



OUR TEAM VALUES

We Are Ambassadors To Our Community and Place

Jackson Hole is more than a destination - it's our home.

We are committed to protecting the character, culture, wildlife, and open spaces that make this valley extraordinary. We champion destination stewardship by understanding and balancing the needs of residents, visitors, businesses, and future generations in the decisions we make.

We Lead with Integrity

Integrity is our foundation.

We act with honesty and transparency, and are accountable in our decisions and actions. We follow the law and our organizational policies, protect confidential information, and avoid conflicts of interest. We strive to do the right thing, even when no one is watching.

We Are Passionate and Proud

We love where we live and are thrilled about the work we do.

We believe in the uniqueness of our community and the valley's power as a transformational destination. Our work is a way of life, not just a job. We prioritize health and wellbeing, support one another in doing the same, and bring energy and pride to everything that we do.

We Treat People with Respect

Strong relationships start with respect.

We treat every person with dignity, fairness, and care. We welcome diverse perspectives, communicate openly and thoughtfully, and create an environment where everyone we work with feels valued and heard.

We Manage Public Resources Responsibly

We are entrusted with public funds and the confidence of our community.

We use every dollar and resource responsibly, transparently, and with sound judgment. We answer to residents, visitors, partners, elected officials, and one another. Our decisions should strengthen public trust and reflect this operating philosophy.

We Speak Up and Take Responsibility

An ethical workplace depends on all of us

We ask questions, seek guidance, raise concerns in good faith, and own our actions. We stay curious, back each other up through difficult decisions, and help protect the integrity of Visit Jackson Hole.

Together, we are committed to building a culture of stewardship, passion, integrity, accountability, and respect.