

FY'23 - FY'24 Destination Development Funds & WOT Partnerships

**JACKSON
HOLE** Travel
& Tourism
Board



LOCAL EDUCATION/ADVOCACY DEVELOPMENT



Mobility Hub Study including

- *strategic planning around mobility hubs and technology tools to improve the visitor experience and better management for visitor movements.*
- *recommendation of successful strategies deployed in other communities to manage emerging mobility*
- *development of an action plan outline to test promising strategies*



Mobility Hub Pilot at Miller Park including

- *new trash cans and recycling bins with educational art wraps*
- *bollard replacement for bike lanes in high commuter/user roadway/bike lane areas*
- *asphalt art for bulb outs and crosswalks*
- *interactive art installation that includes responsible wildlife behavior information*



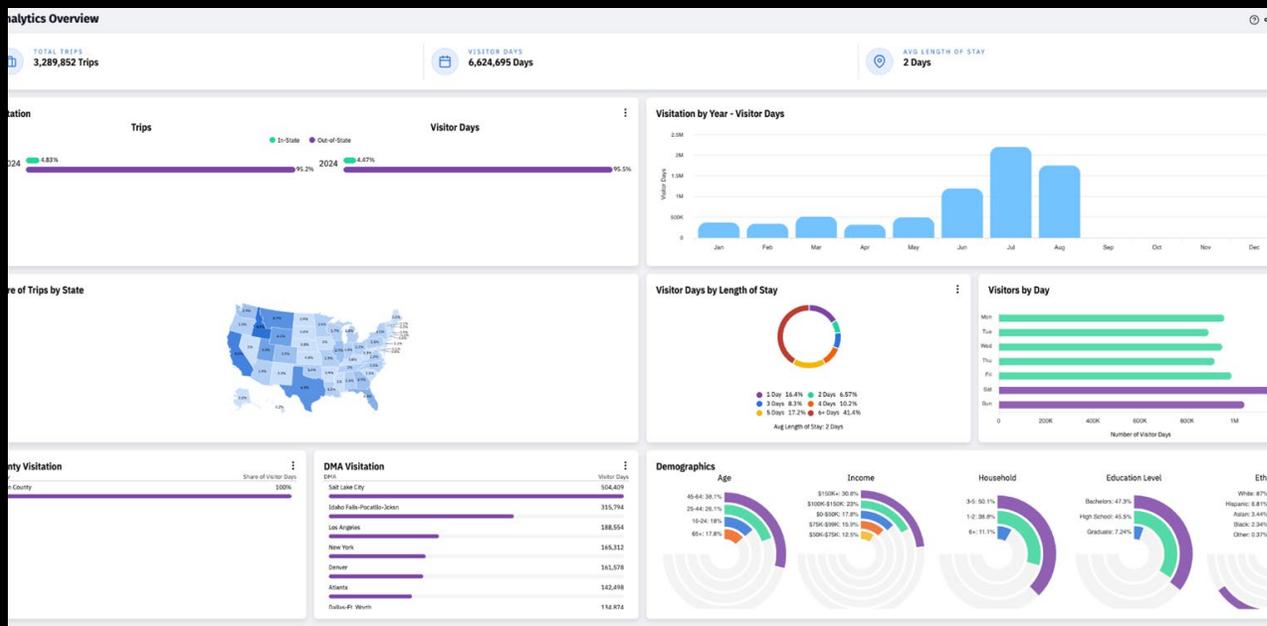
Friends of Pathways Data including

- *19 new trail data and pathway subscriptions for automatic tracking and uploads*
- *3 new pathway counters*
- *3 new trail counters*

LOCAL EDUCATION & ADVOCACY DEVELOPMENT



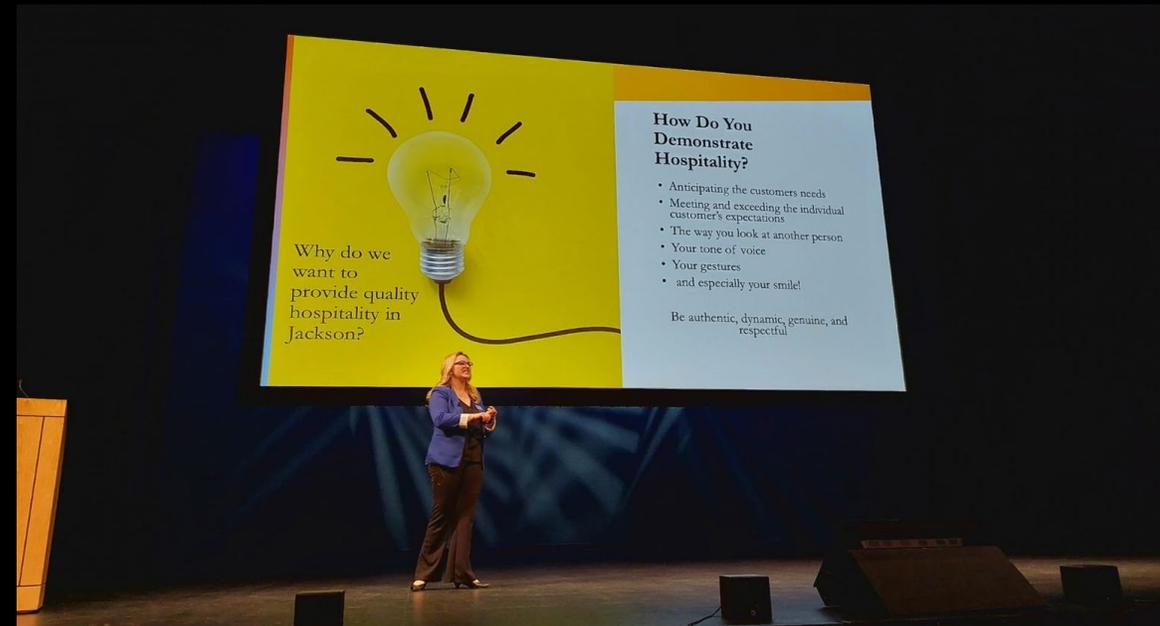
- Partnership with University of Wyoming's WORTH Initiative
- Identification of 50+ indicators for travel and tourism aligned with the Sustainable Destination Management Plan
- County-wide multi-source tourism specific data collection for each indicator identified
- Deployment of a visitor intercept survey in winter and summer, including analysis of results
- Deployment of a resident-sentiment towards tourism survey, including analysis of results
- Development of a public data hosting and reporting platform
- Publishing of an Annual Indicator Report



WORKFORCE RECRUITMENT

Welcome to JH event and resources, *including*

- A list of resources for frontline workers provided to businesses and new hires
- Development of a central repository for opportunities, trainings, resources (above), and events
- Pre-summer Welcome to JH event with 15 booths of local organizations/entities, including access to community services and local information
- A free training, hosted by University of Wyoming, on visitor service best practices.



DESTINATION MARKETING



- **Teton County Protecting Our Wild/Sustainability Video** highlighting local projects, efforts, and goals to make Jackson Hole a sustainable place to live and visit.

Note: video will be premiered at the MT2030 Climate Solutions Summit in October 2024.

There is an opportunity to reimagine this concept as a journey solution that weaves cohesive messaging throughout a visitor's experience in Jackson Hole using a collection of engagement touchpoints.

AN EXAMPLE:



principles:

- **Right-time content delivery**
meet a visitor in the moment and design for their attention (ex: stories vs. lists, signs vs. informative interactions)
- **Direct tone, with a bias toward action**
aspirational sentiment stays in dreaming phases, experiential stages require clear calls-to-action
- **Diverse delivery, common language**
recognizable sentiment, style and verbiage (*along with repetition*) is the key to traveler attention
- **Plug & play application**
because these touchpoints have been designed for a specific moment in time, there should be a relevant application option for every industry partner – no redesign required

*Important to note: many (most) of these educational resources already exist. This concept is a journey solution design that ties individual touchpoints into a cohesive narrative about responsible travel.

- **How to JH Guide** that outlines the strategy to develop a visitor's guide to provide information about responsible visitation behaviors. The project included identifying the key messages that are shared between local visitor use management organizations to determine the type of consistent messaging and correct channels to share this information more widely.

OVERVIEW
FINDINGS
REFRAME



**THANK
YOU.**

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