

**SUMMER 2023 HOSPITALITY PARTNERS UPDATE**  
**AGENDA: TUESDAY, JULY 18, 2023, 9:00 AM - 10:30 AM**

**Call to Order**

**Agenda**

**9:00 - 9:05 AM:**

**INTRODUCTIONS**

*Erik Dombroski, Board Chair*

- Introduce Board Members
- Introduce Contractors

**9:05 - 9:20 AM:**

**VISITATION DATA**

*Tom Foley, Destimetrics*

- Economy, consumer trends
- Focus on Jackson compared to balance of the industry
- Occupancy, ADR, revenue, and room nights booked
- Rates and rate impacts

**9:20 - 9:25 AM:**

**JH AIR UPDATE**

*Crista Valentino (on behalf of JH Air)*

- Flight map
- June data

**9:25 - 9:35 AM:**

**VISITATION DATA Q&A**

*Tom Foley & Tom Lawson, Destimetrics*

*Board & contractors available to answer questions*

**9:35 - 9:45 AM:**

**VISITJACKSONHOLE.COM**

*Kristen Broeder & Brian Modena, TMBR*

- Overview and features of the new website
- Business resources & industry site
- Media hub

**9:45 - 9:50 AM:**

**FULFILLMENT UPDATE**

*Ned Wonson & Shannon Schiner, Jackson Hole Resort Reservations*

*Dan Sherman available for questions, ski.com*

- JHRR - new fulfillment partner

- Business participation

**9:50 - 10:00 AM:**

**WEBSITE & FULFILLMENT Q&A**

*Kristen Broeder & Brian Modena, TMBR*

*Ned Wonson, Shannon Schiner, & Dan Sherman, JHRR and Ski.com*

*Board & contractors available to answer questions*

**10:00 - 10:05 AM**

**COLLE MCVOY**

*Bridget Johnson and Kerry Moore, Colle McVoy*

- Summer messaging campaigns and reach
- Fall marketing upcoming

**10:05 - 10:10 AM**

**JH CHAMBER**

*Rick Howe, JH Chamber of Commerce*

- Visitor services numbers
- DGS opportunities

**10:10 - 10:20 AM**

**Destination Stewardship Council**

*Lindsey Ehinger, Destination Management Coordinator*

- DSC Update
- SDMP status update

**10:20 AM**

**GENERAL Q&A**

**ADJOURN**