

Visit Jackson Hole

PR Agency RFP

Consolidated Questions & Answers

2026 RFP Process

Contract Structure & Agency Selection

Questions about the contract terms, renewal structure, incumbent agency, and regional preference.

Q: Does VJH currently work with a PR agency? Will the incumbent be re-bidding?

A: VJH does not currently work with a PR agency. The team has been involved in several PR activations over the years, but they have been campaign-focused or executed in collaboration with another partner. This is the first time VJH has formally sought a PR agency.

Q: How often is VJH required to go out to bid, and what is the contract structure?

A: VJH is required to go out to bid every three years. The initial contract will be for a one-year term with the option to renew for two additional one-year terms, totaling three years. While the Board has historically renewed contracts for the full three years, renewal is not automatic.

Q: Is being Wyoming or Mountain West based a requirement for the selected PR agency?

A: No. VJH's priority as an organization is to keep as many funds locally as possible, which is why regional preference is outlined in the RFP, but it is low on the scoring scale. VJH currently works with agencies outside of Wyoming and welcomes bids from anywhere in the country. The primary goal is that the PR agency deeply understands the destination, the community, the nuances of mountain towns, and has the opportunity to be on the ground periodically. If those boxes are checked, headquarters location is secondary.

Q: Is there flexibility on the \$50,000 annual retainer fee?

A: There is no flexibility on the fee for the first year. VJH's goal is to increase the scope and budget in the coming years as PR efforts grow.

Budget

Questions about the PR retainer, media hosting budget, and out-of-pocket expenses.

Q: What is the annual budget for PR agency services?

A: The total retainer fee for the PR Agency for FY27 (July 1, 2026 through June 30, 2027) is \$50,000. VJH's intention is to grow this contract over the next few years as PR efforts develop.

Q: Are media tours, FAMs, out-of-state activations, and content creator fees included in the retainer?

A: No. Media tours, out-of-state activation events, media FAMs, and content creator fees are not included in the retainer fee. These are treated as separate out-of-pocket expenses.

Q: What is the dedicated budget for media hosting?

A: Undetermined at this point. VJH would like to work closely with the PR agency to develop a media hosting strategy and identify a budget to support it.

Q: Is there a flight budget for group or individual media FAMs?

A: VJH does not have a flight budget at this time.

Strategy & Priorities

Questions about VJH's top PR priorities, target audiences, success metrics, and strategic direction.

Q: What are the top PR priorities for the next 12 months?

A: VJH's PR priorities are undetermined at this point. The first goal with a PR agency is to develop the overall PR strategy for Visit Jackson Hole together. Priorities will follow from that strategy. Key pillars beyond sustainability include destination resilience, solidifying the brand and VJH's position in the industry, and working with local and regional stakeholders to support the destination.

Q: How does VJH define success for earned media?

A: VJH has not yet defined success for earned media beyond reach and placements. The goal is to expand beyond traditional success metrics and align PR KPIs with what is best for the destination at various periods of the year. Setting these benchmarks and KPIs is a primary goal for the first few months of the contract.

Q: What is valued most out of PR impressions: driving tourism or reinforcing SDMP stewardship goals?

A: Both, and the balance will depend on the season and the destination's needs. There is a nuanced tension between driving visitation during need periods while ensuring visitor management messaging is instilled into everything VJH communicates. More important than shifting the message season to season is solidifying Jackson Hole as a destination with a clear brand, voice, set of values, and expectations for visitors. The PR strategy should support driving media that reflects those goals, lead placements that enhance the storytelling strategy, expand on destination management efforts, and help build visitation during traditionally slower times of the year.

Q: Does PR have a responsibility to maintaining or improving resident sentiment, or is it primarily visitor-focused?

A: Both. VJH's PR strategy needs to balance both responsibilities.

Q: What key storylines, destination moments, or narratives are you hoping to capitalize on for 2026 and beyond?

A: VJH is happy to discuss this further during the interview or once a contract is awarded.

Q: Are there key storylines or destination moments that haven't received enough media attention?

A: VJH is happy to discuss this further during the interview or once a contract is awarded.

Q: What destinations are you benchmarking against?

A: VJH is happy to discuss this further during the interview or once a contract is awarded.

Q: How much of a change is VJH seeking in its PR approach? Is the SDMP the primary driver?

A: The SDMP serves as a strategic roadmap for VJH rather than a checklist for marketing and PR. VJH views marketing and PR as vehicles for communicating the community's identity and destination values to the wider public. VJH anchors itself in core destination values and maintaining respect for the community,

natural ecosystem, and cultural assets. Many of these needs naturally align with SDMP priorities, creating synergy between marketing, PR, and the plan's objectives.

Target Audience & Markets

Questions about VJH's target demographics, key geographic markets, and visitor priorities.

Q: Are there specific audience segments or feeder markets that matter most right now?

A: VJH has audience segments and target personas that can be expanded on during the interview process. Primary markets include all direct flight markets, regional drive markets, and select secondary markets surrounding direct flight cities. Rather than focusing on specific demographics that meet predetermined criteria such as household income, gender distribution, and family size, VJH prioritizes the values, ethos, behaviors, and connection the target audience has with a destination.

Q: Is there a priority season for generating awareness?

A: Winter, spring, and fall have traditionally served as the primary seasons for awareness building. Summer represents peak visitation, during which the destination operates at capacity. Moving forward, VJH aims to transition from seasonally driven awareness campaigns to a more comprehensive, year-round approach that elevates the destination's core values consistently. The PR agency and Agency of Record will collaborate closely with the VJH team to develop and implement this strategy.

Q: What are VJH's expectations for international media outreach?

A: International media outreach has been minimal to date. Within the current scope of this RFP, international media outreach is not a priority. However, as PR efforts develop over the next few years, VJH wants to expand into key international markets. What those markets are is yet to be determined, and VJH will work with local stakeholders and the PR agency to identify those areas of focus.

Media Relations & Messaging

Questions about brand guidelines, messaging pillars, sensitive topics, and media inquiries.

Q: Are there existing brand guidelines, key messages, or SDMP messaging pillars the PR agency should align with?

A: Yes. Visit Jackson Hole's brand guidelines, mission, vision, and SDMP pillars can be found at industry.visitjacksonhole.com. VJH encourages all prospective agencies to spend time on the industry site to better understand the organization's priorities.

Q: Are there topics, narratives, or angles that are off-limits or sensitive?

A: VJH is happy to discuss this in more detail during an interview or once the contract is awarded.

Q: How closely does PR need to integrate with the Creative Agency of Record?

A: VJH wants the PR agency to have a deep understanding of every campaign run so they can identify potential media opportunities. In the first year, overlap between the AOR and PR Agency will likely be minimal until the PR strategy is determined. Multi-year strategic planning will primarily take place with the AOR, Marketing Director, and Executive Director, with the PR Agency involved on an as-needed basis.

Q: Approximately how many media inquiries does VJH receive monthly, and how does VJH differentiate between media and influencer inquiries?

A: Between the Marketing Director and Executive Director, VJH receives approximately 10 to 20 media inquiries per month. It is fairly easy to differentiate between media and influencer contacts based on their outreach tactics and ask. The current split is approximately 60% media and 40% influencer.

Q: Who are VJH's designated spokespeople?

A: The Board Chair, Executive Director, or Marketing Director will serve as primary spokespeople depending on the circumstance.

Q: Can you share an example of a placement from the last year that hit all KPI marks?

A: VJH has not yet set KPIs for its PR strategy. Establishing KPIs is a primary goal for the first few months of the contract.

Media Hosting & FAM Trips

Questions about how VJH hosts media, FAM trip frequency, partners, and the role of the PR agency during visits.

Q: How frequently does VJH host media visits or FAM trips?

A: VJH currently hosts two media FAM trips per year, typically in the fall and spring. One is hosted in summer and one in winter, both in Jackson. Local ski resorts, lodging properties, and activity providers individually do more in this space, and there is an opportunity to collaborate with them as VJH's bandwidth increases. VJH also coordinates with the Wyoming Office of Tourism to support or participate in media visits and activations outside of the destination, and has a destination sales arm that engages media on a case-by-case basis.

Q: How does VJH currently determine which local businesses are experience partners for media visits?

A: Currently it is a 'share the love' approach or based on interest. Since VJH has not had a PR agency or formal strategy in the past, developing a structured approach to media hosting partnerships is seen as one of the largest opportunities to build out together. In the past, VJH has worked with public land managers (Grand Teton National Park, Yellowstone National Park, Bridger Teton National Forest), local activity partners, ski resorts (primarily JHMR), local restaurant groups, and lodging partners in the valley.

Q: Does VJH value hosting media for FAM trips or only media on assignment?

A: Historically both. VJH has directly supported two FAM trips per fiscal year and works with a local provider to organize those trips. The PR Agency would help fill the gap of media on assignment.

Q: What role does VJH expect the PR agency to play versus internal staff during media trips?

A: Specific roles during FAMs or media visits will depend on the type of media, trip, bandwidth of staff or agency, and budget. VJH currently works with a local FAM trip organizer and would prefer to maintain that relationship to capitalize on internal and local knowledge, connections, and continuity. This can be discussed in more detail during the interview stage and when a contract is awarded.

Q: Are there set goals for the number of media trips or media contacts hosted per year?

A: Undetermined at this point. VJH's first goal with a PR agency is to develop the PR strategy. From there, the number of media trips, contact goals, hosting budgets, and related targets can be determined together.

Q: Has VJH hosted press conferences in the past?

A: No. VJH has not hosted formal press conferences.

Influencers & Content Creators

Questions about VJH's approach to influencer marketing and content creator partnerships.

Q: Are influencers part of the PR scope or handled by another agency?

A: VJH has not worked with outside influencer groups as part of its PR or marketing strategy and prefers to work with local influencers. However, VJH is looking for the PR agency to lead and collaborate with the internal team to build a strategy around influencer programs.

Q: How has VJH worked with content creators in the past? Is there a budget for creator fees?

A: VJH has worked with content creators on a very select basis. At this point, collaborating with content creators or influencers is not formally incorporated into the social or media strategy, though it has been discussed internally. VJH is fortunate to have a strong local social media team and relationships with local writers currently carrying this work. If VJH decides to shift strategy, there are areas within the budget to cover creator fees.

Crisis & Issues Management

Questions about VJH's crisis communications approach, existing plans, and coordination with stakeholders.

Q: What types of situations has VJH historically categorized as a crisis?

A: As the primary voice for the destination, VJH's crisis situations primarily involve major impacts on visitors traveling to or experiencing the destination. Examples include environmental disasters (wildfires, landslides), road closures, significant construction projects, and government shutdowns that impact public lands.

Q: Is there an existing crisis communications plan the PR agency would inherit or refine?

A: Yes. VJH has an internal plan developed two years ago and is open to revamping it with the PR agency. In crisis situations such as environmental disasters or infrastructure failures, VJH envisions working closely with the PR Agency to develop key talking points and prepare the main points of contact to respond to press inquiries. For less urgent inquiries and interest pieces, it would be handled on a case-by-case basis.

Q: Will crisis management involve coordinating with Public Information Officers and other community organizations?

A: Yes. In every crisis management situation, VJH collaborates with local stakeholders including the Chamber of Commerce, Town and County, public land managers when appropriate, and at times the Wyoming Office of Tourism or the state of Wyoming. Clear and concise messaging is key. VJH leads the voice to visitors while the Chamber, for example, focuses on communicating to the local business community.

Q: Will crisis management efforts involve responding to national stories about topics like wealth concentration, housing shortage, overcrowding, or climate events?

A: It depends. For crisis situations such as environmental disasters or infrastructure failures, VJH envisions working closely with the PR Agency to develop key talking points. For less urgent inquiries and interest pieces, such as stories about wealth concentration, housing, or overcrowding, it would be on a case-by-case basis and only when appropriate.

Reporting

Questions about reporting cadence, preferred tools, and KPI benchmarks.

Q: What level of reporting detail is most useful for internal stakeholders and the board?

A: Undetermined. VJH anticipates developing reporting details as the strategy is built with the agency. Broadly, staff will utilize detailed reporting to review goals, KPIs, ROI, and to adjust future tactics. The Board will typically review higher-level reporting to ensure the contract is meeting expectations.

Q: Are there preferred reporting tools or benchmarks currently in use?

A: Not at this time. VJH plans to identify benchmarks while creating a strategy with the PR agency.