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

ALPINE SKIING AND SNOWBOARDING
Whether you're looking for big groomers, powder trails, or waist-deep powder stashes, Jackson Hole has it all.

BACKCOUNTRY TOURING
Planning an adventure in the backcountry? Find out more on how to travel safely with expert advice.

DINING AND RESTAURANTS
Jackson Hole is home to an amazing selection of local restaurants - from classic Western to new-wave dining.

DOG SLEDDING
Join in on a kind of Jackson Hole experience, dog mushing! “Fur and Feathers” with trained Alaskan sled dogs or relax.

LEARN MORE

LEARN MORE

LEARN MORE

Fat Tire Biking
Looking for something new to try? Fat tire biking is one of the newest activities to gain traction in.

Hot Springs
After a long day of riding there's nothing more refreshing than a soak in soothing hot mineral water.

LEARN MORE

Leaning out for a private condo, boutique hotel or resort lodge, overnight accommodations are.

WINTER SLEIGH RIDE
Experience an awe-inspiring horse-drawn sleigh ride among thousands of elk at the National Elk Refuge.

Made 11 individual pages to highlight activities to do around Jackson Hole this winter and what to Know Before You Go, and to house our :06 and long-form 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.
Seven backlit units in concourse A that highlight our winter activities beyond skiing and snowboarding, including two that highlight our AR app.
A 63-window takeover in terminal A, consisting of seven consecutive 3x3 windows (10.75ft high x 25.625ft wide).
With more and more people staying home due to COVID-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. 

https://www.youtube.com/watch?v=CG5sVlrCty8
We created 12 PDFs based off our activities pages for community distribution.
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

We created 15,000 canvas bags.
We created 20,000 travel-size hand sanitizer bottles to be handed out at their airport.
New this year, we partnered with Culture Trip for custom Jackson Hole related content. They produced an interactive banner, as well as four custom content articles.
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.
Erika Dahlby, our boots-on-the-ground freelancer who helped us with the Activities page and long-form videos, also wrote four blog posts.