

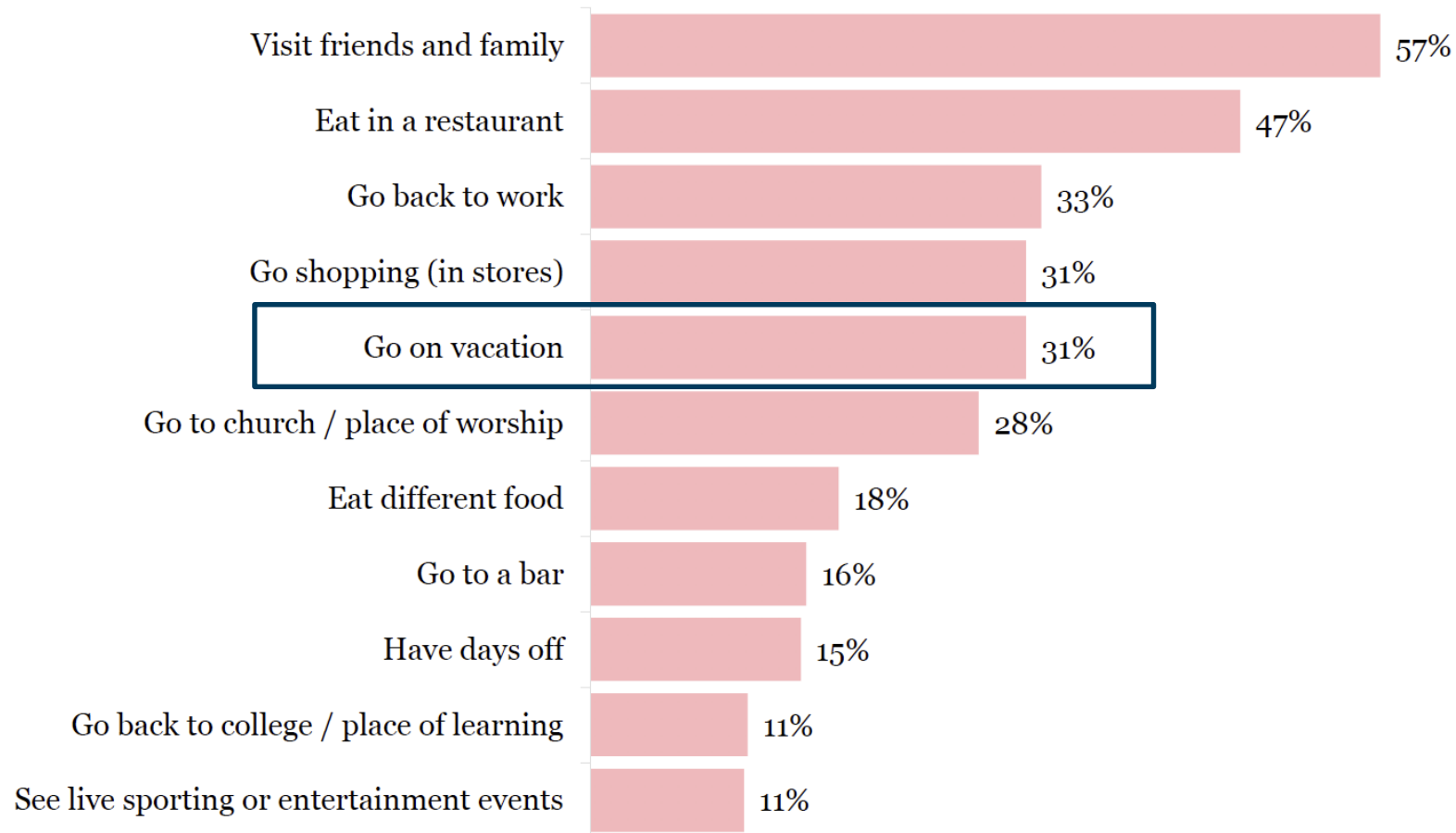


Jackson Hole COVID-19 Response

May 13th, 2020

People can't wait to get back to friends, family, food and travel

When the crisis is over what do you most want to do?



**But travel will look different
after coronavirus.**



A new survey suggests travel is alive and well. More than half of Americans (58%) are planning to travel between May and September 2020, as long as their destinations **aren't in quarantine**. But they're being **careful**. A quarter of participants will try to **avoid big cities** and **public transportation**, and 21% will choose **domestic travel**.



How will people travel after the coronavirus?

- ***They'll stay in the country***
 - International travel will fall out of favor as people stay closer to the safety of home.
- ***They will flock to the great outdoors rather than to crowded urban areas***
 - Cabin fever has made them yearn for nature more than ever
- ***They will choose destinations that show preparedness***
 - They will want to chase experiences more than ever, but to do so responsibly
- ***They won't travel far from home***
 - "Staycations" and road trips will be favored over flying or cruising.
- ***They'll make it quick***
 - A softer economy will mean the traditional two-week summer vacation could turn into a long weekend.

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**People will want to travel to places like Jackson Hole
more than ever.**

**But they won't choose Jackson Hole if they don't feel confident
in our safety standards.**

While a large majority of Americans miss dining out, they won't go back unless new safety standards are enforced.

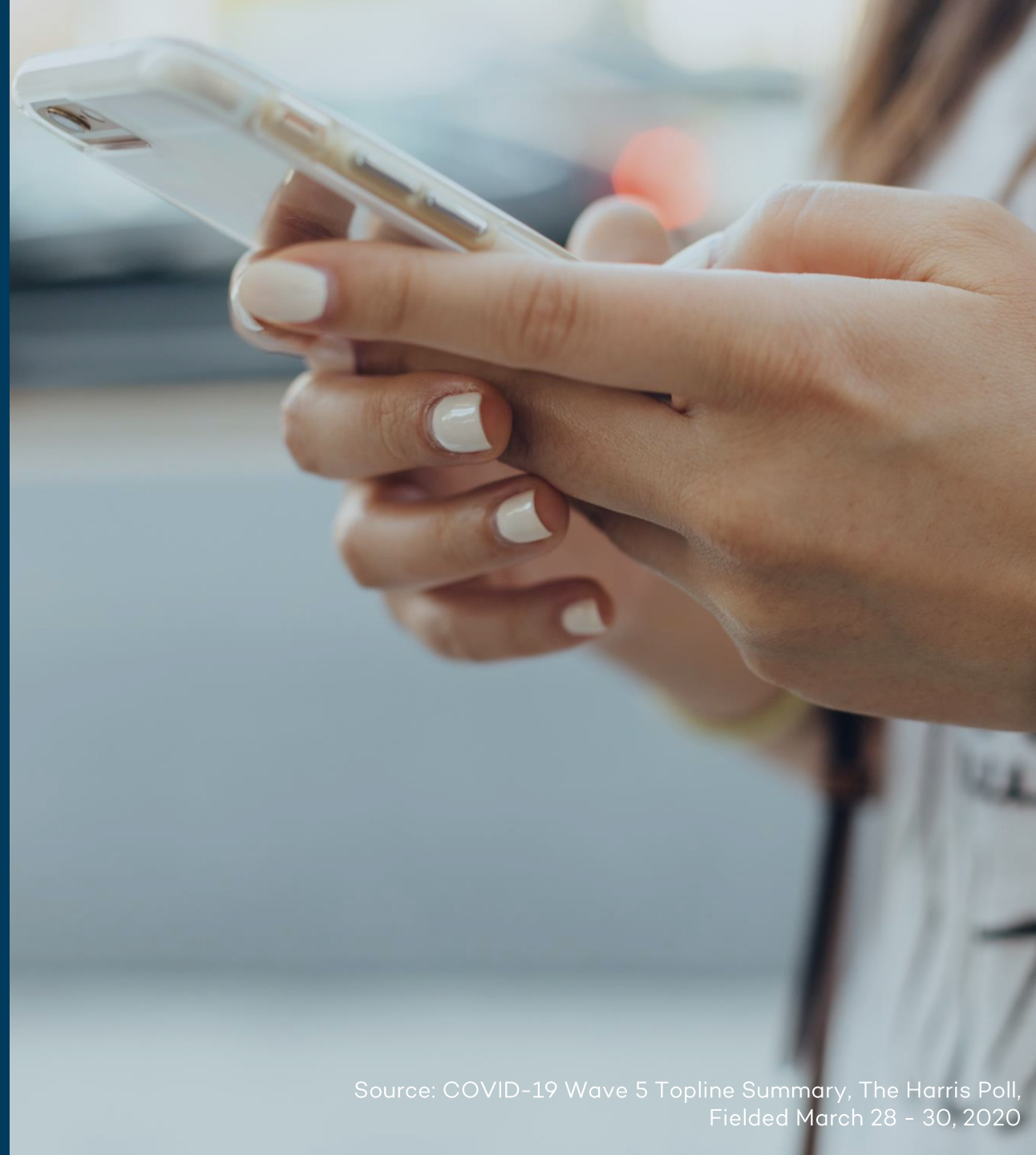
- 62% want restaurants configured for social distancing
- 56% want maximum capacity limits to ensure 6ft between diners.



A strong majority of Americans (77%) would support a required health screening before entering businesses like restaurants, offices and cinemas.



71% of Americans would be willing to share their mobile data location so that they can be alerted if they were to enter an area that posed a health risk.





Need for adventure



Need for safety

We need to build visitors' confidence that Jackson Hole is taking this seriously and has visitors' well-being at heart.

A man wearing a dark hat, glasses, a white shirt, a dark bow tie, and a grey sweater is looking out a window. The background outside the window is blurred, showing some greenery and a building. The image is overlaid with a dark blue semi-transparent layer.

How do we build confidence?

One Standard

One Message

One County



REDUCE

REUSE

RECYCLE

Clean. Careful. Connected.

MESSAGING FRAMEWORK

<i>Platform</i>	<i>RESPONSIBLY WILD</i>		
<i>Safety Pillars</i>	<i>Clean</i>	<i>Careful</i>	<i>Connected</i>
<i>Description</i>	<i>How are you stepping up your sanitization and hygiene to protect staff and customers?</i>	<i>How are you enabling social distancing and otherwise being mindful as a business?</i>	<i>How are you helping people stay informed before, during and after their visit?</i>
<i>Potential Policies</i>	<ul style="list-style-type: none">• Additional sanitization or cleaning regimens• Contactless payments• Sanitizer in shops/rooms• Handshake and cough etiquette	<ul style="list-style-type: none">• Capacity limits• Social distancing policies• Mask and glove policies• Temperature checks for staff or patrons	<ul style="list-style-type: none">• Links to government resources for COVID-19 (state/county testing and tracing protocols, color code system)• Ongoing communication with guests/customers in case of emergency and to keep them informed of new developments

