

JACKSON HOLE Travel & Tourism Board

JHTTB HOSPITALITY PARTNERS UPDATE: FALL 2023
THURSDAY, SEPTEMBER 21 2023, 9:00 AM - 10:00 AM, [ZOOM WEBINAR](#)

**PREPARE FOR WINTER
WITH VISITOR MARKETING & MANAGEMENT INFORMATION & RESOURCES**

**PRESENTED BY:
THE JACKSON HOLE TRAVEL & TOURISM BOARD AND
THE WYOMING OFFICE OF TOURISM**

Moderator:
Crista Valentino, Executive Director

Call to Order & Welcome

9:00 AM:
Erik Dombroski, Board Chair

- Call to order
- Welcome to the JHTTB Hospitality Partners Update for Fall 2023

Agenda

9:05 AM:
WYOMING OFFICE OF TOURISM UPDATE
Diane Shober, James Scoon, Michell Howard, Kari Eakins - Wyoming Office of Tourism

- Wyoming Office of Tourism updates
- Statewide visitation
- WOT marketing plan
- WOT management plan

9:20 AM:
VISITATION DATA
Stacey Mullen and Tom Lawson, Destimetrics

- Summer '23 recap
- Fall '23 current
- Winter '23-'24 forecast
- Industry trends to keep an eye on

9:30 AM:
TETON COUNTY MARKETING PLAN
Bridget Johnson and Kerry Moore - Colle McVoy

- Annual marketing plan with "dials"
- Winter '23-'24 focus

9:45 AM:

TETON COUNTY MANAGEMENT PLAN

Lindsey Ehinger, Destination Management Coordinator

- DSC & SDMP Update
- Wyoming Office of Tourism Destination Development Grant
- Sustainable tourism efforts in “transportation” and “visitor education”
- Public engagement opportunities

Q&A THROUGHOUT

Pre-asked questions:

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ADJOURN

10:00 AM:

Erik Dombroski, Board Chair

- Motion to adjourn