ACKSON HOLE®

2020 Winter Assets Creation

collemcvoy

WEBSITE UPDATE

Due to our limited health resources, we ask careful consideration of your trip and ask that you please abide by our Clean, Careful, Connected guidelines. Snowfall: 0" 24 hrs 236" This Season KNUW BEFURE Y PLANNING AHEAD HELPS US ALL STAY CLEAN, CAREFUL, AND CONNECTED. TRANSIT 🖨 LODGING P Check-In Check-Out Adults(18+) Children(0-17)

To kick off our new campaign, as well as give a nod to COIVD-19 precautions, we updated the landing page.

PLAN FOR WILD. PLAN FOR SAFETY.

THERE'S NEVER BEEN A BETTER TIME TO GET BACK TO THE WILD. BE SURE TO KNOW BEFORE YOU GO.



I PINF SKIING AND SNOWROARDIN

Whether you are looking for blue groomers, steep chutes or waist-deep powder stashes, Jackson Hole h...

LEARN MORE

))



BACKGUUNIKY IUUKINE

Planning an adventure in the backcountry? Please learn more on how to travel safely with expert adv...

EARN MORE

))



DINING AND RESTAURANTS

Jackson Hole is home to an amazing selection of local restaurants – from classic western to brew pub...

LEARN MOR

))



DOG SLEDDI

A one-of-a-kind Jackson Hole experience, learn how to "mush" with trained Alaskan sled dogs or relax...

LEARN MOR

E



Looking for something new to try? Fat tire biking is one of the newest activities to gain

LEARN MOR

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RETAIL

Whether you're looking for a quirky souvenir, warmer layers or a novel from a local author there are...

LEARN MORE

)



INT SPRINGS

After a long week of skiing there's nothing more refreshing than a soak in steaming hot

ARN MORE



WILDLIFE TOURS

The key to finding the unique animals in the valley is to have knowledgeable and experienced guides ...

EARN MORE



ODGING

Whether you're looking for a private condo, boutique hotel or resort lodge, overnight accommodations

LEARN MORE



NUDDIL GALIN

Explore nature and get outside on a cross country nordic ski tour of Jackson Hole's valley...

LEARN MORE

))



WINTER SLEIGH RIDE

Experience an awe-inspiring horse-drawn sleigh ride among thousands of elk at the National Elk Refug...

LEARN MORE

111

:06 VIDEOS



















Inspire and engage Experience Chaser audiences by delivering quick-hit (:06), activity-specific videos available in Jackson Hole this winter, appealing to their adventurous spirit and desire for a safe and authentic winter getaway: fat tire biking, snowshoeing, wildlife tours, snowmobiling, snowboarding, Nordic skiing, hot springs, elk refuge, dog sledding, and alpine skiing/snowboarding.

LONG-FORM VIDEOS













Longer videos were made to provide additional context for what visitors can expect at certain activities, as told by Jackson Hole businesses owners:

elk refuge, alpine skiing/snowboarding, Nordic skiing, hot springs, fat tire biking, and wildlife tours.

DENVER AIRPORT















Seven backlit units in concourse A that highlight our winter activities beyond skiing and snowboarding, including two that highlight our AR app.

SEATTLE AIRPORT

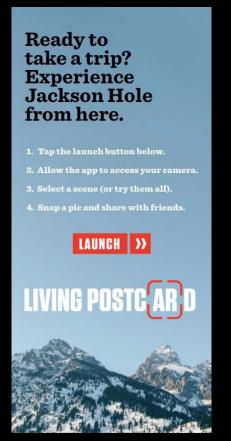




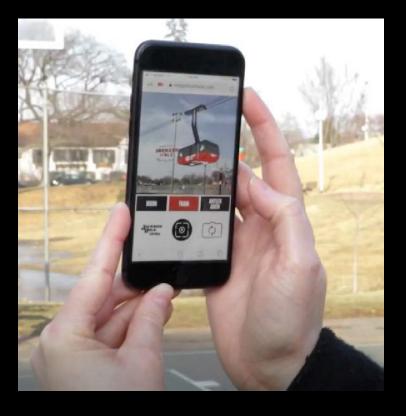


A 63-window takeover in terminal A, consisting of seven consecutive 3x3 windows (10.75ft high x 25.625ft wide).

LIVING POSTCARDS











With more and more people staying home due to COIVD-19, we wanted to bring the excitement of Jackson Hole to them. We created Living PostcARds for people to send pictures next to a buffalo, our tram and the antler arches to their friends.

ACTIVITIES PDFS

ALPINE SKIING AND SNOWBOARDING



SECREPART NO. MICHIGAN RESIDENT jadioskidomaj Selegijadiosalekoma +1 000-700-2000 1000 DEC NOW THE RESERVE

. Flux the proper face revening, A mark will be required

Flan your skep. With less people taking public

transportation and limited parking make sure to

margorif with your party when you can and keep an eve

on how full parking lots are. JOMN has an app that tells

you when purking lots start to fill, how long lift lines are

Emited capacity and reservations will be essential if

set up in the base seen at Jurkson Hole so people bure

more room to apread out, whether you brought you

posite traing to dise indoors, Outdoor tenta will be

sep time you're around people not in your party, that includes the IM lines, restlant year confirment, a bullet

Village, TJ miles Describe town of Jackson, and home to the nortial trans "that bod," world chase torroin und a fulleart experience, from King known by the locals as the skiing for all shill ties and an authentic atmosphere.

this season will look wittle different this poor, and while Jackson Hide Moustain Fewers.

year day ahead of Yime. Senson passholders are not





FAT TIRE BIKING

DAME THROUGH RESIDES

Looking the nomerfiling new to tray? Fast lies bibling in one of the news at articlities to gain traction in Justines. Hole, Fast biline are off road biopoles out fitted with oversigned time a warm stirther and make more to dress in layers,

— periodic le le sessione, el les mises de la les dels de la collection de

Where might hold a little different this year as here are a Mountain filter offers resided for bile to see through Grand Tetra National Park and the National ICs Reform Within sacra itefading nordications, soownokilers, dog tentals in site. Arross Tetos Pass, at Grand Targhes Broost But hisking has become part of the ski sees is outcore. It's home Having a nor will below upon to different trailboads or to one of the greek best maintained trail actuacies with 12 sign as for a solded lesson that includes transportation. Indies of grouned sinde-track.

HOLE.

ACTUAL SET PRINCE PAR

NORDIC SKIING





activity. But there are still premations our local businesses are taking to keep our remanants; and you, safe as well as things you can do to recreate responsibly.

- think the length of a ski pole.
- West a mask in rate of any time encounters where you cannot maintain social distance. The CEC does not recommend neek gaters or built-fire full protection against COVID-18. Ivy, double layered face recoverings are recommended. String an extra in case one gets wet
- Group sizes for leasons may be limited: look into private lessons for just your group. While resting course that year is being anothined in

JACKSON I



- during workshops and off peak times. Some services like trying sinthes on or sampling
- products may be limited or not smalleble. Visitors are encouraged to out about to save Visitor Validors are exposuraged to mill about to save Validor

 Burrouse or the specific shoppes intend to violet to leave

 • Locking first amost hing, but don't want to point

 their specific restrictions and protocols, information

 Many shope of the methods picking, miller ordering or

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erfort item but also support our local business community. . . gran (the masks at the); entrances and finiting the number of patrons in a store. Each business will look different

- Expect to be required to wear a mark and adhere to Most store offer band sanktime upon entry and request

ACCORNOCIONAL REPUBBLICA

DODRE & ACKNOWNEE

noting any temporary or assumed chargest as you can

with found and state guidelines.

WILDLIFE TOURS



About 18 cent 1822 in the cent 18 cent are followers long and the promptoes have migrated worth. If it the time to outsk a group of 10 to 12 mouse together in Grand Teton National Park, highern sheep dashing brails taken to not just the hot spots, but the places guides know

Each guide acrylos in taking prometions to keep our you might see something special. Along the way the guides, community, and you, safe and there are a few things you can who normally have backgrounds in wikilife biology or natural bistory, will give you a conteminable and adventional. term to territy a providing personalized experiences, not just the bins, may Tradey Thompson, a widility biologist and golds with Enr Tran Almertums.

- few things to keep in mind: This is one of the most popular activities in the railey so. His himoulass or Pade are being autitated.

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"They're gaing to have a great time, but a sub-experience.

About 18th out in Eg.

Experience a horse drawn sleigh ride among thousands of
oils at the Walmad SER Delays, one of the most avoids and
safe ways to experience wildlife in Jackson Hole. Heigh
rides outs the religious one of the most popular wholes activities in the radey, allowing you a unique wildlife viewing experience and an incredible opportunity for 300 photography. Available from mid-from the other through early — Operationally the sleigh rides on the old refige are running April, through contractor (totals II flux as experienced

posite over polegits get to the slk." Things might look wilted different thingson, as here are a for things to keep in mind.

WINTER SLEIGH RIDE

Militaria es constitues proprieta de la constitue de la consti

The Jackson Hole & Greater Yellowstone Visitor Center

DOG SLEDDING

especially-during peak busy periods. The sleigh ride, including transportation, takes about an hour and a half with about an boar on the sirigh.

the website for the latest updates.

se a shrigh ride with people outside of your party, and your trip, so propage to spend the whole time-outdoors.

> CALL OF THE WYID DOOR SLID TOURS myldal-dalan (speed com +0.007-602-6007

CONTRACTOR DAVIDE DOD BUS TRUMS despite fundamental contractors serbell Republished medicans come 12,207 ANA SIGNA

BUMBLOOK, DARK

mostly normal, with a few extra safety precautions in plac

COVID-19 gaids lines and recommendations so shock

The trip involves a short baseride to the refuge as well

SLEEN ROOM ON THE MATERIAL SLEENFIELD

THE RESERVE OF BRIDE

DINING AND RESTAURANTS



protocols. Due to the limited seating, if you're beging to disc in person it's highly encouraged to make a macrostion

If you've not condictable distances, restaurants have If you're not constituted distingout, waterstammes have expended their no grouptions and collins ordering to optimize the great experience. Some stocks or offering proposed mode to go or mod bits where you con make your resistances favor loss in the combet of your roads. Private ofterfa and extremé dissing options are available, too.

this year. Totan Village continuous to are consumpling grain and go post skiling marks and drivin to aprox at your base of Yeton Village to allow people to bring their own

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- found through the Chamber of Commerce. · Look at to-go-options, including find and drinks, from restaurants to enjoy at your hotel or house the agrees at



bun a scult in steaming but mineral waters. The greater Jackson Hole valley is surrounded by thermal waters, but

Where old meets new in Autoria Bot Springs, just 25 minutes south of vors. Originally built in the 1000s as a elect its doors in the 30s. The Asteria Park Consermory was formed in 2008 and with the Tourt for Public Land, announced to being detects back to its former show funded park, the new Anteria Not Springs option was a state of park the extension of park times, minuted but are ing find probe singer the average State Silver.

Indices services may be limited, as will show all the adder in place of the condition and proper to extend more time outdoors.

there are a few spots developed for you to enjoy nature's

Lones 42 finding down a now covered stad. Grade Into but a policy desay probable of public sets yith pro-probable or probable of public sets yith pro-probable or not probable of public sets yield probable of public sets yield probable of public sets yield probable or probable of public sets you and converted public public sets you and control public sets you and control public sets you and control public sets you and sets of public sets you and sets of public sets you and sets of public sets you and sets you are sets of public sets you and sets you are sets you and sets you are sets you and sets you are sets you as a set of public sets you and sets you are sets you and sets you are sets you and sets you are set you are sets you The adjuster would children, but the vision mounds, but has winted by the contraction of NEW Allend Loss to read your own equipment and make it a DIV

fundy run commercial most and community pool, America sed in the Fall of 2000 as a non-profit owned and donor

There are undered god but agrings second the valley

near Granite, but make sure to research the Soutien of th pools and if you can legally and safely soak. The Poissant and Buckleberry Hot Springs in the John D. Bookedider.

Jr. Momorial Purkersy used to be a popular place to bet por

A guided tour is the entiret way to enjoy a day at Grands Hot Springs and plan about when booking your tout. Dog alreading to the applicate is one of the more popular Each but spring is different to make sure to plan about

- Grande requires a mak fee on site, while Ameria sequires reservations made online.
 Group sites may be limited, so making reservations.



Numfic skiling is Jackson Hali's best kopt score. With vere 200 miles of goosmed trails, and countiess untrasked has designs, come country skiling, set is more commonly known, in just another amuring compliment to your winter trip, Accessible to all skiling levels, it's the perfect way to get outside, explore nature and expire the snow in solitade Whether you're looking for a beginner ski along a trumpall anon-moved meabor or an approach sweetend on a

moned track the opportunities are endown. There's an

sign up for a guided leases that includes transportation. trip reports, guides and more.



TOTAL PRESENCE CONTROL CONTROL

be limited, so call ahead for information and prepare to

unique may to except the crowds and get into nature. For the beginner or someone looking to build on their technique, a leasing with an experienced guide in the best place to start. You can choose to stay at a needle center with stromed

This space out a tree decreases are now.

(Final shools) to state a will belig you get to top it as joint own by the state of the state



open with added health and sufety pressurious and in most. . The Chamber of Commerce beeps a list of open ledging uses, more firable cancellation policies. "We are open and les at the SpringSEE Suites by Marriott. "We must to make . . Each individual property will have different

You'll find that the majority of holging options are commutated in the town of Auckaus and Toton Villago, if Hole Mountain Senert, both at stoping in Totan Village to minimize travel, You'll be able to walk to the alopes instead of thirting or taking public transportation. If a variety of and the same of your appeals of you're wanting to appeal more time around the boart of Jackson Bode, both into staying in the torse of Jackson, You'll be almost to the built' of Jackson's best restaurants, in walking factories to whops on the Torse Square, and a 20-minute our ride to skiling in Tetos Villago.

Look into renting a our during your visit to limit exposure to ther parties on public transportation. In the winter, a our is reported by lightly to get around the Jackson Hole valley is expectably beight to an executed the attenue time vicing-whether you've driving to the akin cooms, into Grand Teton National Preking looking the widdlife or meeting a guide for a snowshow tour. Remember to plan aboud as pecking arous may be limited and if you up to use public remapertation

HOLE. JACKSON BACKCOUNTRY TOURING



and knowledge before vertaring out. Buckerountry Zero provides many tipe on voctoring into the backgoontry earlily with advice on whom to take analyses to safety courses, who to mark attained to conditions boson sofety and more. You



BIORDOWNYZING

training year own any more some concept a washing sown convered formet in the experience of a Er-time. A one of a kind Justime Hele experience, Jeans how to "month" with trained Abastian sind dogs or color in the shed while giving through the valley. Reveral guided tours and send-on ar available, all of which over some of the most be satisful renain in the valley - The the Gros Tentre Range, Granite Hot Springs and the Continental Divide, Each outfitter

> few things to keep in mind. the talley acplies should to ensure availability for your

mided to an implied to see the services may be limited, as end also self as the self as th



against COVED-19. Dry. double layered flore overeings This is one of the most popular and limited articlies in

When group transportation is required, guests will be

We created 12 PDFs based off our activities pages for community distribution.

CANVAS BAGS





Jackson Hole looks different lately. But it won't stop us from exploring its wonder, honoring the land, and standing in awe of its beauty, respectfully.

We promise to give each other space to breathe in the mountain air. We promise to wear a mask or face covering in public. We promise to stay connected and to help keep everyone safe. And, above all else, we promise to preserve the last real mountain town and everyone in it.

Because keeping our community safe helps us all Stay Wild.

visitjacksonhole.com/responsibly-wild

HAND SANITIZER







KNOW BEFORE YOU GO | >>

STEP OFF THE GRID. JACKSON HOLE







DISPLAY ADS - RETARGETING





General

Living PostcARds

IF YOU DON'T KNOW, DON'T GO.













PROTECTING YOURSELF PROTECTS ALL OF US.



KNOW BEFORE YOU GO | >>

TO MAXIMIZE YOUR TRIP MITIGATE THE RISKS.



KNOW BEFORE YOU GO | >>

HOLE

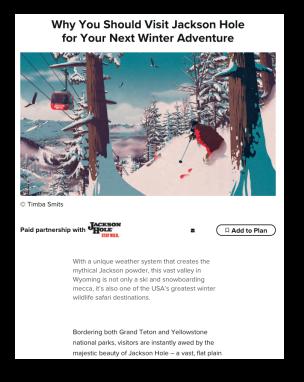
DO YOUR PART SO WE CAN STAY SAFE & STAY OPEN.

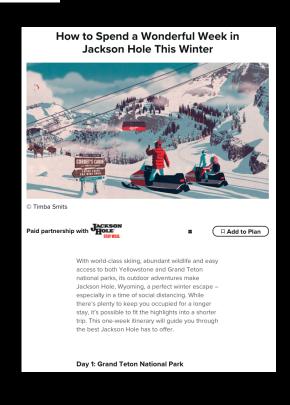


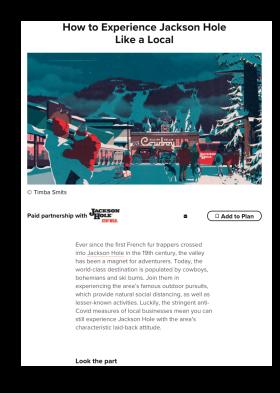


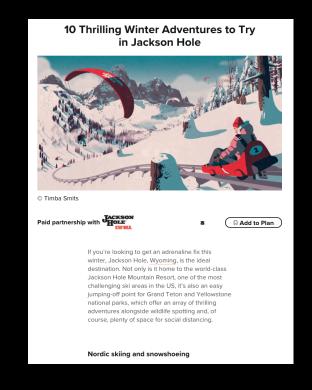


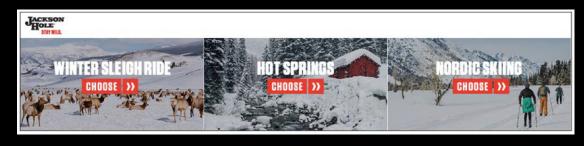
CUSTOM CONTENT - CULTURE TRIP



















Working with three different influencers to bring new light to Jackson Hole through their unique perspectives: Monique from NYC, Jacob from Las Vegas, and Eva from Seattle.

BLOG POSTS



PANDEMIC TRAVEL

What to Know While Planning Your Winter Trip to Jackson Hole.

By Erika Dahlby | November 9th, 2020





10 MUST-DOS IN JACKSON HOLE THAT AREN'T ALPINE SKIING

Off-piste in Jackson Hole, you'll find plenty of activities to give your ski legs a break.

By Erika Dahlby | November 16th, 2020





THE ULTIMATE GUIDE TO SKIING IN JACKSON HOLE DURING THE ERA OF COVID What you need to know about navigating ski season in Jackson Hole this year By Erika Dahlby | November 23rd, 2020





TAP DAY TRIPS NEAR IACKSAN

With so much to see and do all within a short drive from Jackson Hole, it's easy to hop in the car and visit some of our favorite day-trip destinations.

By Erika Dahlby | December 15th, 2020



Erika Dahlby, our boots-on-the-ground freelancer who helped us with the Activities page and long-form videos, also wrote four blog posts.