

Jackson Hole Travel and Tourism Board Community Partnerships Funding Recap Report

The Jackson Hole Travel and Tourism Board (JHTTB) thanks you for your partnership to advance the mission of the JHTTB: 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.

It is important to the Board that success of JHTTB partnerships is clearly defined, measured, and reported. This allows the Board to ensure that lodging tax funds are being spent in a manner that is consistent with the Wyoming State Statute for lodging tax distribution, with the JHTTB's mission, and with our community's expectation and needs.

This recap report should be completed no later than 30 days after the Community Partnership term has ended.

Language and definitions:

- **Destination Management:** the act of coordinating activities across multiple agencies and organizations to manage visitor impacts and improve livability.
- **Destination Development:** the act of improving the experience within a destination for visitors and residents.
- **Destination Marketing:** the act of raising awareness, attracting visitors, and building long-term relationships through branding, communications, and promotion.
- **Destination Stewardship:** the act of protecting ecosystems, landscapes, and cultures that define a place.

Email *

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Project name: *

START Airport Shuttle Pilot 2.0

JHTTB funding received: *

\$23,333.00

What was the main purpose of the project? *

Please select the option that you selected in your Community Partnership Funding Application.

- Destination Management: the act of coordinating activities across multiple agencies and organizations to manage visitor impacts and improve livability.
- Destination Development: the act of improving the experience within a destination for visitors and residents.
- Destination Marketing: the act of raising awareness, attracting visitors, and building long-term relationships through branding, communications, and promotion.
- Destination Stewardship: the act of protecting ecosystems, landscapes, and cultures that define a place.
- Other:

How did the project meet the purpose you selected above? *

Use 100 words or less.

The communications plan promoted, educated, and encouraged sustainable tourism by offering an affordable mass transit option for airport users and connected passengers to other routes across the valley. Providing mass transit as an alternative mode of transportation also reduced the number of single occupancy vehicles and ensured a safe, reliable service that was less impactful on our ecosystem, which supported our community values.

How did the project further the mission and vision of the Jackson Hole Travel and Tourism Board? *

Please refer to your Community Partnership Funding Application and explain how the completion of the project fulfilled your original intention to further our mission.

The plan supported the TTB's vision by broadening the reach of messaging and tools used to educate airport users about convenient and sustainable transportation options as they consider traveling in and out of the Jackson Hole Airport. Having the TTB join the other stakeholders in support of START's shuttle service showed the strong support of the initiatives our community prioritizes by highlighting the strong relationships we have between local, state, and private entities.

Which SDMP stewardship goals did this project meet? *

Please select the options that you selected in your Community Partnerships Funding Application.

- Education & Communications
- Visitor Flow Management
- Workforce Recruitment and Retention
- Community Housing
- Transportation & Mobility
- Climate Action
- Monitoring & Reporting
- Governance

Please briefly explain how the project met the SDMP Stewardship Goals you selected. *

Please use 100 words or less.

The categories selected are all part of providing mass transit as an option to travelers, locals, and staff as the travel to and from JAC. This provides a service to every demographic and is the best option for a mode a transportation to the airport for a variety of purposes.

Project outcomes

*

Project start date:

MM DD YYYY

12 / 14 / 2024

Project end date: *

MM DD YYYY

04 / 13 / 2025

In your application, how did you indicate that the project would measure success? *

Please use 100 words or less. You can copy and paste from your application.

2024 application: Tracking of passengers, enplanements, and overall reach of messaging efforts.

Airport shuttle goals:

- Achieve ridership of 10-12 passengers per hour (175-200 per day) by the end of the pilot period and an average of seven (7) passengers per hour (120 per day) for the duration of the pilot period.
- Fewer days during the 2024-2025 pilot where overflow parking was necessary at the airport than the average number of days overflow parking was needed for the past 2 seasons during the same timeframe (Late Dec – Mid April).

Based on your measurements of success outlined above, how did the project meet outcomes you predicted? *

Please be clear in your answer and include measureable KPIs whenever possible.

2024 application goals:

Passengers: Shuttle passengers decreased by 15% as compared to the 2023-24 season.

Enplanements: Overall passengers (enplanements/deplanements) were relatively flat as compared to the same timeframe during 2023-24.

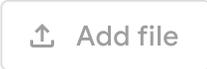
Overall messaging reach: 4.44 million total impressions, 21,300 clicks, 0.48% CTR. Paid search had a 22% CTR and was the strongest channel.

Budget

What percentage is the JHTTB funding request to the overall project budget? *

25.93%

Upload final project budget using the [template provided](#). *



Please provide a short narrative on how the JHTTB funds were used. *

Please use 100 words or less.

The funds from the TTB were generally used to support marketing efforts, which included one unexpected printing cost, some targeted social media, and other marketing expenses.

Will you request JHTTB funds next fiscal year? If so, at what amount? *

The JHTTB encourages reduced funding requests for the same project year over year to provide equitable distribution of JHTTB funds to projects throughout the fiscal year.

Yes, \$23,333.33.

Engagement with the JHTTB

Please explain how or where the JHTTB or Visit Jackson Hole logo was used. Please include engagement numbers on any location the Visit Jackson Hole logo was used. *

Be specific and include actual views, engagement, and clicks whenever possible.

JHTTB logo was used alongside all stakeholder logos on print and digital promotional material. This was done in an effort to show the community which partners came together to make the shuttle a possibility. There were over 4.5 million total impressions across digital platforms, social media, website, out-of-home and print collateral. On digital platforms, there were 21,300 clicks.

Please describe any photography/videography assets that were generated for JHTTB use from your project. *

Please use 100 words or less.

Stakeholders worked with Snowday (formerly Orijin) to create photo and video assets. These were used to create a media kit that was made available to JHTTB and the greater community.

Please explain any additional marketing value to Jackson or the JHTTB. *

Please use 100 words less.

JHTTB was included alongside Town of Jackson, Teton County, START Bus, and JAC as partner in this project.

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