

# 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 \*

abby@jhnordic.com

Project name: \*

JH Nordic Alliance Winter Trails Marketing

JHTTB funding received: \*

\$90,000

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:  
From application: Promote travel and tourism to Teton County, WY; develop destination promo materials; promote local activities/experiences; provide info & edu material, build awareness or responsible tourism behavior; enhance visitor experience; support destination stewardship.

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

Use 100 words or less.

We made winter trail opportunities more accessible. Thousands of people were able to align adventure goals with trail conditions and characteristics by accessing the real-time grooming platform and our searchable trail database. We promoted stewardship with well-crafted, visible messaging. We saw more users across all platforms, which means more people got more information that was useful, educational and inspirational. We worked with partners to support, develop and promote the winter trails ecosystem.

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.

Examples of evidence that the alliance helped ensure the vitality of our natural and human ecosystems include:

People shared with us that our work made their trail experience better. They shared that hearing us on KHOL made them think about trail etiquette. More people visited jhnordic.org, and stayed on the site longer. More people opened their daily trail reports. Partners stayed engaged with the alliance and contributed time, talent and resources to the winter trails ecosystem. Our sponsors renewed and/or increased their financial commitments.

In support of the JHTTB vision for a wild and resilient destination,

- we enhanced the community and visitor experience by creating and sharing inform/inspire/educate content by email, on the web, in social media, on air and through partners
- we expanded community access and the local economy through supporting and promoting winter trails partner initiatives
- we supported the natural ecosystems by connecting people to this place and to responsible recreation messaging
- by collaborating with partners to design and deliver services and messages, we amplified the impacts of multiple small organizations working towards shared goals.

**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 Project:

- Raised awareness of winter trail opportunities and grew the community of trail enthusiasts.
  - Influenced responsible behavior by reaching users pre-arrival, when planning and on trail: "I wish more sites had a trail page like yours!" (local) "Appreciate the time and care put into newsletter." (visitor)
  - Connected readers to local businesses. Grew partner commitment to shared goals through collaboration and connection.
  - Helped make healthy activities more accessible for the workforce through information, free trail events, outreach and promoting opportunities like skills clinics.
  - Consolidated trail use reports. Initiated conversation with D. McCoy to draft qualitative survey (eg visitor or local, trail habits).
- 

Project outcomes

\*

Project start date:

MM DD YYYY

07 / 01 / 2024

Project end date: \*

MM DD YYYY

06 / 30 / 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.

Our goals are to attract visitors and residents to human-powered winter outdoor activities; enhance the winter trails ecosystem through collaboration and promoting the services and trails available; and promote stewardship by helping visitors and residents make meaningful connections to this place, its outstanding landscapes and friendly community. The project includes content generation and curation, marketing, promotion, analytics and collaboration with the 30+ sponsors, agencies and partners in the Nordic and winter trails ecosystem. To decrease barriers to getting out on trails and accessing information that promotes responsible recreation and positive stewardship, JHNordic.org is free to all.

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.

The 24-25 winter was successful with growth across most user metrics, retention of partners and sponsors, and effective delivery of our core services. We raised awareness, provided resources and built and maintained strong partnerships.

Attract visitors and residents to human-powered winter outdoor activities

- Total use across trails similar to prior year (210,000 groomed trail users, est 100,000 on other trails)
- Nearly half of annual free ski day were new or occasional users, 18% of participants were visitors, half were returning enthusiasts
- With support from Salomon, our first national partner, initiated a skis/poles/boots borrow closet to reduce barriers to entry and promote ability for organizations to host ski wellness or team building days
- Visits to our trail search page outnumbered visits to our home page for the first time
- 90% of web traffic is from outside of Teton County
- 40% of web users are in the summer, searching for trails and staying fit for xc skiing
- Gained visibility among 25-34 year olds
- Web users live in all 50 states, and most of the Canadian provinces. The next top 10 countries using jhnordic.org are: China, UK, Germany, India, France, Australia, Hong Kong, Ireland

Enhance the winter trails ecosystem through collaboration and promoting services and trails

- Supported the real-time grooming app for all local grooming entities, hosted training pre-season, troubleshooting during season, wrap-up post-season
- Maintained trail, grooming info and events pages on website throughout season
- Attended 12+ events to table/ski/share about JH Nordic Alliance and talk with participants
- Presented at five trainings for partners and ambassadors
- Sent 140,000 emails with inform/inspire/educate content, up 3%
- 154,000 page views on the website, up ~8%
- 42,000 unique visitors to website, up ~14%
- Time spent on site per user up ~10%
- 200,000 social media views, up ~50%

Promote stewardship by helping visitors and residents make meaningful connections

- Hosted Annual Free Ski, Fat Bike and Snowshoe Day with Turpin Meadow Ranch, promoting public lands, community and winter recreation
- Twice weekly (+/-) Nordic skis embodying "Be Kind, Say Hi" and offering observations/info as appropriate (rotating visits on groomed trails, focusing on non-ambassadors trail systems)
- Developed educational content for six responsible recreation videos with FBT, "Know before you go" video doubled the views per reel on our Instagram
- Revised weekly radio spots with KHOL to include trail etiquette tips
- Collaborated with Velo22 to create cohesive voice for fat bike trail etiquette
- Repositioned responsible recreation messaging in daily trail reports to broadcast more clearly and frequently

Content generation and curation

- 130 days of daily trail reports

- 24 blogs with pro tips, featured tours, places to eat, etc,
- 230 social media posts
- Revised daily trail report and increased our open rate by almost 15%, to about 67% (industry standard for recreation newsletter about 40%, Mailchimp)
- 93% retention of email subscribers

#### Marketing and promotion

- 25,000 views of business profile
- 600,000+ readers view print, web and social media
- 640,000+ listeners hear on air
- Media mentions: from Forbes to Freeskier, Buckrail to brands, and Outside Online to On the Snow, cross-country skiing, Jackson and the Nordic Alliance are showing up
- Placed media in national and local outlets, eg Great Escapes Nordic, Cross-Country Ski Areas, JH Traveller, JH Magazine, JH Explorer, JH News and Guide, Buckrail, Wyoming NPR, KHOL

#### Sponsors, agencies and partners

- Gained four new business sponsors, two new non-profit partners
- Supported relevant infrastructure eg revised blog on Who to call in an Emergency with TCSAR Foundation support
- Attended partner events (noted above)
- Routinely communicate with agency staff and partners to steward winter trails ecosystem

#### Fiscal Summary

- With Old Bill's Fun Run we doubled the dollars of individual contributions for the year.
- YTD we are projected to meet the benchmark we set as a non-profit of a 4% net positive bottomline.
- JH Nordic Alliance resources remained free to community and visitors.

## Budget

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

JHTTB funded 64% of project expenses

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



JHTTB Communi...



Add file

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

Please use 100 words or less.

Project expenses are largely for people to produce and deliver services virtually in a one to many model. Part-time local contractors provide digital marketing, content, trail and grooming information maintenance, resource strategy and implementation. Website maintenance is expensed with social media and advertising. The expenses to produce and build the online resource hub, the primary tool for promoting Jackson as a Nordic destination, are inextricably tied to promoting responsible tourism, improving visitor behavior and providing visitor services. We increased overall expenses (insurance, web redesign), increased private contributions, and reduced the percentage of expenses funded by JHTTB from ~72% to ~64%.

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.

We have requested \$80,000 through the ambassador services application.

### 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.

The Stay Wild logo is featured on our website bottom banner (154,000 page views) as well as the supporter block at the bottom of daily trail report emails (140,000 mailed x .67 open rate = 93,800 views). Visit Jackson Hole logo featured on our JH Magazine ad (Local lodging, private jets, regional newsstands, retailers, events, online; Top 10 subscriber states: CA, WY, NY, TX, CO, ID, FL, IL, UT, MA; actual numbers NA).

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

Please use 100 words or less.

Staff, visitor and community photos generated all season, migration to sharing platform and re-organization almost complete. Nordic photos from Jay-Nel McIntosh media familiarization day shared by Rendezvous Media. Six recreate responsibly videos with FBT available through YouTube.



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

Please use 100 words less.

In comparison to other major Nordic destinations with dedicated centers with million-plus dollar budgets, we are building a strong and responsible Nordic and winter trails community within Jackson Hole and the greater Tetons for under \$150,000/year.

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