

2025 TETON COUNTY RESIDENT SENTIMENT STUDY RESULTS

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EXECUTIVE SUMMARY

In 2024, the WORTH Institute, Boley Travel, and the Jackson Hole Travel and Tourism Board partnered to design and implement a scientifically representative resident sentiment survey to better understand how tourism is affecting quality of life in Teton County, Wyoming. This effort is part of a long-term commitment outlined in the county's Sustainable Destination Management Plan, which calls for the survey to be repeated every two years (SDMP 1.1.2).

The first resident sentiment survey was conducted in 2022 as part of the SDMP development process. That survey was distributed via an open online link and received 4,777 responses. While valuable for its volume of feedback, the 2022 approach lacked scientific controls and did not reflect the demographics of the county's population. The 2025 survey, by contrast, used a push-to-web methodology with randomized mailing and follow-up reminders to ensure broad participation across geographic areas, age groups, and ethnicities. Weighting was applied to adjust for underrepresented populations, resulting in a sample that better reflects the actual composition of Teton County residents.

The 2025 results offer both continuity and contrast with the 2022 findings. A strong majority of residents (89%) continue to agree that tourism is important to the local economy, with a noticeable increase in the proportion who "strongly agree" (46% in 2025 vs. 34% in 2022). However, concerns persist about how tourism is impacting everyday life: only 36% agree that the benefits of tourism outweigh the drawbacks, though this represents a modest improvement from 26% in 2022.

Meanwhile, sentiment that tourism development is happening too fast remains widespread (70%), though slightly improved compared to 2022 (85%).

The survey also explored perceptions of responsible visitation messaging, with 61% of respondents reporting they had seen educational content but fewer than 39% indicating it changed their behavior. Seasonal tourism preferences revealed a desire to better balance visitor flows, especially by reducing pressure during peak summer months.



Photo credit: Wyoming Office of Tourism

Importantly, 87% of respondents contributed open-ended feedback. Their comments reflect deep concern about infrastructure strain, workforce housing displacement, loss of community character, and limited resident input in tourism decisions. While the majority recognize tourism's economic importance, many call for a recalibration of priorities to ensure that growth is aligned with community values.

The 2025 survey results provide actionable insight for the Jackson Hole Travel and Tourism Board, local government, and community stakeholders. Residents are clear: they value tourism but want to see it better managed to protect the quality of life, character, and natural environment that make Teton County unique. These findings inform the implementation of the Sustainable Destination Management Plan and serve as a benchmark for future progress.



Photo credit: Wyoming Office of Tourism

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INTRODUCTION AND CONTEXTUAL OVERVIEW

Resident sentiment surveys concerning tourism have long been an important measure of how the impacts from tourism, both positive and negative, affect residents’ quality of life. National measures of resident sentiment indicate growing support for tourism, whereby 65% of Americans now agree that the positive benefits of tourism outweigh the negative impacts.¹ However, residents in gateway communities typically do not view tourism as favorable compared to national sentiment. Comparing similar surveys in the last three years in western gateway communities, Teton County, WY resident sentiment is in-line with other areas.

Table 1. Comparison of Resident Sentiment in Select Gateway Communities in the West.

Community	The positive effects of tourism outweigh the negative impacts (agree or strongly agree)	Date of study
Jackson, WY	36%	2025
Lake Tahoe, CA	29%	2023
Moab, UT	31%	2022
Park City, UT	39%	2022
Sun Valley, ID*	48%	2022
Average	36.6%	

*The Sun Valley survey asked “in general, the benefits of a visitor economy outweigh the drawbacks in the Wood River Valley”

Teton County, Wyoming—home to some of the most iconic landscapes in the American West—has long been a premier destination for domestic and international visitors. With tourism playing a central role in the local economy, community leaders and stakeholders are increasingly seeking to balance the economic benefits of visitation with the preservation of the county’s environment, culture, and resident quality of life.

As part of an ongoing commitment to sustainable tourism planning, the Jackson Hole Travel and Tourism Board (JHTTB), in collaboration with the University of Wyoming WORTH Institute and Boley Travel, conducted the 2025 Resident Sentiment Survey to assess how local residents perceive the current and future impacts of tourism. This effort builds directly on the foundational work of the 2022 survey, which served as a key input into the development of the county’s Sustainable Destination Management Plan (SDMP).

While the 2022 survey provided valuable insights, its open-access distribution method introduced sampling limitations. In contrast, the 2025 survey employed a rigorous,

1 Longwoods International. 2024.United States Industry Brief: 2024 National Resident Sentiment. Accessed from: https://destinationsinternational.org/sites/default/files/2025-02/DI25_US_Resident%20Sentiment_2024.pdf

probability-based push-to-web methodology with stratified follow-up, ensuring more representative demographic coverage of Teton County’s population. This approach improves the reliability and validity of the findings while maintaining continuity in key questions to allow for direct comparisons over time.

The 2025 survey explores resident sentiment across a range of topics, including:

- Perceived benefits and drawbacks of tourism
- Tourism’s impact on quality of life and community character
- Economic and environmental trade-offs
- Attitudes toward tourism growth and seasonal distribution
- Awareness and effectiveness of responsible visitation messaging

ECONOMIC IMPACT OF TOURISM TO TETON COUNTY, WY

In 2024, Teton County generated the highest level of direct travel spending in Wyoming, totaling approximately \$1.75 billion—a 3.2% increase from 2023. This spending supported 8,480 jobs and produced \$526.1 million in earnings. Tourism also contributed significantly to public finances, generating \$103.8 million in combined state and local tax revenues. Of the total visitor spending in Wyoming, Teton County alone accounted for more than one-third, underscoring the county’s critical role as a tourism hub within the state. Of the total 8.7 million visitors to Wyoming in 2024, 1.7 million of those visitors spent time in Teton County.

This report presents the results of the 2025 survey with the goal of informing future destination management decisions that are responsive to resident concerns and aligned with the values of the community.



Photo credits: Wyoming Office of Tourism

METHODS

The 2025 Teton County Resident Sentiment Survey was conducted to assess residents' perceptions of tourism's impacts—both positive and negative—on quality of life, environment, and community. This study serves as a follow-up to the 2022 survey and reflects a methodological refinement aimed at generating a scientifically representative sample of county residents.

The survey instrument was developed and refined over six months (June–December 2024), incorporating multiple rounds of feedback from stakeholders and community partners. Questions used in the 2022 survey were retained in the 2025 instrument to allow for longitudinal comparison. In addition, several new items and analyses were included to provide a more comprehensive picture of resident sentiment. The online version of the survey was also made available in Spanish.

The final survey consisted of multiple sections measuring:

- Quality of life and community satisfaction
- Perceptions of tourism's economic and non-economic benefits and drawbacks
- Importance and performance of various tourism-related impacts (for use in Importance–Performance Analysis)
- Sentiment toward responsible visitation messaging
- Preferences regarding tourism's future scale and seasonal distribution

Unlike the 2022 survey, which was distributed via an open web link and yielded 4,777 responses without sampling controls, the 2025 survey employed a scientific sampling approach using an address-based sampling frame. In partnership with the Wyoming Survey and Analysis Center (WYSAC), a randomized sample of 4,000 household addresses was purchased from Marketing Systems Group (MSG), a leading national vendor specializing in generating scientific samples. The sample was drawn from the U.S. Postal Service delivery sequence file, including all mailable addresses in Teton County (physical and post office boxes), excluding addresses with mail forwarding to eliminate non-residents. MSG obtained valid email addresses and appended them to 1,683 sample records during the sampling process.

Each selected household received up to four mailings between January 17 and March 14, 2025: (1) an initial invitation postcard with a survey link, (2) a paper questionnaire, (3) a reminder letter, and (4) a final mailing with a second paper survey. Respondents could complete the survey online or by mail using a unique access code that prevented duplication. WYSAC conducted real-time monitoring of response rates by demographic group. Plans were in place for in-person intercept surveying in Jackson during March

2025 if key demographic groups were underrepresented; however, this step was ultimately not required.

To promote participation, the WORTH Institute purchased advertisements, distributed a press release, and hosted a survey information table during the Travel and Tourism Expo in Jackson, WY, on January 14, 2025.

After accounting for failed/bounced email and mailed addresses, 658 survey completions were obtained from 3,514 valid records, resulting in a response rate of 18.7%. The response rate achieved a 95% confidence level with a 3.77% margin of error for the county's current population of 23,287.

Analytical methods included descriptive statistics, multiple regression models, and analysis of variance (ANOVA) to examine group-level differences by residency length and income. A targeted regression model was also used to explore factors influencing resident support for responsible visitation messaging.

This mixed-methods, weighted, and stratified survey design improves the reliability and validity of measurements assessing community sentiment toward tourism in Teton County.

Respondent Profile

A majority of respondents (54.8%) were aged 60 and older, consistent with patterns in survey response rates for mailed instruments. Similar to the 2022 survey, respondents were also predominantly White, with Hispanic and Latino residents underrepresented relative to the most recent U.S. Census estimates for Teton County. While participation was robust across income and housing status categories, the age and racial distribution of respondents differed from the county population as a whole.

Weighting Procedure

To adjust for demographic discrepancies between survey respondents and the broader Teton County population, a post-stratification weighting procedure was implemented. Joint population estimates by age and gender were drawn from the U.S. Census Bureau's American Community Survey². Sixteen demographic cells were constructed by cross-tabulating eight age groups (18–24 through 85+) with two gender categories (male, female).

Weights were calculated by dividing each cell's population proportion by its unweighted sample proportion. To mitigate the effect of extremely large or small weights, values were trimmed at the 5th and 95th percentiles. Cases with missing age or gender data were assigned a default weight of 1. This approach corrected for the underrepresentation

² U.S. Census Bureau, U.S. Department of Commerce. "Age and Sex." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0101, 2023, <https://data.census.gov/table/ACSST5Y2023.S0101?q=Teton+County,+Wyoming&t=Age+and+Sex>. Accessed on April 30, 2025.

of younger adults and yielded a final weighted sample distribution that more closely reflects Teton County's true demographic composition.

Demographic Characteristics

Table 2. Demographic Characteristics

Socio-demographic Variable	Unweighted		Weighted	
	n	%	n	%
Age (n = 573: M = 60.1 years of age)				
18-29	15	2.6	49	8.9
30-39	56	9.8	130	23.7
40-49	79	13.8	104	19.0
50-59	109	19.0	90	16.5
60-69	129	22.5	79	14.3
70-79	137	23.9	70	12.8
80+	48	8.4	26	4.7
Gender				
Male	308	52.5	292	51.9
Female	265	45.1	256	45.6
Non-binary / third gender / Not Listed	14	2.3	14	2.5
Race/Ethnicity				
Caucasian/White	553	95.0	530	94.7
Asian	7	1.2	8	1.4
Native Hawaiian or Pacific Islander	1	0.2	2	0.3
Hispanic or Latino/a	10	1.7	12	2.1
African American/Black	2	0.3	5	0.8
American Indian/Alaska Native	6	1.0	9	1.6
Other/Not Listed	20	3.4	15	2.8
Education (Highest Level)				
Less than High School	1	0.2	1	0.2
High School or GED	25	4.2	19	3.3

Technical, Vocational or Trade School	15	2.5	12	2.1
Some College	64	10.7	57	10.0
Bachelor's Degree	277	46.5	298	52.2
Master's Degree	151	25.3	141	24.7
Ph.D./Professional Degree	63	10.6	43	7.5
Household Income				
< \$50,000	47	8.5	59	11.0
\$50,000 - \$99,999	127	23.0	136	25.4
\$100,000 - \$149,999	116	21.0	111	20.7
\$150,000 - \$199,999	73	13.2	67	12.6
\$200,000+	189	34.2	163	30.3

Residential Characteristics

Table 3. Residential Characteristics

	Unweighted		Weighted	
	n	%	n	%
Years a Resident of Teton County	(Mean = 25; Median = 23)		(Mean = 20; Median = 15)	
0-5 years	73	12.2	129	22.4
6-20 years	196	32.7	208	36.1
21+ years	331	55.2	239	41.5
Full-time or Part-time Resident				
Full-time resident	567	94.5	553	96.1
Part-time resident	33	5.5	23	3.9
Rent or Own this Teton County, WY residence				
Rent	110	18.4	178	31.1
Own	468	78.3	361	62.8
Other	20	3.3	35	6.1
Is this your primary residence?				
Yes	581	97.2	560	97.5
No	17	2.8	14	2.5

Does any portion of your household income come from tourism?				
Yes	151	25.3	189	32.9
No	446	74.7	385	67.1

WEIGHTED SURVEY RESULTS

Comparisons with 2022 Resident Sentiment Survey

Residents of the 2025 weighted sample were similar to those of the 2022 sample with only a few percentage point differences in age and length of residency in Teton County, WY (Table 4).

Table 4. Comparisons between 2022 and 2025 Sample

Length of Residency in Teton County, WY	2022	2025
0-5 years	18%	22%
6-20 years	34%	36%
21+ years	48%	42%
Age		
18-29	10%	9%
30-44	29%	36%
45-64	36%	31%
65+	23%	25%

Compared to 2022, resident sentiment regarding tourism generally improved (Figure 1, Table 4). Support for tourism’s importance to the local economy remained high, with agreement increasing slightly from 86% to 89% in 2025. More residents in 2025 reported feeling that tourism benefits them economically (43%) compared to 38% in 2022. There was also an increase in those who felt that the overall benefits of tourism outweigh the negative impacts (36% in 2025 vs. 26% in 2022). There were 15% fewer respondents in 2025 who reported that a portion of their household income comes from tourism. This could be due to the method of survey distribution.

More residents in 2025 believed that tourism helps maintain the integrity of the natural environment—increasing from 7% to 15% with 16% more responding “neutral.” Belief that tourism development is happening too fast slightly decreased (85% in 2022 to 70% in 2025) with 12% more being neutral, indicating a potential easing of concern.

These shifts suggest residents may be seeing modest improvements in their sentiment. However, in comparison to national support for tourism (i.e., when asking the question “the benefits of tourism outweigh the negative impacts”), Teton County still has room for improvement.

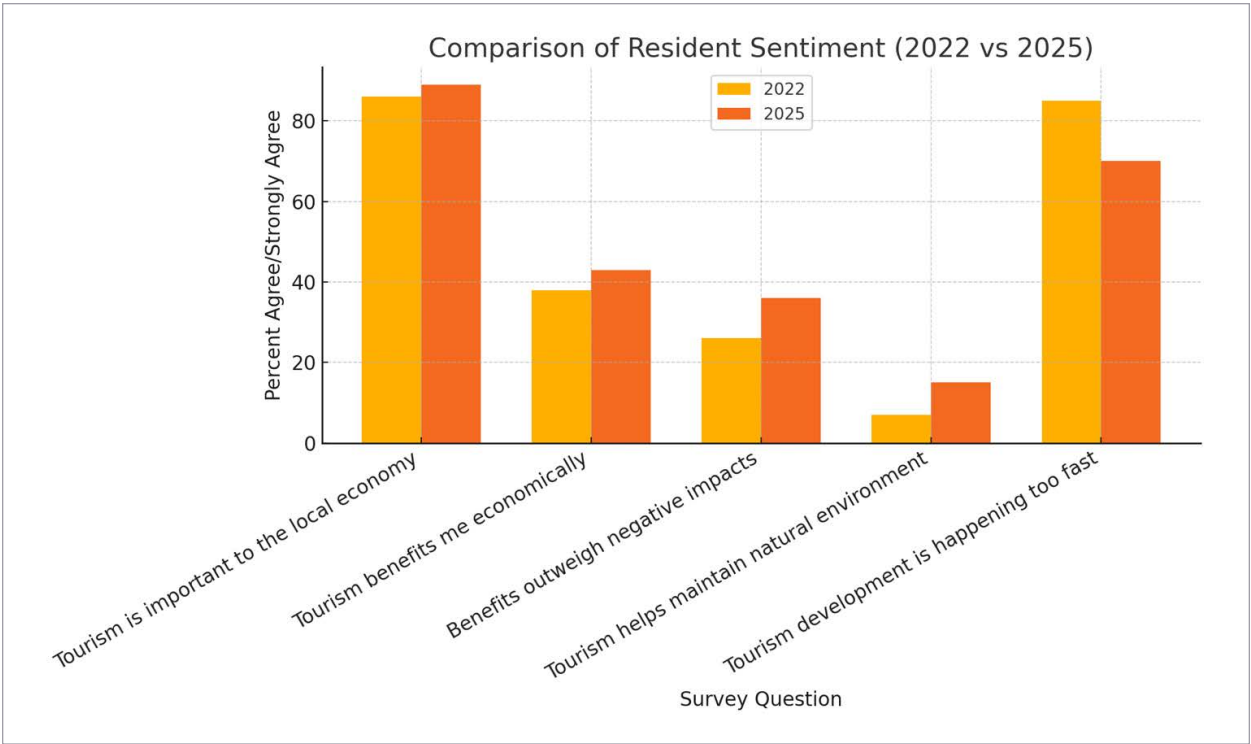


Figure 1. Resident Sentiment Comparisons between 2022 and 2025 Sample

Table 5. Resident Sentiment Comparisons between 2022 and 2025 Sample

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Tourism is important to the local economy.					
2025	1%	3%	7%	43%	46%
2022	3%	4%	8%	52%	34%
Tourism benefits me economically.					
2025	17%	23%	17%	26%	17%
2022	23%	21%	17%	24%	14%

In general, the positive benefits of tourism outweigh the negative impacts in Teton Co.					
2025	19%	22%	23%	28%	8%
2022	25%	30%	19%	21%	5%
Tourism is helping to maintain the integrity of Teton County's natural environment					
2025	33%	30%	23%	13%	2%
2022	60%	26%	7%	5%	2%
Tourism development is happening too fast in Teton County, WY.					
2025	3%	8%	20%	25%	45%
2022	2%	5%	8%	22%	63%

Comparison of 2022 and 2025 responses to the questions “Should Teton County, WY, seek to have significantly less, less, about the same, more, or significantly more tourism across the following seasons?”

Between 2022 and 2025, Teton County residents expressed a softened stance toward the intensity of seasonal tourism, especially in spring, fall, and winter. For fall, fewer residents wanted “much less” or “less” tourism (46% in 2025 vs. 64% in 2022), and support for maintaining current levels rose (32% to 41%). Winter sentiment showed a similar trend, with “less” tourism support declining from 36% to 21%, and “more” tourism rising from 3% to 12%. In spring, support for increasing tourism grew notably (from 6% to 17%), while the desire to reduce it dropped (Figure 2).

Table 6. 2022 and 2025 Comparison on Desires for Tourism by Season

	Much Less 1	Less 2	About the Same 3	More 4	Much More 5
2025: Fall	21%	25%	41%	11%	2%
2022: Fall	28%	36%	32%	4%	1%
2025: Winter	17%	21%	47%	12%	3%
2022: Winter	22%	36%	39%	3%	0%
2025: Spring	19%	20%	41%	17%	3%
2022: Spring	17%	28%	48%	6%	1%

2025: Summer	43%	32%	20%	4%	2%
2022: Summer	66%	25%	7%	1%	1%

Summer remained the most contentious season, though even here opposition declined: the percentage wanting “much less” summer tourism fell from 66% to 43%, suggesting a modest easing of resident frustration. Overall, these shifts indicate increasing openness to off-peak and shoulder-season tourism, with summer continuing to be viewed as overly saturated.

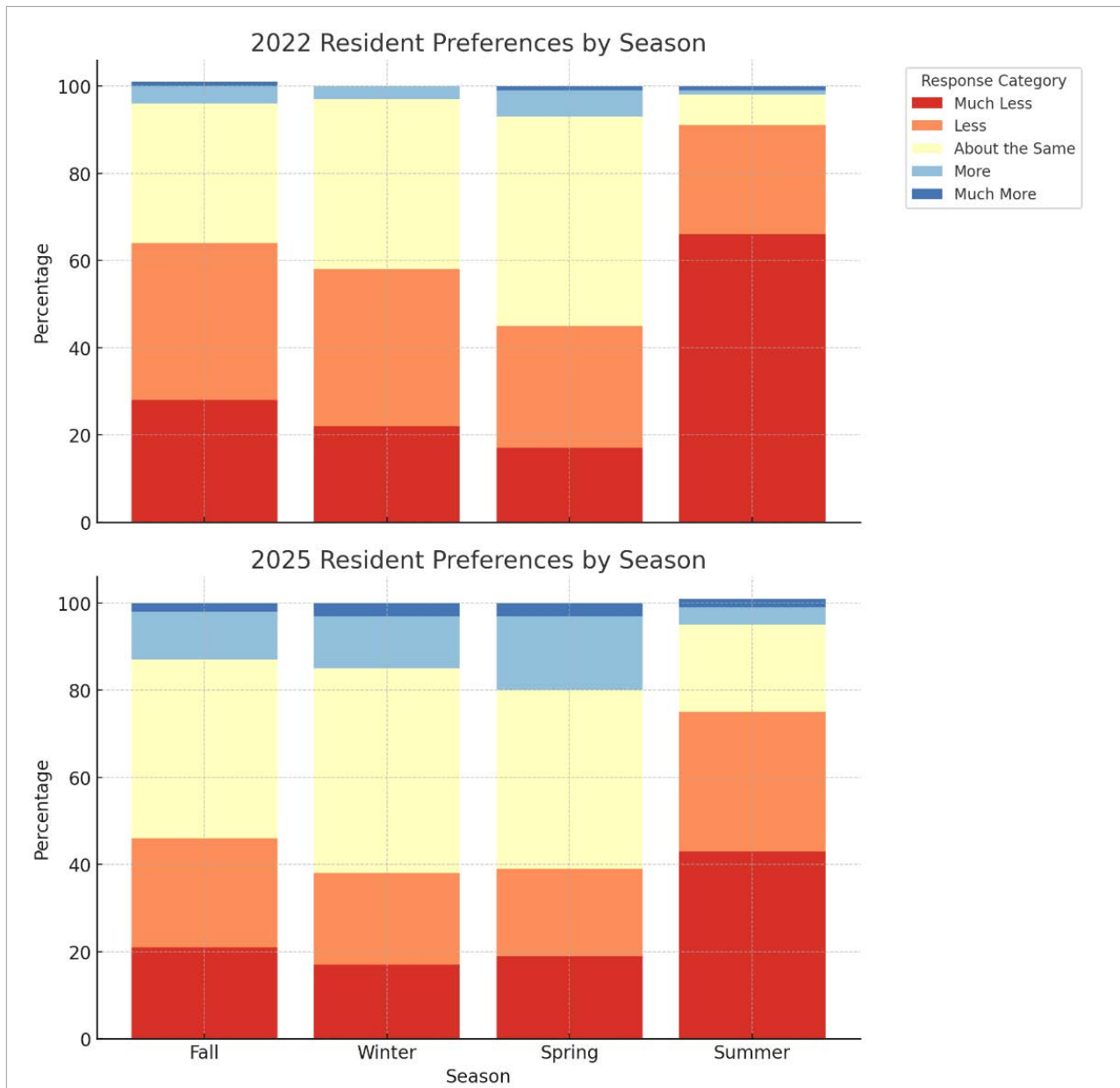


Figure 2. 2022 and 2025 Comparison on Desires for Tourism by Season

GENERAL RESIDENT SENTIMENT RESULTS

Satisfaction with Life in Teton County, WY, and Knowledge of Tourism Industry

The first set of questions focused on resident satisfaction with life in Teton County, WY. Residents were highly satisfied with the welcoming nature of Teton County (3.72), their connection to the community (3.80), the environmental quality (3.97), and the quality of life Teton County provides (3.63). However, residents were more ambivalent about the economy of Teton County (3.15) and dissatisfied with the livability of Teton County, Wyoming (2.46) (Table 7).

Table 7. Satisfaction with aspects of life in Teton County, WY

How Satisfied are you with...	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Mean
...the welcoming atmosphere of the Teton County, WY, community?	4%	8%	22%	46%	21%	3.72
...your connection to the community of Teton County, WY?	4%	7%	18%	46%	25%	3.80
...the economy of Teton County, WY?	9%	21%	24%	36%	10%	3.15
...the quality of the environment in Teton County, WY?	4%	8%	12%	39%	38%	3.97
...the quality of life provided in Teton County, WY?	8%	12%	17%	35%	28%	3.63
...the livability of Teton County, WY?	30%	27%	17%	20%	6%	2.46

Residents were fairly knowledgeable about the tourism industry, with the mean score being a 7.2 on a 10-point scale (Table 8).

Table 8. How would you rate your Level of Knowledge about the tourism industry in Teton County?

Not at All Knowledgeable					Extremely Knowledgeable					Mean
1	2	3	4	5	6	7	8	9	10	
0%	0%	4%	4%	10%	13%	23%	20%	13%	13%	7.2

Residents' Views Towards Tourism Economic and Non-Economic Impacts

Table 9. Do you agree or disagree with the following statements about tourism in Teton County, Wyoming?

	N=613-618					
	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Mean
I view tourism in Teton County, WY, favourably.	10%	18%	19%	40%	13%	3.27
Tourism is important to the local economy.	1%	3%	7%	43%	46%	4.29
Tourism benefits me economically.	17%	23%	17%	26%	17%	3.03
Tourism benefits me in non-economic ways.	24%	22%	23%	23%	8%	2.68
Tourism benefits Teton County, WY, in non-economic ways.	20%	23%	23%	25%	8%	2.78
Because of tourism, it is increasingly difficult to have quality outdoor experiences.	4%	14%	14%	37%	31%	3.77
Tourism helps us maintain the authentic character of our community.	34%	31%	22%	11%	2%	2.17
Tourism development is happening too fast in Teton County, WY.	3%	8%	20%	25%	45%	4.02
I am negatively impacted by short-term vacation rentals like Airbnb/VRBO.	9%	13%	28%	21%	29%	3.47
Tourism helps maintain the integrity of Teton County's natural environment.	33%	30%	23%	13%	2%	2.21
Because of the impacts of tourism, I've considered moving away from Teton County.	14%	19%	21%	23%	22%	3.20
In general, the positive benefits of tourism outweigh the negative impacts in Teton Co.	19%	22%	23%	28%	8%	2.83

Importance Performance Analysis of Resident Perspectives Towards Teton County's Tourism Industry

To better understand resident perspectives on the tourism industry in Teton County, we conducted an Importance-Performance Analysis (IPA) on a range of community, environmental, and economic priorities. This analysis compares the importance residents attribute to each issue with their assessment of Teton County's current performance in that area. Residents rated each item on a five-point Likert scale for both importance (1 = Not at All Important to 5 = Extremely Important) and performance (1 = Poor to 5 = Excellent). The gap between these two scores (Performance minus Importance) helps identify areas where expectations are unmet and priorities may require additional focus.

Overall, the results highlight critical areas where residents believe more needs to be done—particularly in managing tourism's negative impacts, traffic, environmental protection, and the use of tourism revenues to benefit the community. The analysis also explores how these perspectives differ by length of residency, offering insights into the evolving expectations of newer and long-term residents alike. Quadrant placement further helps categorize each issue into strategic priorities such as “Concentrate Here,” “Keep up the Good Work,” or “Low Priority.”

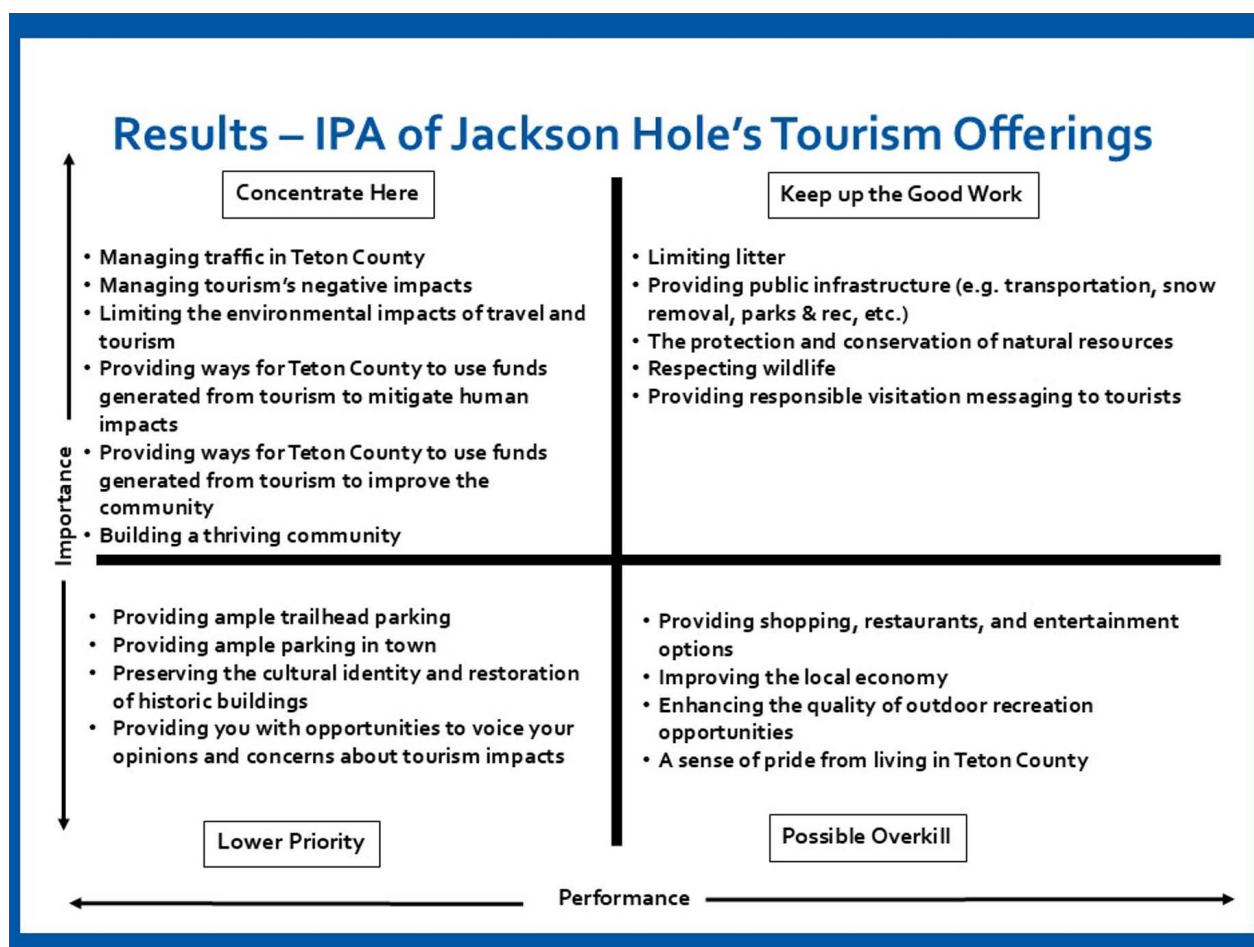


Figure 3. Data-centred Importance Performance Analysis of Resident Perspectives Towards Teton County’s Tourism Industry

Table 10. Importance Performance Analysis Results

	Reference Letter	Importance ¹	Performance ²	P-I
The protection and conservation of natural resources	A	4.67	2.89	-1.78
Providing public infrastructure (e.g. transportation, snow removal, parks & rec, etc.)	B	4.28	3.15	-1.13
Improving the local economy	C	3.64	3.12	-0.52
Providing shopping, restaurants, and entertainment options	D	3.26	3.36	0.1
Preserving the cultural identity and restoration of historic buildings	E	4.02	2.52	-1.5

Enhancing the quality of outdoor recreation opportunities	F	4.14	2.84	-1.3
Building a thriving community	G	4.17	2.44	-1.73
Providing ample trailhead parking	H	3.63	2.55	-1.08
Providing ample parking in town	I	3.7	2.32	-1.38
Limiting litter	J	4.52	3.18	-1.34
Managing tourism's negative impacts	K	4.59	2.1	-2.5
Managing traffic in Teton County	L	4.43	1.75	-2.68
Respecting wildlife	M	4.7	2.78	-1.92
Limiting the environmental impacts of travel and tourism	N	4.55	2.26	-2.29
Providing responsible visitation messaging to tourists	O	4.18	2.71	-1.48
A sense of pride from living in Teton County	P	3.84	2.93	-0.91
Providing you with opportunities to voice your opinions and concerns about tourism impacts	Q	3.97	2.65	-1.32
Providing ways for Teton County to use funds generated from tourism to improve the community	R	4.31	2.56	-1.66
Providing ways for Teton County to use funds generated from tourism to mitigate human impacts	S	4.42	2.30	-2.12
Means		4.16	2.65	-1.51

¹Importance was measured on a 5-point Likert Scale with 1= Not at All Important and 5= Extremely Important

²Performance was measured on a 5-point Likert Scale with 1= Poor and 5= Excellent

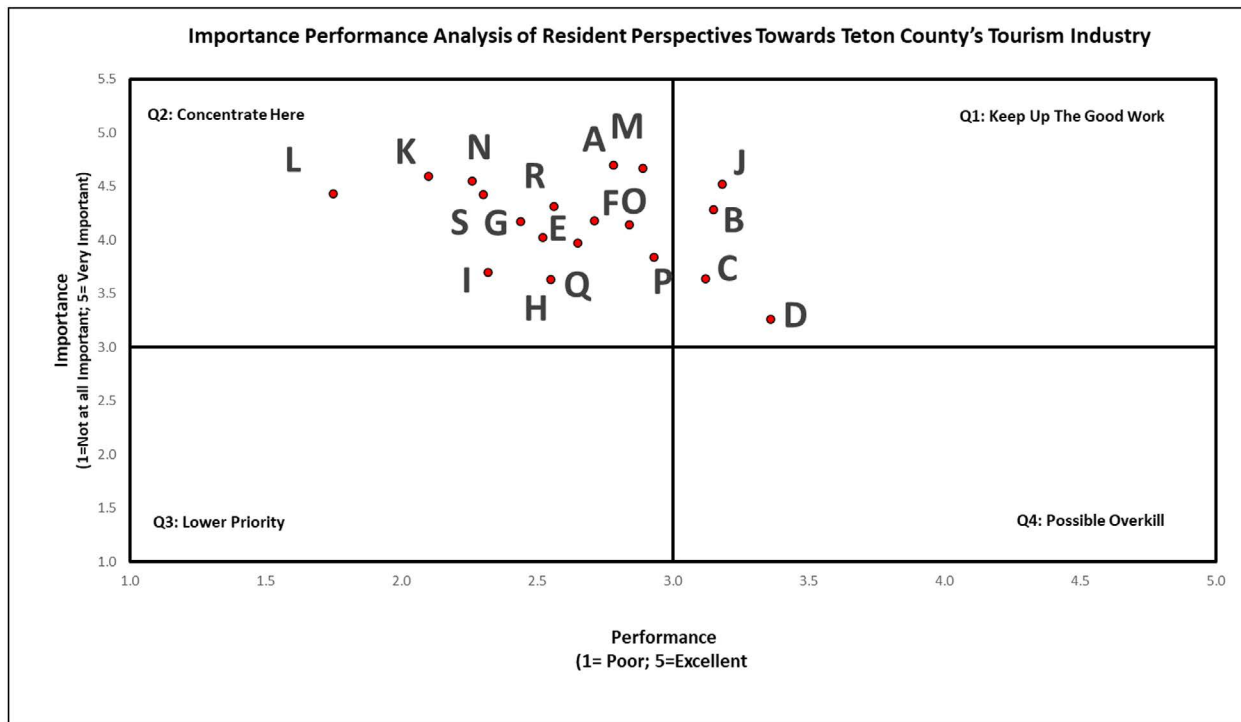


Figure 4. Scale-centred Importance Performance Analysis of Resident Perspectives Towards Teton County's Tourism Industry

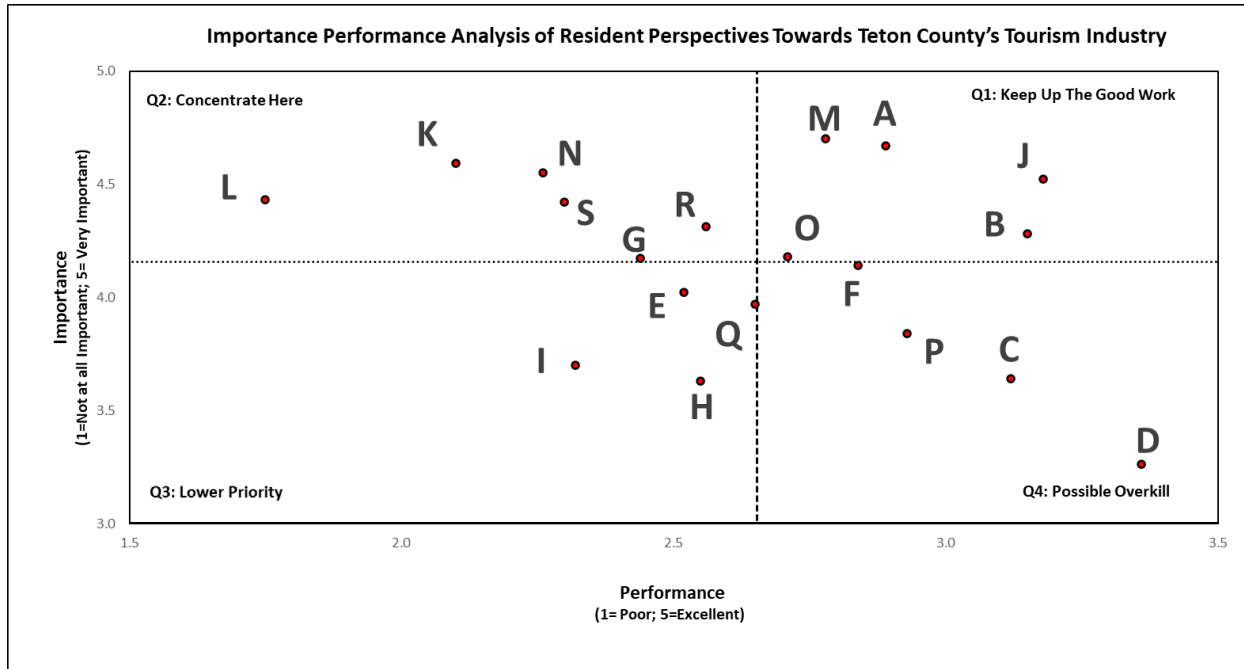


Figure 5. Data-centred Importance Performance Analysis of Resident Perspectives Towards Teton County's Tourism Industry

Key Differences in Importance and Performance Ratings by Length of Residency³

1. **Newer Residents (0–9 years)** tended to rate **most issues as more important and better performing** compared to longer-term residents. This group generally expressed:
 - Higher importance for *preserving cultural identity, respecting wildlife, and limiting litter*.
 - Higher performance scores for *conservation, recreation quality, and wildlife protection*.
 - Greater satisfaction with *opportunities to voice concerns* and *community pride* than other groups.
2. **Mid-term Residents (10–19 years)** showed slightly **lower performance ratings**, especially on infrastructure-related topics like:
 - *Providing ample parking and trailhead access*.
 - They were also more critical of *how tourism revenues are used* for mitigation efforts.
3. **Long-term Residents (20+ years)** consistently reported the **lowest performance ratings** across many issues, especially:
 - *Managing traffic, tourism’s negative impacts, and environmental degradation*.
 - Their ratings suggest deeper concern over cumulative, unresolved tourism-related impacts.
4. **Statistically Significant Differences** were found ($p < 0.05$) in both **importance and performance scores** across multiple categories,⁴ including:
 - **Importance:** *Economic development, entertainment/shopping, preserving culture, wildlife respect, recreation, and community building*.
 - **Performance:** *Conservation, managing traffic, tourism impacts, litter, and public voice in tourism decisions* showed highly significant differences, with long-term residents expressing lower satisfaction.

3 See Appendix C for table presenting the IPA results by length of Residency

4 Statistical significance scores in both importance and performance means that the differences observed between the residency groups (newer, mid-term, and long-term residents) are unlikely to have occurred by random chance.

Quadrant Placement Highlights

- **All groups agreed** on the need to “Concentrate Here” for issues like:
 - *Managing traffic, tourism’s negative impacts, and environmental impacts.*
- **Newer residents** placed more items in the “Keep up the Good Work” quadrant (e.g., *responsible messaging, infrastructure, recreation*), showing more optimism.
- **Long-term residents** placed more issues in the “Concentrate Here” and “Low Priority” quadrants, indicating lower satisfaction and differing prioritization.

Table 11. IPA Quadrant Placement for Different Lengths of Residencies in Teton County, WY

	Reference Letter	Resident for 0-9 years	Resident for 10-19 years	Resident for 20+ years
The protection and conservation of natural resources	A	Q1: Keep up the Good work	Q1: Keep up the Good work	Q1: Keep up the Good work
Providing public infrastructure (e.g., transportation, snow removal, parks & rec, etc.)	B	Q1: Keep up the Good work	Q1: Keep up the Good work	Q1: Keep up the Good work
Improving the local economy	C	Q4: Possible Overkill	Q4: Possible Overkill	Q4: Possible Overkill
Providing shopping, restaurants, and entertainment options	D	Q4: Possible Overkill	Q4: Possible Overkill	Q4: Possible Overkill
Preserving the cultural identity and restoration of historic buildings	E	Q3: Low Priority	Q3: Low Priority	Q3: Low Priority
Enhancing the quality of outdoor recreation opportunities	F	Q1: Keep up the Good work	Q1: Keep up the Good work	Q4: Possible Overkill
Building a thriving community	G	Q2: Concentrate Here	Q2: Concentrate Here	Q3: Low Priority
Providing ample trailhead parking	H	Q3: Low Priority	Q3: Low Priority	Q3: Low Priority
Providing ample parking in town	I	Q3: Low Priority	Q3: Low Priority	Q3: Low Priority
Limiting litter	J	Q1: Keep up the Good work	Q1: Keep up the Good work	Q1: Keep up the Good work
Managing tourism's negative impacts	K	Q2: Concentrate Here	Q2: Concentrate Here	Q2: Concentrate Here
Managing traffic in Teton County	L	Q2: Concentrate Here	Q2: Concentrate Here	Q2: Concentrate Here
Respecting wildlife	M	Q1: Keep up the Good work	Q1: Keep up the Good work	Q1: Keep up the Good work
Limiting the environmental impacts of travel and tourism	N	Q2: Concentrate Here	Q2: Concentrate Here	Q2: Concentrate Here
Providing responsible visitation messaging to tourists	O	Q3: Low Priority	Q1: Keep up the Good work	Q1: Keep up the Good work
A sense of pride from living in Teton County	P	Q4: Possible Overkill	Q4: Possible Overkill	Q4: Possible Overkill
Providing you with opportunities to voice your opinions and concerns about tourism impacts	Q	Q4: Possible Overkill	Q3: Low Priority	Q3: Low Priority
Providing ways for Teton County to use funds generated from tourism to improve the community	R	Q2: Concentrate Here	Q2: Concentrate Here	Q1: Keep up the Good work
Providing ways for Teton County to use funds generated from tourism to mitigate human impacts	S	Q2: Concentrate Here	Q2: Concentrate Here	Q2: Concentrate Here

Trajectory of the Tourism Industry

When asked about the overall trajectory of the tourism industry, a majority of respondents leaned negative, with a mean response of 3.6 on a 10-point scale—suggesting more residents believe the industry is headed in the wrong direction than the right. This sentiment is reflected in broader support for reform measures that seek to manage tourism’s impacts while improving its contributions to the community.

Table 12. Is the Trajectory of the tourism industry in Teton County, WY, going in the wrong or right direction?

Wrong Trajectory								Right Direction		
1	2	3	4	5	6	7	8	9	10	Mean
31%	9%	10%	11%	20%	7%	5%	4%	1%	2%	3.6

Support For Tourism-Related Policies

Support was strongest for creative solutions that use tourism revenues to fund community projects (4.01), stricter regulation of short-term rentals (3.87), and increasing the lodging tax by up to 2% (3.73). These measures received support from over 65% of respondents, suggesting a broad appetite for using policy and revenue tools to better align tourism with resident needs. Conversely, promoting off-peak visitation received the least support, with 60% of residents opposing such efforts—indicating scepticism that simply spreading tourism more evenly throughout the year will alleviate core concerns.

Table 13. What is your level of opposition or support for the following in Teton County, Wyoming?

N=590-597						
	Strongly Oppose 1	Somewhat Oppose 2	Neutral 3	Somewhat Support 4	Strongly Support 5	Mean
Promoting visitation to Jackson Hole during off-peak times of the year.	36%	24%	14%	16%	10%	2.39
Legislation for stricter short-term rental regulations.	8%	7%	20%	21%	44%	3.87
Allocating lodging tax funds to events/ programs that fall within state statute guidelines.	6%	7%	38%	31%	19%	3.50
Identifying creative ways to harness tourism to fund additional community projects.	4%	5%	17%	33%	41%	4.01
Increasing the lodging tax by up to 2% on overnight accommodations (hotels, Airbnb).	12%	10%	14%	23%	42%	3.73

Responsible Visitation Messaging

The efficacy of the Jackson Hole Travel and Tourism Board's (JHTBB) Responsible Visitation Messaging campaign was assessed by asking residents if they had seen the responsible visitation messaging and if they thought the messages were clear, needed, and changed people's behavior. Sixty-one percent of Teton County, WY, residents had seen the responsible visitation messages. Of those who had seen the messages, a slight majority of residents (54%) evaluated them as providing clear suggestions on how to be a responsible visitor. However, viewing these messages had changed their own behavior with a mean score with only 16% indicating that they had not changed some aspect of their behavior from seeing the messages. There was broad support for the messages with 84% of residents marking that they agree the responsible visitation messages are needed in Jackson Hole. It also seems residents are open to share these messages with guests and visitors they were hosting as 67% of residents agreed or strongly agreed that they would share the messages.

Table 14. Have you seen educational messaging about visiting and recreating responsibly around Jackson Hole?

Seen Educational Messaging About Recreating Responsibly	n	%
Yes	349	61
No	223	39

Table 15. Do you disagree or agree with the following questions regarding educational messaging about visiting and recreating responsibly?

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Mean
Asked to a Subset of Respondents Who Have Seen Messaging (n=346-348)						
The JH responsible visitation messaging provides clear suggestions on how to be a responsible visitor.	3%	10%	32%	47%	7%	3.45
I have changed my behaviour after seeing messages about responsible recreation and visitation.	13%	27%	44%	13%	3%	2.66

**Asked to All Respondents
(n=565-566)**

Responsible recreation and visitation messaging is needed in Jackson Hole.	2%	3%	12%	39%	45%	4.21
I would share messaging about responsible recreation and visitation with guests and visitors if provided with ways to do it.	3%	7%	23%	39%	28%	3.82

Sustainable Destination Management Plan

Residents were also asked about their awareness of the Sustainable Destination Management Plan and how satisfied they were with the implementation of the plan. About half of Teton County, WY, residents were aware of the plan (52%), and of those who were aware of the plan, 40% were somewhat or very dissatisfied, 44% neutral, and 16% either somewhat or very satisfied.

Table 16. Are you aware of Teton County's Sustainable Destination Management Plan?

	n	%
Aware of SDMP	294	52
Not Aware of SDMP	274	48

Table 17. How satisfied are you with the implementation of Teton County's Sustainable Destination Management Plan?

Very Dissatisfied 1	Somewhat Dissatisfied 2	Neither Dissatisfied nor Satisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Mean
17%	23%	44%	12%	4%	2.63

OPEN ENDED FEEDBACK—QUALITATIVE ANALYSIS

46 percent of survey respondents (307 total) provided written responses to an open-ended question inviting them to share their thoughts on tourism and its impact on the community. Content analysis revealed several recurring themes—ordered by frequency—that illustrate the complexity of residents’ views. Below are the dominant themes, each supported by a representative quote.

1. Overtourism and Infrastructure Strain

Most frequently mentioned. Concerns about traffic, crowding, trailhead congestion and road capacity were widespread.

“Traffic. Traffic. Traffic. Something must be done to accommodate the increased levels we’ve seen.”

2. Housing Affordability and Workforce Displacement

Nearly as frequent as infrastructure concerns. Many residents connected workforce housing shortages to growth in tourism, second homes, and hotel construction.

“Tourism gives us the opportunity to pocket some [money], but... puts the people who cherish living here at a disadvantage.”

3. Cultural and Environmental Degradation

Common theme highlighting the loss of “Old West” character and environmental damage from unmanaged recreation and development.

“The cultural heritage of our cowboy and ranching community is being drowned out by high-income tourism.”

4. Distrust in Tourism Promotion and Governance

A sizable number of respondents expressed skepticism or anger about how tourism is promoted and how lodging tax dollars are spent.

“Tourism board has done everything to not take care of the people who have dedicated their life to the town.”

5. Perceived Imbalance of Benefits

While less frequent than others, this theme captured a key concern that a small group (e.g., developers or resort operators) benefits more than the general public.

“Taxes should benefit everyone equally... not just a small number of people having fun.”

6. Support for Managed and Sustainable Tourism

This theme was less common but important. Some respondents expressed constructive views on the value of tourism and how to better manage it.

“Tourism is important... but we must be diligent to walk that fine line of promoting this place—but not too much.”

The qualitative feedback underscores a community that values its landscape, identity, and quality of life, but feels increasingly overwhelmed by the pace and impacts of tourism. While some recognize the economic importance of tourism, the majority of residents call for a shift from promotion to preservation—emphasizing infrastructure investment, housing affordability, environmental stewardship, and stronger representation of local voices in tourism planning.

Areas of Opportunity

Concern:

Residents continue to value tourism's economic importance, but many still feel disconnected from tourism decision-making and do not perceive personal economic benefits (e.g., contributions that the JHTTB provide to the local community through off-season event funding or direct lodging tax support to the Town of Jackson and Teton County).

Recommended action:

Improve communication with local residents tourism's economic and non-economic benefits. For example, a mailed annual report card, report on SDMP progress, and or a tourism indicator report.

Concern:

Summer crowding remains a significant concern, with over 76% of residents expressing frustration about peak season tourism impacts on traffic, recreation access, and quality of life.

Recommended action:

Keep focused on addressing the impacts residents experience in the summer, in particular items in the “focus here” of the Importance Performance Analysis. Furthermore, many residents may not be aware of the efforts that the JHTTB are already undertaking to address traffic issues (e.g., START Bus funding), focused summer marketing on responsible visitation massaging and wildlife viewing, and support for groups like Friends of the Bridger Teton (who provide visitor services to minimize environmental impact from visitors). Promoting these efforts and telling these stories may better inform residents of the ways the JHTTB is already trying to reduce impacts on residents.

Concern:

Many residents, particularly long-term locals, express concern about tourism's role in housing shortages, lack of affordable housing, and neighborhood disruption.

Recommended action:

Continue to advocate for funds to develop community housing and maintain close coordination with existing workforce housing groups as called for in goal four in the SDMP.⁵

⁵ Background: There are multiple complicating factors that affect the lack of affordable housing in Teton County, many of those factors are beyond the control of the JHTTB. Teton County established a goal of housing 65% of the workforce in the county. However, according to the latest Comprehensive Plan Indicator Dashboard, only 57% of the workforce lives in the county (a gap of 2,112 workers based on current employment levels). Housing more workforce in the county will also help address daily traffic concerns identified by residents.

APPENDIX A

Why Teton County Residents Support or Oppose Tourism?

Our first research question asks why residents support or oppose tourism in Teton County. Resident support for tourism was measured by taking the average of the questions “I view tourism in Teton County favourably” and “In general, the benefits of tourism outweigh the negative impacts of tourism.” The variables used to predict resident support for tourism included questions pertaining to the level of economic benefits from tourism, the non-economic impacts of tourism, tourism’s impact on the livability of Teton County and the number of years living in the county.

Results reveal that resident support for tourism is comprised of a mix of factors, including resident perceptions of how tourism benefits them economically, the county economically, and how tourism negatively impacts the character and livability of the community. Specifically, the more residents perceive tourism as benefiting them and the community economically, the more they are likely to support tourism and view it favourably. The non-economic benefits of tourism also influence how residents view tourism, with tourism’s positive impacts on the character of the community and the way tourism helps maintain the environmental integrity of Teton County’s natural environment influence their support for tourism.

Factors that cause residents to oppose tourism are its negative impact on outdoor recreation experiences, the pace of development, the impacts of short-term vacation rentals, tourism’s impacts on the livability of Teton County, and whether residents have considered having to move out of the county due to tourism’s impacts. It also seems that the longer residents live in the county, the more likely they are to oppose tourism. All in all, 72 percent of the variance of why residents support or oppose tourism was explained by the model, which is quite high.

Table 18. Results from the multiple regression analysis of which factors influence resident support for tourism

<i>Independent Variables</i>	Support for Tourism		Trajectory of Tourism	
	<i>Regression Coefficient</i>	<i>P Value</i>	<i>Regression Coefficient</i>	<i>P Value</i>
Tourism is important to the local economy.	.171	<.001	.089	.010
Tourism benefits me economically.	.169	<.001	.121	<.001
Tourism benefits me in non-economic ways.	.072	.055	.077	.081

Tourism benefits Teton County, WY, in non-economic ways.	.047	.201	-.038	.384
Because of tourism, it is increasingly difficult to have quality outdoor experiences.	-.097	.004	-.067	.092
Tourism helps us maintain the authentic character of our community.	.172	<.001	.166	<.001
Tourism development is happening too fast in Teton County, WY.	-.105	<.001	-.310	<.001
I am negatively impacted by short-term vacation rentals like Airbnb/VRBO.	-.068	.015	-.003	.923
Tourism helps maintain the integrity of Teton County's natural environment.	.184	<.001	.115	.003
Because of the impacts of tourism, I've considered moving away from Teton County.	-.106	.004	-.136	.002
How satisfied are you with the livability of Teton County, WY?	.031	.283	.035	.304
How many years have you been a resident of Teton County, WY?	-.045	.082	-.055	.070
How would you rate your Level of Knowledge about the tourism industry in Teton County, WY?	-.070	.007	-.027	.383

* $R^2=.712$ for Support and $R^2=.610$ for Trajectory

Table 19. Comparison of resident sentiment by years living in Teton County

	0-5 years in Teton Co. (n=129)	6-20 years in Teton Co. (n=207)	21+ years in Teton Co. (n=234)	P Value
I view tourism in Teton County, WY, favorably ¹	3.54	3.28	3.06	.001
In general, the positive benefits of tourism outweigh the negative impacts in Teton Co. ¹	3.30	2.76	2.53	<.001

¹Measured on a 1-5 Likert Scale with 1=Strong Disagree and 5=Strongly Agree

Table 20. Comparison of resident sentiment by income.

	<\$100,000 (n=195)	\$100,000- \$199,999 (n=175)	\$200,000+ (n=163)	P Value
I view tourism in Teton County, WY, favorably ¹	3.16	3.33	3.33	.294
In general, the positive benefits of tourism outweigh the negative impacts in Teton Co. ¹	2.64	2.83	3.01	.023

¹Measured on a 1-5 Likert Scale with 1=Strong Disagree and 5=Strongly Agree

APPENDIX B

What are the factors influencing why residents think a Responsible Visitation Message is needed

Table 21 presents the results of a multiple regression analysis designed to identify which perceived tourism impacts are most predictive of resident support for responsible visitation messaging in Jackson Hole. The regression model examined various aspects of tourism performance (e.g., conservation, community building, environmental impact management) as potential drivers of support for messaging. The most statistically significant positive predictor was residents' perception that the tourism industry contributes to "building a thriving community" ($\beta = 0.252$, $p < .001$), suggesting that when tourism is seen as benefiting the local community, residents are more likely to support the need for responsible visitation messaging. In contrast, perceptions that the industry fails to limit the environmental impacts of tourism were negatively associated with support for such messaging ($\beta = -0.196$, $p = .034$), indicating a potential frustration among residents that contributes to their endorsement of messaging interventions. Other predictors, such as managing tourism's negative impacts, respecting wildlife, and limiting litter, did not reach statistical significance in this model. The overall explanatory power of the model was modest ($R^2 = 0.072$), implying that while community-building and environmental concerns are meaningful drivers, other factors outside the model also shape residents' views on the need for responsible visitation messaging.

Table 21. Regression analysis displaying factors influencing why residents think a Responsible Visitation Message is needed.

Independent Variables	Responsible Visitation Messaging Needed	
	Regression Coefficient	P Value
How well does Teton County's Tourism Industry perform the protection and conservation of natural resources?	.026	.726
How well does Teton County's Tourism Industry perform on preserving the cultural identity and restoration of historic buildings?	-.082	.209
How well does Teton County's Tourism Industry perform on enhancing the quality of outdoor recreation opportunities?	.036	.654
How well does Teton County's Tourism Industry perform on building a thriving community?	.252	<.001
How well does Teton County's Tourism Industry perform on providing ample trailhead parking?	.065	.367

How well does Teton County's Tourism Industry perform on providing ample parking in town?	.103	.131
How well does Teton County's Tourism Industry perform on limiting litter?	.006	.927
How well does Teton County's Tourism Industry perform on managing tourism's negative impacts?	-.159	.106
How well does Teton County's Tourism Industry perform on managing traffic in Teton County?	.053	.433
How well does Teton County's Tourism Industry perform on respecting wildlife?	-.109	.196
How well does Teton County's Tourism Industry perform on limiting the environmental impacts of travel and tourism?	-.196	.034
How would you rate your Level of Knowledge about the tourism industry in Teton County, WY?	-.003	.958
Because of tourism, it is increasingly difficult to have quality outdoor experiences.	.097	.140
How many years have you been a resident of Teton County, WY?	-.068	.329
Is the Trajectory of the tourism industry in Teton County, WY, going in the wrong or right direction?	.090	.274
Are you a full-time or seasonal/part-time resident of Teton County, WY	.034	.519
Do you rent or own this Teton County, WY residence?	.002	.965
Age	-.037	.604
With what gender do you identify?	-.038	.476

* $R^2=.072$ for Responsible Visitation Messaging needed

APPENDIX C

Table 22. Analysis of Variance Analysis showing significant differences between the length of residency and the importance and performance of the Teton County, WY, tourism industry.

	Reference Letter	Resident for 0-9 yrs		Resident for 10-19 yrs		Resident for 20+ yrs		Imp. P Value	Per. P Value
		Imp. ¹	Perf ²	Imp. ¹	Perf ²	Imp. ¹	Perf ²		
The protection and conservation of natural resources	A	4.72	3.23	4.52	2.91	4.70	2.61	.018	<.001
Providing public infrastructure (e.g. transportation, snow removal, parks & rec, etc.)	B	4.36	3.29	4.16	3.28	4.27	2.98	.137	.015
Improving the local economy	C	3.89	3.11	3.58	3.28	3.46	3.06	<.001	.260
Providing shopping, restaurants, and entertainment options	D	3.49	3.38	3.28	3.50	3.07	3.28	<.001	.265
Preserving the cultural identity and restoration of his. buildings	E	4.12	2.72	3.74	2.50	4.05	2.36	.007	0.017
Enhancing the quality of outdoor recreation opportunities	F	4.31	3.21	4.04	2.82	4.04	2.57	.011	<.001
Building a thriving community	G	4.41	2.68	4.16	2.39	3.98	2.29	<.001	.002
Providing ample trailhead parking	H	3.84	2.85	3.42	2.33	3.56	2.40	.003	<.001
Providing ample parking in town	I	3.84	2.58	3.55	2.17	3.65	2.18	.067	<.001
Limiting litter	J	4.71	3.51	4.33	3.22	4.46	2.90	<.001	<.001
Managing tourism's negative impacts	K	4.72	2.39	4.46	2.07	4.55	1.90	.006	<.001
Managing traffic in Teton County	L	4.38	1.95	4.39	1.67	4.50	1.61	.250	<.001
Respecting wildlife	M	4.83	3.19	4.45	2.67	4.69	2.53	<.001	<.001
Limiting the environmental impacts of travel and tourism	N	4.66	2.62	4.36	2.28	4.54	1.98	.003	<.001
Providing responsible visitation messaging to tourists	O	4.15	2.85	4.12	2.77	4.24	2.57	.530	.033
A sense of pride from living in Teton County	P	3.94	3.35	3.51	2.88	3.89	2.62	.005	<.001
Providing you with opportunities to voice your opinions and concerns about tourism impacts	Q	3.90	2.96	3.83	2.53	4.07	2.46	.073	<.001
Providing ways for Teton County to use funds generated from tourism to improve the community	R	4.44	2.67	4.24	2.59	4.25	2.46	.072	.287
Providing ways for Teton County to use funds generated from tourism to mitigate human impacts	S	4.44	2.60	4.37	2.22	4.43	2.30	.784	<.001

¹Importance was measured on a 5-point Likert Scale with 1= Not at All Important and 5= Extremely Important

²Performance was measured on a 5-point Likert Scale with 1= Poor and 5= Excellent

APPENDIX D

Survey Instrument

Teton County Resident Sentiment Towards Tourism Survey



This study is being conducted to better understand Teton County, Wyoming residents' attitudes toward tourism. Your responses are confidential and completely voluntary. Your responses are much appreciated, thank you for your time! If you have any additional questions, please contact Dr. Dan McCoy at the University of Wyoming (Dan.McCoy@uwyo.edu).

1. How satisfied are you with each of these Aspects of Life as a resident of Teton County, Wyoming? The scale ranges from 1 = "Very Dissatisfied" to 5 = "Very Satisfied." (Please circle one number per statement)

How satisfied are you with ...	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
...the welcoming atmosphere of the Teton County, WY, community?	1	2	3	4	5
...your connection to the community of Teton County, WY?	1	2	3	4	5
...the economy of Teton County, WY?	1	2	3	4	5
...the quality of the environment in Teton County, WY?	1	2	3	4	5
...the quality of life provided in Teton County, WY?	1	2	3	4	5
...the livability of Teton County, WY?	1	2	3	4	5

2. How would you rate your Level of Knowledge about the tourism industry in Teton County, WY?

Not At All Knowledgeable

Extremely Knowledgeable

1 2 3 4 5 6 7 8 9 10

3. Do you agree or disagree with the following statements about tourism in Teton County, Wyoming?

The scale ranges from 1 = "Strongly Disagree" to 5 = "Strongly Agree." (Please circle one number per statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I view tourism in Teton County, WY, favorably.	1	2	3	4	5
Tourism is important to the local economy.	1	2	3	4	5
Tourism benefits me economically.	1	2	3	4	5
Tourism benefits me in non-economic ways.	1	2	3	4	5
Tourism benefits Teton County, WY, in non-economic ways.	1	2	3	4	5
Because of tourism, it is increasingly difficult to have quality outdoor experiences.	1	2	3	4	5
Tourism helps us maintain the authentic character of our community.	1	2	3	4	5
Tourism development is happening too fast in Teton County, WY.	1	2	3	4	5
I am negatively impacted by short-term vacation rentals like Airbnb/VRBO.	1	2	3	4	5
Tourism helps maintain the integrity of Teton County's natural environment.	1	2	3	4	5
Because of the impacts of tourism, I've considered moving away from Teton County.	1	2	3	4	5
In general, the positive benefits of tourism outweigh the negative impacts in Teton Co.	1	2	3	4	5

4. Please rate **both** the level of personal **importance** as well as the **performance** of **Teton County's Tourism Industry** in the following areas. First, think about how important each aspect is to you personally and circle those answers in the **left** column. Next, think about how well the **Teton County Tourism Industry** performs on each of these actions and circle your answers in the **right** column.

<u>How Important is ...?</u>		<u>How well does Teton County's Tourism Industry perform on...?</u>
<i>1= Not At All Important</i> <i>2=Slightly Important</i> <i>3=Moderately Important</i> <i>4= Important</i> <i>5= Extremely Important</i>		<i>1=Poor</i> <i>2=Fair</i> <i>3=Good</i> <i>4=Very Good</i> <i>5=Excellent</i> <i>dk= Don't Know</i>
Importance Rating (1-5)		Performance Rating (1-5)
1 – 2 – 3 – 4 – 5	The protection and conservation of natural resources	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Providing public infrastructure (e.g. transportation, snow removal, parks & rec, etc.)	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Improving the local economy	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Providing shopping, restaurants, and entertainment options	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Preserving the cultural identity and restoration of historic buildings	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Enhancing the quality of outdoor recreation opportunities	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Building a thriving community	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Providing ample trailhead parking	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Providing ample parking in town	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Limiting litter	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Managing tourism's negative impacts	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Managing traffic in Teton County	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Respecting wildlife	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Limiting the environmental impacts of travel and tourism	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Providing responsible visitation messaging to tourists	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	A sense of pride from living in Teton County	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Providing you with opportunities to voice your opinions and concerns about tourism impacts	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Providing ways for Teton County to use funds generated from tourism to improve the community	1 – 2 – 3 – 4 – 5 – dk
1 – 2 – 3 – 4 – 5	Providing ways for Teton County to use funds generated from tourism to mitigate human impacts	1 – 2 – 3 – 4 – 5 – dk

Importance Rating (1-5)

**Don't forget to fill out both columns!*

Performance Rating (1-5)

**Don't forget to fill out both columns!*

5. Is the **Trajectory** of the tourism industry in Teton County, WY, going in the wrong or right direction?

Wrong Direction

1

2

3

4

5

6

7

8

Right Direction

9

10

6. What is your level of opposition or support for the following in Teton County, Wyoming?

The scale ranges from 1 = “Strongly Oppose” to 5 = “Strongly Support.” (Please circle one number per statement)

	Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support
Promoting visitation to Jackson Hole during off-peak times of the year.	1	2	3	4	5
Legislation for stricter short-term rental regulations.	1	2	3	4	5
Allocating lodging tax funds to events/programs that fall within state statute guidelines.	1	2	3	4	5
Identifying creative ways to harness tourism to fund additional community projects.	1	2	3	4	5
Increasing the lodging tax by up to 2% on overnight accommodations (hotels, Airbnb).	1	2	3	4	5

7. Should Teton County, WY, seek to have much less, less, about the same, more, or much more tourism across the following seasons on a 1 to 5 scale? (Please circle one response for each season)

	MUCH LESS	LESS	ABOUT THE SAME	MORE	MUCH MORE
Fall	1	2	3	4	5
Winter	1	2	3	4	5
Spring	1	2	3	4	5
Summer	1	2	3	4	5

8. Have you seen educational messaging about visiting and recreating responsibly around Jackson Hole? (Check ONE)

☐ Yes

☐ No

→ **Skip to Question 10**

9. Do you disagree or agree with the following questions regarding educational messaging about visiting and recreating responsibly? The scale ranges from 1 = “Strongly Disagree” to 5 = “Strongly Agree.”

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The JH responsible visitation messaging provides clear suggestions on how to be a responsible visitor.	1	2	3	4	5
I have changed my behavior after seeing messages about responsible recreation and visitation.	1	2	3	4	5

10. Do you disagree or agree with the following questions regarding educational messaging about responsible behavior while visiting Jackson Hole? The scale ranges from 1 = “Strongly Disagree” to 5 = “Strongly Agree.”

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Responsible recreation and visitation messaging is needed in Jackson Hole.	1	2	3	4	5
I would share messaging about responsible recreation and visitation with guests and visitors if provided with ways to do it.	1	2	3	4	5

11. How satisfied are you with the implementation of Teton County’s Sustainable Destination Management Plan?

Very Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Very Satisfied (5)	NOT AWARE OF IT
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12. How many years have you been a resident of Teton County, WY? (Please write in number)

_____ years

13. Are you a full-time or seasonal/part-time resident of Teton County, WY?

☐ Full-time resident ☐ Seasonal/part-time resident

14. Do you rent or own this Teton County, WY residence? (Check ONE)

☐ Rent ☐ Own ☐ Other (please specify: _____)

15. Is this your primary residence? (Check ONE)

☐ Yes ☐ No

16. What is the ZIP code of your primary residence? (Please write in 5 digit number, e.g. 22222)

17. Does any portion of your household income come from tourism (e.g. rentals, sales to tourists, guiding)?

☐ Yes ☐ No

18. What year were you born? (Please write specific year)

19. What is your employment status?

☐ Full-time ☐ Part-time ☐ Seeking opportunities currently ☐ Unemployed ☐ Retired ☐ Disabled

20. With what gender do you identify? (Check ONE)

☐ Female ☐ Male ☐ Non-binary/ Third Gender ☐ Not Listed: _____

21. Which categories best describe your race? (Please choose all that apply)

☐ African American or Black ☐ Hispanic or Latino/a ☐ Asian ☐ White
☐ American Indian or Alaska Native ☐ Native Hawaiian or other Pacific Islander ☐ Not listed
(Please specify: _____)

22. What is the highest level of education you have completed so far? (Check ONE)

☐ Less than high school ☐ High school or GED ☐ Technical, vocational or trade school ☐ Some college
☐ Bachelor's degree ☐ Master's degree ☐ Ph.D./Professional degree (includes jr. college)

23. What is your approximate annual household income before taxes? (Check ONE)

☐ Less than \$50,000 ☐ \$50,000-\$99,999 ☐ \$100,000-\$149,999 ☐ \$150,000-\$199,999 ☐ \$200,000+

Please share any additional comments about tourism in Teton County, WY, or expand on any of your answers above here:

Thank you for completing the survey!

*If you have any additional questions, please contact Dr. Dan McCoy at the University of Wyoming.
[*dan.mccoy@wyo.edu](mailto:dan.mccoy@wyo.edu) *307-766-5009* 804 E Fremont St, Laramie, WY 82072*