



Employer: Visit Jackson Hole

Position: Destination Sales Manager

Reports To: Director of Marketing & Sales

Application deadline: July 6, 2026

Link to apply: <https://tinyurl.com/VJHSales>

Position Summary

The Destination Sales Manager drives strategic sales efforts for Visit Jackson Hole, building relationships with trade partners, tour operators, and industry stakeholders that generate well-matched visitation for the destination. Reporting to the Director of Marketing & Sales, this role develops and executes a sales strategy focused on key need periods and markets that align with Jackson Hole's long-term sustainable visitation goals. The Destination Sales Manager leads the Destination Sales Committee, represents Visit Jackson Hole at major tradeshow and sales missions, and serves as the liaison for trade FAM trips. This position requires a sharp understanding of the hospitality industry's needs, competitive dynamics, and macro tourism trends — and the ability to turn those insights into results that benefit the broader destination.

Primary Duties and Responsibilities

Essential functions, as defined under the Americans with Disabilities Act, may include the following representative duties, knowledge, and skills. This is not a comprehensive listing of all functions performed; incumbents may be assigned additional duties as required. Reasonable accommodations will be made as needed. This job description is subject to change at any time by the employer.

ESSENTIAL DUTIES

Sales Strategy & Planning

- Support the Director of Marketing & Sales in developing an overall destination sales strategy and plan with measurable goals, metrics, and KPIs, incorporating input from Destination Sales Committee, stakeholder survey findings, and innovative sales tactics
- Working with the Director of Marketing & Sales, identify opportunities to increase visitation for strategic need periods and across all lodging and activity types for greater engagement with less impact throughout entire destination
- Identify and recruit high-value trade partners including corporate clients, travel agencies, tour operators, and receptive operators who will actively produce bookings
- Lead and organize Visit Jackson Hole Destination Sales Committee
- Act as sales liaison between Visit Jackson Hole and Wyoming Office of Tourism and other regional DMO partners

Planning & Innovation

- Develop and implement efficient and equitable group inquiries distribution system within Visit Jackson Hole framework
- Work closely with Jackson Hole hospitality partners and stakeholders to promote Jackson Hole as leisure, corporate meeting, and group destination for all market segments
- Identify and develop markets regionally, nationally, and internationally based on overall sales goals and visitation data in alignment with the destination strategy
- Work with the Director of Marketing & Sales to develop sales collateral, presentations, and promotional materials aligned with overall marketing campaigns
- Innovate sales initiatives, identify new initiatives and opportunities, and prioritize customers and markets based on market conditions

Execution & Representation

- Lead sales efforts and provide representation at major trade shows for Jackson Hole as a destination, nationally and internationally
- Demonstrate experience with and be able to foster relationships across multiple stakeholder groups and organizations, including lodging partners, activity providers, transportation partners, local and regional DMCs, community organizations, and other related local businesses.
- Provide training and onboarding for new local partners to engage in trade initiatives
- Engage in face-to-face interactions with tour operators, meeting planners, and consumers via trade shows, webinars, virtual trade events, virtual PR events, calls, and sales tools
- Support destination product development and provide opportunities for qualified local businesses to participate in tradeshow and travel/trade FAMs
- When appropriate, provide support to qualified PR events in international markets in conjunction with local businesses, including materials, content, and financial support
- Oversee visiting trade FAM trips and liaise with the Communications Manager and PR Agency to organize FAM trips; create itineraries and experiences to educate them on Teton County offerings and opportunities
- Conduct annual and/or timely audits (online, in person, survey, etc.) of resorts, lodging, and activity providers to determine priorities and evaluate current efforts and strategies; report findings and identify product development opportunities

Database Management, Reporting, & Administration

- Manage and update a destination sales database integrated into Visit Jackson Hole's eCRM
- Evaluate micro and macro market trends, measure performance of a variety of initiatives, and make data-driven recommendations to strategy, content, and product development and support across the destination.
- Work with the Communications Manager to distribute destination newsletters to sales contacts
- Provide reports from destination sales initiatives, including an overview of updated strategic initiatives for following year; highlight alignment with marketing initiatives and stakeholder feedback on future needs

- Evaluate each sales mission, initiative, and show for alignment with stakeholder needs, as well as marketing initiatives identified by Visit Jackson Hole and macro-economic factors impacting tourism in Teton County
- Attend monthly Board meetings and other meetings as required

Other Duties

- Perform other duties as assigned.
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Minimum Qualifications

Education and Experience

- Bachelor's degree in Business, Marketing, Hospitality, Tourism, or a related field
- A minimum of five (5) years of experience in destination sales, travel trade, hospitality, or a related role. Experience working with a DMO, tourism board, or hospitality organization preferred
- Demonstrated experience managing trade partner relationships, attending tradeshow, and executing sales missions in regional, national, or international markets
- Preference for candidates who are residents of Teton County, Wyoming, or surrounding areas, and/or have a demonstrated understanding of the Teton County, WY community

Licenses or Certifications

- A valid driver's license will be required
 - A valid passport and ability to travel internationally is required
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Considerable Knowledge of

- Destination sales strategy development, trade partner relations, and group market dynamics
 - Travel trade channels including tour operators, travel agencies, receptive operators, and corporate and social meeting planners
 - Tradeshow and sales mission planning, execution, and post-mission evaluation
 - eCRM platforms, database management, and trade contact cultivation
 - Destination management principles, sustainable tourism frameworks, and responsible visitation strategies
 - Competitive destination analysis, macro tourism trends, and market-level performance metrics
 - Jackson Hole's tourism landscape, lodging and activity sectors, and regional stakeholder ecosystem
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Skills and Abilities

- Build and maintain productive relationships with diverse trade partners, industry stakeholders, and community representatives

- Develop and execute multi-market sales strategies with measurable goals and clear alignment to destination priorities
- Ability to monitor macro trends and destination-level impacts and adjust strategy to destination needs as circumstances change
- Communicate clearly and persuasively across a range of audiences
- Manage multiple priorities, deadlines, and budgets with a high degree of organization and follow-through
- Commitment to inclusive representation, responsible tourism, and community-centered communications
- Collaborate cross-functionally with marketing, communications, and community partners to ensure sales initiatives reflect the destination's values and long-term goals

Physical Demands / Work Environment

- Work is primarily performed in a standard office environment.
- Requires sitting, standing, walking, and lifting up to 20 pounds.
- Regular driving and regional/national/international travel is required to accomplish work duties.

Position Type and Expected Hours of Work

- Full-time, year-round executive position.
- Primarily daytime hours; evenings and weekends required as needed.
- Work schedule may fluctuate based on organizational and community needs.
- This role involves extensive domestic and international travel; travel periods will significantly alter the structure and hours of a standard work week.

This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the position. Duties and responsibilities may change at any time with or without notice.