and Grand Teton National Park on summer traveler research.

We also recognized that local businesses needed help so we authorized a community marketing stimulus grant process that funded over \$100,000 to kick-start their efforts in reopening after the challenges experienced in the early stages of the pandemic. This was in addition to \$500,500 in events funding.

To formalize our desire to develop a sustainable destination management plan, JHTTB contracted with George Washington University's International Institute of Tourism Studies and Confluence Sustainability to provide a strategic road map and indicators for destination stewardship for Teton County, which amplifies the community's common values in ecosystem stewardship, growth management and quality of life preservation. This collaborative, community-wide effort is the first of its kind for Jackson Hole and is expected to be completed in September 2022. Our community and will act as a road map for the future of tourism in Teton County.

Finding a balance between visitor experience, economic health and resident lifestyle is crucial to the future of this place we are so fortunate to call home. We appreciate your support of this work and welcome your engagement.

Regards,



Brian Gallagher

# TRAVEL & TOURISM AT WORK FOR TETON COUNTY

**\$1.1 BILLION  
TRAVEL-GENERATED  
SPENDING**

**7,040  
TRAVEL-GENERATED  
JOBS**

**\$55.2 MILLION  
TRAVEL-GENERATED  
TAXES**

In fiscal year 2020, Teton County welcomed 1.5 million overnight visitors.

Travelers spent \$1.1 billion, which generated \$55.2 million in state and local tax receipts. Travel-generated tax revenues help support local communities through public services and local infrastructure projects.



## TRAVEL AND TOURISM IS WYOMING'S SECOND LARGEST INDUSTRY

Wyoming welcomed 6.9 million overnight visitors who spent over \$3.05 billion in 2020.

Visitor spending directly affected Wyoming's economy by generating \$160 million in local and state tax revenues, which helps fund jobs and public programs.

Each Wyoming household would have had to pay approximately \$678 more in taxes without the tax revenue generated by the travel and tourism industry.

## TRAVEL AND TOURISM IS ONE OF WYOMING'S LARGEST EMPLOYERS

Travelers to the state supported 40,720 jobs in Wyoming, including 28,630 directly in the travel industry and 12,090 in other industries.

Travel spending generated \$935.2 million in direct payroll and an additional \$609.7 million in other industries.

Travel and tourism supports 7.3% of total employment in Wyoming, or 1 in every 10 jobs.

Leisure and hospitality is the largest employer among all private industries in Wyoming.

Without travel and tourism jobs, Wyoming's 2020 unemployment rate would have gone from 5.8% to 13.1%.

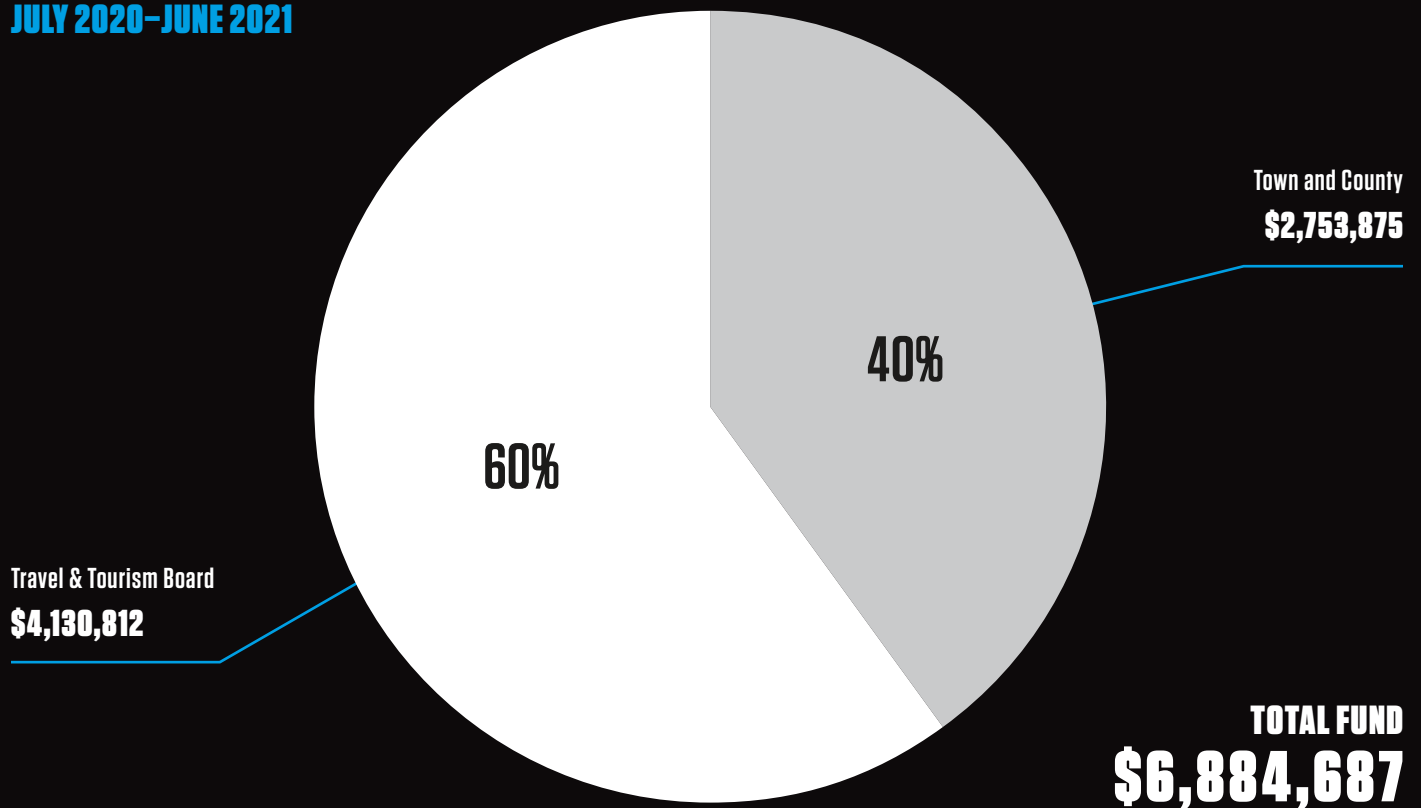
If not for the taxes generated by the travel and tourism industry, the average household in Teton County would have paid \$5,771 more in taxes for existing government services.

The 7,040 jobs supported by travel represent 23.4% of Teton County's total private industry employment. Without those jobs, the 2020 Teton County unemployment rate of 6% would have been 29.4%.

**SOURCES: DEAN RUNYAN ASSOCIATES, 2020 ECONOMIC IMPACT OF TRAVEL IN WYOMING; U.S. BUREAU OF ECONOMIC ANALYSIS; U.S. BUREAU OF LABOR STATISTICS; WYOMING DEPT. OF REVENUE; WYOMING DEPARTMENT OF ADMINISTRATION & INFORMATION, DIVISION OF ECONOMIC ANALYSIS.**

**In the State of Wyoming, a 5% lodging tax is collected on every visitor’s hotel, motel, and rental property stays; 3% is managed by the Wyoming Office of Tourism, and 2% stays in Teton County. 60% of these local funds are managed by the JHTTB for destination marketing, tourist education, events, and other tourism-related initiatives as outlined in the Wyoming State 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.**

**JULY 2020–JUNE 2021**



**THE 60/40 SPLIT IS DETERMINED AT THE STATE LEVEL. ALL OTHER COUNTIES HAVE A 90/10 SPLIT, WHERE 90% OF FUNDS GO TOWARD PROMOTION AND 10% OF FUNDS GO TOWARD VISITOR IMPACT. THESE COLLECTIONS ARE PROVIDED BY TETON COUNTY AND REFLECT A TWO-MONTH LAG.**

# WHAT THE LODGING TAX MEANS FOR US

## FOR OUR COUNTY

### **PUBLIC SAFETY**

In FY 2021, \$150,000 of the revenue from the lodging tax to Teton County was expended for the general operations of the Jackson Hole Fire/EMS Department. The mission of the Jackson Hole Fire/EMS is the protection of life and property from the adverse effects of fires and medical emergencies, and exposure to manufactured and/or natural dangerous conditions.

### **PARKS AND RECREATION**

In FY 2021, \$355,000 of the revenue from the lodging tax to Teton County was expended for the general operations of the parks and recreation department. This funding provided support for activities including but not limited to snow plowing, trash pickup, and general park cleaning and maintenance.

### **PUBLIC TRANSPORTATION**

In FY 2021, nearly \$832,981 of the revenue from the lodging tax to Teton County supported the general operations of the Southern Teton Area Rapid Transit (START) bus system.

### **JACKSON HOLE HISTORICAL SOCIETY AND MUSEUM**

In FY 2021, \$162,500 of the revenue from the lodging tax to Teton County was expended for the general operations of the Historical Society and Museum, which collects, preserves and explores the region's rich history and creates educational programs to preserve and promote the unique character of Jackson Hole.

### **GRAND TARGHEE**

Teton County granted \$68,000 to Grand Targhee Ski Resort for enhanced public transportation to the resort.

### **GENERAL FUND**

Also, \$465,401 went to the general fund (10%) share utilized in many county departments such as sheriff, pathways and dispatch, and used for general projects geared toward visitor impact.

## FOR OUR TOWN

### **TRANSPORTATION**

In FY 2021, roughly 33% of the income received by the town of Jackson through the lodging tax was used to fund the START system.

### **PUBLIC SAFETY**

In FY 2021, \$299,700 of the income received by the town of Jackson through the lodging tax was allocated to this nonrestricted fund.

In FY 2021 \$500,106 of the income received by the town of Jackson through the lodging tax was held in funds for future expenses dedicated to public transportation, public safety, and parks and pathways.





**SOUTHERN TETON AREA RAPID TRANSIT (START)**

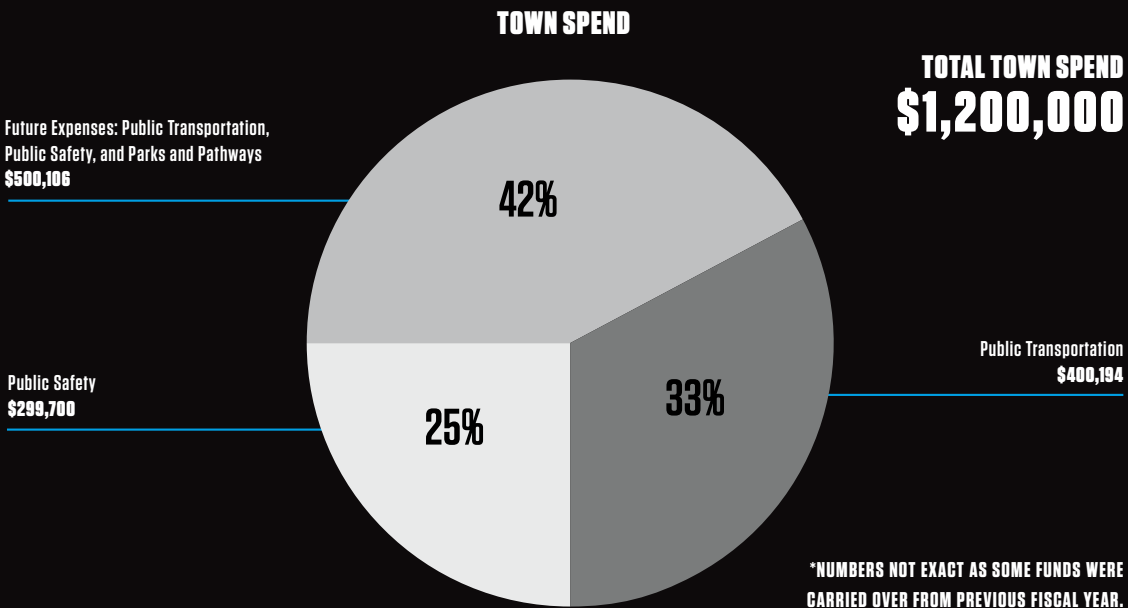
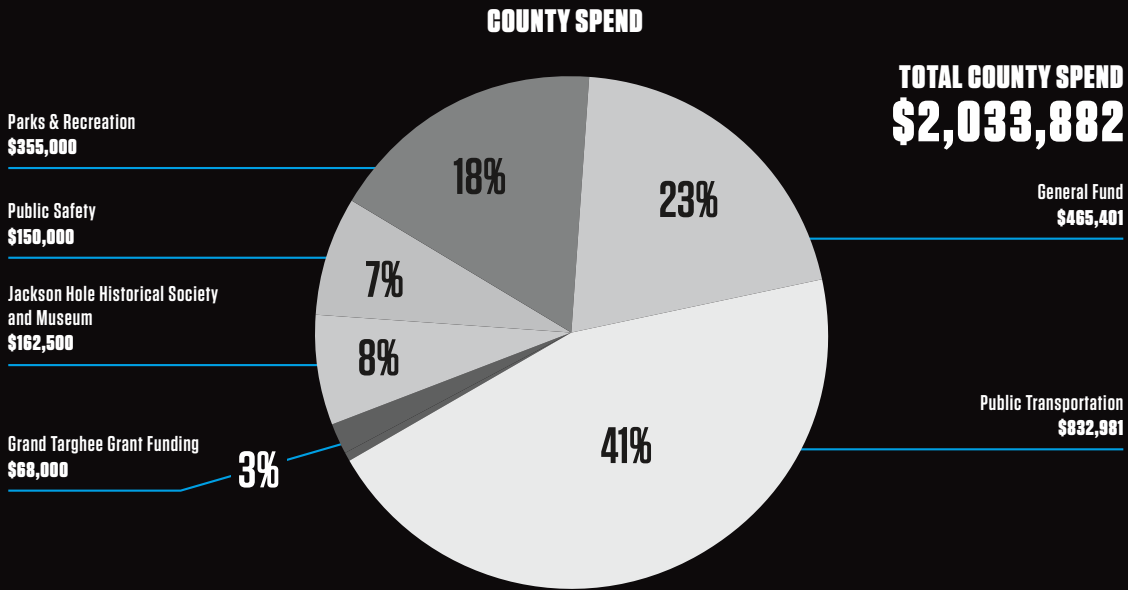


**HISTORICAL SOCIETY**



**JACKSON HOLE FIRE/EMS DEPARTMENT**

# TETON COUNTY AND TOWN OF JACKSON SPENDING\*



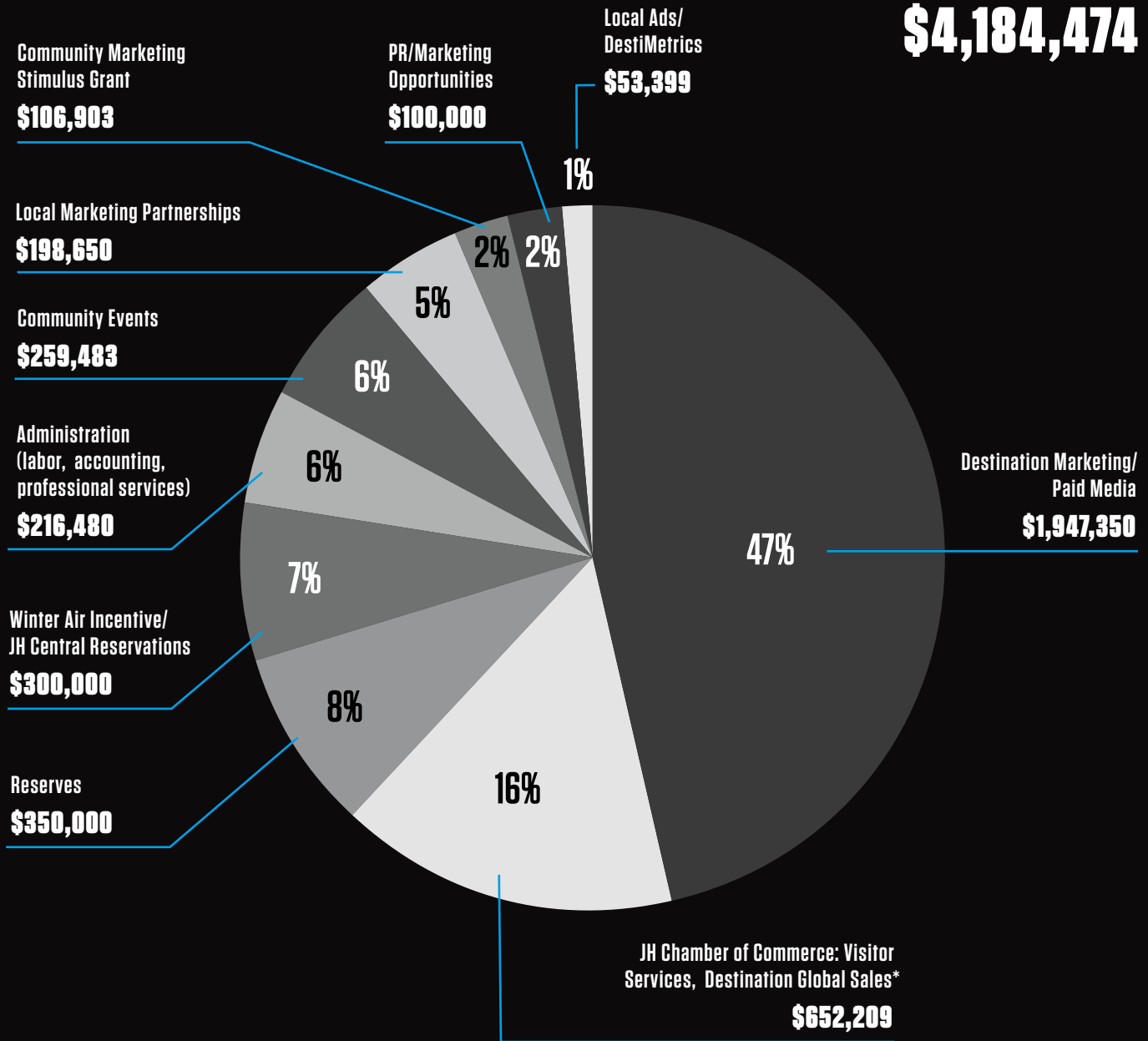
Teton County and the Town of Jackson are responsible for 40% of the funds collected annually from the countywide 2% lodging tax.

The town and county split this 40% based on point of sale. The town's portion of this income is then split into a restricted fund (75%) and a general fund (25%).

The revenue from the lodging tax is used primarily to address the impact that millions of visitors have each year on our community, but it's also reinvested into Teton County. These funds help build a sustainable economic force and high quality of life for our residents.

# FY 2021 EXPENSES BREAKDOWN

**TOTAL BUDGET\*\***  
**\$4,184,474**



\*INCLUDES COMMUNITY EVENT COORDINATOR.

\*\*BUDGET SLIGHTLY HIGHER THAN COLLECTIONS DUE TO EXCESS COLLECTIONS CARRIED OVER FROM PREVIOUS YEARS.

# CHAMBER OF COMMERCE-SUPPORTED SERVICES

In fiscal year 2021, lodging tax dollars were granted to the Jackson Hole Chamber of Commerce to support visitor services, destination sales and a full-time position event coordinator. The total amount granted to the Jackson Hole Chamber of Commerce to support these three areas was \$711,692.

## VISITOR SERVICES LOCATIONS

**Home Ranch Welcome Center visitors** – 132,623

**Broadway offices visitors** – 8,496

**Jackson Hole Airport visitors** – 86,500  
(December 10–March 28)

**Town Square** – Over 300,000 masks were handed out in this location last year. There is no data counter located on the Jackson Town Square. Our operations last summer began June 4 and commenced just prior to the Fall Arts Festival; the dates of operation were dependent on weather and staff available.

**Total emails** – 25,284 (data captured by ISP counter)

**Total phone calls** – 15,286 (data captured by Nextiva phone systems analytics)

**Vacation packets sent** – 2,172 including sustainability practices resource protection message (captured by visitor inquiries spreadsheets)

**Masks** – Over 1.6 million masks and over 56 cases of sanitizer were provided and distributed through our 260A West Broadway location, which remained open 7 days a week the entire period.

*Due to Covid-19 the reduced budget worked out in advance, our visitor services staff were reduced by two full-time year-round staff as well as one part-time seasonal staff.*

## DESTINATION GLOBAL SALES

**Virtual Trade Shows/Sales Mission Attended**

**Go West Summit** – Virtual (Fall) trade show

**Brazil** – 4 virtual training webinars with industry partners

**Mexico** – 3 virtual training webinars with industry partners

**Brand USA** – Week-long (Fall) virtual trade show with European countries

**Brand USA** – 2-day virtual (Winter) trade show with Mexico

**Brand USA** – 2-day virtual (Winter) trade show with Ireland/UK

**Go West Summit** – Virtual (Winter) trade show

**International Travel Bureau** – 4-day virtual (Winter) trade show

**Global Meeting & Incentive Travel Exchange** – attended physically in May 2021

## EVENTS DEPARTMENT

The Chamber of Commerce's Event Liaison coordinates with the Travel and Tourism Board's Event Committee to help process and facilitate community character, sporting, legacy and large event grants. The Event Liaison also works with the Marketing Committee to maximize marketing efforts and exposure.



VISITOR SERVICE BOOTH AT JACKSON HOLE AIRPORT



VISITOR SERVICE BOOTH AT THE JACKSON HOLE & GREATER YELLOWSTONE VISITOR CENTER



# COMMUNITY MARKETING STIMULUS GRANTS



After Covid-19 impacted local businesses, JHTTB released its first community marketing stimulus grants. The program awarded over \$100,000 to 14 local businesses to market their reopening and to stimulate Teton County's economy. Campaigns from the community marketing stimulus grant received a combined 8 million+ impressions, hundreds of creative assets and an estimated \$804,000 put back into Teton County businesses.

BUSINESS	FUNDING GRANTED	FUNDING PAID
IN SEASON WOOD FIRED PIZZA	\$6,600	\$6,100
TURNER FINE ART	\$6,800	\$6,800
JH ADVENTURE RENTALS	\$10,000	\$10,000
AKASHA YOGA	\$8,500	\$8,500
ECOTOUR ADVENTURES	\$8,500	\$8,500
FINE DINING / BISTRO CATERING ( \$6,000 EACH)	\$12,000	\$12,000
HOTEL TERRA	\$10,000	\$10,000
SPRINGHILL SUITES / MOUNTAIN MODERN (\$5,000 EACH)	\$10,000	\$10,000
MADE	\$9,500	\$0
ROADHOUSE BREWING CO.	\$4,400	\$1,300
SNOW KING MOUNTAIN RESORT	\$10,000	\$10,000
ANVIL HOTEL	\$10,000	\$10,000
DISHING MAGAZINE	\$1,000	\$1,000
NEW WEST KNIFEWORKS	\$7,500	\$7,500
<b>TOTAL</b>	<b>\$114,800</b>	<b>\$101,700</b>

# EVENTS FUNDED

Thanks to the money collected from the lodging tax, many community and tourism-related events have been partially funded through JHTTB. These events offer our visitors more things to do while here and provide them with a glimpse of life in our unique mountain community.

**TOTAL SPEND**  
**\$460,550**

SOME FALL AND WINTER INDOOR EVENTS WERE CANCELLED DUE TO COVID-19.

JH Community Fall Festival	JH Farmer's Market	\$1,000
Astoria Hot Springs	Astoria Hot Springs	\$0
21st Century Heros	21st Century Heros	\$1,000
Pumpkins on Fire	Art Association of Jackson Hole	\$1,000
Teton County Model United Nations	Interconnections 21	\$0
Jackson Hole Marathon Races	JH Racing / JHCC	\$3,500
16th Fall Soccer Classic	JH Youth Soccer	\$3,000
WYSAW	TCSAR	\$0
Stress Resilliance Workshop	TCSAR	\$0
Veteran's Classic	Jackson Hole Youth Basketball	\$0
JHSC Early Season Racing	H Ski & Snowboard Club	\$3,000
Wild Walls / Glow Nights / Moon 5x5	JH Public Art	\$0
Farm to Fork	Slow Food of the Tetons	\$3,000
SHIFT	Center for Jackson Hole	\$0

Winter People's Market	Slow Foods of the Tetons	\$1,000
Dancer's Workshop	Dancer's Workshop	\$1,000
JH Winter Wonderland (JHWW)	Grand Teton Skating Association	\$1,000
Feathered Fridays	Teton Raptor Center	\$3,000
WhoDunnit?	Art Association of Jackson Hole	\$2,000
JHSC Early Season Racing	JH Ski & Snowboard Club	\$3,000
JHSC Junior Event Racing Series	JH Ski & Snowboard Club	\$15,000
Jackson Hole Film Festival	TGR	\$0
5th Annual Free Ski / Snow Bike	JH Nordic Alliance	\$5,500
2021 Winter Special Olympics	Special Olympics of WY	\$5,500
Arctery'x Academy	Arctery'x	\$0
JH Food and Wine Fest	Jackson Food and Wine	\$18,500
Jackson Hole Global Econ Forum	JH Center for Global Affairs	\$0
Grand Targhee Spring Sessions	Grand Targhee	\$29,000
Pedigree Stage Stop Sled Dog Race	Pedigree State Stop	\$40,000
Town Downhill & PPP	JH Ski & Snowboard Club	\$13,500
World Championship Hill Climb	Snow Devils	\$30,000
Natural Selection	Natural Selection	\$150,000

EcoFair	Energy Conservation Works	\$3,000
Touch A Truck	JH Children's Museum	\$3,000
WY Backcountry Avy Workshop	TCSAR	\$7,500
PowWow	Central Wyoming College	\$10,000
Million Dollar Music Fest	Silver Dollar Inc.	\$50,000
Northern Indigenous	Wind River Foundation	\$8,500
Ultimate Towner	Grand Dynamics	\$0
Old West Days	JHCC	\$45,000

**FALL  
TOTAL  
\$15,500**

**WINTER  
TOTAL  
\$318,000**

**SPRING  
TOTAL  
\$127,000**

# CAMPAIGN VISUALS & STATS

Fall/ Winter 2020–2021 Campaign



## WHERE THE DEAD OF WINTER MAKES YOU FEEL ALIVE.

When you find yourself surrounded by Mother Nature's greatest feats, you'll never feel more alive. But if we want this feeling to remain, we must live by the wild rules so the spirit of this special place never fades.

Learn more at [VisitJacksonHole.com/sustainability](https://www.visitjacksonhole.com/sustainability)

### RUSH HOUR TRAFFIC.

KNOW BEFORE YOU GO >>

### EVEN THE COLORS ARE WILD.

DISCOVER MORE >>

### PACK A MASK.

KNOW BEFORE YOU GO >>

### GET OUT OF YOUR RUT.

KNOW BEFORE YOU GO >>

<p><b>199,007</b> (2% GROWTH) TOTAL SITE VISITS</p>	<p><b>46,083,103</b> MEDIA IMPRESSIONS</p>	<p><b>49,948</b> (3,892 NET GROWTH) FACEBOOK SOCIAL FOLLOWERS</p>
<p><b>3,054</b> TAG RESPONSIBLY GEOTAGS</p>	<p><b>22,125,214</b> PAID SOCIAL IMPRESSIONS</p>	<p><b>40,1668</b> (13,441 NET GROWTH) INSTAGRAM SOCIAL FOLLOWERS</p>

The date range for this annual report is 7/1/20–6/30/21, but when we look back on this time, it marks a significant shift in our strategy. Our marketing took less of a seasonal travel approach, focusing less on increasing travel (push) during the fall, winter and spring seasons and focusing more on educating people who were actively planning, booking or traveling to the destination with messaging about safety, sustainability and how to travel responsibly to better manage the destination.



# THE ONLY THING LEFT BEHIND SHOULD BE RESPECT.



The Wild Rules.  
[VISITJACKSONHOLE.COM/THEWILDRULES](http://VISITJACKSONHOLE.COM/THEWILDRULES)

## JACKSON HOLE

STAY WILD.



# EXTRAORDINARY CAMPING. RESERVATIONS REQUIRED.



LIVE BY THE WILD RULES >> **JACKSON HOLE** STAY WILD.

# TAKE THE RIDE OF YOUR LIFE.

KNOW BEFORE YOU GO >>



**JACKSON HOLE** STAY WILD.

## STAYING WILD STARTS WITH YOU.



## TRAVEL RESPONSIBLY.



## EVEN A WILD CHILD RESPECTS MOTHER NATURE.



## THE ONLY THING LEFT BEHIND SHOULD BE RESPECT.



THE BEST SOUVENIR IS ONE YOU CAN COME BACK TO.



JACKSON HOLE STAY WILD



# THE BEST SOUVENIR IS ONE YOU CAN COME BACK TO.



It can take the ecosystem 10 to 30 years to recover from off-trail hiking.  
Stay on marked trails so the beauty of this special place never fades.

**The Wild Rules.**

Visit [JacksonHole.com/TheWildRules](https://www.jacksonhole.com/TheWildRules)

**JACKSON  
HOLE**  
STAY WILD.

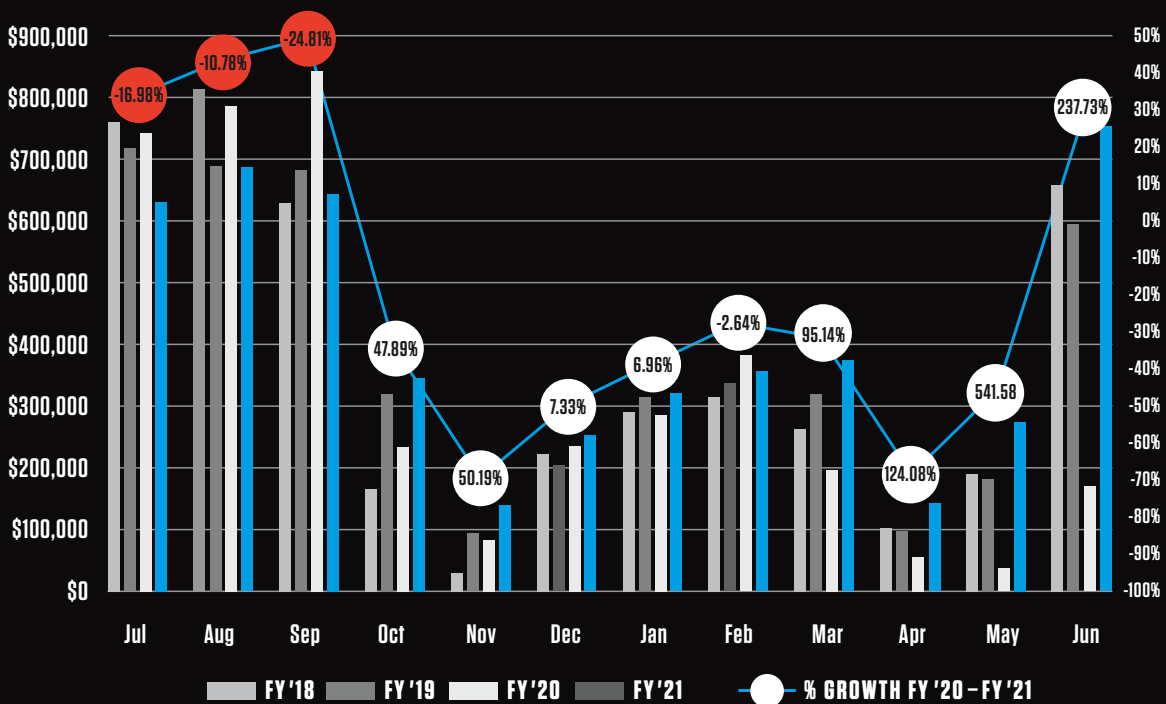
SUMMER SUSTAINABILITY CAMPAIGN. SEE MORE HIGHLIGHTS ON PAGES 22-23.



# LODGING TAX RECEIPTS

## Lodging Tax Receipts

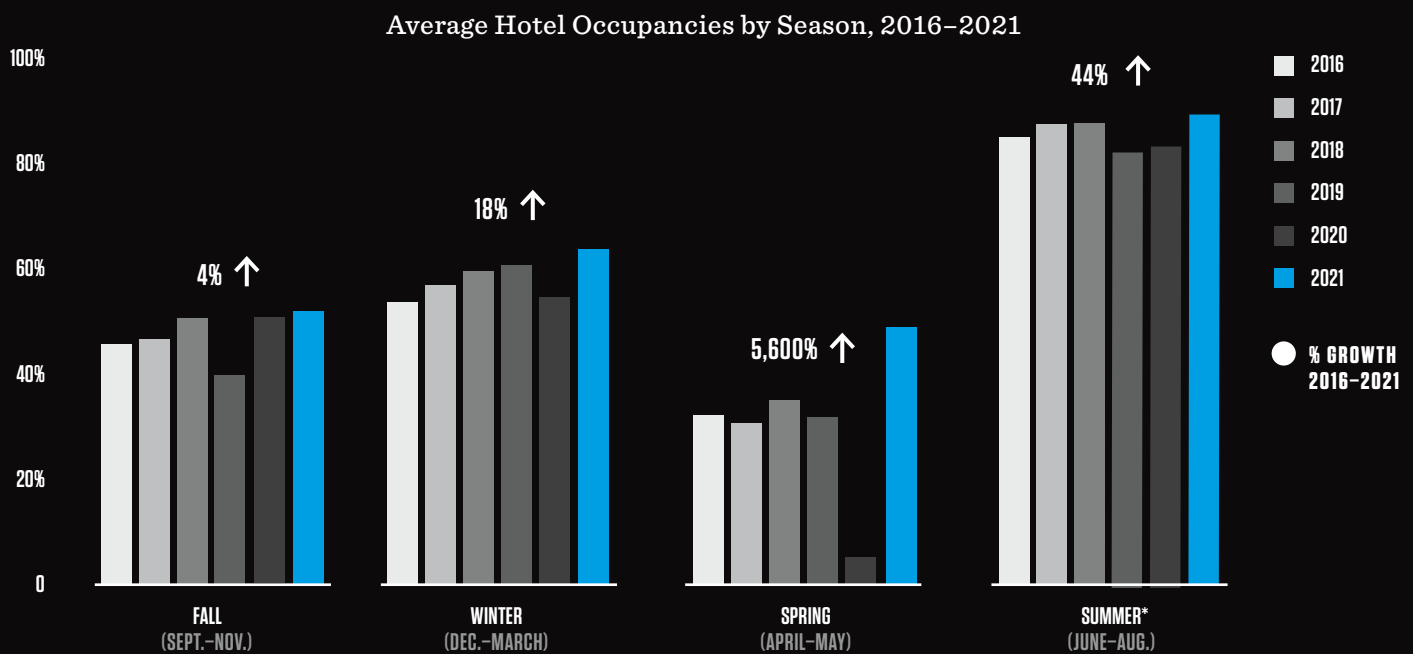
Month	FY '18	FY '19	FY '20	FY '21	% Growth FY '17-FY '18	% Growth FY '18-FY '19	% Growth FY '19-FY '20	% Growth FY '19-FY '21
July	\$756,692.47	\$716,556.41	\$748,540.87	\$621,405.15	8.87%	-5.30%	4.46%	-16.98%
August	\$808,700.01	\$695,339.54	\$780,037.15	\$695,976.34	23.91%	-14.02%	12.18%	-10.78%
September	\$631,843.45	\$682,496.27	\$847,088.44	\$636,968.10	11.15%	8.02%	24.12%	-24.81%
October	\$162,461.40	\$321,445.04	\$230,259.39	\$340,534.23	17.86%	97.86%	-28.37%	47.89%
November	\$39,833.63	\$89,904.71	\$80,786.32	\$121,336.76	38.95%	125.70%	-10.14%	50.19%
December	\$225,544.01	\$204,404.67	\$231,383.75	\$248,344.51	-2.86%	-9.37%	13.20%	7.33%
January	\$289,662.30	\$308,278.95	\$286,428.74	\$306,369.22	31.07%	6.43%	-7.09%	6.96%
February	\$311,313.63	\$341,078.00	\$378,096.17	\$368,116.43	37.61%	9.56%	10.85%	-2.64%
March	\$262,295.72	\$318,747.78	\$195,108.64	\$380,739.65	10.37%	21.52%	-38.79%	95.14%
April	\$101,285.99	\$95,625.76	\$64,086.17	\$143,605.03	210.74%	-5.59%	-32.98%	124.08%
May	\$194,369.92	\$185,656.58	\$45,164.94	\$289,766.90	-2.28%	-4.48%	-75.67%	541.58%
June	\$658,053.09	\$592,641.44	\$222,251.87	\$750,611.73	7.28%	-9.94%	-62.50%	237.73%
<b>Total</b>	<b>\$4,442,055.62</b>	<b>\$4,552,175.15</b>	<b>\$4,109,232.45</b>	<b>\$4,903,776.05</b>	<b>15.54%</b>	<b>25.00%</b>	<b>-\$9.73%</b>	<b>19.34%</b>



RED INDICATES IMPACT FROM COVID-19.

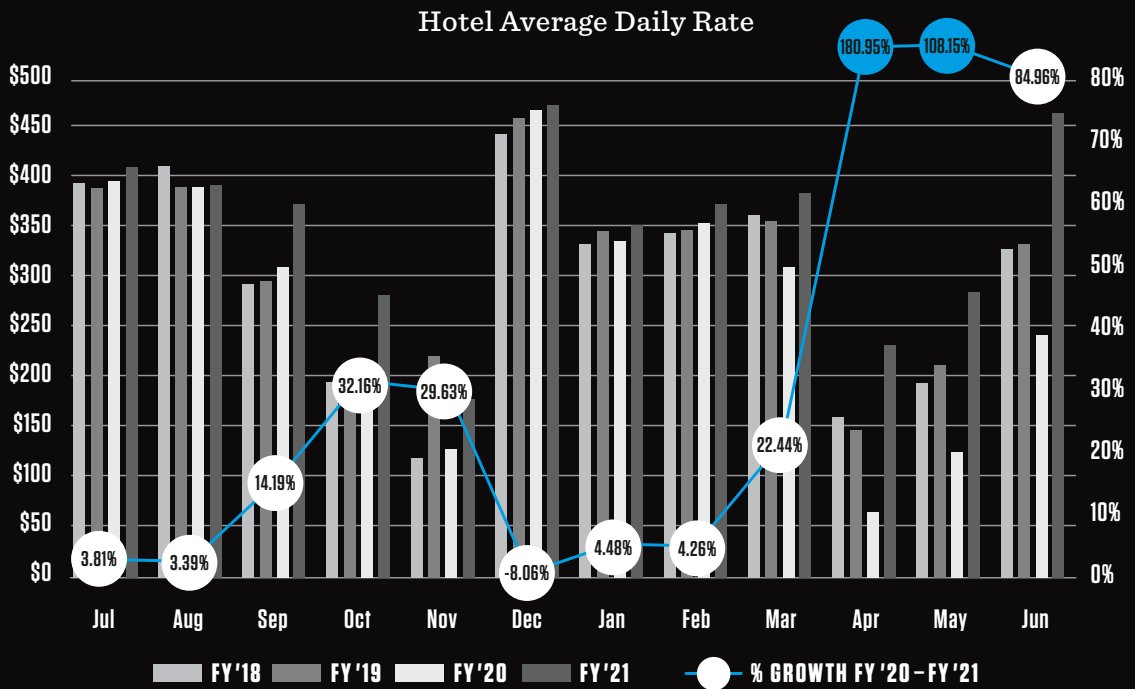
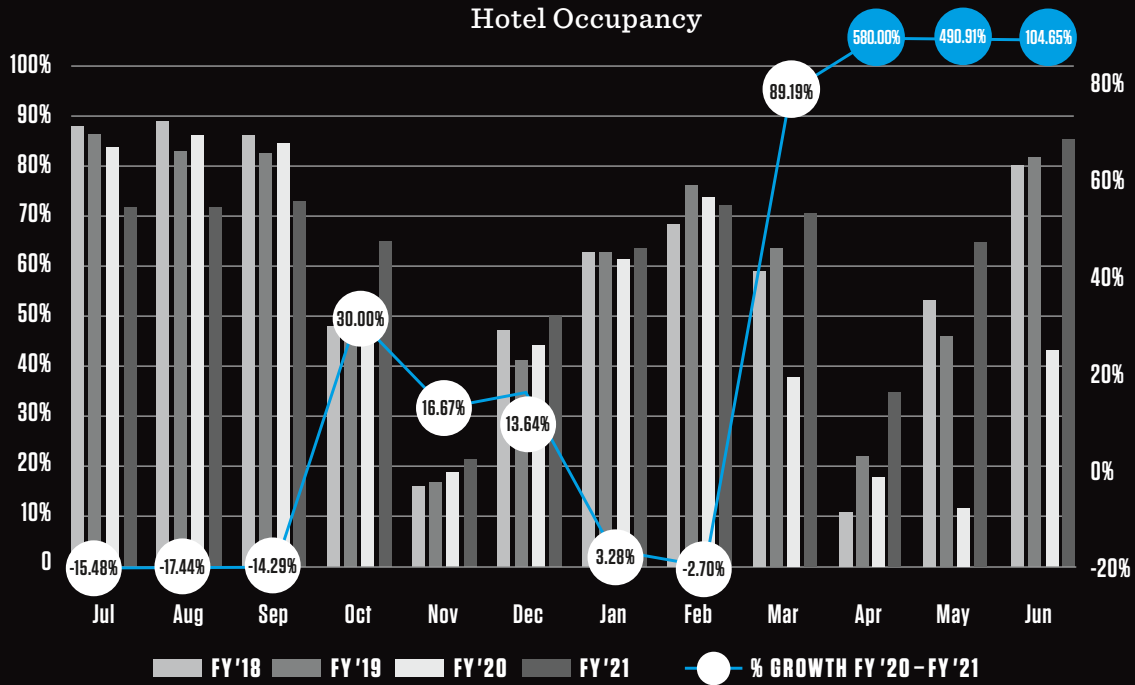
**Jackson Hole is more than a destination. We're a community, and our ultimate goal is to create a sustainable economy where families can live year-round. Tourism is a big part of our economy, but tourism needs to be consistent and manageable.**

**The Jackson Hole Travel & Tourism Board continued the Covid-19 safety messaging from the previous year, but as vaccines became available and cases were on the decline, JHTTB changed the communications strategy to include "Know Before You Go" messaging to inform visitors about things such as the Grand Teton National Park reservation system, advanced planning and recreating responsibly. The messaging focused on The Wild Rules that included sustainable tourism tips and suggestions. As anticipated and shown below, visitation numbers were record-setting.**



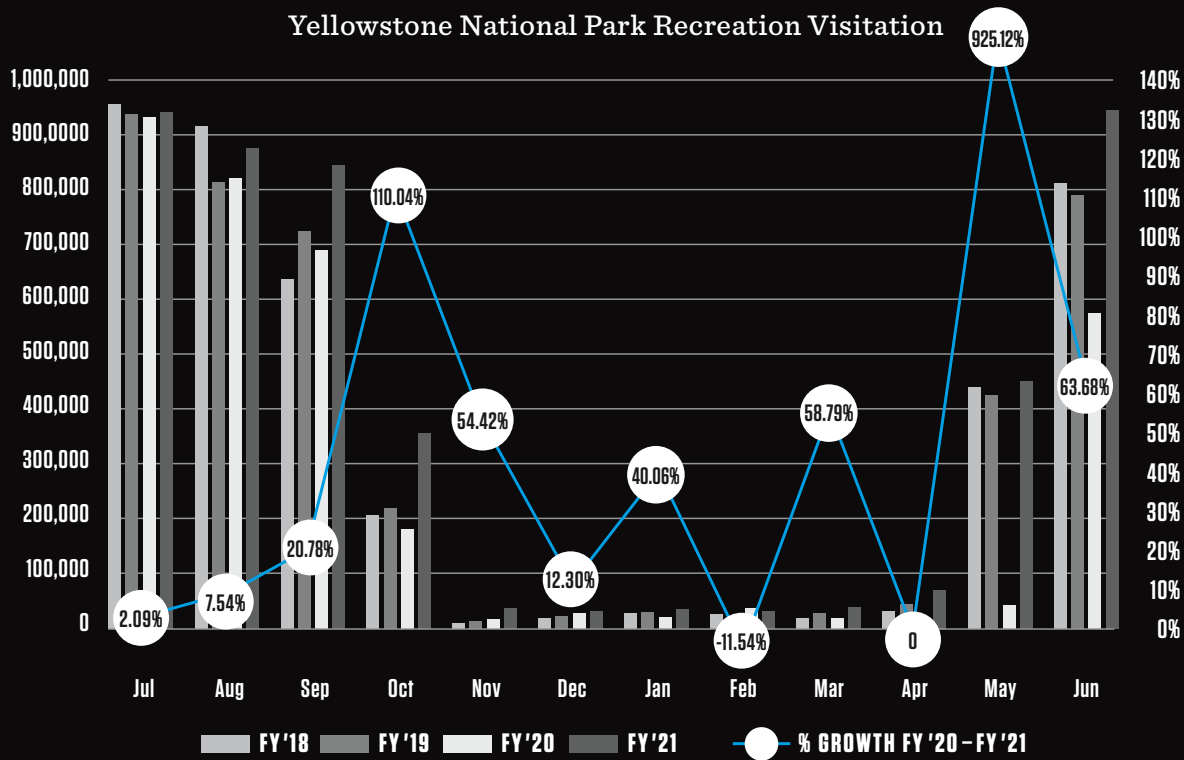
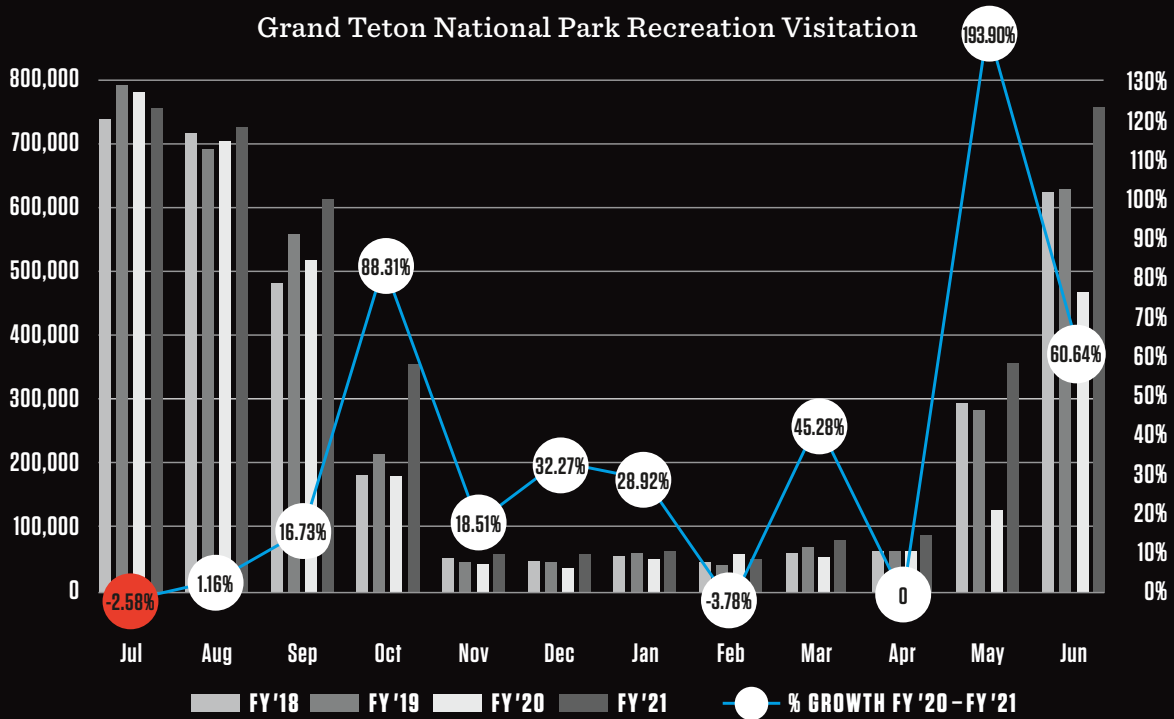
\*SUMMER 2021 OCCUPANCY NUMBERS ESTIMATED.  
SOURCE: DESTIMETRICS

# HOTEL OCCUPANCY AND AVERAGE DAILY RATE



SOURCE: DESTIMETRICS

# NATIONAL PARK VISITATION



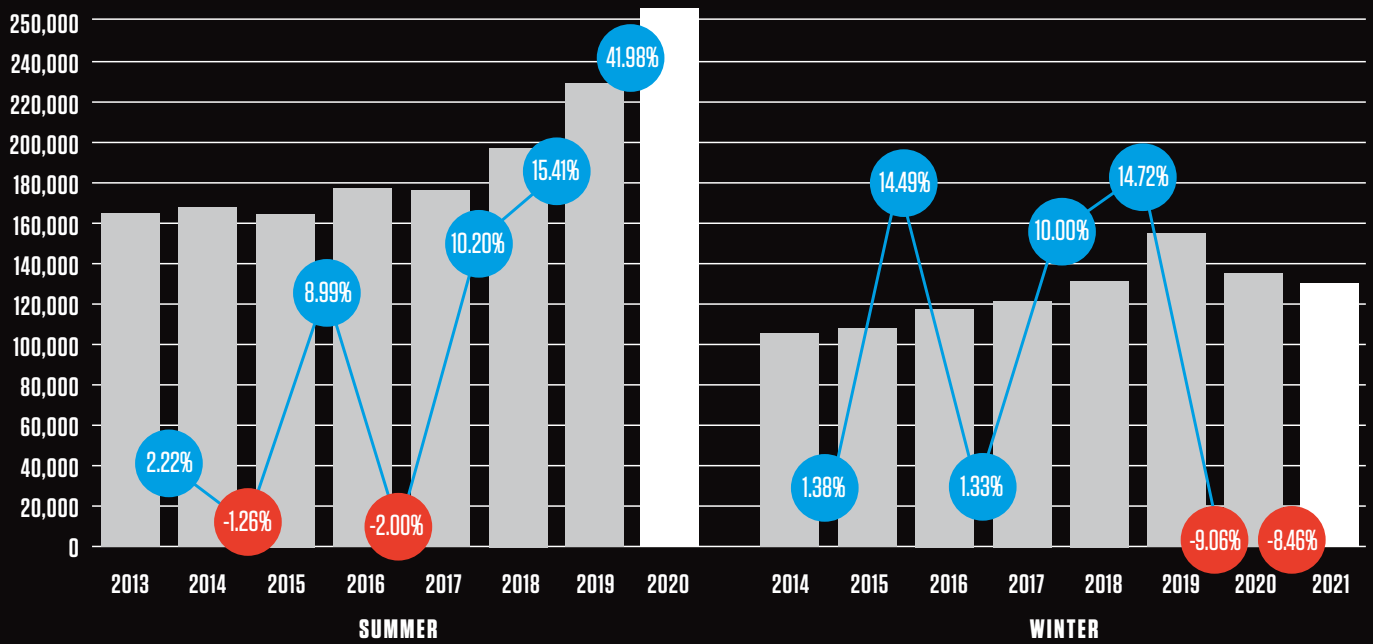
**RED INDICATES IMPACT FROM COVID-19.**  
**BOTH GRAND TETON AND YELLOWSTONE NATIONAL PARKS EXPERIENCED RECORD VISITATION IN 2021.**  
 SOURCE: IRMA.NPS.GOV

# INBOUND PASSENGERS BY SEASON



12 NONSTOP FLIGHTS FROM AROUND THE COUNTRY

Inbound Passengers at Jackson Hole Airport

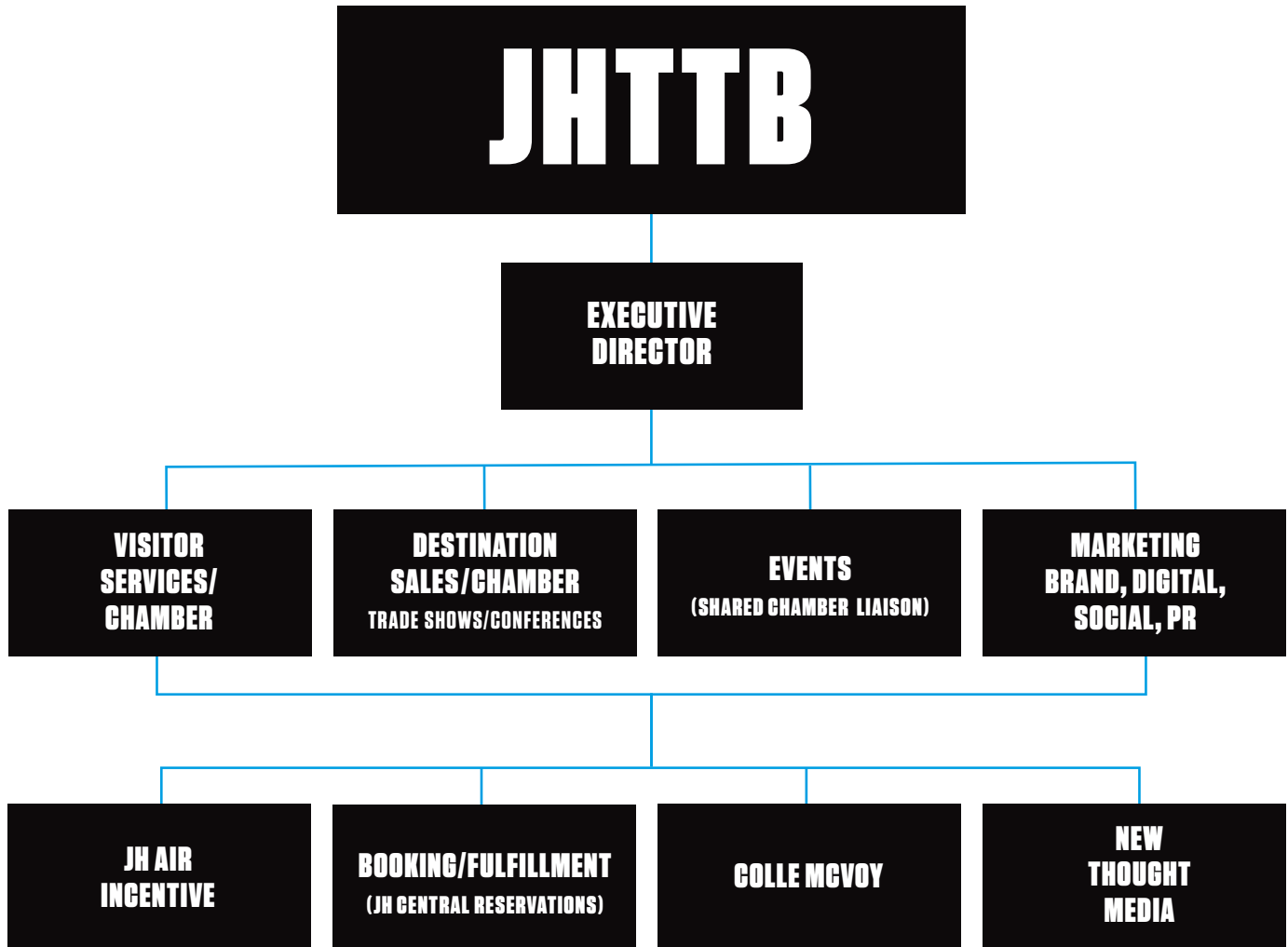


NOTE: WINTER IS FROM DECEMBER TO MARCH. SUMMER IS FROM JUNE-AUGUST.  
SOURCE: JACKSON HOLE AIRPORT



# OUR PARTNERS

JHTTB relies on several key partners in the community, all of whom work together to achieve the same goal: to promote tourism and visitation to Teton County while honoring the mission and vision of the board.



PARTIALLY  
FUNDED  
BY THE  
LODGING  
TAX



# HELP SHAPE TOURISM IN THE TETONS.

If you live or work in the Tetons, you know how tourism is impacting our way of life. That's why the Jackson Hole Travel & Tourism Board (JHTTB) is spending the next few months listening to the community to create an action plan that will help better manage the impacts of tourism.

Learn more about the plan, stay involved, and voice your opinion at [visitjacksonhole.com/locals](https://visitjacksonhole.com/locals)



# JACKSON HOLE TRAVEL AND TOURISM BOARD MEMBERS FY 2021

## BRIAN GALLAGHER

Joined the Board in 2016  
Chairman  
CityPASS

## CORY CARLSON

Joined the Board in 2017  
Vice Chairman  
Four Seasons Resort and  
Residences Jackson Hole

## ERIK DOMBROSKI

Joined the Board in 2018  
Treasurer  
The Yarrow Group

## BRIAN MODENA

Joined the Board in 2016  
Secretary  
TMBR Creative Agency

## WILLI BROOKS

Joined the Board in 2017  
Center for the Arts

## CRISTA VALENTINO

Joined the Board in 2017  
Current Consulting  
Think Current, LLC

## JOE MADERA

Joined the Board in 2019  
In Group Hospitality

# JACKSON HOLE TRAVEL AND TOURISM BOARD MEMBERS SUPPORT

## KATE SOLLITT

Executive Director  
Joined 2012

## BRITNEY MAGELBY

Event Liaison  
Jackson Hole Chamber  
of Commerce

## KEITH M. GINGERY

Chief Deputy County Attorney  
Teton County and Prosecuting  
Attorney's Office

## MARK BARRON

Teton County  
Board of County  
Commissioners

## ARNE JORGENSEN

Town of Jackson  
Vice Mayor  
Town Council Member

## BRET LINSENMANN

L & L, PC  
Certified Public Accountant

# PARTNER ORGANIZATIONS

Jackson Hole Chamber  
of Commerce

Jackson Hole Central  
Reservations

Jackson Hole Airport



**JACKSON  
HOLE** Travel  
& Tourism  
Board

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

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