

Visit Jackson Hole **Winter 25/26 Campaign Toolkit**





Included in this Toolkit

- VJH Winter Campaign
- Snow Messaging for plug and play on social media
- Airline/Flight Ads for amplification on all channels
- Links to download assets
- Website Resources

WINTER 25/26 CAMPAIGN

OVERVIEW

Campaign Strategy: Drive demand for travelers to choose Jackson Hole as their winter destination over other mountain destinations.

Campaign Theme: Jackson Hole is more than a sight to behold from your screen. It's a world for us to roam and explore. Unplug in the Tetons.

Campaign Landing Page:

<https://visitjacksonhole.com/do/winter>

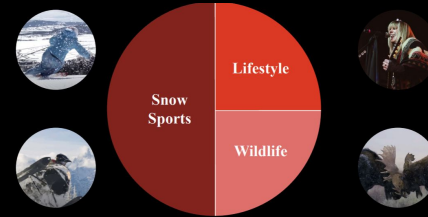
Required Tag on all Social Posts:

Instagram- [@visitjacksonhole](#)

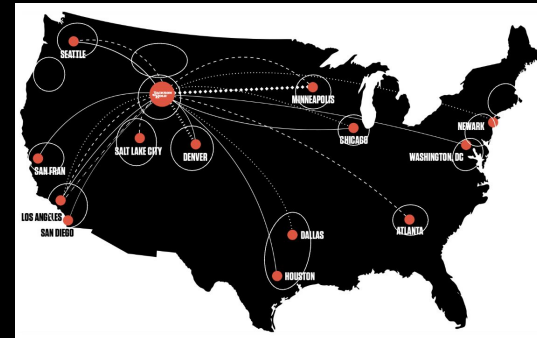
Facebook- [Visit Jackson Hole](#)

Content Mix:

50% Snow Sports, 25% Lifestyle, 25% Wildlife



Targeting National Audience



Available Assets for Sharing

Digital Display & Static Social Media



Out of Home & Pause Ads



Available Assets for Sharing

***All videos sized 16x9, 9x16 & 1x1 for placements across multiple platforms**



Full Experience



Wildlife



Snow Sports/Skiing



Culture/Nightlife

SNOW MESSAGING

OVERVIEW

80% of winter visitors travel for snow.
Communicating the message that “we have snow” in Jackson is a top priority for the destination to drive visitation.

STRATEGY

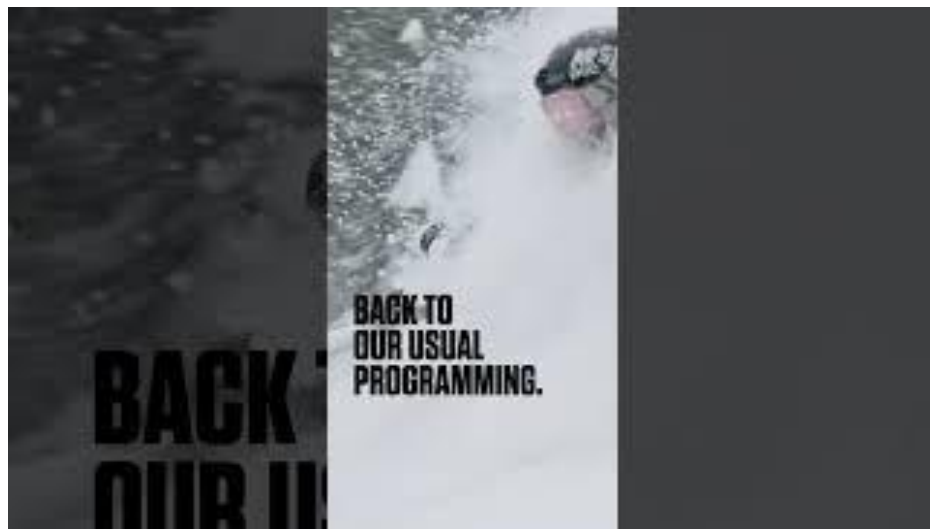
Leverage major snowfall events with pre-made creative that creates urgency and immediate conversion.

Copy and Paste Social Copy

“Over the last “x” days it’s snowed over “x” inches in Jackson Hole! What are you waiting for? It’s time to get to the Tetons!

Required Tag on all Social Posts: Instagram- [@visitjacksonhole](#) Facebook- [Visit Jackson Hole](#)

CREATIVE EXAMPLES



FLIGHT MESSAGING

OVERVIEW

Communicating direct flight cities, fare sales, Air Credit promo, and ease of access to Jackson Hole is a major messaging and demand generation tool to winter travelers.

STRATEGY

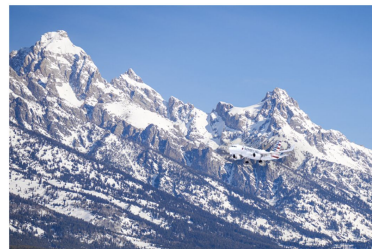
Leverage assets created specifically to drive airline bookings to Jackson Hole during key periods in the winter.

Copy and Paste Social Copy

Check Jackson off your bucket list this winter. ✈️ 🏔️ Plan your trip early and save up to \$500 on airfare. Lock in round-trip flights, lodging, and qualifying activities through Jackson Hole Resort Reservations to receive an Air Credit on your next trip.

Required Tag on all Social Posts: Instagram- @visitjacksonhole Facebook- Visit Jackson Hole

CREATIVE EXAMPLE



**YOU'LL WANT THE
WINDOW SEAT.**

**VISIT
JACKSON
HOLE**
STAY WILD.



**LET YOUR SENSE OF
ADVENTURE FLY.**

**VISIT
JACKSON
HOLE**
STAY WILD.

DOWNLOAD ASSETS



CAMPAIGN ASSETS



**SNOW MESSAGING
ASSETS**



**FLIGHT MESSAGING
ASSETS**

WEBSITE RESOURCES

Visit Jackson Hole Media Hub: <https://platform.crowdriff.com/m/jackson-hole-travel-tourism-board>

- Free assets for industry partners to use for marketing purposes.

Visit Jackson Hole Campaign Landing Page: <https://visitjacksonhole.com/do/winter>

- Primary resource for winter travelers to start their dreaming and planning journey to Jackson.

Flights Page on Visitjacksonhole.com: <https://visitjacksonhole.com/plan/flights>

- Overview of how to fly to Jackson, direct flight cities, promotions & travel tips.

Air Credit Landing Page: <https://www.jacksonholeresortreservations.com/airfare-sale>

- Primary landing page for the JH Air Credit

Direct Links for [Delta](#), [United](#) and [American Airlines](#)

- These links auto populate JAC as arrival destination and are pre-loaded with fare sales during sale windows.

QUESTIONS AND MORE INFORMATION

For questions please reach out to:

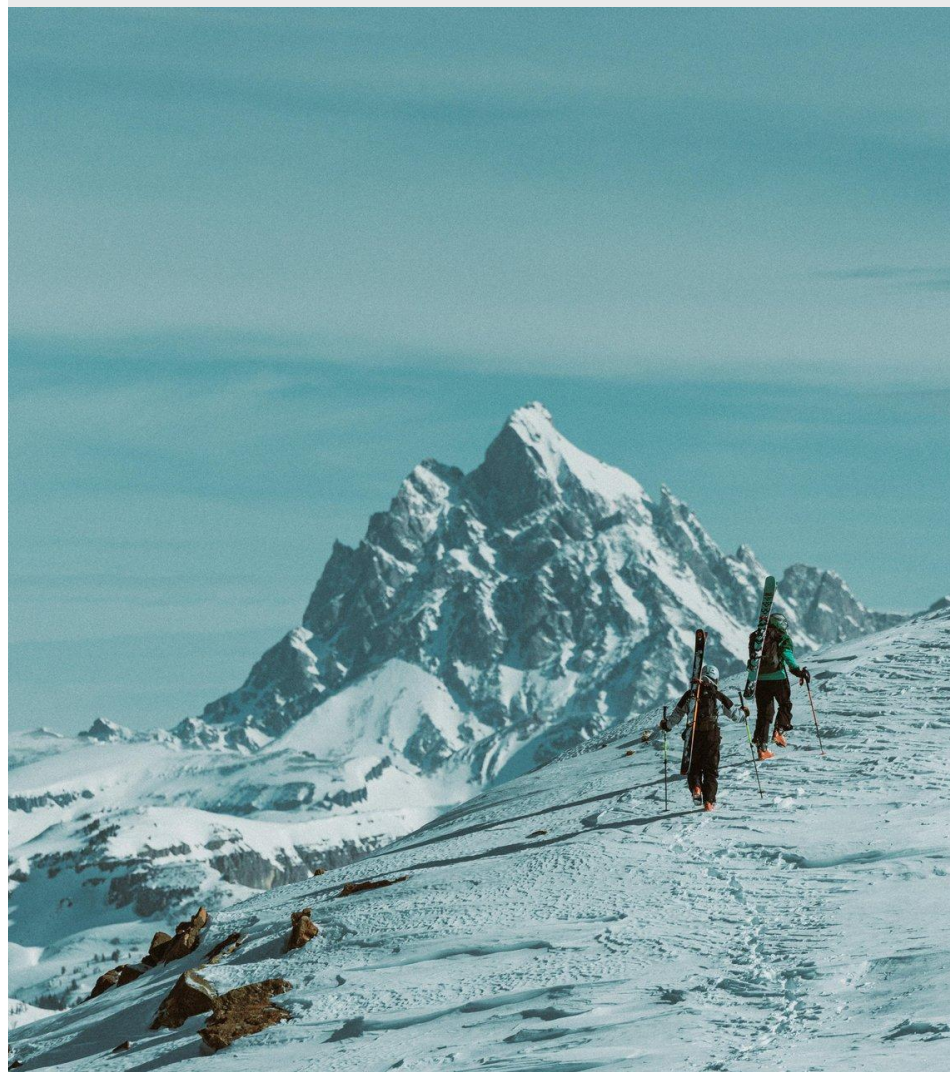
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ADDITIONAL INFORMATION

[JHTTB/VJH BRAND GUIDELINES](#)

[VISIT JACKSON HOLE SOCIAL MEDIA PLAYBOOK](#)



THANK YOU.

**JACKSON
HOLE** Travel
& Tourism
Board