

JACKSON HOLE TRAVEL & TOURISM BOARD

Annual Report | Fiscal Year 2025

July 2024–June 2025





CONTENTS

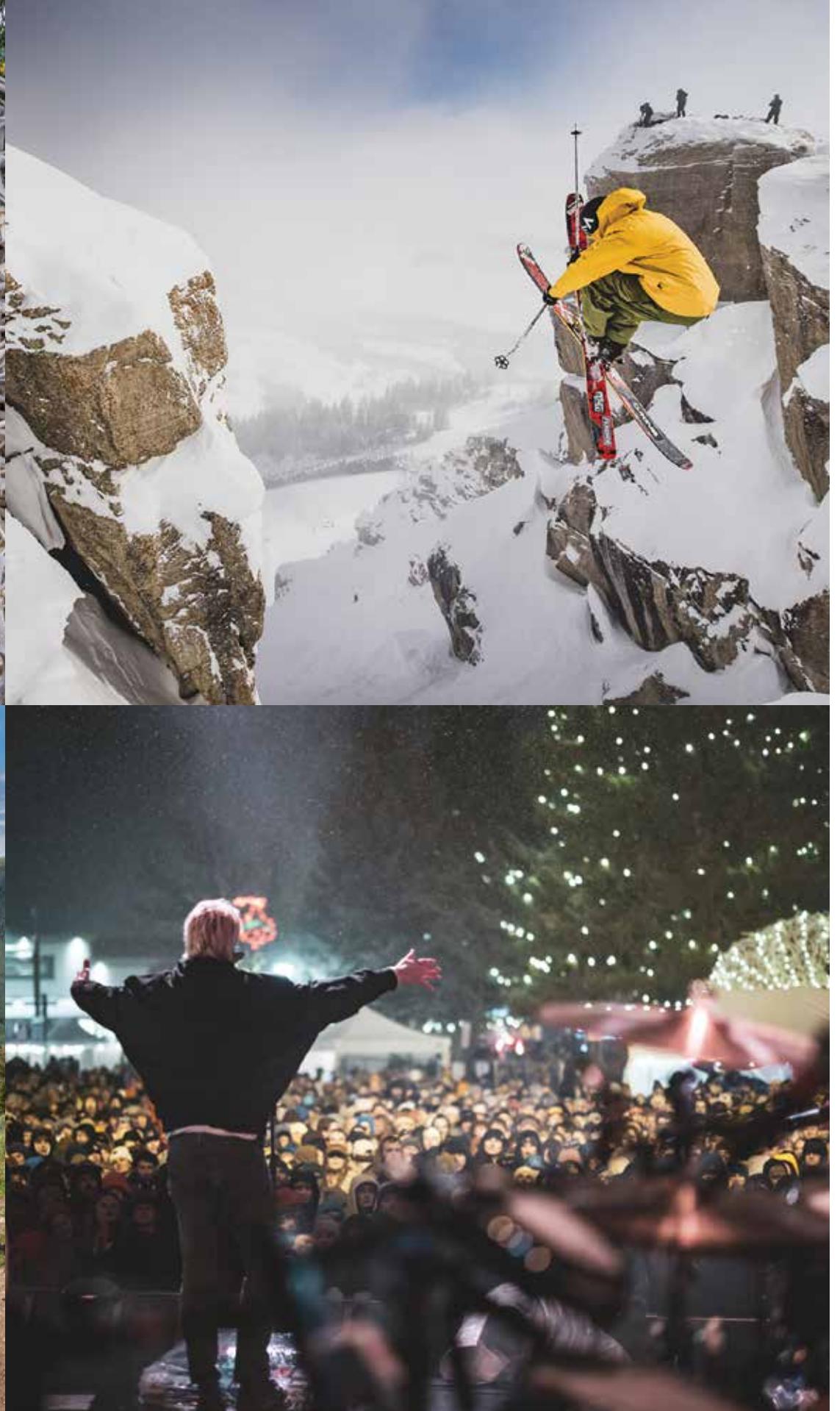
- 02** MISSION AND VISION
- 04** A LETTER FROM OUR BOARD CHAIR
- 05** MEET THE JHTTB
- 06** LODGING TAX COLLECTION & ALLOCATION
- 10** TOURISM AT WORK FOR OUR ECONOMY
- 12** TOURISM AT WORK FOR OUR ENVIRONMENT
- 14** TOURISM AT WORK FOR OUR COMMUNITY
- 16** BUILDING A SUSTAINABLE DESTINATION
- 22** MARKETING, EDUCATION & ADVERTISING
- 28** ENHANCING THE VISITOR EXPERIENCE

OUR MISSION

Through strategic allocation of Teton County's lodging tax funds, we steward Jackson Hole toward a sustainable destination, where our leadership, marketing, management, and community engagement ensure the vitality of our natural and human ecosystems.

OUR VISION

Jackson Hole is a wild and resilient destination where the community, economy, and natural ecosystems simultaneously thrive.



A LETTER FROM OUR BOARD CHAIR



Looking back over the last year, I am inspired by the profound transformation occurring in how we approach destination stewardship - not just here in Teton County, but across the tourism industry worldwide. We stand at an inflection point, an opportunity where the traditional model of tourism promotion is evolving into something far more sophisticated: regenerative tourism that enhances, rather than depletes the places and communities we care about. We can embrace this model in Teton County, and we can reap the benefits it provides if we are collectively willing to see it through.

In Jackson Hole, this evolution is not theoretical - it is tangible, measurable, and increasingly central to our future resilience as a destination. The work detailed in these pages represents our continued commitment to harnessing the power of tourism to protect our natural resources while building a diverse, year-round economy that serves residents and visitors alike.

Fiscal year 2025 (FY25) saw 3.3 million overnight visitors generating \$572 million in lodging spend in

Teton County, WY, demonstrating that responsible tourism management and economic vitality are not competing priorities but in fact, complementary forces.

Through strategic deployment of lodging tax funds, we invested \$8,079,046 into destination marketing, destination development, and visitor management initiatives that directly benefit both our local economy and workforce while actively mitigating negative impacts from tourism on our natural landscapes.

The maturation of our Destination Stewardship Council continues to yield remarkable results. The group has advanced public transportation initiatives, advised on destination-wide messaging strategies, and assisted in workforce development programs, proving that collaborative governance can drive meaningful change at the destination level. Our Community Partnership Grants program distributed \$900,000 to local organizations whose work spans the spectrum from visitor services to multi-modal transportation, each project carefully selected for its ability to enhance Jackson Hole's long-term viability.

Perhaps most significantly, our marketing evolution reflects a deeper understanding of our role as stewards. Data-driven marketing and carefully crafted storytelling now invite visitors to form a deeper relationship with the Tetons during their stay and protect the places they also love. This approach recognizes that the visitors most aligned with our community values are those who arrive already committed to contributing positively to our economic, social, and natural ecosystems.

Looking forward, the opportunities before us are as vast as the landscapes we protect. The growing global awareness of climate change and unmanaged tourism has created unprecedented demand for destinations that demonstrate an authentic commitment to sustainability. Jackson Hole's leadership in this space - built through years of intentional planning, community engagement, and strategic investment - is poised to capture this market while maintaining the natural and cultural integrity that defines our home.

The work ahead requires shared responsibility and continued collaboration between public and private

sectors, ongoing community engagement, and the courage to make decisions that prioritize long-term sustainability over short-term gains. As evidenced in the data and stories that follow, we have built the foundation for this future. Now comes the vital work of scaling these initial successes and deepening our impact.

The Jackson Hole Travel & Tourism Board remains committed to demonstrating that tourism, when thoughtfully and strategically managed, can be a force for environmental protection, community enhancement, and economic prosperity. The achievements documented in this report are not endpoints, but milestones on a journey toward a tourism model that truly benefits Teton County.

Thank you to our Board members, community partners, and residents who continue to shape these efforts into reality. Together, we are redefining what it means to be a world-class destination in an era that demands nothing less than excellence in stewardship. With appreciation for our community,

Mary Bess
JHTTB Board Chair



Mary Bess
Chair
Sustainability Committee
JH Wildlife Safaris



Julie Calder
Vice Chair
Marketing Committee
JHMR



Sam Pope
Secretary
Marketing, Sustainability
Committees
Pope Productions

MEET THE JHTTB



Sheila Isanaka
Treasurer
Events Committee
Harvard School of Public Health



Shelby Scharp
Events Committee
Flat Creek Ranch



Mike May
Treasurer
Marketing, Events
Committees
Sinclair Communications



Johanna Holbrook
Sustainability Committee
Silver Dollar Inc.

LODGING TAX

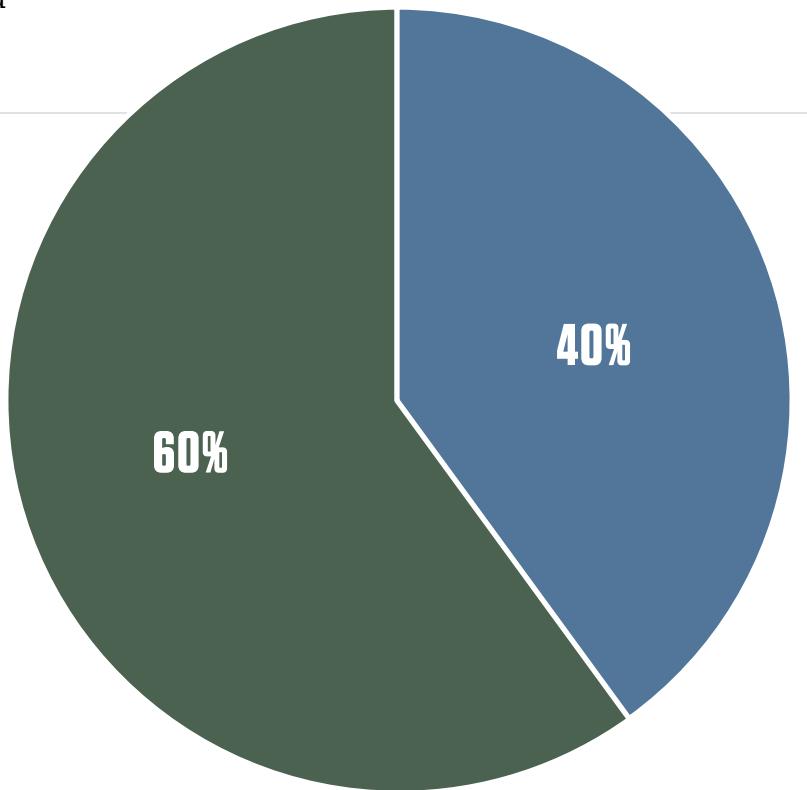
In the state of Wyoming, a 5% lodging tax is collected on overnight stays at hotels, motels, RV parks, campgrounds, guest ranches, rental properties, and other lodging facilities. 3% is remitted to the state and used to fund the Wyoming Office of Tourism (WOT). The remaining 2% stays in Teton County,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

\$11,449,678.40

Total lodging tax receipts from July 2024 - June 2025

Jackson Hole
Travel & Tourism Board

\$6,869,807.04



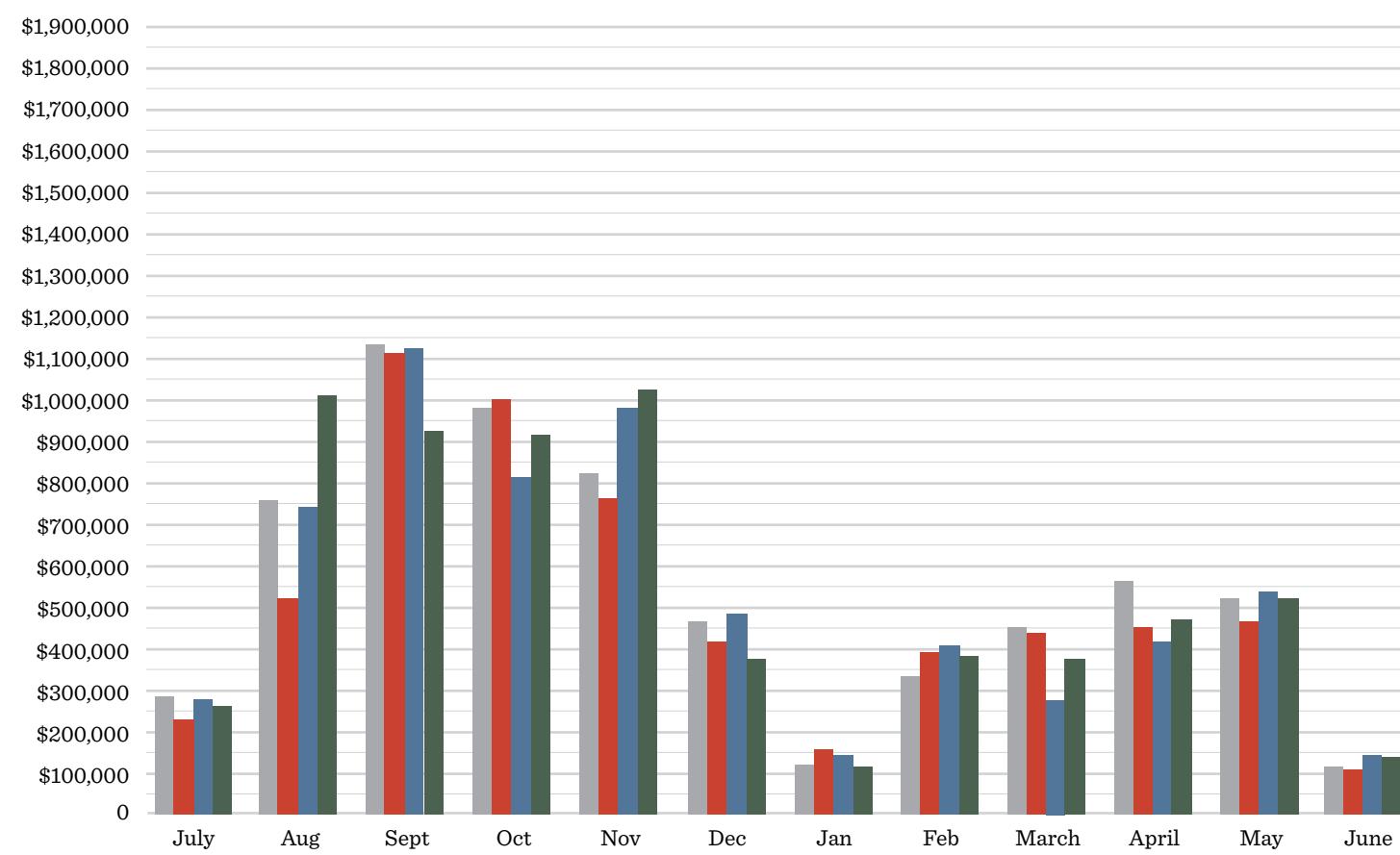
SOURCE: LODGING TAX RECEIPTS

JHTTB Lodging Tax Collection and Growth

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

MONTH	FY23	FY24	FY25	GROWTH FY23	GROWTH FY24	GROWTH FY25
July	\$227,534.86	\$289,172.65	\$283,291.33	-21.48%	27.09%	-2.03%
August	\$526,747.67	\$745,807.21	\$1,020,562.66	-29.82%	41.59%	36.83%
September	\$1,056,756.34	\$1,114,458.01	\$932,777.18	-9.47%	9.47%	16.3%
October	\$1,035,675.20	\$835,098.31	\$914,845.71	4.47%	4.47%	9.55%
November	\$760,056.10	\$993,160.33	\$1,261,409.04	-7.65%	30.67%	27.01%
December	\$425,215.25	\$480,818.06	\$383,008.71	-8.01%	13.08%	20.34%
January	\$152,705.24	\$149,502.08	\$121,501.73	24.71%	2.10%	-18.73
February	\$392,963.79	\$403,774.22	\$397,845.94	5.16%	2.75%	-1.46%
March	\$443,468.30	\$370,935.25	\$392,426.53	-1.54%	16.36%	5.79%
April	\$455,878.34	\$426,348.22	\$482,243.82	-20.19%	6.48%	3.11%
May	\$463,272.53	\$545,170.66	\$530,579.79	-11.44%	17.68%	-2.68%
June	\$116,848.09	\$145,371.98	\$149,314.60	-9.20%	24.41%	2.71%
TOTAL	\$6,057,121.72	\$6,499,616.90	\$6,869,807.04	-8.97%	7.31%	5.7%

FY22 FY23 FY24 FY25



JHTTB Lodging Tax Allocation

\$9,224,036

Total Allocated Budget

JHTTB Lodging Tax Allocation*	\$9,224,036	%
Marketing & Communications	\$3,372,546	37%
Event Sponsorship Funding	\$1,745,000	19%
Community Grant Funding	\$900,000	10%
General & Administrative	\$794,990	9%
Visitor Services	\$676,500	7%
Sustainable Destination Initiatives	\$650,000	7%
Destination Global Sales	\$435,000	5%
Air Credit Incentive	\$300,000	3%



*FY25 JHTTB budget exceeds FY25 JHTTB lodging tax collections because funds were carried over from previous years. Excess expenses are covered through the strategic spend down of reserves.

Teton County Lodging Tax Allocation

\$2,678,982

Total County Allocation

Teton County Lodging Tax Allocation*	\$2,678,982	%
Public Transportation	\$1,250,000	47%
General Fund	\$668,982	25%
Parks & Recreation	\$355,000	13%
JH Historical Society & Museum	\$170,000	6%
Fire & Emergency Medical Services	\$150,000	6%
Grand Targhee Resort Bus	\$85,000	3%

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

Town of Jackson Lodging Tax Allocation

\$1,911,128

Total Town Allocation

Town Lodging Tax Allocation	\$1,911,128	%
Public Transportation	\$1,130,641	60%
Public Safety	\$357,849	20%
Parks & Recreation	\$302,705	18%
Pathways	\$119,933	2%

TOURISM AT WORK FOR OUR ECONOMY



Tourism remains Teton County, WY's largest economic driver. In 2024, visitors generated more than \$1.74 billion in travel-related spending, directly supporting 8,480 jobs and contributing \$526 million in wages to local households. An estimated 80% of earnings remained in Teton County, circulating through the local economy and sustaining businesses year-round.

Tourism dollars extend well beyond hotels and restaurants. Visitor-paid taxes help fund public safety, transportation, pathways, and parks and recreation—services that benefit both residents and visitors. Sustaining an average daily population of 45,000 (locals and visitors) supports all our industries, from retail to creative services to construction.

The Jackson Hole Travel & Tourism Board also invests lodging tax revenue in programs that encourage responsible visitor behavior and reduce tourism's impact on the environment, as well as statewide tourism campaigns, interstate transportation initiatives, and destination development projects, ensuring that Jackson Hole remains place where people want to live and visit for years to come.

In 2024, travel to Teton County, WY contributed:

\$1.74 BILLION

travel-generated spending
in Teton County, WY

\$526 MILLION

in travel-generated earnings
in Teton County, WY

8,480

travel-supported jobs

Without visitor-paid lodging tax, each household in Teton County, WY would have to pay an additional: **\$11,062**

In taxes to retain the same level of public services

In 2024, visitors to Teton County, WY paid:

\$98.7 MILLION

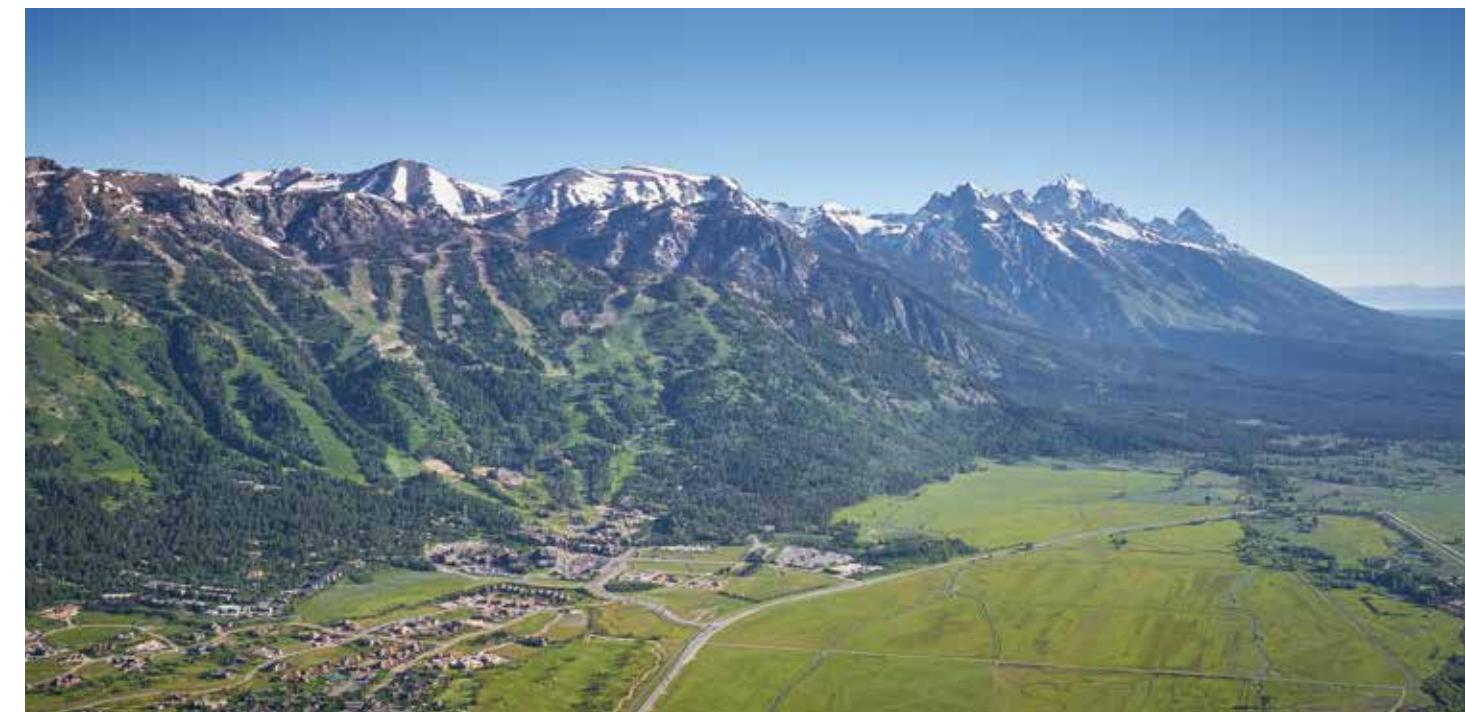
total visitor-paid taxes

\$49 MILLION

local tax contributions

\$54 million

state tax contributions



SOURCES: DEAN RUNYAN ASSOCIATES 2024 ECONOMIC IMPACT OF TRAVEL IN WYOMING, LODGING TAX RECEIPTS, SUSTAINABLE TOURISM MARKETING DATA

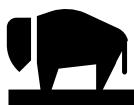
TOURISM AT WORK FOR OUR ENVIRONMENT



Through strategic allocation of visitor-paid lodging tax and intentional partnerships with local organizations, the Jackson Hole Travel & Tourism Board uses tourism-generated funds to protect the Greater Yellowstone Ecosystem.

WILDLIFE PROTECTION: \$1.2 MILLION

Partnerships with Friends of Bridger-Teton, the Jackson Hole Wildlife Foundation, and the Town of Jackson resulted in:



- 57 bear-proof trash cans installed in the Town of Jackson
- Bear spray training to over 200 recreators
- 90 food storage violations
- ZERO human-wildlife conflicts in areas where ambassadors were present

FIRE PREVENTION: \$750,000 MILLION

Organizations funded by the local lodging tax, including Teton County Fire & EMS and Friends of Bridger-Teton, protect our public lands and our community from fire.



- \$150k in visitor-paid funding directly supports Fire & EMS services
- 80 firefighters in 6 firehouse across the County
- ZERO human-caused wildfires in Teton County in fiscal year 2025

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



EMISSIONS REDUCTION: \$264,000

Partnerships with START Bus, the Jackson Hole Airport, and Teton Backcountry Alliance, and Velo22 help reduce emissions and traffic through:



- 7,000 riders utilizing the winter airport shuttle
- 1,425 riders utilizing the Teton Pass Shuttle while simultaneously receiving backcountry safety education
- 2,100 visitors accessing bike information in Teton County through Velo22

WASTE REDUCTION: \$305,000

Partnerships with the Riverwind Foundation, the Town of Jackson, Camina Connigo, and Mountain Towns 2030 help reduce waste on the landscape through:



- 51,000 impressions for local businesses and nonprofits that are committed to protecting what we love by reducing waste, energy, transportation, and water use.
- 7 educational wraps on newly-installed bear-proof trash cans
- 550 attendees to Mountain Town 2030 gathering focused on discovering climate action solutions



SOURCES: TETON COUNTY CLERK'S OFFICE, TOWN OF JACKSON FINANCE DEPARTMENT, JHTTB PARTNER RECAP REPORTS

TOURISM AT WORK FOR OUR COMMUNITY



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

ENHANCING CULTURAL CAPITAL: \$346,000

Through partnerships with the Center for the Arts, KHOL, Camina Connigo, and the Teton County Historic Preservation Board, lodging tax dollars preserve and protect Jackson's unique cultural and heritage through:



- 2,300 attendees of six affordable Discovery! Series shows
- 70,000 monthly listeners to KHOL's local newsroom
- 330 Latino community members gaining outdoor leadership skills and experience
- 12 stops on a newly-launched, self-guided history tour that showcases Jackson heritage

COMMUNITY EVENTS: \$1.74 MILLION

Allocating visitor-paid lodging tax to local events allows Jackson locals to attend nationally recognized acts and cultural celebrations right in their backyard.



- 67 JHTTB-funded events in fall, winter, and spring
- 200,000+ attendees
- \$12 million return on investment through lodging revenue

OUTDOOR ACCESS: \$779,000

Through partnerships with Jackson Hole Nordic Alliance and Teton Backcountry Alliance, tourism-generated funds contribute significantly to residents' access to safely recreate on surrounding public lands.



- 210,000 recreators on Nordic trails, groomed and reported with JHTTB funding
- 1,435 riders on the free Teton Pass Shuttle

PUBLIC SAFETY & SERVICES: \$4.2 MILLION

With the Town and County's lodging tax collections, visitors pay for services that benefit residents..



- \$634,000 to support public safety and Fire/EMS
- \$902,301 to support Pathways and Parks & Rec
- \$2.7 million to support public transportation

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

SOURCES: TETON COUNTY CLERK'S OFFICE, TOWN OF JACKSON FINANCE DEPARTMENT, JHTTB PARTNER RECAP REPORTS

BUILDING A SUSTAINABLE DESTINATION

The Jackson Hole Travel & Tourism Board is creating a sustainable place to live, play, and visit.



Sustainable Destination Management Plan (SDMP)

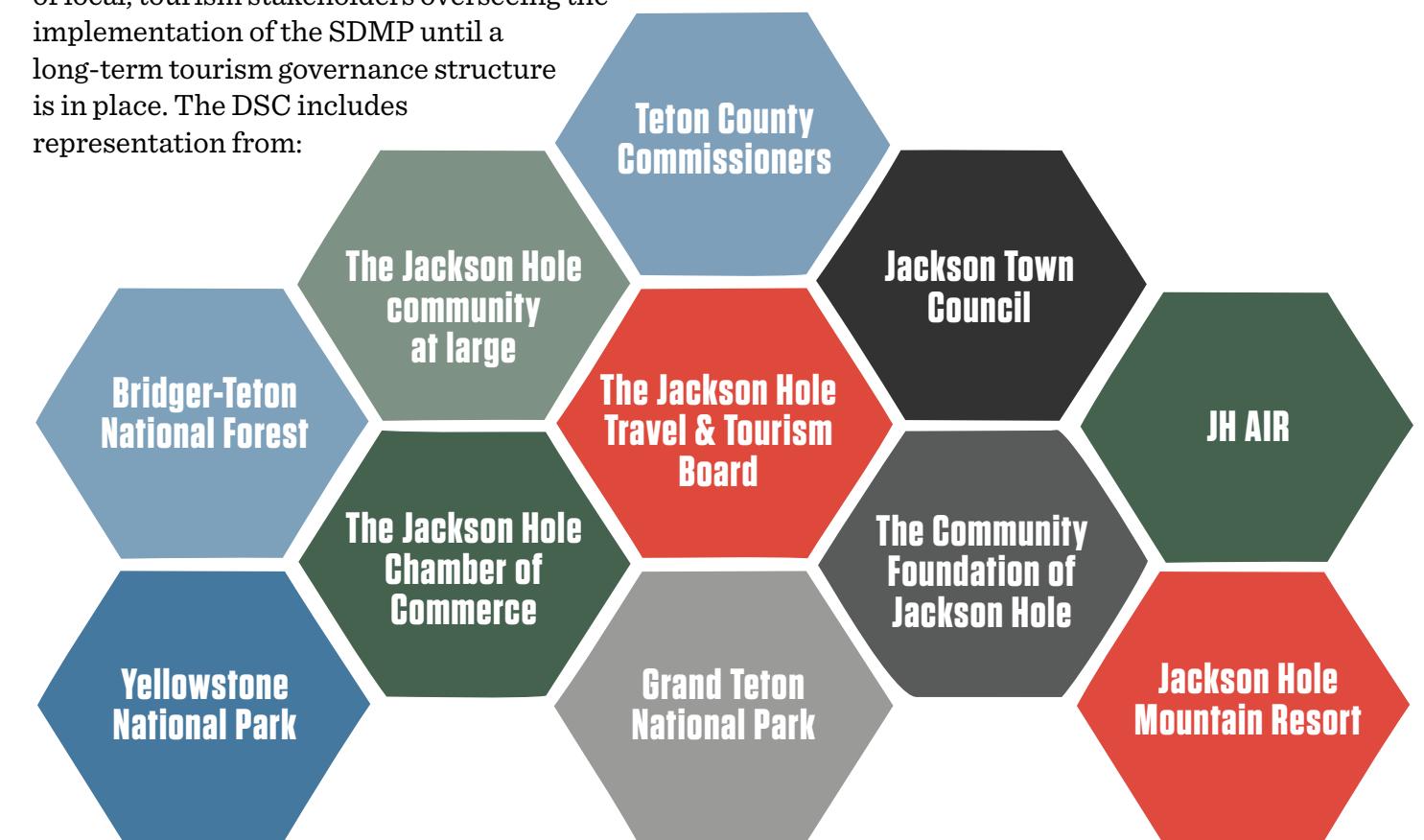
Jackson's Sustainable Destination Management Plan (SDMP) is a guiding document with goals, strategies, and metrics that help better anticipate and respond to the dynamic nature of the tourism industry and how it contributes to the health and well-being of our community. The JHTTB uses the SDMP and the eight sustainability goals identified within to allocate lodging tax dollars effectively to ensure a sustainable future for Teton County, WY.



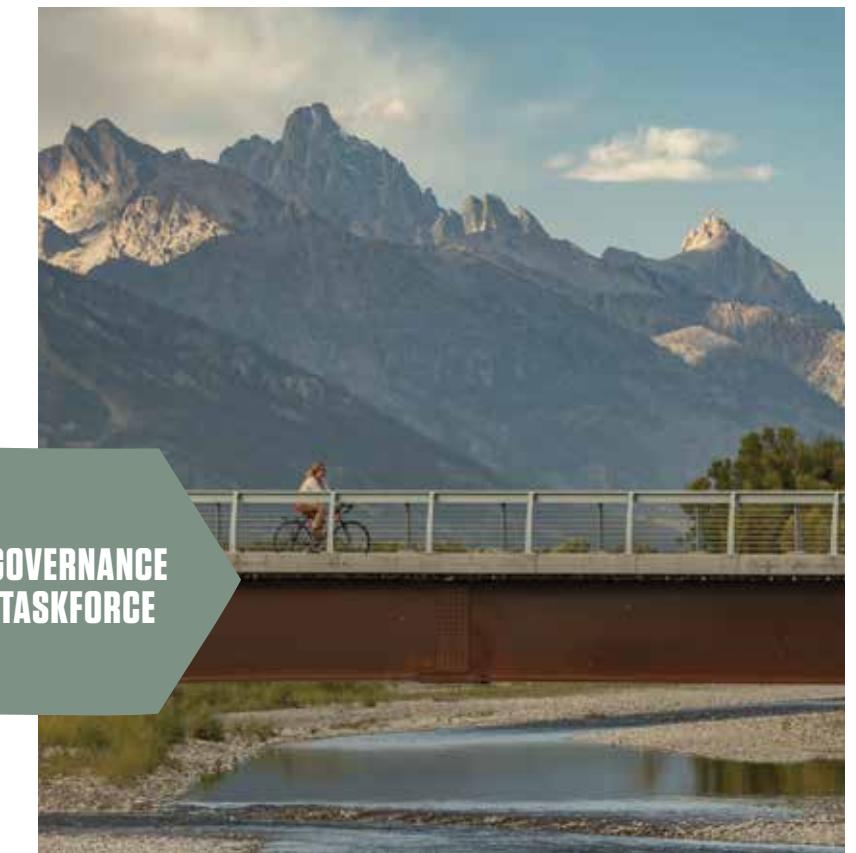
SOURCE: TETON COUNTY SUSTAINABLE DESTINATION MANAGEMENT PLAN

Destination Stewardship Council (DSC)

The Destination Stewardship Council is a group of local, tourism stakeholders overseeing the implementation of the SDMP until a long-term tourism governance structure is in place. The DSC includes representation from:



The work of over 60 stakeholders in targeted working groups helps advance sustainability initiatives on behalf of the entire destination.



STEWARDSHIP GOALS

Since July 1, 2023, the Jackson Hole Travel & Tourism Board and the Destination Stewardship Council have worked together to steward Jackson Hole toward a sustainable destination in each of the eight sustainability goals identified in the SDMP. The following successes showcase only a few of the major milestones accomplished in fiscal year 2025.



EDUCATION & COMMUNICATIONS

The Marketing & Education Working Group continues to ensure consistency and continuity of responsible visitor messaging. Their leadership in releasing a responsible visitation toolkit prior to summer 2025 aligned over 120 partners and reached over a million visitors.



TRANSPORTATION & MOBILITY

During fiscal year 2025, the transit working group, made major strides in seeking transportation solutions, including creating and distributing parking maps, incentivizing alternative transportation, and financially supporting the winter airport shuttle.



CLIMATE ACTION

In partnership with Riverwind Foundation, the Jackson Hole Travel & Tourism Board incentivized sustainable business practices and centralized visitor information about locally-owned, sustainably-focused hotels, restaurants, and activity providers.



MARKETING & REPORTING

In fiscal year 2025, the Jackson Hole Travel & Tourism Board launched an online tourism dashboard, at industry.visitjacksonhole.com, to ground tourism perceptions in data-backed reality and help guide the tourism industry decision-making.



GOVERNANCE

The Jackson Hole Travel & Tourism Board continues to work toward a long-term governance structure that offers leadership for the local tourism industry and guides visitors to responsible visitation through Visit Jackson Hole.



VISITOR FLOW MANAGEMENT

This fiscal year, the JHTTB contracted University of Wyoming to perform a visitor sentiment survey to better understand visitors preferences and perceptions. The results are being considered to seek solutions on spreading people out at peak periods.



WORKFORCE RECRUITMENT & RETENTION

The Jackson Hole Travel & Tourism Board partnered with the Jackson Hole Chamber of Commerce to build skills, knowledge, and capacity of the local tourism industry workforce, hosting a hospitality workers training to over 100 employees.



COMMUNITY HOUSING

The Community Foundation of Jackson Hole continues to take the lead on Housing Solutions, while the Jackson Hole Travel & Tourism Board represents the tourism industry in the local task force and helps identify improvements on the Housing Dashboard.

MARKETING, EDUCATION & ADVERTISING

Visit Jackson Hole's marketing supports a sustainable economy that attracts respectful visitor behavior.



MARKETING CAMPAIGNS

The JHTTB's national marketing campaigns drive visitation during fall, winter, and spring—stimulating Jackson's largest economic engine, tourism, during traditionally slower seasons. In summer, our campaigns shift focus to inspire responsible visitation among travelers before and during their Jackson Hole vacation.



71,610,968
impressions

10,439,397
video views

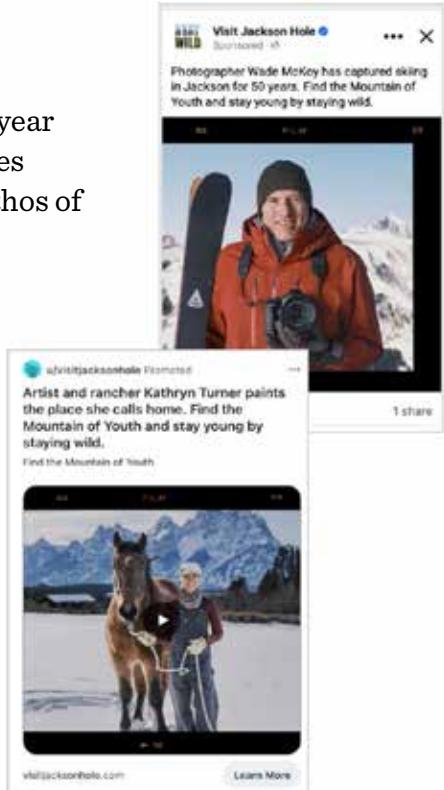
130,384
website clicks

The Mountain of Youth

The expansion of the Mountain of Youth Campaign, continued from fiscal year 2024, saw incredible results through local story-telling. This campaign goes beyond traditional marketing and seamlessly showcases the culture and ethos of Jackson on a national scale.



SOURCES: COLLE MCVOY



This is How We Jackson Hole

We take great pride in sharing our favorite and most beautiful spaces with every visitor, understanding that responsible recreation is not an option, but a way of life for anyone who steps foot in the valley. This commitment guided the JHTTB in developing a summer campaign focused on educating visitors about responsible recreation practices for their visit. After collaborating closely on messaging with public land officials, the This Is How We Jackson Hole campaign came to life, featuring videos highlighting locals sharing tips and best practices as an invitation to become a steward during their stay.

Recreate Responsibly ▶ Play all

Keep your distance from wildlife. This is How We... 0:17

Avoid popular places, at popular times. This is how we... 0:17

Drown your campfire. This is how we Jackson Hole. 0:18

Stay on trail. This is how we Jackson Hole. 0:14

Store your food responsibly. This is how we Jackson Hole. 0:18

Visit Jackson Hole 198K views

Visit Jackson Hole 351K views

Visit Jackson Hole 209K views

Visit Jackson Hole 431K views

Visit Jackson Hole 169K views

Visit Jackson Hole Sponsored While visiting Jackson Hole, skip the crowds by exploring popular spots during quieter times.

STOMP HERE.

Like 468

Facebook Instagram TikTok

Destination Global Sales

Funded by the JHTTB, the Destination Global Sales program is dedicated to positioning Jackson as a premier destination for like-minded groups and travelers both domestically and internationally.

16

tourism trade shows attended

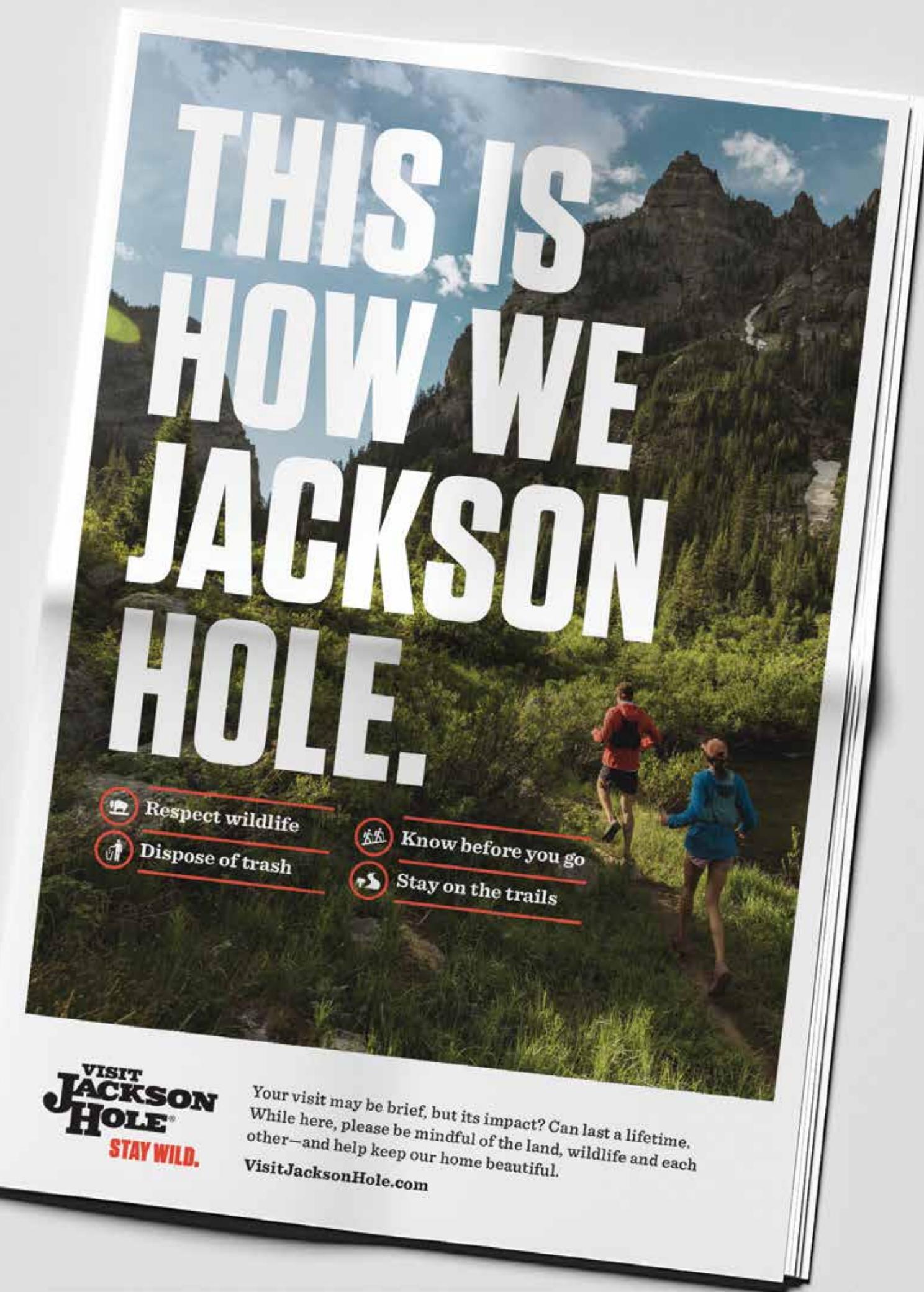
495

appointments with travel planners and media

2,153

\$773,482
room nights directly attributed to DGS group sales

SOURCE: COLLE MCVOY



COMMUNITY FUNDING

The Jackson Hole Travel & Tourism Board uses visitor-paid lodging tax funds to support local organizations and enhance the vibrancy of the community.



COMMUNITY EVENTS

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

\$12,752,674

total estimated lodging revenue from JHTTB-funded events

200,557

attendees at JHTTB-funded events

\$4,051,479

additional economic benefit from JHTTB-funded events



SOURCE: JHTTB EVENTS LIAISON RECAP REPORT

FALL EVENTS

	Funding
Snow King Oktoberfest	\$5,000
Jackson Hole Farmers Market Fall Festival	\$1,000
Amplify Astoria	\$1,500
Silicon Couloir Pitch Day	\$1,000
The Summit: Giving Rise to a Mindful Community	\$5,000
JHSC Annual Ski & Gear Swap	\$2,000
Fall Into History	\$5,000
Veterans Classic	\$2,000
Soupgiving	\$3,500
Jackson Hole Turkey Trot	\$3,200
Jackson Hole Marathon Races	\$14,000
Classic Cars and Old Barns	\$22,500
Teton Leadership Center Fall Conference and Leadership Series	\$15,000
Lighted Teepees / Indigenous Peoples' Day Celebration	\$22,500
Wyoming Snow and Avalanche Workshop	\$15,000
Building Brighter Futures for Wyoming - Youth Mental Health Summit	\$30,000
Jackson Hole Book Festival	\$15,000
Sweeney Todd – Professional Musical Production	\$11,000
The Jackson Hole Writers Conference	\$12,500
Womentum Leadership Summit	\$9,000
JH Fire/EMS Foundation Fireman's Brawl	\$10,000
Wyoming Association of Conservation Districts 2024 Convention	\$25,000
TOTAL	\$230,700

SPRING EVENTS

	Funding
Rendezvous Music Festival	\$900,000
Spring Fling Fashion Thing 2	\$3,000
TMS Fest '25	\$2,000
May 2025 GTMF Presents: The Mike Block Trio	\$1,000
Community Exhibition Opening - Spring 2025	\$2,500
2025 National Trails Day	\$2,000
Bicycle Film Festival	\$5,000
Teton Powwow and Indigenous Cultural Celebration	\$50,000
Ultimate Towner	\$25,000
Jackson Hole United Cup	\$15,000
North Cache Gateway Art Installation and Celebration	\$14,000
The Jackson Hole Birding Festival	\$25,000
Old West Days & Million Dollar Music Fest	\$40,000
Jackson Hole Climate Summit	\$15,000
"Petticoat Rules: The Jackson Hole Revue" – 25th Anniversary Revival & Celebration	\$13,500
Snake River Fest	\$20,000
TOTAL	\$1,133,000

WINTER EVENTS

	Funding
Wild About the Season	\$2,000
25th Annual Avalanche Awareness Night	\$2,500
Teen Takeover	\$4,000
Holiday Bazaar	\$1,000
Winter Production	\$4,000
Jackson Hole Community Band Fall Concerts	\$3,000
Winter Solstice Celebration	\$4,000
Small Business Saturdays - Winter Windfall	\$3,500
GTMF Presents	\$2,500
Hot off the Press	\$1,000
Youth Musical	\$3,000
2025 Winter Trails Day	\$2,000
Winter Market Fest	\$1,000
Whodunnit?	\$2,500
Skiing with the Stars	\$2,050
JH Winter Wonderland (JHWW)	\$2,500
Slow Food in the Tetons Winter People's Market	\$1,500
Jackson Hole International Film Festival 2024	\$35,000
JHSC Early Season Training & Racing	\$10,000
JH Nordic Alliance Annual Free Ski, Fat Bike & Snowshoe Day	\$5,000
AlpinFilm 2025	\$15,000
Grand Targhee Resort/Valley Adaptive Sports Adaptive Ski Festival	\$6,000
GLOW Nights	\$15,000
Pedigree Stage Stop Sled Dog Race	\$25,000
Special Olympics Wyoming State Winter Games 2025	\$10,000
Jackson Hole Food & Wine Winter Fest	\$7,500
2024 Jackson Hole Downhill (JHHD) & Moose Chase Nordic Ski Race (MC)	\$9,000
48th Annual World Championship Snowmobile Hill Climb	\$25,000
JHSC Junior Events Series	\$10,000
TOTAL	\$233,050

\$1,578,250

in JHTTB funds granted

67

events in 2024/25

VISITOR SERVICES



The Jackson Hole Travel & Tourism board (JHTTB) uses visitor-paid lodging taxes to fund visitor services, operated by the Jackson Hole Chamber of Commerce. The visitor services team works one-on-one with incoming travelers and in-destination visitors. These interactions are one of the most effective ways to educate visitors and can be credited for positive shifts in visitor behavior.

953,722

Visitors reached

36,265

Visitor emails and phone calls fielded

12

professional visitor services representatives

5

highly-trafficked visitor centers across the Valley

Fulfillment

The JHTTB partners with Jackson Hole Resort Reservations, a one-stop booking platform that connects visitors to a customized experience with lodging, activities, airfare, and responsible visitation messaging. This partnership incentivizes winter visitors to stay longer and book in advance during a historically slower time of year.

SOURCE: JACKSON HOLE CHAMBER OF COMMERCE ANNUAL REPORT, JACKSON HOLE RESORT RESERVATIONS

AMBASSADOR SERVICES

Based on data from fiscal year 2025, the Jackson Hole Travel & Tourism Board decided to prioritize funding for fiscal year 2026 for ambassador services, recognizing that boots-on-the-ground efforts are the most effective way to meet visitors where they're at and prevent major accidents that could be devastating for our natural landscape and local community.

Partnerships identified:

Friends of Bridger-Teton

This long-standing partnership prevents wildfires and human-wildlife conflicts

Friends of Pathways

This funding will enhance bike safety on trails and pathways in town.

Bridger-Teton Avalanche Center

This funding will help educate about avalanche danger and prevention

Teton Backcountry Alliance

This partnership ensures backcountry safety for visitors and locals recreating on Teton Pass.

Jackson Hole Nordic Alliance

This long-standing partnership educates Nordic users about safe and responsible trail use.

Teton Valley Trails & Pathways

This funding will work in partnership with all ambassador services outlined here to target need areas in Teton County, WY, not already being addressed.



SOURCE: JHTTB AMBASSADOR SERVICES APPLICATIONS

Annual Report | Fiscal Year 2025

July 2024–June 2025



VISIT
JACKSON
HOLE[®]
STAY WILD.

JACKSON
HOLE Travel
& Tourism
Board