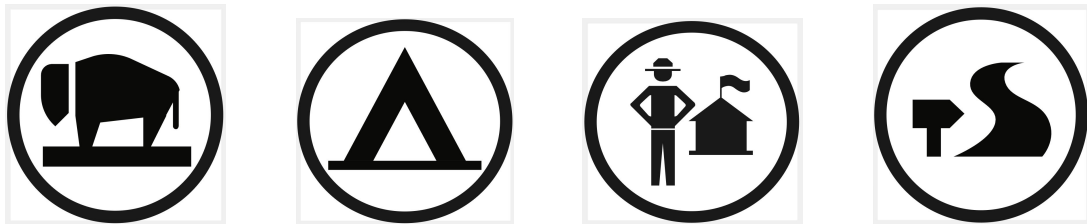


RESPONSIBLE VISITATION MESSAGING TOOLKIT



Key messages for communicating with visitors.



HOW TO USE THIS TOOLKIT

To amplify responsible recreation messaging, we developed the following assets for Jackson's hospitality industry. Using this toolkit to educate incoming visitors with shared language can protect visitors, the environment, and our home.

- 03 IMPORTANT DATES AND TARGET AUDIENCES**
- 04 KEY MESSAGES & TALKING POINTS**
- 09 SOCIAL / EMAIL CONTENT & ASSETS**
- 17 DOWNLOAD PHOTOS, VIDEOS, AND CAPTIONS**
- 18 TRAVEL TIPS & PHYSICAL ASSETS**
- 22 CONTACT & SUPPORT**

IMPORTANT DATES

April 22:

Responsible Recreation messaging launch to local partners



May 13:

Hospitality Partner Update & Chamber of Commerce frontline worker training



May 15:

Visit Jackson Hole summer campaign launch

TARGET AUDIENCES

Primary Audience:

All visitors during trip planning, pre-arrival and in destination phases of the traveler journey.

Secondary Audience:

Residents, front line workers and hospitality partners who interact with visitors.

KEY MESSAGES

WILDLIFE SAFETY

[VISITJACKSONHOLE.COM/WILDLIFE](https://www.visitjacksonhole.com/wildlife)



Selfie Control (Give Wildlife Space)

Use Selfie Control as a reminder that viewing and taking photos of wildlife is allowed and acceptable, but staying the appropriate distance is more than a suggestion. It's a requirement - for the guest's safety and the safety of the animal.



Slow Down

On average, more than 300 large animals are killed annually on Teton County roadways. Wildlife-vehicle collisions are most likely to occur at night, dawn, and dusk.

Remind guests to observe reduced speed limits at night, be attentive, and scan the edges of roads for wildlife.



Be Bear Wise

Inform guests to always be alert and learn to recognize bear signs like tracks, scat, digging, and the smell of a carcass.

Remind guest they should know how to carry and use bear spray.

BASECAMP BASICS

visitjacksonhole.com/activities/camping



Campfire Safety

Never leave a campfire unattended. If it's too hot to touch, it's too hot to leave. Carry extra water to ensure a campfire is dead out.



Reservations Required

Grand Teton National Park and Yellowstone National Park require camping reservations, which can be made up to 6 months in advance.



Pack It In, Pack It Out

All guests need to be prepared to pack out everything they pack in, including food wrappers, gear, fruit peels, and even human waste. Respect for the land means leaving it as you found it—or better.



Dispersed Camping

Dispersed camping in Bridger-Teton National Forest is first-come, first served. All guests should have a plan B and never camp in undesignated areas.

RESPONSIBLE RECREATION

visitjacksonhole.com/responsible-recreation



Have a Partner and a Plan

Encourage guests to adventure with a partner or hire a guide for the best, and safest, experience.

Remind visitors to research the area via online resources, maps, local gear shops, and park ranger stations. Best practices include letting someone know where they are going, checking current weather conditions, and having a turnaround time.



Be Prepared

Bring appropriate layers, gear, and supplies for safety and comfort. [Backcountry Zero](#) has a checklist based on local knowledge outlining “what’s in your pack” for just about every summer activity in the Tetons.

Bring bear spray for every outdoor adventure. Wear a PFD at all times when on the water.



Be Practiced

Most accidents could have been avoided through better preparation, training, and knowing and respecting your group’s limits.

Confirm that guests know how to use bear spray and are practiced with their gear before they venture out.

KEEP JACKSON HOLE WILD

visitjacksonhole.com/keep-jackson-hole-wild



Stay on Trails / Roadways

It can take the ecosystem 10-30 years to recover from damage caused by an off-trail detour. Inform visitors of the importance of staying on designated roads and trails.



Tag Responsibly

When visitors (and locals) geotag on social media, it brings unintended harm to some of Jackson Hole's most precious natural areas.

Tag Responsibly created the world's first generic location tag that allows people to still tag their favorite destination (Jackson Hole!) while protecting pristine locations. Use the geotag "Tag Responsibly, Keep Jackson Hole Wild."



Be Kind

We are all visitors on these lands and stewards for this community.

Share your passion for Jackson Hole with guests. Encourage them embody our local culture of loving and protecting our wild places.

SOCIAL / EMAIL CONTENT & ASSETS

Free assets to share with incoming visitors.

SOCIAL MEDIA CAPTIONS

Selfie Control



We've all seen the videos on social media: someone gets too close to a bison for a selfie and the next thing you know, they are on the news with wild-animal-induced injuries.

"Getting the shot" is not worth the risk to you or the wildlife, and a little self control can go a long way in Jackson Hole. 🙅🛑

Keep your distance. Give wildlife at least 25 yards of space, and 100 yards for bears and wolves.

Slow Down



In Jackson Hole, we share the road—with moose, elk, bears, and more. Be especially cautious at dawn, dusk, and night.

Protect the wild (and yourself) by driving slower, scanning the roadsides, and staying focused. 🚗

Be Bear Wise



Jackson Hole is bear country. Carry bear spray, keep it accessible, and know how to use it. Store all food, trash, and scented items securely, whether you're camping, hiking, or just stopping for a snack.

Stay alert for signs of bear activity, like fresh tracks, scat, overturned logs, or animal carcasses. If you see any of these, give the area plenty of space and consider turning back.

Never approach a bear. For your safety and theirs, stay at least 100 yards away.

SOCIAL MEDIA CAPTIONS

Campfire Safety



*Are you in control of your fire? 🔥
Unattended campfires are a leading cause of wildfires, especially in our dry climate. Always observe posted fire restrictions and follow these safety guidelines:*

- 1] Observe posted fire restrictions.*
- 2] Only build a campfire in a designated fire ring.*
- 3] Never leave your fire unattended*
- 4] Drown, Stir, Repeat*

When ready to leave, drown all embers with water; stir the coals, and drown again. If it is too hot to touch, it is too hot to leave.

Reservations Required



Camping 🏕️ in @grandtetonnp and @yellowstonenps requires a reservation or camping pass—so don't count on grabbing a spot last minute.

Plan ahead, book early, and help protect these wild places by following all posted rules and regulations.

Pack It In, Pack It Out



Everything you bring into national parks and forests 🌲 is your responsibility to remove—including trash, food waste, gear, and human or RV waste 🚽. Leaving anything behind can harm wildlife, pollute water sources, and damage fragile ecosystems.

*Pack it in, pack it out. 🧡🌲 No exceptions.
Leave it better than you found it.*

SOCIAL MEDIA CAPTIONS

Dispersed Camping



Dispersed camping is first come, first served—and it requires thoughtful stewardship. 🍷 Use only designated sites, avoid vegetation, and stay well away from water sources and wildlife habitat.

Follow all posted rules and local guidelines 📄. Be prepared with a Plan B if your first choice is taken, and never camp in undesignated areas.

Local tip: Campsites fill quickly on the weekend. If your schedule allows, camp during the week and away from holidays to score the best sites.

Have a Partner and Plan



Thinking about heading into the backcountry 🏕️? Take it seriously. Go with a partner or hire a guide—solo adventures can quickly turn risky. Research your route, check the weather, be familiar with trail conditions, and have a clear turnaround plan. 🗺️🧭👟

Always let someone know where you're going and when you'll be back. In the backcountry, preparation isn't optional—it's essential.

Be Prepared



Adventure smart. 🏔️ Being prepared is everything in the Tetons. Know before you go: check conditions, pack layers, have bear spray, bring plenty of water and food, and always be weather-aware 🧡.

The wild is beautiful—but it doesn't make exceptions.

SOCIAL MEDIA CAPTIONS

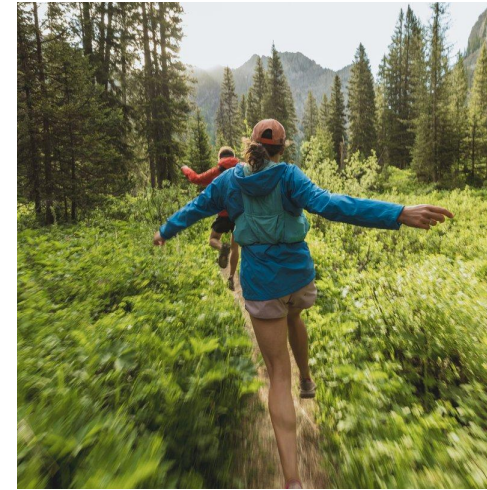
Be Practiced



Bring the right gear, and know how to use it while adventuring in Jackson Hole. Whether it's bear spray, a map 🗺️, or a first-aid kit, know how to use it before you need it.

In the backcountry, preparation can be life-saving. 📝

Stay on Trails / Roads



Going off-trail 🥾 damages fragile ecosystems and can disturb wildlife—and the impact isn't temporary. 🌱🏔️ Did you know it can take 10 to 30 years for these environments to recover from just one off-trail detour?

Stick to designated trails and roads to help protect Jackson Hole for future generations 🙌.

SOCIAL MEDIA CAPTIONS

Tag Responsibly

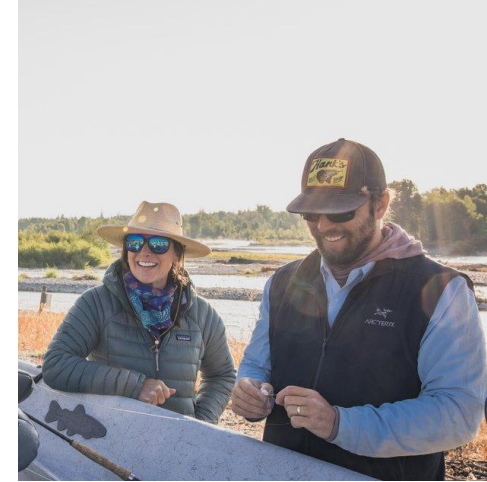


Not every spot needs a pin 📍. Sharing exact locations can lead to crowding, overuse, and long-term damage to fragile places. Before you post 📱, think about the impact.

#TagResponsibly is a community-led initiative that introduced the world's first generic location tag—"Tag Responsibly, Keep Jackson Hole Wild"—to help protect the places we all love.

Take the photo - ditch the tag.

Be Kind



We're all guests here: on this land, in this community, and in the wild spaces we love to explore 🏕️.

Respect fellow adventurers 🤝, be patient, and lead with kindness, on and off the trail 🥾.

EMAIL MESSAGING

Examples of professional, pre-arrival email messaging for mobile and web.
Find copy-and-paste text as well as suggested times to use this messaging [here](#).

Responsible Recreation

Here in Jackson Hole, the wild rules! Make sure you know before you go adventuring. Have a partner and a plan; be prepared; be practiced.

[Learn More](#)



Keep Jackson Hole WILD

Responsible Recreation

Here in Jackson Hole, the wild rules! Make sure you know before you go adventuring. Have a partner and a plan; be prepared; be practiced.

[Learn More](#)



Keep Jackson Hole WILD

We're calling on you to protect our fragile ecosystem and respect our community members.

[Learn More](#)



EMAIL MESSAGING

Examples of professional, pre-arrival email messaging for mobile and web.
Find copy-and-paste text as well as suggested times to use this messaging [here](#).



Wildlife Awaits

But keep your distance. Give bear, wolves, and large carnivores 100 yards of space; give moose, elk, and bison 25 yards of space.

[Learn More](#)



Wildlife Awaits

But keep your distance. Give bears, wolves, and large carnivores 100 yards of space; give moose, elk, and bison 25 yards of space.

[Learn More](#)



Camping in Jackson Hole

An overnight stay with a million-star rating requires a little pre-planning. Learn how, and where, to camp in Jackson Hole this summer.

[Learn More](#)

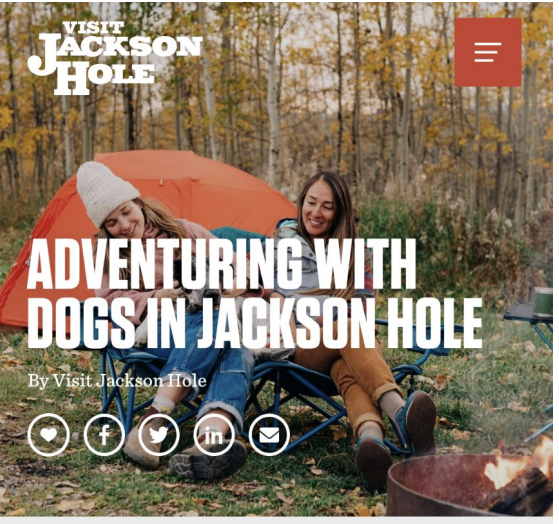
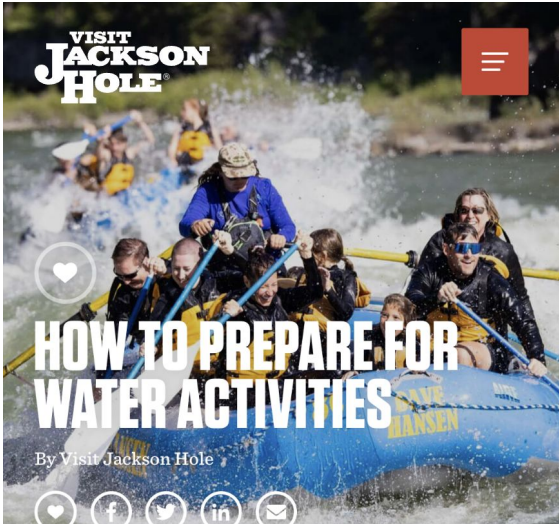
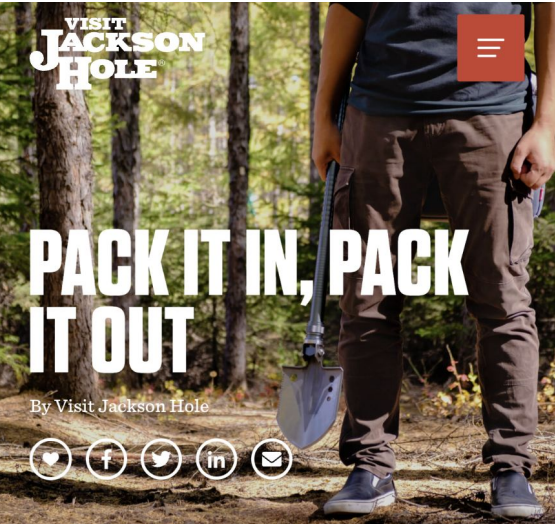
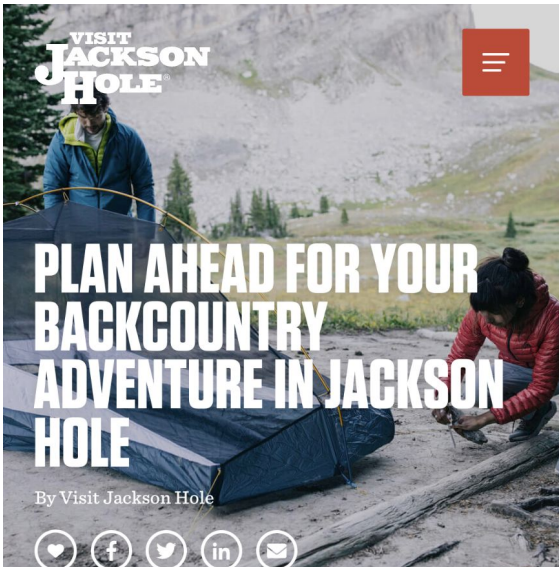
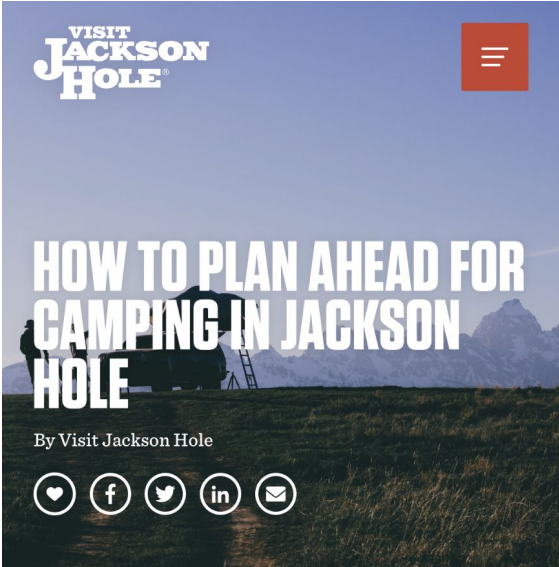
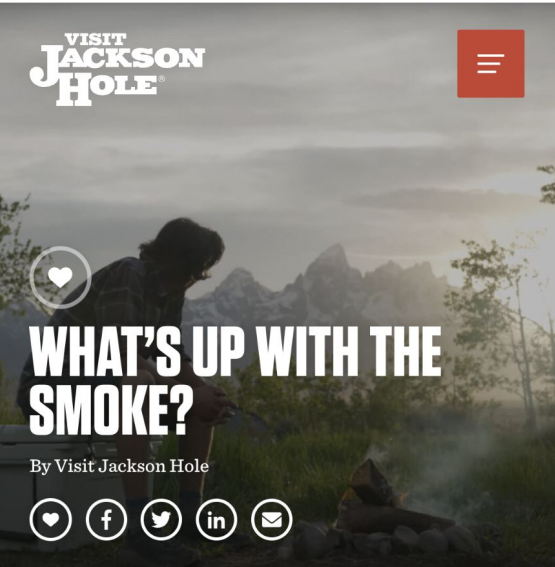


DOWNLOAD PHOTOS, VIDEOS
AND CAPTIONS

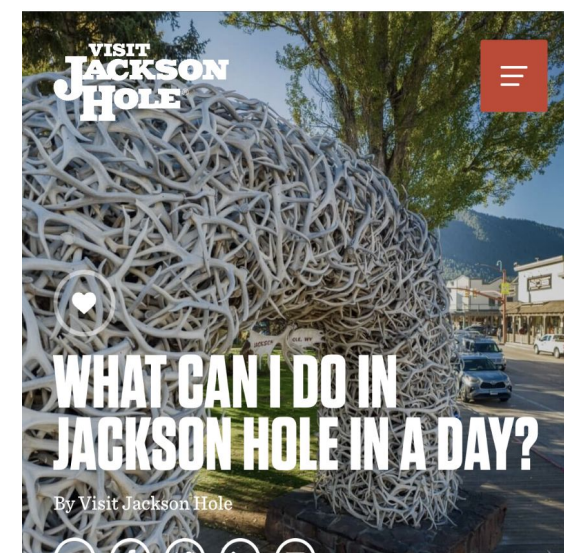
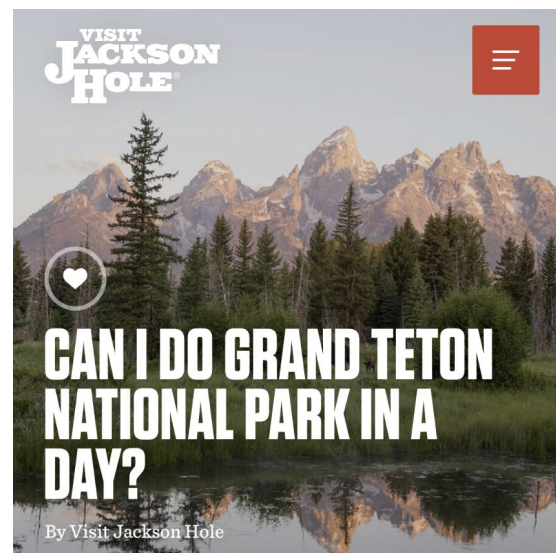
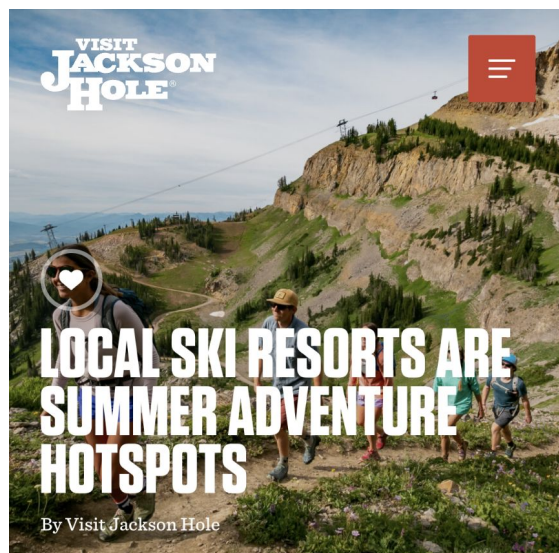
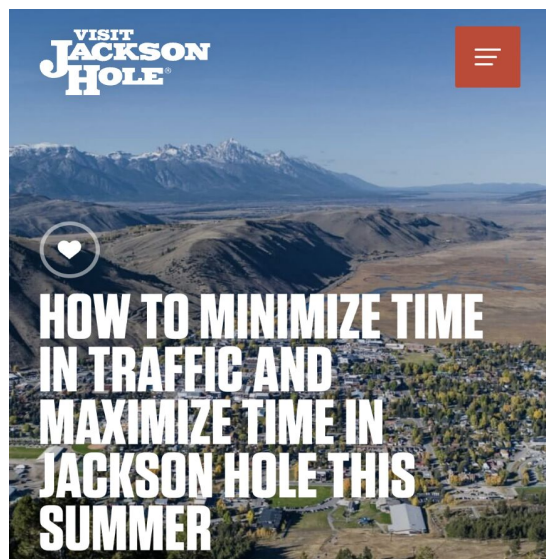
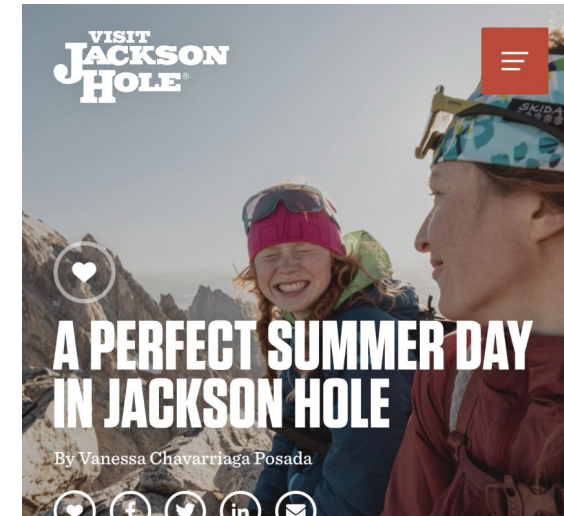
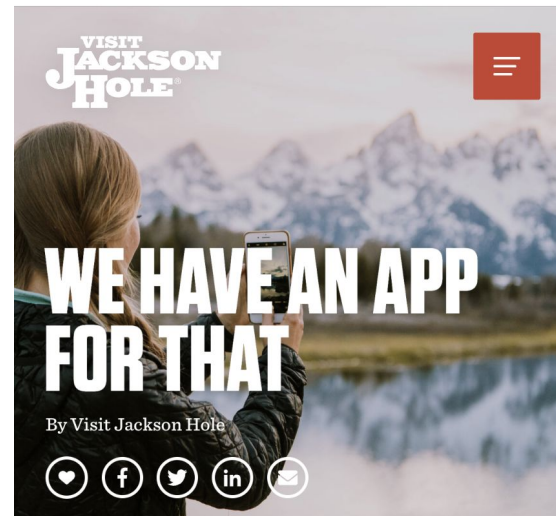
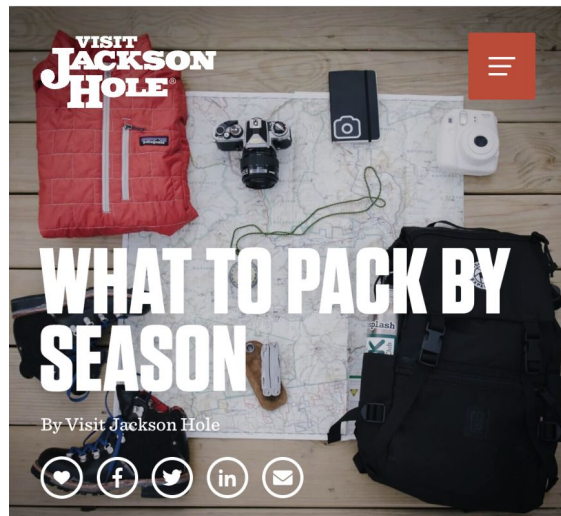
TRAVEL TIPS & PHYSICAL ASSETS

Free resources including travel tips, blogs, handouts,
and front desk FAQs.

BLOGS & TRAVEL TIPS - Click on image to share



BLOGS & TRAVEL TIPS - Click on image to share



PHYSICAL MATERIALS

For front desk staff, in-room collateral, and at visitor touchpoints

VISIT RESPONSIBLY

Scan the QR codes to learn more about visiting Jackson Hole responsibly



WILDLIFE SAFETY

Keep your distance. Give bears, large carnivores, and large nesting birds at least 100 yards of space. All other animals, including bison, elk, and moose, require at least 25 yards of space.



BASECAMP BASICS

Only campers know the infinite rewards of a night spent under the stars. Camping season in Jackson Hole runs from May to October and campgrounds range in amenities, availability, and required reservation, so make sure you know before you go.



RESPONSIBLE RECREATION

Recreating responsibly goes beyond sharing the trail and following the rules – It begins with a reverence for this place and a commitment to keeping it intact for future generations. These wild places deserve our respect and care, as do fellow recreationists we meet along the way.



KEEP JACKSON HOLE WILD

The smallest actions can have the biggest impact on the ecosystem that makes Jackson Hole so special. Around here, the wild rules. The rugged granite peaks and generations of wildlife were here first. We're lucky to live among them – but as guests in their homes, we must abide by their rules.



VISIT JACKSON HOLE[®]
LEARN MORE AT VISITJACKSONHOLE.COM. STAY WILD.



RESPONSIBLE RECREATION VISITOR FAQ

Print this document and leave it at front desks, concierges, and visitor touchpoints to answer common visitor questions.



WILDLIFE QUESTIONS

Q: What should I do when I see wildlife?

A: Stay 100 yards or more away from bears, wolves, and other large carnivores. Moose, elk, and bison can be safely viewed from 25 yards or more. Snap a picture in the Selfie Control filter!

Q: Could I see a bear on my hike (or other outdoor recreation)?

A: Yes, bears are at home in Jackson Hole, and you should be prepared to see one while recreating in the area. Always carry bear spray and know how to use it. Make noise while hiking and store food appropriately inside your car (not in the truck bed).



BASECAMP BASICS QUESTIONS

Q: Do I need a reservation to camp in the National Parks?

A: Yes, camping in both Grand Teton National Park and Yellowstone National Park requires an advanced reservation. Camping in undesignated areas is not allowed.

Q: Do I need a reservation to camp in Bridger-Teton National Forest?

A: Dispersed camping in Bridger-Teton National Forest is first-come, first-served, so arrive early and have a backup plan. Camping in undesignated areas is not tolerated.

Q: Can I have a campfire?

A: Check visitjacksonhole.com/campfires to see if there are any fire restrictions. Never leave a campfire unattended - if it's too hot to touch, it's too hot to leave!

Q: What should I pack for camping?

A: Bring shelter, warm clothes, safety supplies, food, and plenty of water. Be prepared to pack out anything you pack in, including human waste and grey water.



RESPONSIBLE RECREATION QUESTIONS

Q: It's my first time in Jackson, where should I go / what should I do outside?

A: Stop by a visitor center to make a plan before heading out into Bridger-Teton National Forest, Grand Teton National Park, or Yellowstone National Park.

Q: Should I hire a guide?

A: Regardless of experience level, always have a partner when recreating outdoors. A guide can be a great way to experience new terrain, spot wildlife, or try a new activity.

Q: What should I pack for outdoor recreation?

A: Wear layers and bring sunscreen, safety supplies, food, and water. Bring bear spray and know how to use it.

Q: Can I get on the water?

A: Jackson waters offer swimming, rafting, boating, and paddle boarding. Wear a PFD (personal flotation device) at all times on the water and be sober enough to respond quickly to an emergency.

Q: Where can I drive?

A: Jackson and surrounding lands offer great drives with even better scenery, but always stay on designated roads and go slow to watch for wildlife. Pack your patience as summer traffic can be busy during peak times near popular sites.



KEEP JACKSON HOLE WILD

Q: How can I support the local community?

A: Dining and shopping locally helps the economy and provides a more unique experience. Hiring a local guide or visiting a local bike shop also helps!

Q: How can I support the environment?

A: Staying the appropriate distance from wildlife, keeping to designated trails, and leaving no trace go a long way in protecting our environment. Also, on social media tag "tag responsibly, keep Jackson Hole wild" rather than the exact location of your post to keep our wild places wild.

Q: How can I support the workforce?

A: A little kindness goes a long way. Always address service industry employees with kindness, let them know they're appreciated, and above all, be patient.

DOWNLOAD One Sheeter

DOWNLOAD Visitor FAQ

CONTACT & SUPPORT

JHTTB

The JHTTB is leading visitor education initiatives to support public land managers, hospitality partners, and front line workers.

For questions about visitor education, or for more resources for your business, please reach out to:

Crista Valentino, Executive Director

Lodgingtax@tetoncountywy.gov

John Bowers, Marketing Manager

Visitjacksonhole@tetoncountywy.gov

Britney Magleby, Communications Manager

communications@tetoncountywy.gov

VISITOR SERVICES

Friendly and knowledgeable visitor services agents are ready to serve visitors to ensure that their trip to the Last of the Old West is one to remember. Please encourage visitors to call ahead, stop by, ask questions, and learn more about the area.

For questions you may not be able to answer, or to help a visitor plan their trip, send them to:

The Greater Yellowstone Visitor Center

532 N. Cache St., Jackson, WY, 83001
(307)733-3316

The Chamber of Commerce Visitor Center

260 W. Broadway, Jackson, WY, 83001
(307)733-3316