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Jackson Hole Chamber and Valley Partners Implement Summer Market Research

JACKSON, WY – The Jackson Hole Chamber of Commerce (JHCC), with funding by the Jackson Hole Travel and Tourism Board (JHTTB) Lodging Tax collections, will conduct summer market research on visitor behavior, experiences, and demographics. This market research has been commissioned to gather information that can help inform decision making around tourism management and be available to businesses to understand the broader picture of visitor experience in Jackson Hole.

The market research will be conducted at the Home Ranch and Greater Yellowstone Visitor Centers. The JHCC is working with RRC Associates to collect data on visitors, including demographics and experiences during their visit to Jackson Hole via electronic tablets and wifi intercept surveying techniques, through the duration of the summer season. Results will be distributed monthly in addition to a full summary mid fall.

“For the first time, Jackson Hole Mountain Resort, the Jackson Hole Airport/JH AIR, and Grand Teton National Park will conduct similar research and surveying techniques by RRC on visitors and select data will be shared. Through the collection of data gathered by JHCC and partners valley-wide, we will be able to gain a deeper understanding of the visitor expectations, needs and experiences and use this knowledge to prepare for future seasons.” Commented Anna Olson, President/CEO Jackson Hole Chamber of Commerce.

Additionally, the data collected will be made available to the recently approved Destination Management Plan process, a business plan for managing the visitor economy of Jackson Hole for years to come. For more information on the summer market research, please email Anna Olson, Chamber President and CEO, at anna@jacksonholechamber.com.

About

The Vision of the Jackson Hole Chamber of Commerce is to provide leadership by improving the quality of life in a world-class destination renowned for our vibrant economy, dynamic and welcoming community, and treasured environment. For more information visit jacksonholechamber.com