



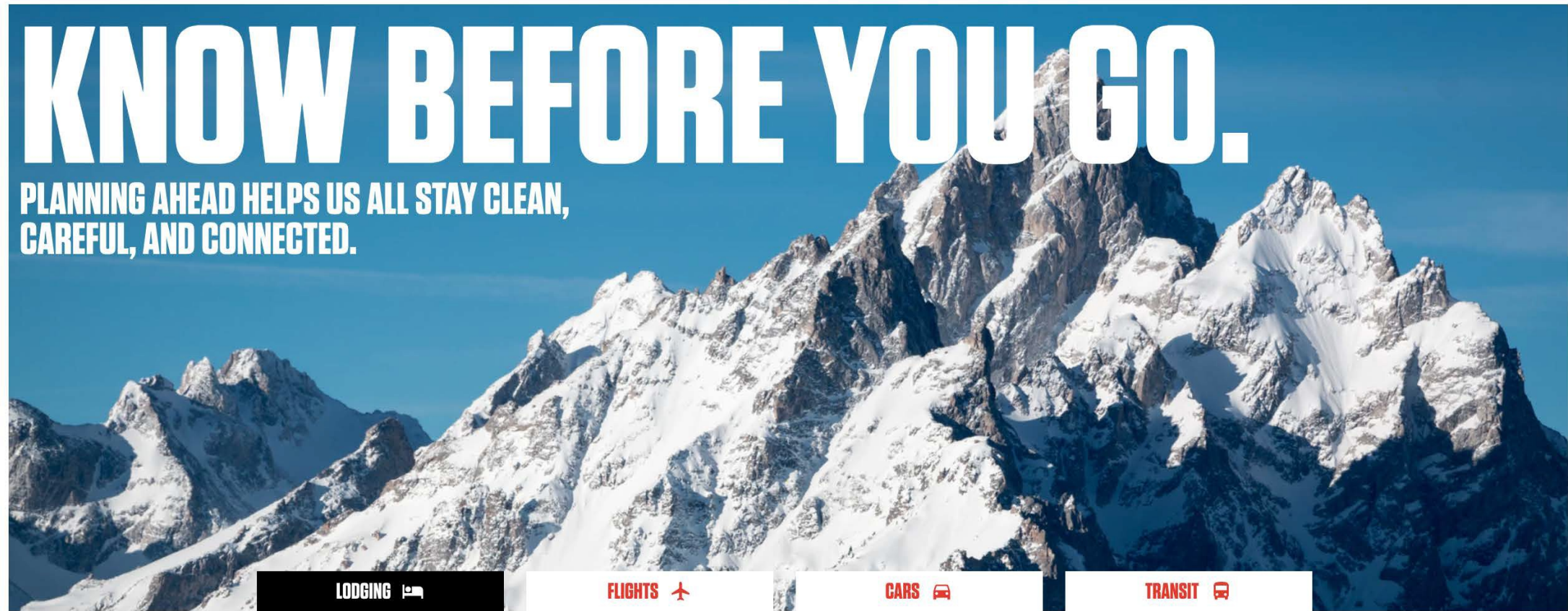
2020 Winter Assets Creation

collemcvoy

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. For more information please click [here](#).



Snowfall: 0" 24 hrs 236" This Season [ACTIVITIES](#) [BLOG](#)



KNOW BEFORE YOU GO.

PLANNING AHEAD HELPS US ALL STAY CLEAN,
CAREFUL, AND CONNECTED.

LODGING

FLIGHTS

CARS

TRANSIT

Check-In Check-Out Rooms 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.

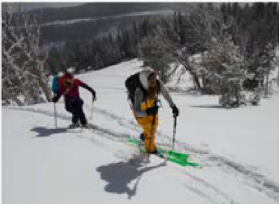
THERE'S NEVER BEEN A BETTER TIME TO GET BACK TO THE WILD. BE SURE TO KNOW BEFORE YOU GO.



ALPINE SKIING AND SNOWBOARDING

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

LEARN MORE »



BACKCOUNTRY TOURING

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

LEARN MORE »



DINING AND RESTAURANTS

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

LEARN MORE »



DOG SLEDDING

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

LEARN MORE »



FAT TIRE BIKING

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

LEARN MORE »



HOT SPRINGS

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

LEARN MORE »



LODGING

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

LEARN MORE »



NORDIC SKIING

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

LEARN MORE »



RETAIL

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

LEARN MORE »



WILDLIFE TOURS

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

LEARN MORE »



WINTER SLEIGH RIDE

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

LEARN MORE »

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.

: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

Ready to
take a trip?
Experience
Jackson Hole
from here.

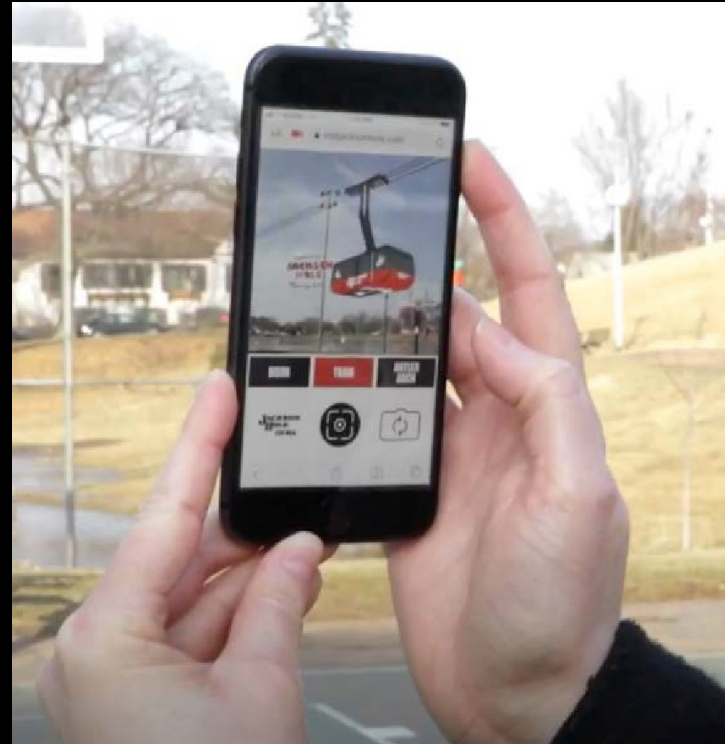
1. Tap the launch button below.
2. Allow the app to access your camera.
3. Select a scene (or try them all).
4. Snap a pic and share with friends.

LAUNCH >>

LIVING POSTCAR D



**JACKSON
HOLE**
STAY WILD.



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>

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/

We created 15,000 canvas bags.

HAND SANITIZER



We created 20,000 travel-size hand sanitizer bottles to be handed out at their airport.

DISPLAY ADS - PUSH

STEP OFF THE GRID.



KNOW BEFORE YOU GO >>

**JACKSON
HOLE**
STAY WILD.

GET OUT OF YOUR RUT.



KNOW BEFORE YOU GO >>

**JACKSON
HOLE**
STAY WILD.

PACK A MASK.



KNOW BEFORE YOU GO >>

**JACKSON
HOLE**
STAY WILD.

**FLIGHTS AND SIGHTS
FOR UP TO \$300 OFF.**



BOOK NOW >>

**JACKSON
HOLE**
CENTRAL RESERVATIONS

DISPLAY ADS – RETARGETING

WHEN IN JACKSON HOLE



**KEEP YOUR
HANDS CLEAN.** **WEAR
A MASK.** **STAY
CONNECTED.**

KNOW BEFORE YOU GO >> **JACKSON
HOLE**
STAY WILD.

General

**GOOD THINGS
IN STORE.**

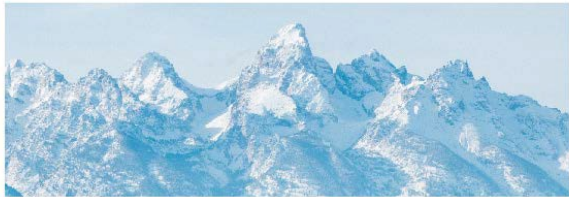


KNOW BEFORE YOU GO >> **JACKSON
HOLE**
STAY WILD.

Living PostcARds

DISPLAY ADS – SAFETY

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



KNOW BEFORE YOU GO >>

**JACKSON
HOLE**
STAY WILD.

PACK A MASK.



KNOW BEFORE YOU GO >>

**JACKSON
HOLE**
STAY WILD.



**A LITTLE BIT OF PREP
GOES A LONG WAY.**

KNOW BEFORE YOU GO >>

**JACKSON
HOLE**
STAY WILD.

**PROTECTING YOURSELF
PROTECTS ALL OF US.**



KNOW BEFORE YOU GO >>

**JACKSON
HOLE**
STAY WILD.

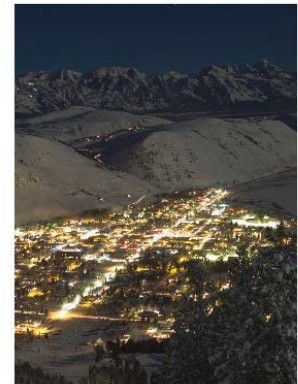
**TO MAXIMIZE YOUR TRIP
MITIGATE THE RISKS.**



KNOW BEFORE YOU GO >>

**JACKSON
HOLE**
STAY WILD.

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



KNOW BEFORE YOU GO >>

**JACKSON
HOLE**
STAY WILD.

CUSTOM CONTENT – CULTURE TRIP

Why You Should Visit Jackson Hole for Your Next Winter Adventure



© Timba Smits

Paid partnership with **JACKSON HOLE** STAY WILD. [Add to Plan](#)

With a unique weather system that creates the mythical Jackson powder, this vast valley in Wyoming is not only a ski and snowboarding mecca, it's also one of the USA's greatest winter wildlife safari destinations.

Bordering both Grand Teton and Yellowstone national parks, visitors are instantly awed by the majestic beauty of Jackson Hole – a vast, flat plain

How to Spend a Wonderful Week in Jackson Hole This Winter



© Timba Smits

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With world-class skiing, abundant wildlife and easy access to both Yellowstone and Grand Teton national parks, its outdoor adventures make Jackson Hole, Wyoming, a perfect winter escape – especially in a time of social distancing. While there's plenty to keep you occupied for a longer stay, it's possible to fit the highlights into a shorter trip. This one-week itinerary will guide you through the best Jackson Hole has to offer.

Day 1: Grand Teton National Park

How to Experience Jackson Hole Like a Local



© Timba Smits

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Ever since the first French fur trappers crossed into Jackson Hole in the 19th century, the valley has been a magnet for adventurers. Today, the world-class destination is populated by cowboys, bohemians and ski bums. Join them in experiencing the area's famous outdoor pursuits, which provide natural social distancing, as well as lesser-known activities. Luckily, the stringent anti-Covid measures of local businesses mean you can still experience Jackson Hole with the area's characteristic laid-back attitude.

Look the part

10 Thrilling Winter Adventures to Try in Jackson Hole

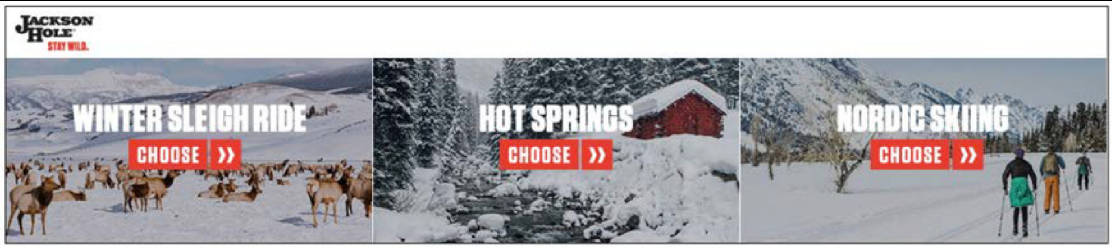


© Timba Smits

Paid partnership with **JACKSON HOLE** STAY WILD. [Add to Plan](#)

If you're looking to get an adrenaline fix this winter, Jackson Hole, Wyoming, is the ideal destination. Not only is it home to the world-class Jackson Hole Mountain Resort, one of the most challenging ski areas in the US, it's also an easy jumping-off point for Grand Teton and Yellowstone national parks, which offer an array of thrilling adventures alongside wildlife spotting and, of course, plenty of space for social distancing.

Nordic skiing and snowshoeing



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.

INFLUENCERS



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



Image Credit: Lindley Herron

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



TOP DAY TRIPS NEAR JACKSON

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



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



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