Jackson Hole COVID-19 Response

May 13th, 2020
People can’t wait to get back to friends, family, food and travel

When the crisis is over what do you most want to do?

- Visit friends and family: 57%
- Eat in a restaurant: 47%
- Go back to work: 33%
- Go shopping (in stores): 31%
- Go on vacation: 31%
- Go to church / place of worship: 28%
- Eat different food: 18%
- Go to a bar: 16%
- Have days off: 15%
- Go back to college / place of learning: 11%
- See live sporting or entertainment events: 11%

Source: Savanta, N=638; March 29th, 2020, US consumers, aged 18+.
But travel will look different after coronavirus.
A new survey suggests travel is alive and well. More than half of Americans (58%) are planning to travel between May and September 2020, as long as their destinations aren't in quarantine. But they're being careful. A quarter of participants will try to avoid big cities and public transportation, and 21% will choose domestic travel.
How will people travel after the coronavirus?

- **They'll stay in the country**
  - International travel will fall out of favor as people stay closer to the safety of home.

- **They will flock to the great outdoors rather than to crowded urban areas**
  - Cabin fever has made them yearn for nature more than ever.

- **They will choose destinations that show preparedness**
  - They will want to chase experiences more than ever, but to do so responsibly.

- **They won't travel far from home**
  - "Staycations" and road trips will be favored over flying or cruising.

- **They'll make it quick**
  - A softer economy will mean the traditional two-week summer vacation could turn into a long weekend.

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Source: Forbes, March 2020
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Source: Forbes, March 2020
People will want to travel to places like Jackson Hole more than ever.
But they won’t choose Jackson Hole if they don’t feel confident in our safety standards.
While a large majority of Americans miss dining out, they won’t get back unless new safety standards are enforced.

- 62% want restaurants configured for social distancing
- 56% want maximum capacity limits to ensure 6ft between diners.

A strong majority of Americans (77%) would support a required health screening before entering businesses like restaurants, offices and cinemas.


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71% of Americans would be willing to share their mobile data location so that they can be alerted if they were to enter an area that posed a health risk.

Need for adventure

Need for safety
We need to build visitors’ confidence that Jackson Hole is taking this seriously and has visitors’ well-being at heart.
How do we build confidence?

One Standard

One Message

One County
<table>
<thead>
<tr>
<th>Platform</th>
<th>RESPONSIBLY WILD</th>
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<tbody>
<tr>
<td>Safety Pillars</td>
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<tr>
<td>Description</td>
<td>How are you stepping up your sanitization and hygiene to protect staff and customers?</td>
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<td>How are you enabling social distancing and otherwise being mindful as a business?</td>
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<td>How are you helping people stay informed before, during and after their visit?</td>
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<td>Potential Policies</td>
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<td></td>
<td>Additional sanitization or cleaning regimens</td>
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<td>Contactless payments</td>
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<td>Sanitizer in shops/rooms</td>
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<td>Handshake and cough etiquette</td>
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<td>Capacity limits</td>
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<td>Social distancing policies</td>
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<td>Mask and glove policies</td>
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<td>Temperature checks for staff or patrons</td>
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<td></td>
<td>Links to government resources for COVID-19 (state/county testing and tracing protocols, color code system)</td>
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<tr>
<td></td>
<td>Ongoing communication with guests/customers in case of emergency and to keep them informed of new developments</td>
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