

JACKSON HOLE TRAVEL AND TOURISM BOARD

| TTB Quarterly, Summer 2020 |

Renewed Terms

Board members Crista Valentino, Cory Carlson, and Willi Brooks have renewed their three-year terms as of mid-July. We are grateful for their commitment to this volunteer board, particularly as the board navigates the effects of Covid-19.

Travel and Tourism Board & Yellowberry

The TTB teamed up with the local brand Yellowberry to create 10,000 Stay Wild iconographic masks for the community. Masks were distributed to local partner organizations and are now available to visitors and community members at the Chamber of Commerce!

The TTB Fights COVID-19

Due to the rapid onset of the global pandemic known as Coronavirus, the Jackson Hole Travel and Tourism Board felt an immediate need to initiate a health & safety campaign. Entitled “Responsibly Wild”, the campaign emphasizes three crucial general behavioral reminders- to be clean, careful, and connected. The Jackson Hole TTB never promotes summers in Jackson as Jackson is already quite busy, but with the highly forecasted influx of visitors this summer, the board felt it necessary to provide guidelines of safety and responsibility for visitors already planning to come. The campaign seeks not to promote tourism, but rather to manage visitors during their stay here.

Initiatives

The first resource created under the new Responsibly Wild campaign was a [website](#) created as a database with Frequently





Map of Green Spaces Available for Social Distancing

Community Marketing Stimulus Grant

This quarter, the TTB approved use of \$106,903 for a Community Marketing Stimulus Grant.

- Provided the opportunity for local entities to kick-start their business and become involved with and further support the greater Travel and Tourism Board Destination Re-Launch Campaign.
- Grants up to \$10,000 awarded for community initiatives that bolster the TTB's marketing efforts.
- Assets developed by the TTB for the Destination Re-Launch Campaign were made available for all organizations and entities.
- Priority of grants were given to efforts that hire local companies to produce/manage content production or distribution and encourage the development of digital content.

Asked Questions and video messaging from business representatives in our community. The website was supplemented with a playbook and a [resource page](#) to provide insight for the business community.

At the end of May, the TTB in collaboration with the town of Jackson and the Chamber of Commerce began the creation and distribution of extensive signage in the town of Jackson. A customizable poster for the business community was first distributed via email then two newer versions of that poster were printed and distributed around the town square in the interest of store owner's convenience. 105 posters were distributed around the town square alone.

Further signage was displayed at the Chamber of Commerce's booth on the town square. A-frames with a map of social distancing spaces and Clean, Careful, Connected messaging continue to adorn each corner of the square and at the Home Ranch visitor center, and 17 flags with the Clean, Careful, Connected messaging can be found on light poles throughout

town.

Additionally, signage at the People's Market and sanitizing stations at the airport have been implemented.

The Responsibly Wild campaign also maintained a large digital presence through a variety of special projects. The TTB's highly trafficked social media channels,



@visitjacksonhole, feature regularly distributed organic and paid posts. Additionally, interviews with local business owners are featured on the Responsibly Wild homepage. The Travel and Tourism Board also promoted the campaign through local advertising in news outlets.

Throughout these initiatives, the TTB used visitation tracking and occupancy straw polls to inform their decisions. The Responsibly Wild campaign has been shared with the state and other gateway communities.