

**JACKSON  
HOLE** Travel  
& Tourism  
Board

VisitJacksonHole.com

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# JACKSON HOLE TRAVEL & TOURISM BOARD

ANNUAL REPORT, FISCAL YEAR 2022  
*July 2021–June 2022*







## **CONTENTS**

**02 · JHTTB MISSION AND VISION**

**04 · A MESSAGE FROM OUR CHAIRMAN**

**06 · TRAVEL AND TOURISM AT WORK FOR TETON COUNTY**

**08 · LODGING TAX**

**16 · SPRING CAMPAIGN**

**17 · HOTEL OCCUPANCY AND AVERAGE DAILY RATES**

**18 · NATIONAL PARK VISITATION**

**19 · FALL CAMPAIGN**

**20 · WINTER CAMPAIGN**

**21 · INBOUND PASSENGERS BY SEASON**

**24 · SHAPING THE FUTURE OF TOURISM IN TETON COUNTY**

**25 · SUSTAINABLE DESTINATION MANAGEMENT PLAN**

**26 · TETON COUNTY AND TOWN OF JACKSON SPENDING**

**27 · FY 2022 BUDGETED EXPENSES BREAKDOWN**

**29 · COMMUNITY EVENTS FUNDED**

**30 · CHAMBER OF COMMERCE-SUPPORTED SERVICES**

**32 · OUR PARTNERS**

**33 · JHTTB MEMBERS AND SUPPORT**

## OUR MISSION

To effectively spend lodging tax funds to promote travel and tourism in Teton County in a manner that is consistent with the shared values of our community. Our contributions reflect stewardship of our natural resources, highlight our outstanding assets and amenities, and strive for sustainability.



## OUR VISION

As a world leader in responsible tourism, the Jackson Hole Travel & Tourism Board is dedicated to developing a healthy and vibrant fall, winter, and spring economy that preserves our natural capital and enhances the well-being of our community.

## A MESSAGE FROM OUR CHAIRMAN

On behalf of the publicly appointed all-volunteer Board, it is my great privilege and honor to present the seventh edition of the Jackson Hole Travel & Tourism Board (JHTTB) annual report for fiscal year (FY) 2022. Teton County's lodging tax collections for the year remained record-breaking, affording the JHTTB to more purposefully steward assets that support our most valuable tourism product, grounded in the backdrop of our cherished public lands within the greater Yellowstone ecosystem in the State of Wyoming.

The historic tailwinds of visitation reported in FY 2021 continued, keeping destinations that included Jackson, Grand Teton and Yellowstone National Parks, and surrounding areas at the top of travelers' lists. Resulting economic health, coupled with broadened statutes at the state level, has allowed the JHTTB to meet destination demands with better balance.

While pursuing the data and metrics presented here (defined by the fiscal calendar dated July 2021 to June 2022), we may also consider the most current collections, albeit with the hindsight of 2023 perspective. As this report goes to print, January 2022 to October 2022 lodging tax receipts tally at \$7,954,967, with a forecast of \$8,746,632 for FY 2023.

- 60% of the redistributed total from lodging tax collections is \$5,247,979
- The remaining 40% allocated to the Town of Jackson and Teton County is \$3,498,653
- Standing results are trending down 5% from our estimated tax collection and 10% year over year

The JHTTB is keeping a careful eye on market fluctuations as we consider shifts and evolutions in our mission, vision, and actions.

The Wyoming Statute defining decision-making and the actions it informs entrusts the JHTTB to budget and allocate lodging tax dollars toward "expenditures for travel and tourism promotional materials," as well as "events, educational materials, and other specific tourism related objectives, including those as identified as likely to facilitate tourism or enhance the visitor experience." These mandates drove the resulting actions and activities reflected in the JHTTB's reporting.

The deliverables showcased here include a range of Board objectives. Examples of the statute at work include creative advertising in our nationally recognized campaigns produced by our agency of record, Colle McVoy, to promoting tours and staging events on the local level. Such activations for FY 2022 afforded everything from large-scale events like

the Natural Selection Tour and the Rendezvous Spring Festival to more intimate and equally impactful community efforts that supported organizations like the Jackson Hole Ski & Snowboard Club and Central Wyoming College's Teton Pow Wow Showcase.

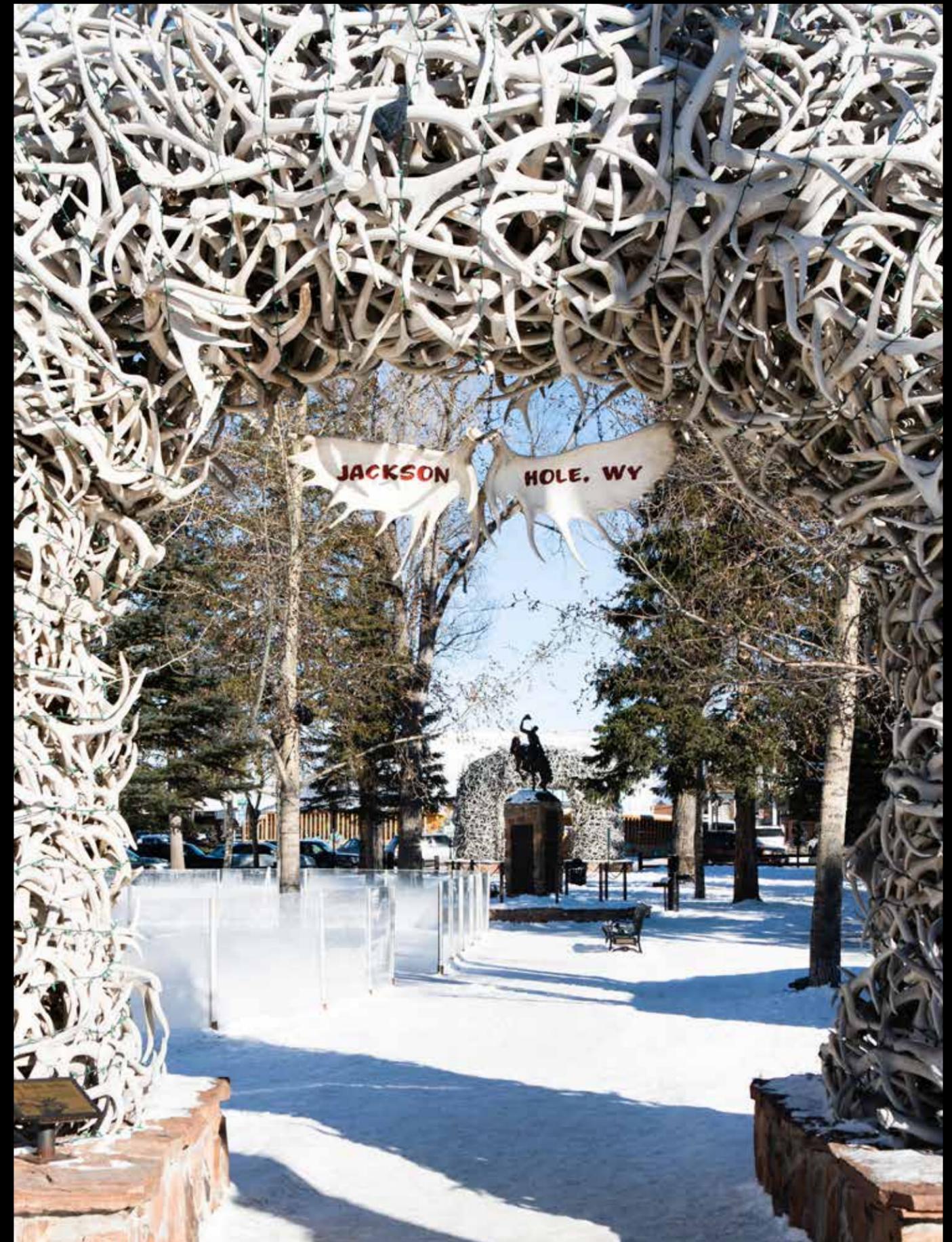
From a guest perspective, we met our tourism-related objectives with support from longstanding community partners while welcoming new approaches to visitor services grounded in education. Our facilitation and enhancement of tourism and the visitor experience were delivered via visitor services and global destination sales, with partners at the Jackson Hole Chamber of Commerce and Jackson Hole Air. This year, similar objectives were met with the successful funding of enhanced and expanded visitor services and experiences through our landmark \$1 million funding of Friends of the Bridger-Teton's Ambassadors for Responsible Recreation campaign and programming.

Enhanced visitor services spanning all corners of the valley — from Jackson's historic Town Square to far-reaching campsites on Forest Service land in Bridger-Teton — are defined by strategic shared objectives designed to attract and better serve conscientious travelers. In an attempt to promote and foster the same spirit of care and attention at the community level, we've continued our forward-thinking Sustainable Destination Management Plan process under the guidance of experts from George Washington University's International Institute of Tourism Studies and Confluence Sustainability to great success, as evidenced by an unprecedented level of community engagement and active, essential stakeholder participation across all categories.

As the world recalibrates from years of persistent unknowns and the constant of change, travelers and host communities both demand a level of service that values sharing tourism space that is well-managed for all. While inventorying these emerging trends and demands, the JHTTB and its partners from all sectors are actively assessing the positive and negative impacts of tourism, with an ultimate focus of enhancing benefits, mitigating drawbacks, and setting high standards.

Collectively, we can be proud of proactive steps to reach our goal of servicing our surroundings and the people and businesses supporting it by soundly and successfully integrating marketing *and* management practices at the destination level. Where these actions intersect underpins all that we do here in Teton County from a JHTTB perspective, afforded by the lodging tax.

  
Cory Carlson





**\$1.5 billion travel-generated spending**

**7,740 travel-generated jobs**

**\$96.5 million travel-generated taxes**

## TRAVEL AND TOURISM AT WORK FOR TETON COUNTY

Tourism is the lifeblood of Teton County. It drives the local economy and supports hundreds of accommodation providers, restaurants, tour operators, and other businesses. In 2021, Teton County welcomed over 1.6 million overnight visitors.

Travelers spent \$1.5 billion, which generated \$96.5 million in state and local tax receipts. Daily spending by visitors to Jackson Hole averaged around \$398 per day in the winter months and \$322 per day in the summer months. Visitors reported allocating most of their daily spending to lodging.

Travel-generated tax revenues help support local communities through public services and local infrastructure projects. If not for the taxes generated by the travel and tourism industry, the average household in Teton County would have paid \$10,034 more in taxes for existing public services.

The 7,740 jobs supported by travel represent 22.2% of Teton County's total employment. Without those jobs, the 2021 Teton County unemployment rate of 3.2% would have been 25.4%.

### SOURCES

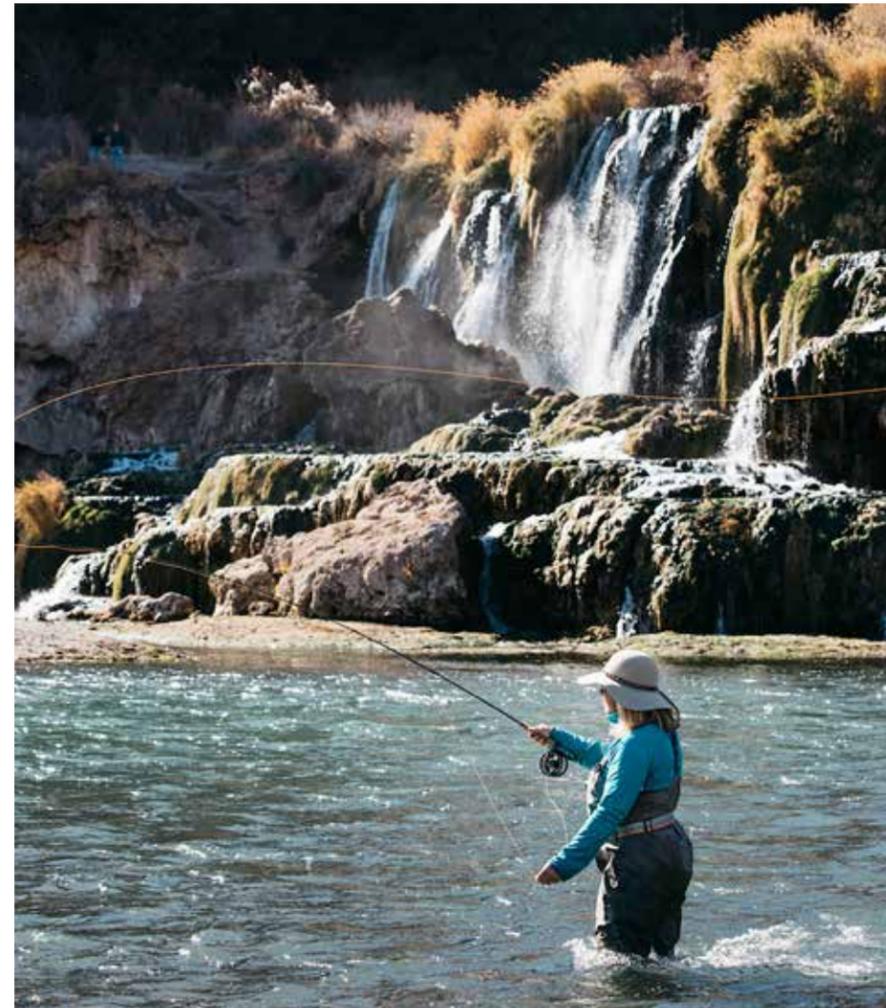
Dean Runyan Associates, 2021 Economic Impact of Travel in Wyoming; Jackson Hole Airport, Summer 2022 Passenger Research Executive Summary; Wyoming Business Council; George Washington University, SDMP Situational Analysis; Wyoming Department of Workforce Services, 2022 Wyoming Workforce Annual Report

## TRAVEL AND TOURISM IS WYOMING'S SECOND-LARGEST INDUSTRY

Wyoming welcomed 8.2 million overnight visitors, who spent over \$4.3 billion in 2021.

Visitor spending directly affected Wyoming's economy by generating \$259 million in local and state tax revenues, which help fund jobs and public programs.

Each Wyoming household would have had to pay approximately \$1,091 more in taxes without the tax revenue generated by the travel and tourism industry.



## TRAVEL AND TOURISM IS ONE OF WYOMING'S LARGEST EMPLOYERS

Travelers to the state supported 43,880 jobs in Wyoming, including 30,850 directly in the travel industry and 13,030 in other industries.

Travel spending generated about \$1 billion in direct payroll and an additional \$675.9 million in other industries.

Travel and tourism support 7.6% of total employment in Wyoming. Without travel and tourism jobs, Wyoming's 2021 unemployment rate would have gone from 4.5% to 12.1%.

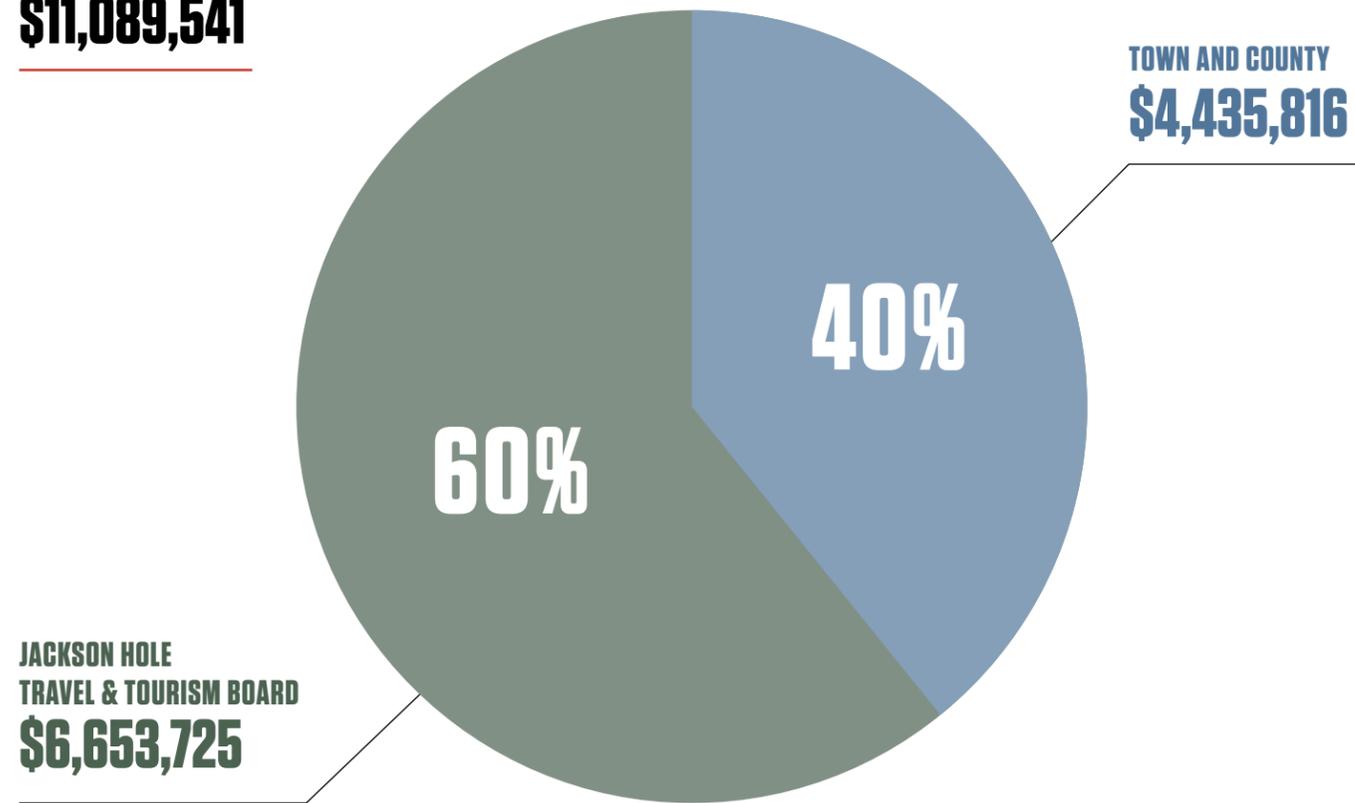
# LODGING TAX

In the State of Wyoming, a 5% lodging tax is collected on overnight stays at hotels, motels, RV parks, campgrounds, guest ranches, rental properties, and other lodging facilities around the state. 3% is remitted to the state and used to fund the Wyoming Office of Tourism and the Wyoming Tourism Board. The remaining 2% stays in Teton County, with

60% of these funds managed by the JHTTB for destination marketing, tourist education, events, and other tourism-related initiatives as outlined in the Wyoming Statutes. The balance (40%) is managed by the Town of Jackson and Teton County, primarily to mitigate the impacts of tourism on infrastructure and services.

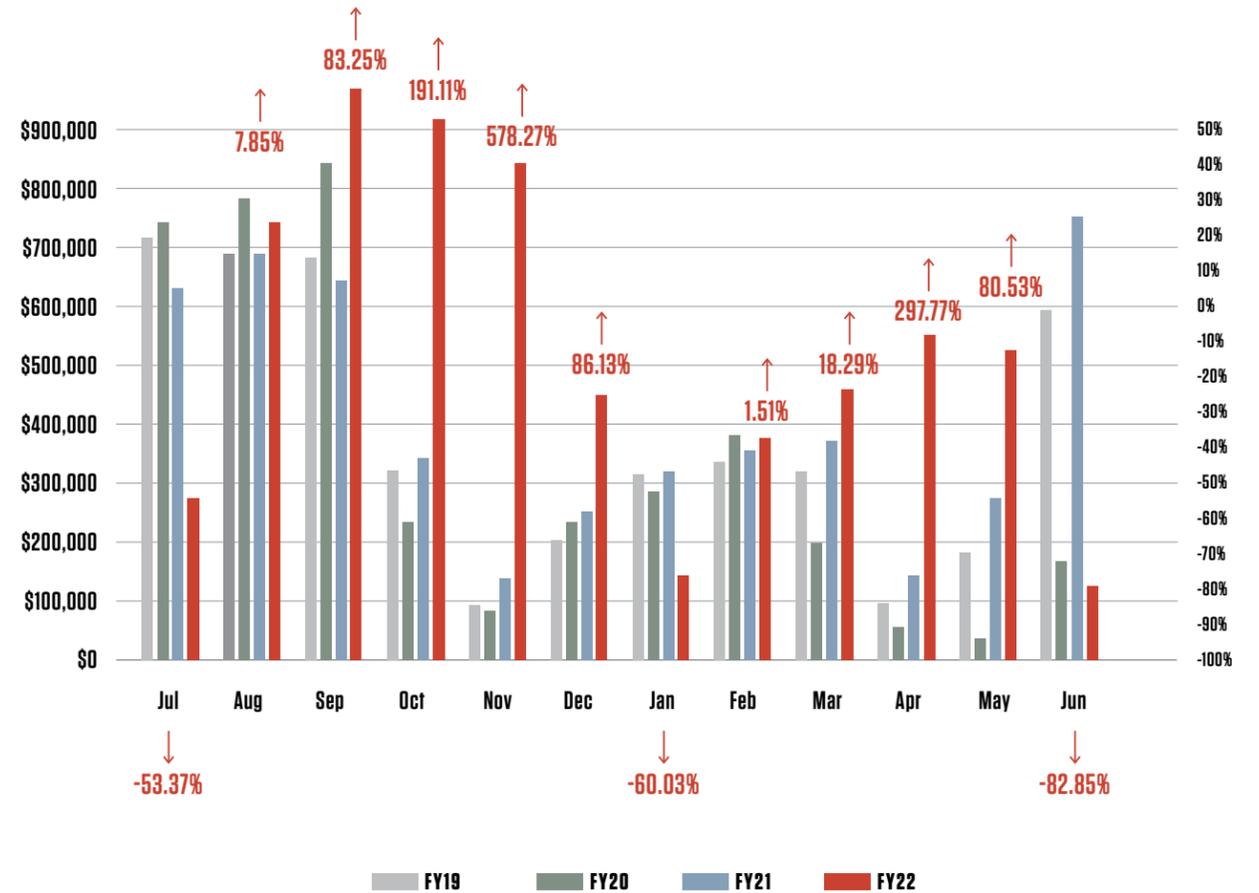
**JULY 2021-JUNE 2022**

**TOTAL FUND  
\$11,089,541**



# LODGING TAX receipts and annual comparisons

MONTH	FY19	FY20	FY21	FY22	Growth FY18-FY19	Growth FY19-FY20	Growth FY20-FY21	Growth FY21-FY22
July	\$716,556.41	\$748,540.87	\$621,405.15	\$289,768.90	-5.30%	4.46%	-16.98%	-53.37%
August	\$695,339.54	\$780,037.15	\$695,976.34	\$750,611.73	-14.02%	12.18%	-10.78%	7.85%
September	\$682,496.27	\$847,088.44	\$636,968.10	\$1,167,252.74	8.02%	24.12%	-24.81%	83.25%
October	\$321,445.04	\$230,259.39	\$340,534.23	\$991,337.20	97.86%	-28.37%	47.89%	191.11%
November	\$89,904.71	\$80,786.32	\$121,336.76	\$822,991.73	125.70%	-10.14%	50.19%	578.27%
December	\$204,404.67	\$231,383.75	\$248,344.51	\$462,241.84	-9.37%	13.20%	7.33%	86.13%
January	\$308,278.95	\$286,428.74	\$306,369.22	\$122,444.68	6.43%	-7.09%	6.96%	-60.03%
February	\$341,078.00	\$378,096.17	\$368,116.43	\$373,678.15	9.56%	10.85%	-2.64%	1.51%
March	\$318,747.78	\$195,108.64	\$380,739.65	\$450,288.15	21.52%	-38.79%	95.14%	18.29%
April	\$95,625.76	\$64,086.17	\$143,605.03	\$571,212.27	-5.59%	-32.98%	124.08%	297.77%
May	\$185,656.58	\$45,164.94	\$289,768.90	\$523,109.45	-4.48%	-75.67%	541.58%	80.53%
June	\$592,641.44	\$222,251.87	\$750,611.73	\$128,687.63	-9.94%	-62.50%	237.73%	-82.85%
<b>Total</b>	<b>\$4,552,175.15</b>	<b>\$4,109,232.45</b>	<b>\$4,903,776.05</b>	<b>\$6,653,724.77</b>	<b>25.00%</b>	<b>-\$9.73%</b>	<b>19.34%</b>	<b>35.68%</b>



## WHAT THE LODGING TAX MEANS *for our town*

In FY 2022, \$1,168,000\* of the income received by the Town of Jackson through the lodging tax was held in funds for future expenses dedicated to public transportation, public safety, parks and recreation, and pathways.

### **PUBLIC TRANSPORTATION**

In FY 2022, \$385,000 of the income received by the Town of Jackson through the lodging tax was used to fund the Southern Teton Area Rapid Transit (START) system.

### **PARKS AND RECREATION**

In FY 2022, \$305,000 of the income received by the Town of Jackson through the lodging tax was dedicated to parks and recreation.

### **PUBLIC SAFETY**

In FY 2022, \$427,000 of the income received by the Town of Jackson through the lodging tax was allocated to this nonrestricted fund.

### **PATHWAYS**

In FY 2022, \$51,000 of the income received by the Town of Jackson through the lodging tax was dedicated to pathways.



*Southern Teton Area Rapid Transit (START)*

\*Numbers not exact, as some funds were carried over from previous fiscal year.

## WHAT THE LODGING TAX MEANS *for our county*

### **PUBLIC SAFETY**

In FY 2022, \$150,000 of the revenue from the lodging tax to Teton County was expended for the general operations of the Jackson Hole Fire/EMS department. The mission of the Jackson Hole Fire/EMS department is the protection of life and property from the adverse effects of fires and medical emergencies, and from exposure to manufactured and/or natural dangerous conditions.

### **PARKS AND RECREATION**

In FY 2022, \$355,000 of the revenue from the lodging tax to Teton County was expended for the general operations of the Teton County parks and recreation department. This funding provided support for activities including but not limited to snow plowing, trash pick-up, and general park cleaning and maintenance.

### **PUBLIC TRANSPORTATION**

In FY 2022, nearly \$166,944 of the revenue from the lodging tax to Teton County supported the general operations of the START bus system.

### **JACKSON HOLE HISTORICAL SOCIETY AND MUSEUM**

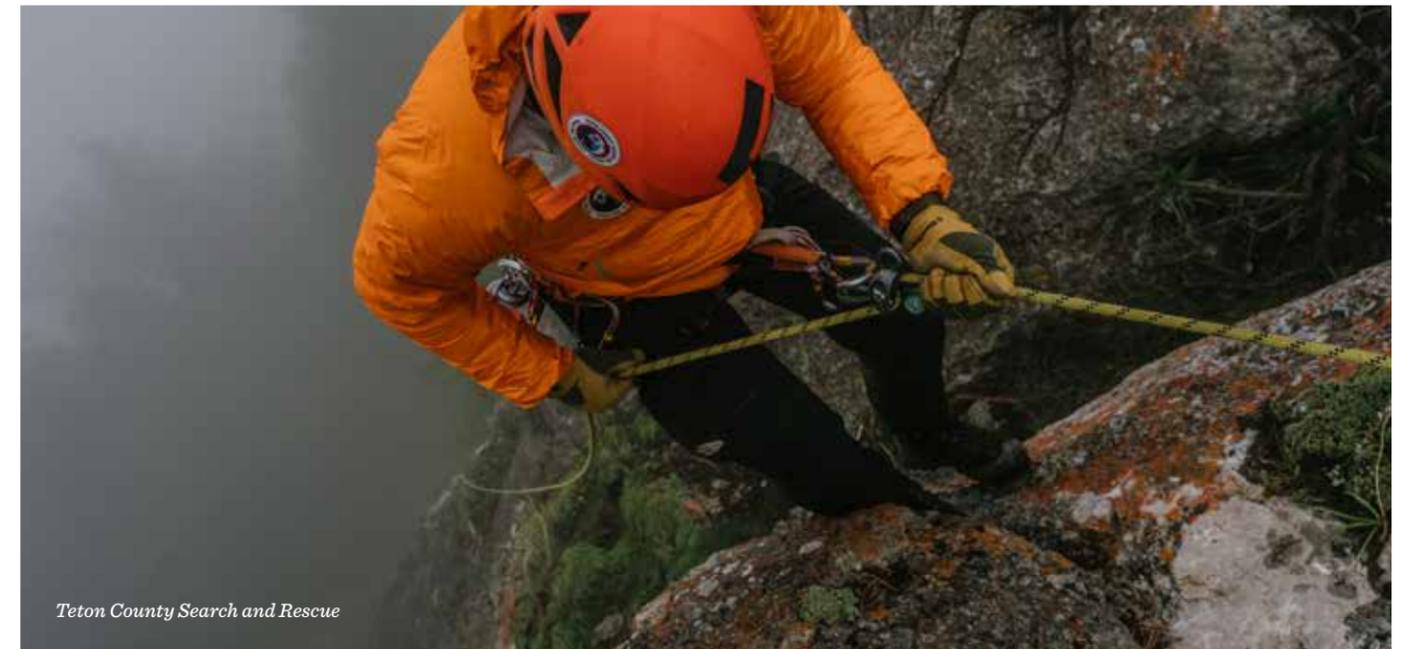
In FY 2022, \$150,000 of the revenue from the lodging tax to Teton County was expended for the general operations of the Historical Society and Museum, which collects, preserves, and explores the region's rich history and creates educational programs to preserve and promote the unique character of Jackson Hole.

### **GRAND TARGHEE**

Teton County granted \$71,400 to Grand Targhee Ski Resort for enhanced public transportation to the resort.

### **GENERAL FUND**

Also, \$634,203 went to the general fund utilized in many county departments such as the sheriff's office, county pathways, and dispatch, and for general projects geared toward visitor impact.



*Teton County Search and Rescue*

## WHAT THE LODGING TAX MEANS *for marketing and management*

In FY 2022, the JHTTB increased funding for the following community partners focused on visitor education and management.

### FRIENDS OF THE BRIDGER-TETON

In March 2022, the JHTTB awarded the nonprofit organization Friends of the Bridger-Teton \$1 million to address the many challenges caused by record-breaking summer visitation in the Bridger-Teton National Forest (BTNF) in Teton County. Funding was earmarked to support a substantial expansion of the Friends of the Bridger-Teton Ambassador Program and the Recreate Responsibly campaign in partnership with the BTNF, Teton Backcountry Alliance, and other community partners.

### JACKSON HOLE WILDLIFE FOUNDATION—BEING WILD JACKSON HOLE

In FY 2022, the JHTTB awarded the Being Wild Jackson Hole project \$66,200 to support its goal of strengthening visitor bonds to wildlife conservation by making experiences personally engaging, unique, and enriching. Being Wild Jackson Hole harnesses the enthusiasm of visitors who experience the wild by offering them ways to become fully immersed in Jackson's science and conservation, engendering a sense of stewardship. The organization aims to preserve our natural capital and enhance destination well-being.

### JACKSON HOLE NORDIC ALLIANCE

In FY 2022, the JHTTB awarded Jackson Hole Nordic Alliance \$52,000 in its work to encourage people to recreate responsibly on more than 100 trails for Nordic skiing, fat biking, and snowshoeing in Jackson Hole, Teton Valley, and Grand Teton National Park.



**LODGING TAX 2022**

*Travel and Tourism Expenditures*



# SPRING CAMPAIGN

**THE BEST SOUVENIR IS ONE YOU CAN COME BACK TO.**



**JACKSON HOLE** Travel & Tourism Board  
©2022 Jackson Hole Travel & Tourism Board

**SHIFT GEARS. TAKE THE BUS.**



VisitJacksonHole.com/Sustainability  
**JACKSON HOLE** Travel & Tourism Board

**POST THE PHOTO. TRASH THE LOCATION TAG.**

TAG RESPONSIBLY, KEEP JACKSON HOLE WILD



When you tag a photo with a specific location, the source of excess traffic follows. Use the generic location "Tag Responsibly, Keep Jackson Hole Wild" in your posts to help preserve the beauty of the wild.  
 VisitJacksonHole.com/Sustainability

**JACKSON HOLE** Travel & Tourism Board

**TAKE IT ALL IN. LEAVE IT AS IT IS.**



Jackson Hole is one of the last wild places on earth. And we want to keep it that way. Practice responsible tourism and help preserve this special place for generations to come.  
 VisitJacksonHole.com/Sustainability

**JACKSON HOLE** Travel & Tourism Board

**ADMIRE FROM AFAR.**



VisitJacksonHole.com/Sustainability  
**JACKSON HOLE** Travel & Tourism Board

**ON THE ROAD AGAIN.**



DISCOVER MORE >>

**JACKSON HOLE** Travel & Tourism Board  
 STAY WILD.

**COME HOME WITH ANTLERS.**

OLD WEST DAYS  
MAY 21-30



DISCOVER MORE >>

**JACKSON HOLE** Travel & Tourism Board  
 STAY WILD.

**TAKE CARE OF WHAT TAKES YOUR BREATH AWAY.**




Jackson Hole is one of the last wild places on earth. And we want to keep it that way. Practice responsible tourism and help preserve this special place for generations to come.  
 VisitJacksonHole.com/Sustainability

**JACKSON HOLE** Travel & Tourism Board

**RUN INTO SPRING.**

3 WORLD-CLASS SKI RESORTS TO DRINK FROM.



DISCOVER MORE >>

**JACKSON HOLE** Travel & Tourism Board

**ELEVATED TASTES.**

FOOD & WINE FESTIVAL  
MARCH 10-12

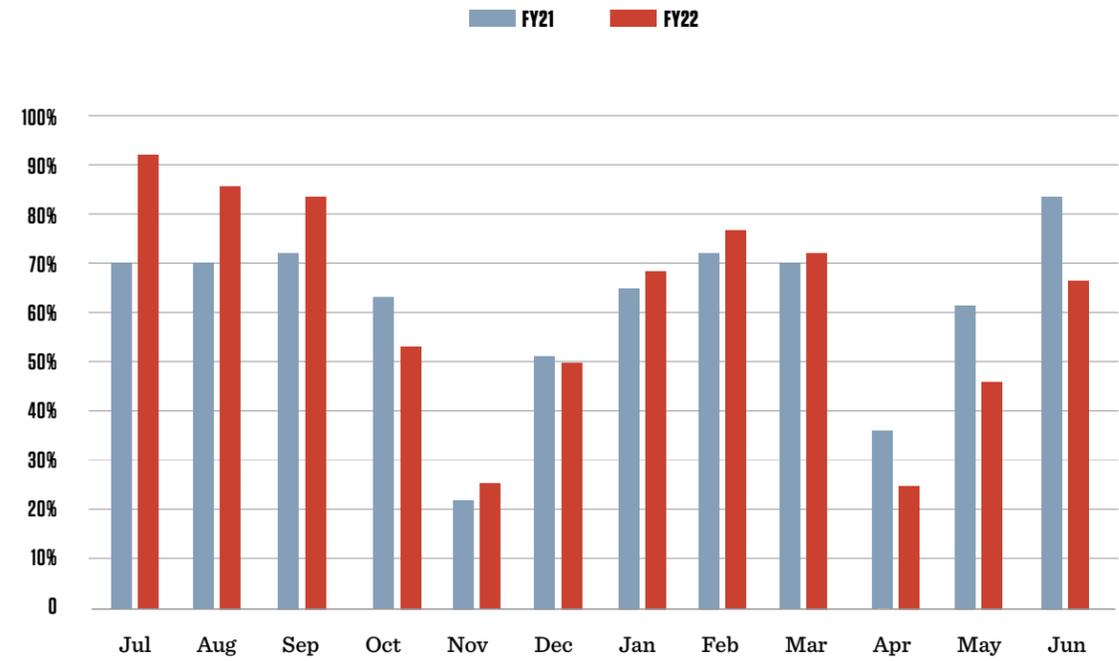


DISCOVER MORE >>

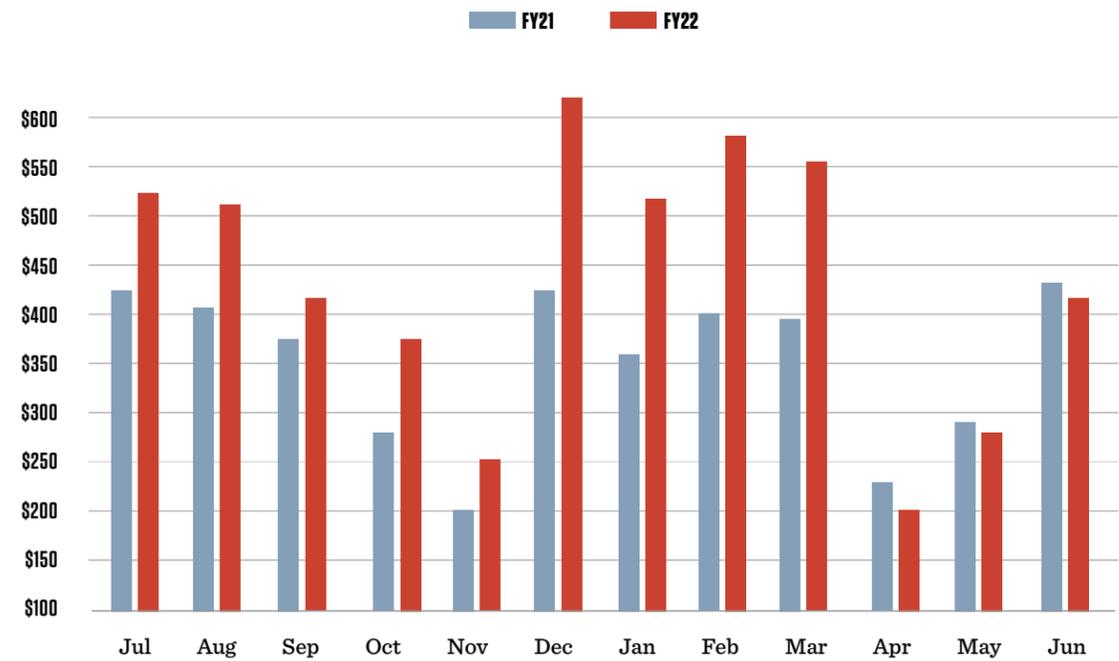
**JACKSON HOLE** Travel & Tourism Board

# HOTEL RATES

## HOTEL OCCUPANCY RATES



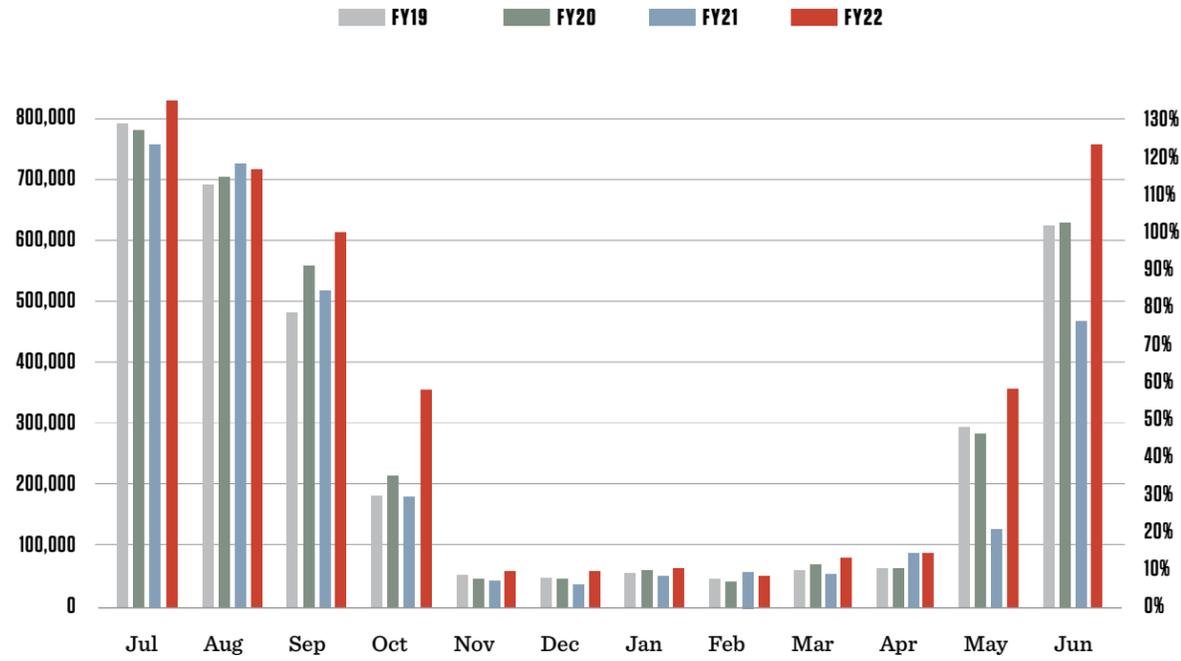
## HOTEL AVERAGE DAILY RATES



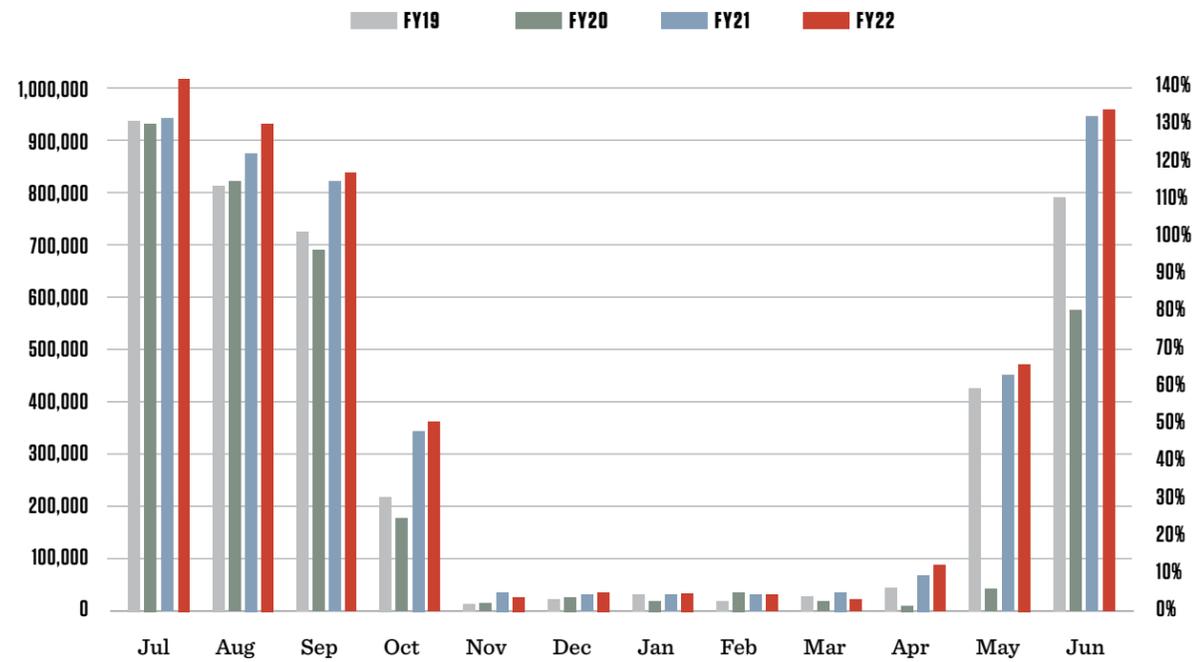
SOURCE  
DestiMetrics

# NATIONAL PARK VISITATION

## GRAND TETON NATIONAL PARK RECREATION VISITATION



## YELLOWSTONE NATIONAL PARK RECREATION VISITATION



# FALL CAMPAIGN

**WIDE OPEN.**

EXPERIENCE FALL IN YELLOWSTONE >>

**JACKSON HOLE**  
STAY WILD.

**HOW WE SHOW OUR TRUE COLORS.**

EXPERIENCE FALL IN THE TETONS >>

**JACKSON HOLE**  
STAY WILD.

**ROAM.**

EXPERIENCE FALL IN THE TETONS >>

**JACKSON HOLE**  
STAY WILD.

**FALL IN LOVE WITH FALL.**

EXPERIENCE THE TETONS >>

**JACKSON HOLE**  
STAY WILD.

**MEET THE LOCALS.**

EXPERIENCE FALL IN THE TETONS >>

**JACKSON HOLE**  
STAY WILD.

**MOUNTAIN MAJESTY.**

EXPERIENCE FALL IN THE TETONS >>

**JACKSON HOLE**  
STAY WILD.

# WINTER CAMPAIGN

**FLIGHTS FOR UNDER \$400.**

**BOOK NOW >>** JACKSON HOLE STAY WILD.

**LEAVE HIBERNATION TO THE BEARS.**

**BOOK NOW >>** JACKSON HOLE STAY WILD.

**THE FASTEST WAY TO WARM UP.**

**BOOK NOW >>** JACKSON HOLE STAY WILD.

**SLEEP IN THE SUMMER.**

**BOOK NOW >>** JACKSON HOLE STAY WILD.

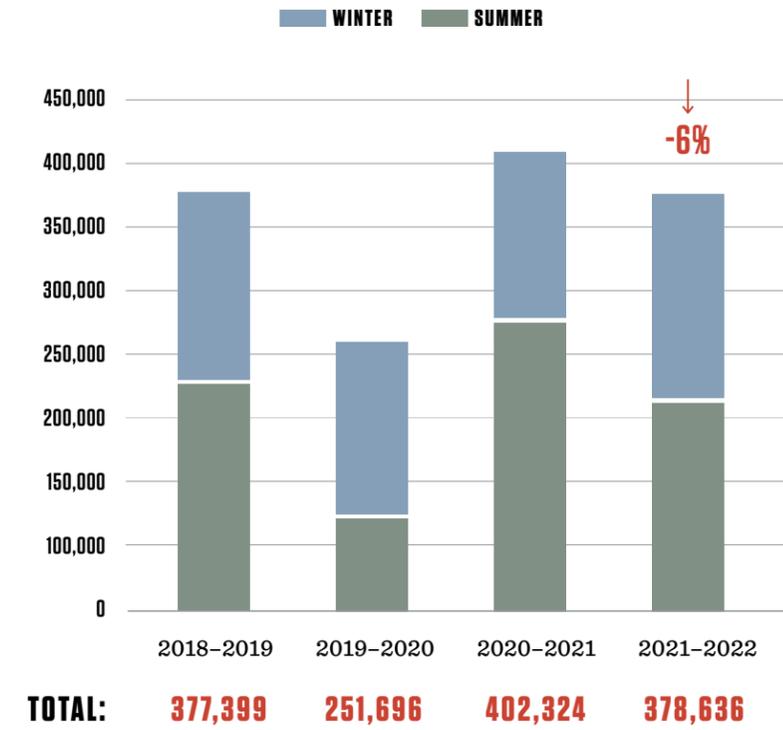
**IT'S A LONG WINTER. JUST THE WAY WE LIKE IT.**

**BOOK NOW >>** JACKSON HOLE STAY WILD.

**OUR KIND OF RUSH HOUR.**

**BOOK NOW >>** JACKSON HOLE STAY WILD.

## INBOUND PASSENGERS BY SEASON



**479,721**  
TOTAL SITE VISITS  
(114% GROWTH)

**170,472,816**  
MEDIA IMPRESSIONS  
(270% GROWTH)

**53,798**  
FACEBOOK SOCIAL FOLLOWERS  
(3,850 NET GROWTH)

**2,708**  
TAG RESPONSIBLY GEOTAGS

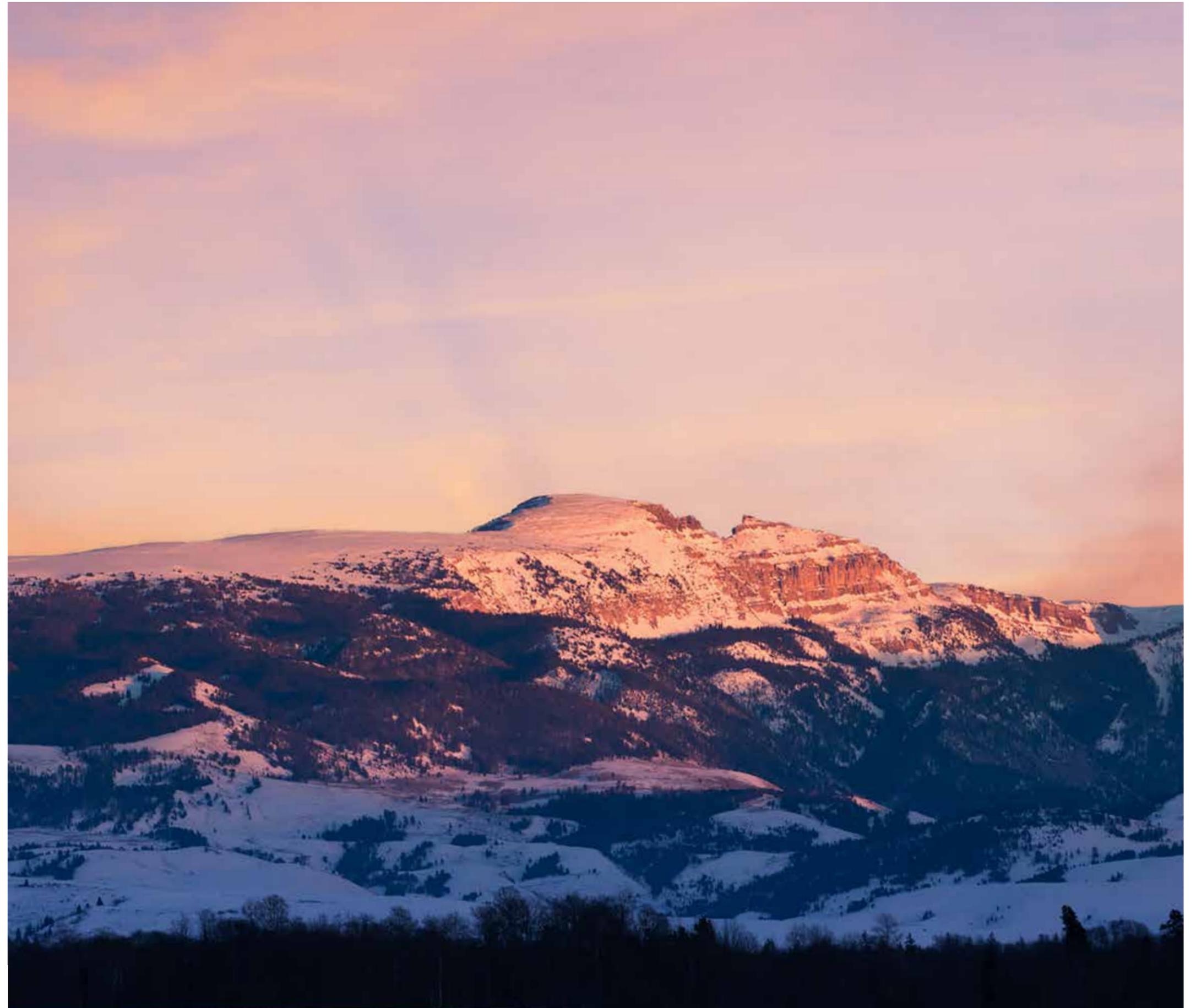
**58,614,726**  
PAID SOCIAL IMPRESSIONS

**52,882**  
INSTAGRAM SOCIAL FOLLOWERS  
(12,716 NET GROWTH)

The date range for this annual report is 7/1/2021-6/30/2022, but when we look back on this time, it marks a significant shift in our strategy. Our marketing took a reduced seasonal travel approach, focusing less on increasing travel (push) during the fall, winter, and spring seasons and focusing more on educating people who were actively planning, booking, or traveling to the destination with messaging about safety, sustainability, and how to travel responsibly to better manage the destination.

## **LODGING TAX 2022**

*Visitor Experience and  
Tourism Objectives*





## SHAPING THE FUTURE OF TOURISM IN TETON COUNTY

In late fall 2021, the JHTTB commenced a landmark travel-focused project to assess the health of Teton County's tourism landscape. The year-long-plus effort, known as the Sustainable Destination Management Plan (SDMP), is a process that reviews and takes inventory of Jackson's and Teton County's tourism economy. For this project, the JHTTB assumed a leadership position to provide the resources and funding to charge travel industry academics and experts at George Washington University's International Institute of

Tourism Studies and Confluence Sustainability with the task of delivering an assessment, recommendations and a plan to optimize tourism. The plan realizes a five-year framework for guiding Teton County toward a sustainable future with the purpose of ensuring that tourism is a positive force for nature, the community, and the economy. Convening key stakeholders in developing long-term strategies and structures for the destination is a cornerstone of this ongoing undertaking.

### DISCOVERY AND VALIDATION PROCESS

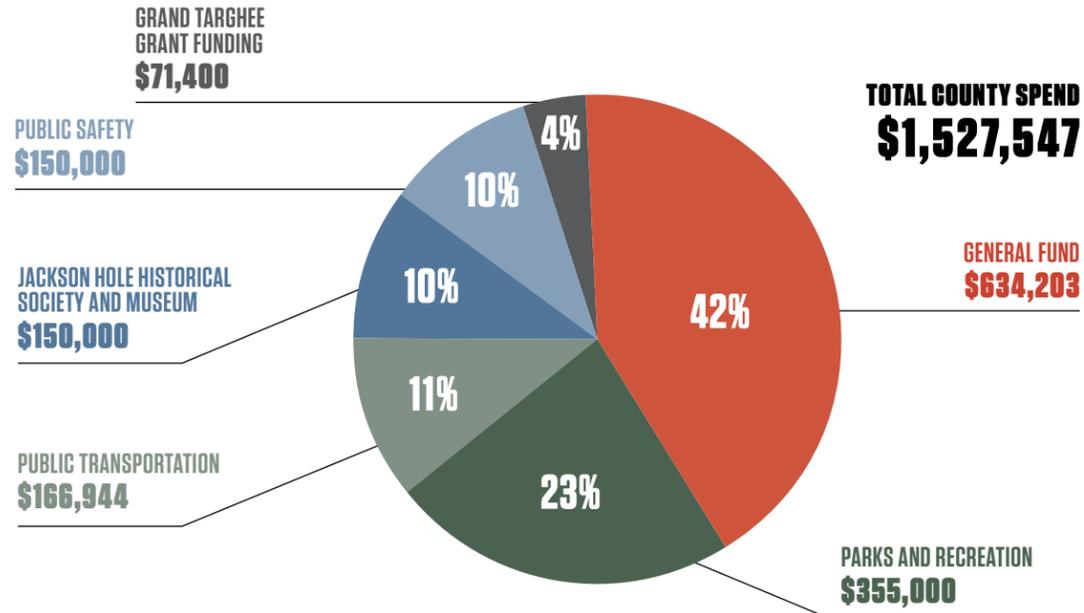
<p><b>4,777</b></p> <p>residents who participated in the tourism sentiment survey</p>	<p><b>10</b></p> <p>monthly meetings with <b>18 STEERING COMMITTEE MEMBERS</b></p>	<p><b>8</b></p> <p>focus groups with over <b>150 TOURISM LEADERS</b></p>	<p><b>38</b></p> <p>interviews with tourism leaders, public land managers, and elected officials</p>	<p><b>2</b></p> <p>full-day in-person visioning and planning workshops with <b>60 STAKEHOLDERS</b></p>
<p><b>1,989</b></p> <p>individuals who have signed up for the SDMP project email list</p>	<p><b>7,392</b></p> <p>Tripadvisor online reviews analyzed for <b>25 POPULAR ATTRACTIONS</b></p>	<p><b>12</b></p> <p>work sessions with <b>50 STAKEHOLDERS</b> to develop <b>8 PRIORITY FOCUS AREAS</b></p>	<p><b>538</b></p> <p>individuals who interacted on the Engage Teton County platform</p>	<p><b>4</b></p> <p>community meetings with <b>48 ATTENDEES IN DRIGGS, ID,</b> and <b>160 ATTENDEES IN JACKSON, WY</b></p>

Represents data from January–December 2022.

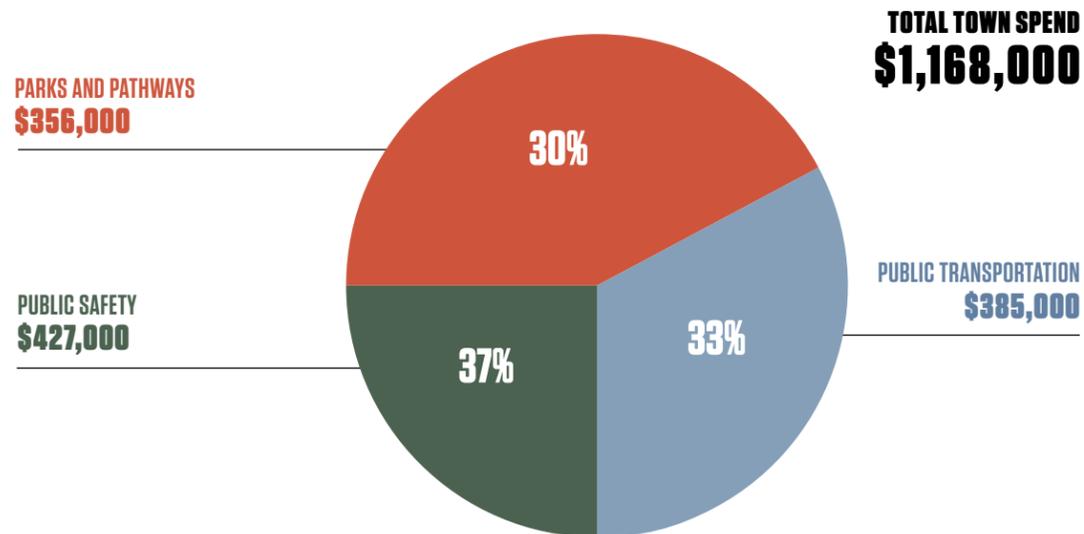
## SDMP CAMPAIGN

To learn more and access the final SDMP and supporting research documents, please visit our resource library at [engagetetoncountywy.com](http://engagetetoncountywy.com).

## TETON COUNTY SPENDING



## TOWN OF JACKSON SPENDING

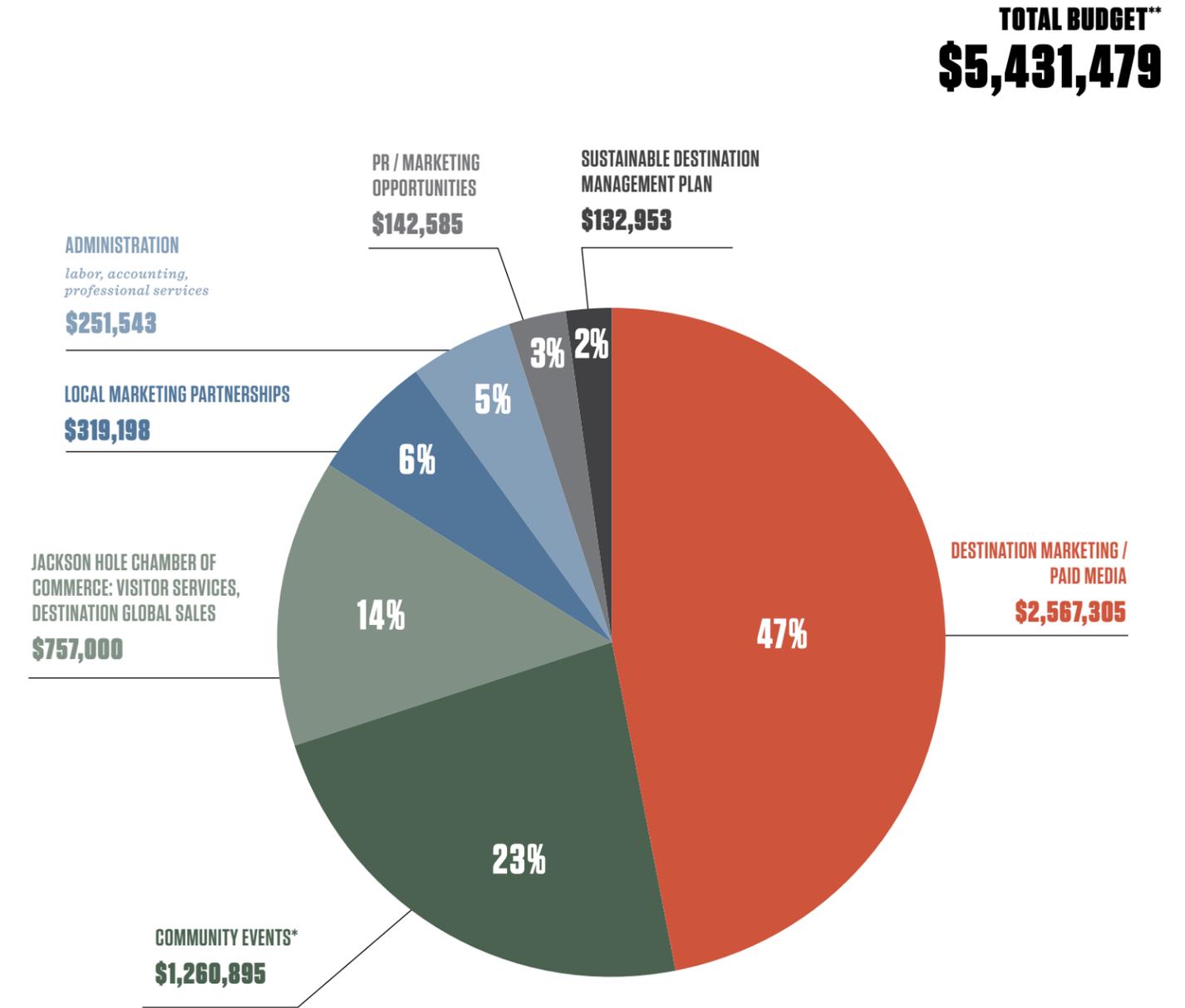


Teton County and the Town of Jackson are responsible for 40% of the funds collected annually from the countywide 2% lodging tax.

The town and county split this 40% based on point of sale. The town's portion of this income is then split into a restricted fund (75%) and a general fund (25%).

The revenue from the lodging tax is used primarily to address the impact that millions of visitors have each year on our community, but it's also reinvested into Teton County. These funds help build a sustainable economic force and high quality of life for our residents.

## JHTTB FY 2022 BUDGETED EXPENSES BREAKDOWN



\*Includes event liaison support.

\*\*Expenses slightly higher than collections due to excess collections carried over from previous years.



# COMMUNITY EVENTS FUNDED

Thanks to lodging tax collections, a broad offering of community and tourism-related events are partially funded through the JHTTB. These events expand visitor offerings and attractions as an amenity while equally supporting organizations and efforts on the community level.

COMMUNITY CHARACTER	FUNDING
Fall Arts Festival	\$3,000
Pumpkins on Fire	\$3,000
Dancers' Workshop Winter Production	\$3,000
Winter Wonderland	\$5,000
Whodunnit?	\$3,000
Astoria May Hooray	\$3,000

LEGACY EVENTS	FUNDING
WYSAW	\$11,500
Fireman's Ball	\$9,500
Stage Stop Race	\$37,000
Jackson Hole Downhill and Pole Pedal Paddle	\$10,000

SPORTING EVENTS	FUNDING
Jackson Hole Marathon	\$10,000
Stress Resilience Workshop	\$10,000
Free Ski, Fat Bike, and Snowshoe Event	\$5,500
Veterans Classic	\$3,000
Early Season Racing	\$8,750
Jackson Hole Ski & Snowboard Club Junior Event Series	\$8,750
Snowmobile Hill Climb	\$30,000

LARGE EVENTS	FUNDING
YETI Natural Selection Tour	\$350,000
Rendezvous Spring Festival	\$360,000
Million Dollar Music Fest	\$150,000

MAJOR FESTIVALS	FUNDING
Farm to Fork Festival	\$12,500
Jackson Wild Summit	\$11,300
GlowNights	\$8,500
VIM Presents	\$35,000
Wyoming Chapter of the Wildlife Society Conference	\$7,800
Jackson Hole Food & Wine	\$22,500
Teton Pow Wow Showcase	\$35,000
Old West Days	\$50,000
Rendezvous Fest	\$5,000

TOTALS	
COMMUNITY CHARACTER <b>\$20,000</b>	LEGACY EVENTS <b>\$68,000</b>
SPORTING EVENTS <b>\$76,000</b>	LARGE EVENTS <b>\$860,000</b>
MAJOR FESTIVALS <b>\$187,600</b>	<b>TOTAL</b> <b>\$1,211,600</b>

# CHAMBER OF COMMERCE-SUPPORTED SERVICES

In FY 2022, lodging tax dollars were allocated to the Jackson Hole Chamber of Commerce to support visitor services, destination sales, and an events liaison position to support the JHTTB's event funding efforts. The Jackson Hole Chamber of Commerce operated dedicated destination visitor service centers in four locations throughout the year, adding an additional post with a Town Square ambassador position funded in June 2022. The total amount granted to the Jackson Hole Chamber of Commerce to support these services was \$757,000.

## LOCATION VISITATION AND SERVICES

**Home Ranch Welcome Center visitors** • 146,309

**Broadway Offices visitors** • 12,360

**Jackson Hole and Greater Yellowstone Visitor Center visitors** • 121,728

**Jackson Hole Airport visitors** • 136,569  
(first-ever summer and winter presence)

**Town Square** • *There is no data counter located in the Jackson Town Square*

**Total emails** • 23,312  
(data captured by ISP counter)

**Total phone calls** • 14,902  
(data captured by Nextiva phone systems analytics)

**Vacation packets sent** • 2,184

**Masks** • Over 85,000 complimentary face masks were distributed to the visiting public

## EVENTS DEPARTMENT

The Chamber of Commerce's event liaison coordinates with the JHTTB's Event Committee to help process and facilitate community character, sporting event, legacy event, large event, and major festival grants. The event liaison also works with the Marketing Committee to maximize marketing efforts and exposure.

## DESTINATION GLOBAL SALES

*Trade Shows/Sales Missions Attended*

- **U.S. Travel Association's IPW**  
September 2021
- **IMEX America**  
(meetings and incentives)  
November 2021
- **Brand USA**  
Week-long virtual trade show hosted in October 2021 with European countries
- **Mission to Mexico City with the Wyoming Office of Tourism**  
A sales and public relations mission in January 2022 along with Visit Sheridan and Visit Cheyenne
- **Go West Summit**  
(domestic and international tour operators)  
February 2022
- **International Sportsmen's Expos**  
Hosted in two cities in March 2022
- **International Roundup**  
May 2022
- **Snow Travel Shows International Trade Show**  
May 2022
- **U.S. Travel Association's IPW**  
June 2022
- **Global Meeting & Incentive Travel Exchange**  
June 2022



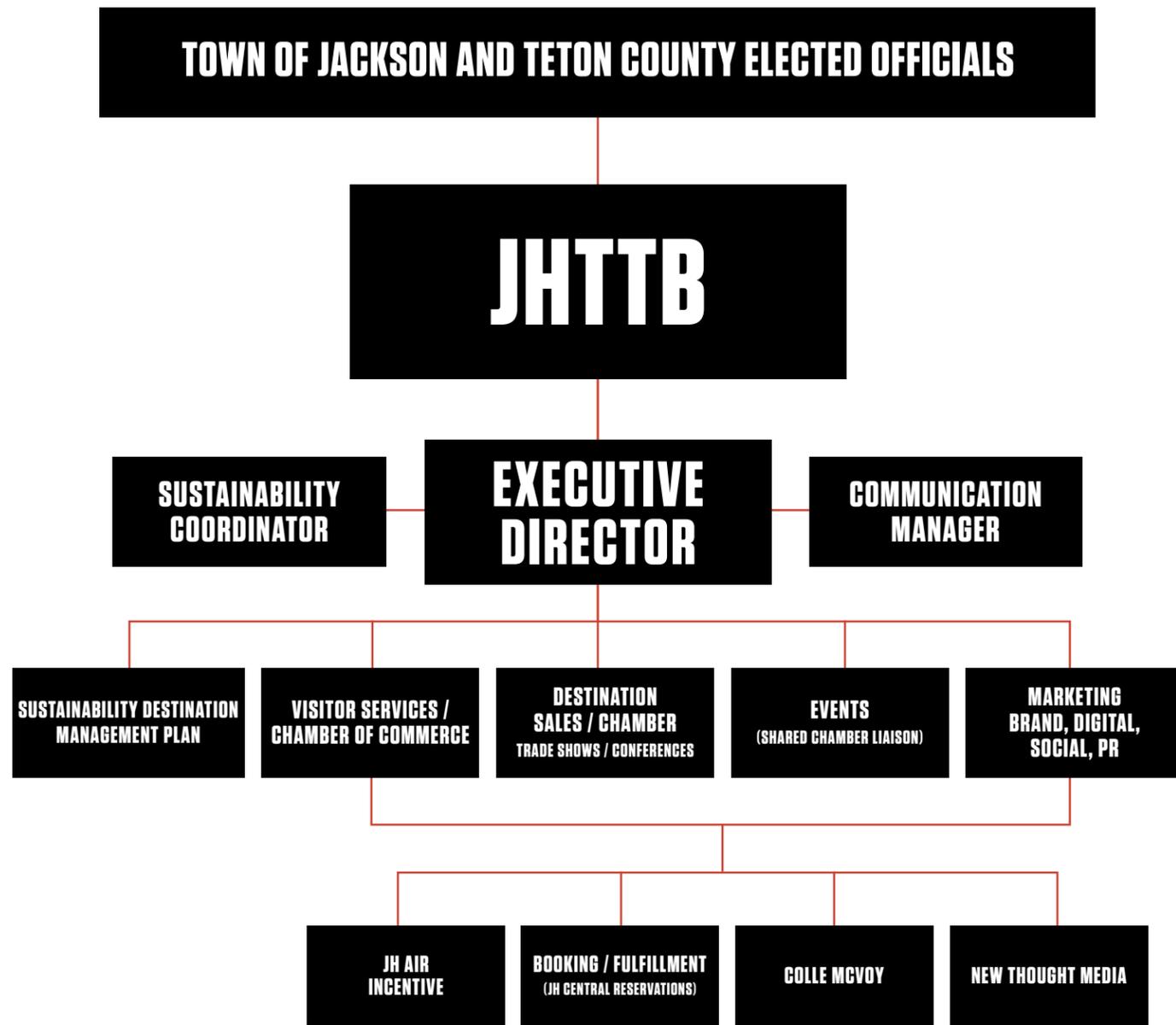
*Visitor services booth at Jackson Hole Airport*



*Visitor services booth at the Jackson Hole and Greater Yellowstone Visitor Center*

## OUR PARTNERS

The publicly appointed all-volunteer Jackson Hole Travel & Tourism Board works in coordination with key community partners and Teton County stakeholders to exercise the statutes afforded by the lodging tax while honoring the mission and vision of the Board.



FY 2022

## JACKSON HOLE TRAVEL AND TOURISM BOARD MEMBERS

### MARY BESS

Joined the Board in 2021  
Jackson Hole  
Wildlife Safaris

### WILLI BROOKS

Joined the Board in 2017  
Secretary  
Center for the Arts

### CORY CARLSON

Joined the Board in 2017  
Chairman  
Four Seasons Resort and  
Residences Jackson Hole

### ERIK DOMBROSKI

Joined the Board in 2018  
Vice Chairman  
The Yarrow Group

### BRIAN GALLAGHER

Joined the Board in 2016  
Treasurer  
CityPASS

### CRISTA VALENTINO

Joined the Board in 2017  
Current Consulting

### JOE MADERA

Joined the Board in 2019  
In-Group Hospitality

## SUPPORT FOR THE JACKSON HOLE TRAVEL AND TOURISM BOARD

### KATHRYN BRACKENRIDGE

Executive Director  
Jackson Hole Travel &  
Tourism Board

### KEITH M. GINGERY

Chief Deputy  
County Attorney,  
Teton County  
and Prosecuting  
Attorney's Office

### BRET LINSENMANN

L & L, PC  
Certified Public  
Accountant

### BRITNEY MAGELBY

Event Liaison  
Jackson Hole Chamber  
of Commerce

### SUE MUNCASTER

Communications  
Manager

### CONFLUENCE SUSTAINABILITY

### GEORGE WASHINGTON UNIVERSITY INTERNATIONAL INSTITUTE OF TOURISM STUDIES

### RIVERWIND FOUNDATION

## WITH SPECIAL THANKS TO:

### MARK BARRON

Teton County  
Board of County  
Commissioners

### ARNE JORGENSEN

Town of Jackson  
Vice Mayor,  
Town Council Member

