

# JACKSON HOLE TRAVEL AND TOURISM BOARD

ANNUAL REPORT FISCAL YEAR 2017 | JULY 1, 2016 – JUNE 30, 2017

**We've made memories, bonds and a community here. We've created something that can't be broken by anything or found anywhere else, and that's something worth protecting. But being good stewards of our home doesn't mean boxing out the rest of the world from the beauty and magic of Jackson. It means sharing Jackson with people who can appreciate all we have to offer. It's our responsibility to give others the opportunity to experience our town while making sure Jackson stays wild.**



**4JH**  
Lodging Tax  
Supported

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# A MESSAGE FROM OUR CHAIRMAN

Welcome to the second annual report presented by the Jackson Hole Travel & Tourism Board. This year's report has been expanded to reflect the impact of the entire lodging tax collections, not just those used for promotion. Forty percent of the funds collected revert to the town and county, (30% visitor impact, 10% general fund) and are critical to managing and mitigating visitor impact from the tourism economy. Teton County had another positive year in the collection of not only lodging tax but sales tax too, reflecting the impact of tourism on our local economy.

Many communities throughout Wyoming have suffered significant budget cuts due to reduced revenue from mineral rights and a heavily reduced state budget. Teton County, however, fared well because tourism is our main economic driver, and as this report indicates, tourism remains strong in Teton County. Without the lodging tax, the town and county budgets would lose approximately \$2.5 million that helps fund transit, pathways, emergency services and other services.

Roughly 20% of the Jackson Hole Travel & Tourism promotional budget supports events in our community that not only enhance the community character and complement our brand, but also attract visitors to our destination. The events are broken into categories from youth sports, which supports local hockey, lacrosse, soccer, basketball, skiing and snowboarding, to legacy events, which includes the Cutter Races, skijoring and the Snow King Hill Climb, unique to our mountain town. The JHTTB is the founding sponsor of SHIFT, which celebrates our community's conservation heritage and focuses on the intersection of conservation and recreation, two tightly held values of our community.

Throughout the years, the JHTTB has created assets and hosted free workshops for the community to learn, use and leverage for their own marketing needs. Most recently, the JHTTB created a photo-share library by Libris. In this library, we have created and aggregated photography from around the valley that is free to anyone in the community to access and use. This photo-share opportunity saves community organizations and businesses thousands of dollars in marketing expenses.

This report outlines the expenditures of all entities that manage the lodging tax and illustrates the growth in revenue over the years due to increased visitation to Teton County resulting from a strong U.S. economy, low gas prices and promotional efforts of not only the Jackson Hole Travel & Tourism board but the Wyoming Office of Tourism and Brand USA. This growth in tourism fuels our economy. The Jackson Hole Travel & Tourism Board's vision is to be a world leader in responsible tourism. To that end, we are committed to making sure that the promotion and event funding for this place we all call home enhances the well-being of our community in a manner consistent with all our shared values.

A handwritten signature in black ink, likely belonging to Alex Klein, the Chairman of the Jackson Hole Travel &amp; Tourism Board.

Regards,  
Alex Klein, *Chairman of the Jackson Hole Travel & Tourism Board*

# TRAVEL & TOURISM AT WORK FOR TETON COUNTY

**\$1.02 BILLION TRAVEL-GENERATED SPENDING**

**8,250 TRAVEL-GENERATED JOBS**

**\$54.8 MILLION TRAVEL-GENERATED TAXES**

In 2016, Teton County welcomed **1,664,000** overnight visitors to the area.

Domestic and international travelers spent \$1.02 billion in Teton County and generated \$54.8 million in state and local taxes. This tax revenue is used to support public infrastructure like streets and roads, fire and police protection, and many other public services in Teton County.

Visitors paid **57.1% of the sales tax** in Teton County.



If not for the taxes generated by the travel and tourism industry, the average household in Teton County would have had to pay **\$5,785** more in taxes for existing government services.

\*THESE EMPLOYMENT NUMBERS REPRESENT 2015 DATA. AT THE TIME OF THIS REPORT, 2016 DATA FOR THESE FIGURES WAS NOT AVAILABLE.

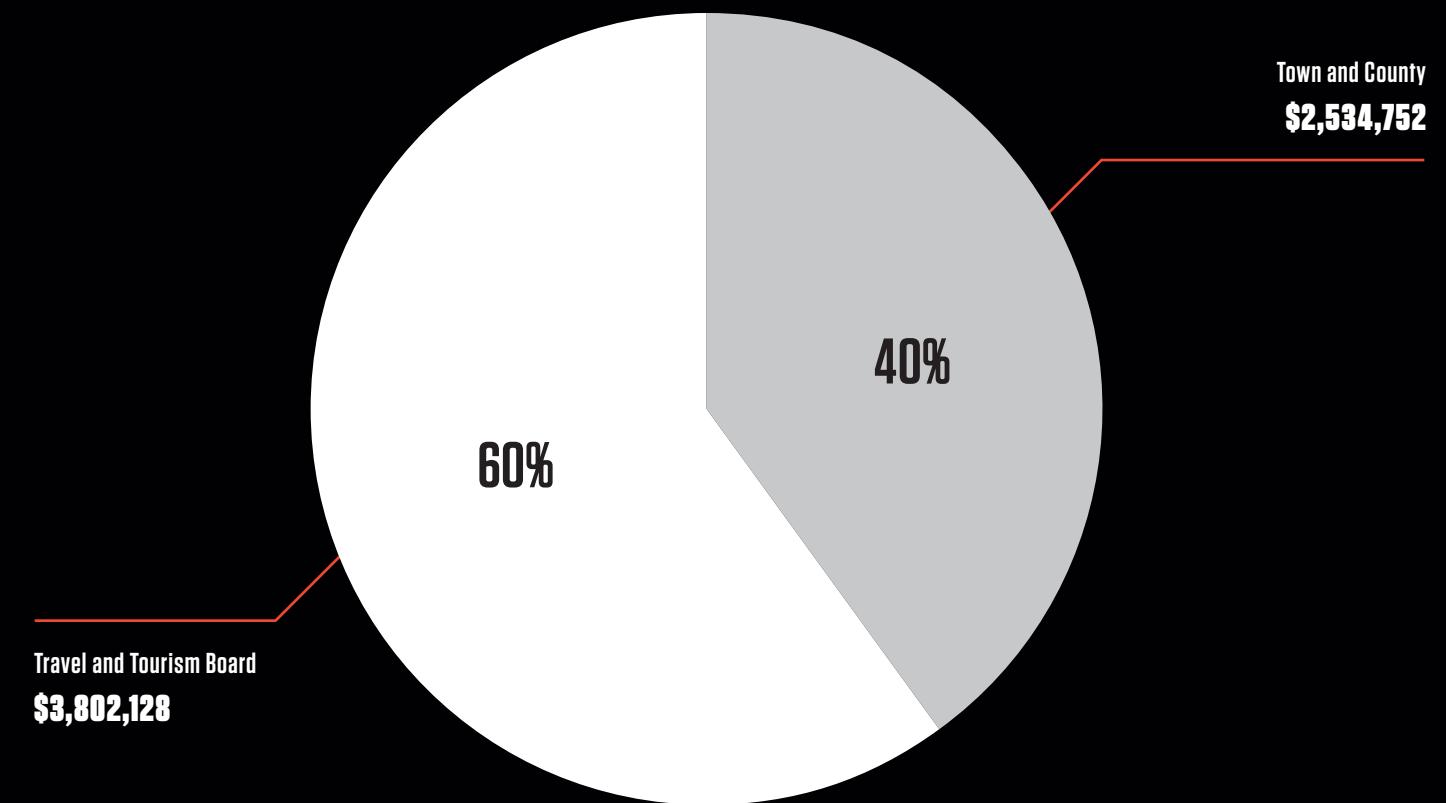


In 2016, travelers generated **8,250 jobs** in Teton County.

Travelers supported 25.9% of Teton County's total private industry employment. Without the jobs generated by the travel industry, the 2015 Teton County unemployment rate of 3.8% would have been **29.7%.\***

SOURCES: DEAN RUNYAN ASSOCIATES, TRAVEL IMPACT REPORT, APRIL 2017; U.S. BUREAU OF ECONOMIC ANALYSIS; U.S. BUREAU OF LABOR STATISTICS; WYOMING DEPT. OF REVENUE; WYOMING DEPT. OF A&I, DIVISION OF ECONOMIC ANALYSIS.

**The lodging tax is a 2% tax that is added to a visitor's stay in any Teton County hotel, motel or rental property. It was voted in by residents of Teton County in November 2010. Dubbed the “tax you don't pay,” this money is collected from tourists visiting the valley. The Jackson Hole Travel & Tourism Joint Powers Board is responsible for allocating 60% of the collected funds. Teton County and the town government are responsible for allocating the remaining 40% of funds collected.**



THE 60/40 SPLIT IS DETERMINED AT THE STATE LEVEL. ALL OTHER COUNTIES HAVE A 90/10 SPLIT, 90% OF FUNDS GO TOWARD PROMOTION AND 10% OF FUNDS GO TOWARD VISITOR IMPACT.

**TOTAL FUND  
\$6,336,880**

# WHAT TOURISM MEANS FOR US

## FOR OUR COUNTY

### PUBLIC SAFETY

This year, almost 20% of the funds expended by the town and county supported the operations of Jackson Hole fire/EMS.

### PARKS AND PATHWAYS

Over 40% of the funds expended by the town and county are invested back into our parks and pathways. This funding helps keep parks clean, restrooms maintained, trash cans empty, and pathways and sidewalks clear. In addition, wayfinding and repairs for our pathways ensure an excellent system for both recreation and transportation.

### TRANSPORTATION

Transportation options are critical as both the community and tourism continue to grow. Approximately 30% of the funds expended by the town and county support the operations of the Southern Teton Area Rapid Transit (START) system and bus transportation to Grand Targhee.

### HISTORICAL SOCIETY

Approximately 10% of the funds expended by the town and county support the operations of the Historical Society and Museum, which collects, preserves and explores the region's rich history and creates unique educational programs to preserve and promote the unique character of Jackson Hole.

### VISITOR SERVICES

A small percentage of the funds expended by the town and county support the main visitor center, as well as a partnership with the Wyoming Council for International Visitors.

## FOR OUR TOWN

### TRANSPORTATION

In FY 2017, roughly 40% of the income received by the town of Jackson through the lodging tax was used to fund the START system. START provides reliable transportation services to our commuters and mitigates tourist traffic by providing easy transportation options. By partnering with Friends of Pathways, we've also expanded transportation services to now include a bike share program.

### PARKS AND PATHWAYS

In FY 2017, approximately \$300,000 of the income received by the town of Jackson through the lodging tax was used to maintain or improve Jackson/Teton County parks and pathways. Our parks and pathways provide enjoyable recreation for visitors and tourists alike while preserving the natural landscape in a responsible way.

### PUBLIC SAFETY

\$230,231 of the income received by the town of Jackson through the lodging tax in FY 2017 was allocated to this non-restricted fund. Money from this account was utilized to fund the general operations of several town departments, including but not limited to the Jackson Police Department, the Jackson Hole Fire/EMS Department, the town of Jackson Victim Services Department and the town of Jackson. The benefit of a non-restricted allocation of funds is the ability for financial discretion, especially as unforeseen events occur or unplanned needs arise.



SOUTHERN TETON AREA RAPID TRANSIT (START)



HISTORICAL SOCIETY



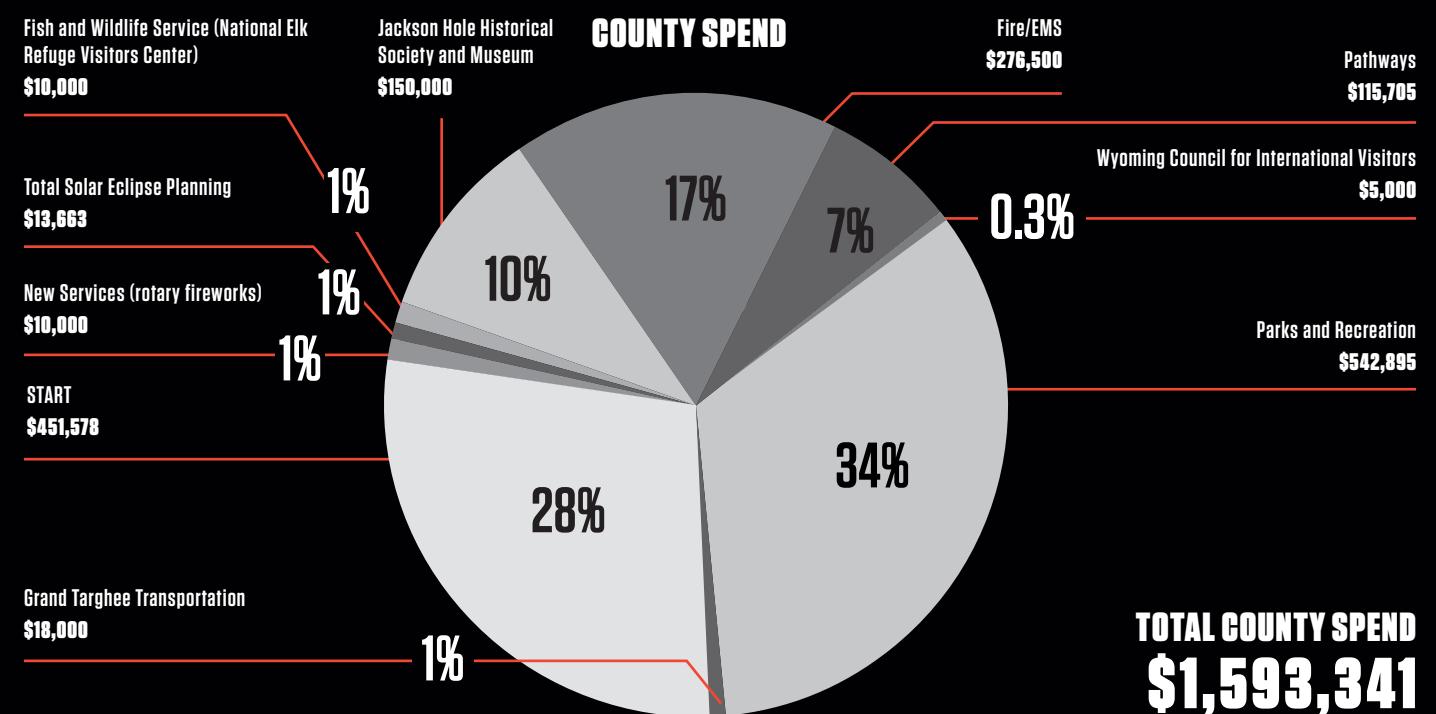
PARKS AND PATHWAYS

**Teton County and the town of Jackson are responsible for 40% of the funds collected annually from the countywide 2% lodging tax.**

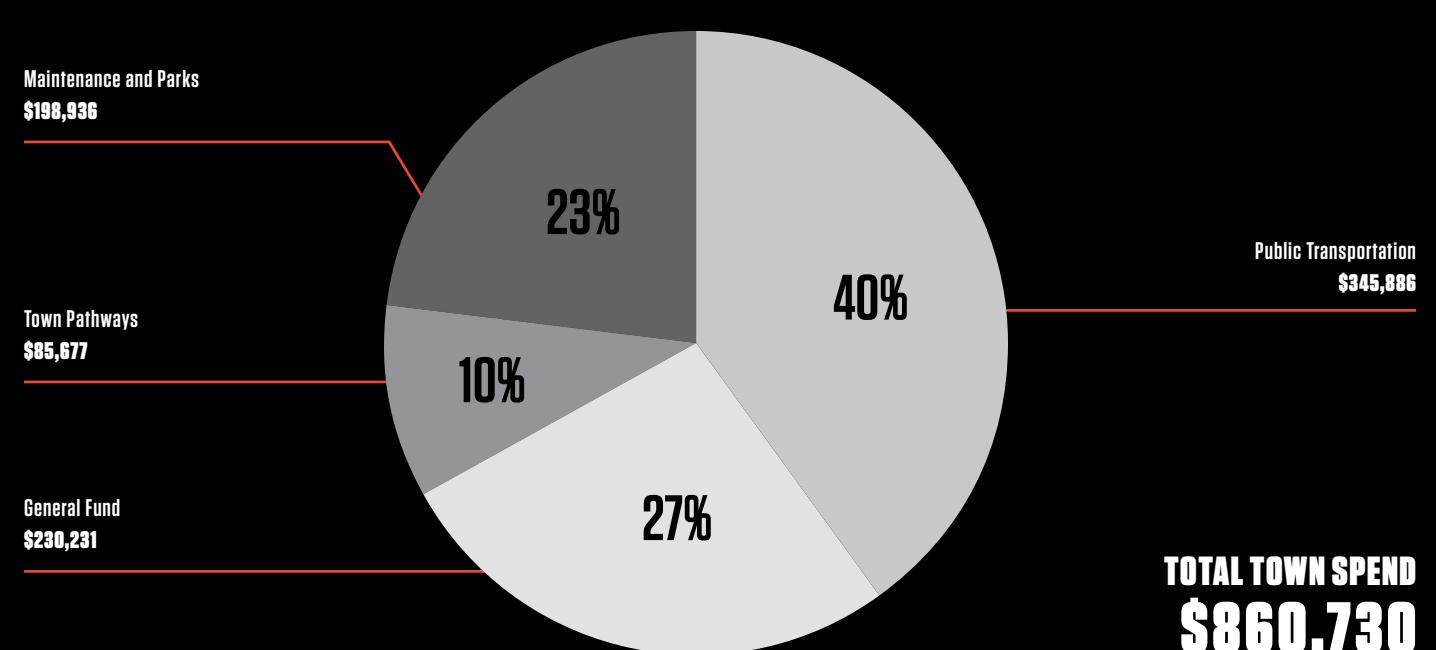
**The town and county split this 40% based upon point of sale. The town's portion of this income is then split into a restricted fund (75%) and a general fund (25%).**

**The revenue from the lodging tax is used primarily to address the impact that millions of visitors have each year on our community, but it's additionally used to reinvest back into Teton County. These funds help build a sustainable economic force and high quality of life for our residents.**

## COUNTY & TOWN SPENDING



## TOWN SPEND



# JACKSON HOLE TRAVEL & TOURISM BOARD MEMBERS FY 2017

## ALEX KLEIN

Joined the Board in 2014  
Chairman  
General Manager  
Grand Teton Lodge Company

## KEELY HERRON

Joined the Board in 2015  
Vice-Chair  
Founder  
Wonderland Marketing

## MIKE HALPIN

Joined the Board in 2013  
Treasurer  
President, Meridian Group

## BRIAN MODENA

Joined the Board in 2016  
President, Secretary  
TMBR Creative Agency

## STEPHEN PRICE

Joined the Board in 2011  
Partner  
Spring Creek Ranch

## AARON PRUZAN

Joined the Board in 2011  
Owner  
Rendezvous River Sports

## BRIAN GALLAGHER

Joined the Board in 2016  
Director  
CityPASS

## KATE SOLLITT

Joined the Board in 2013  
Executive Director  
JHTTB

## MAUREEN MURPHY

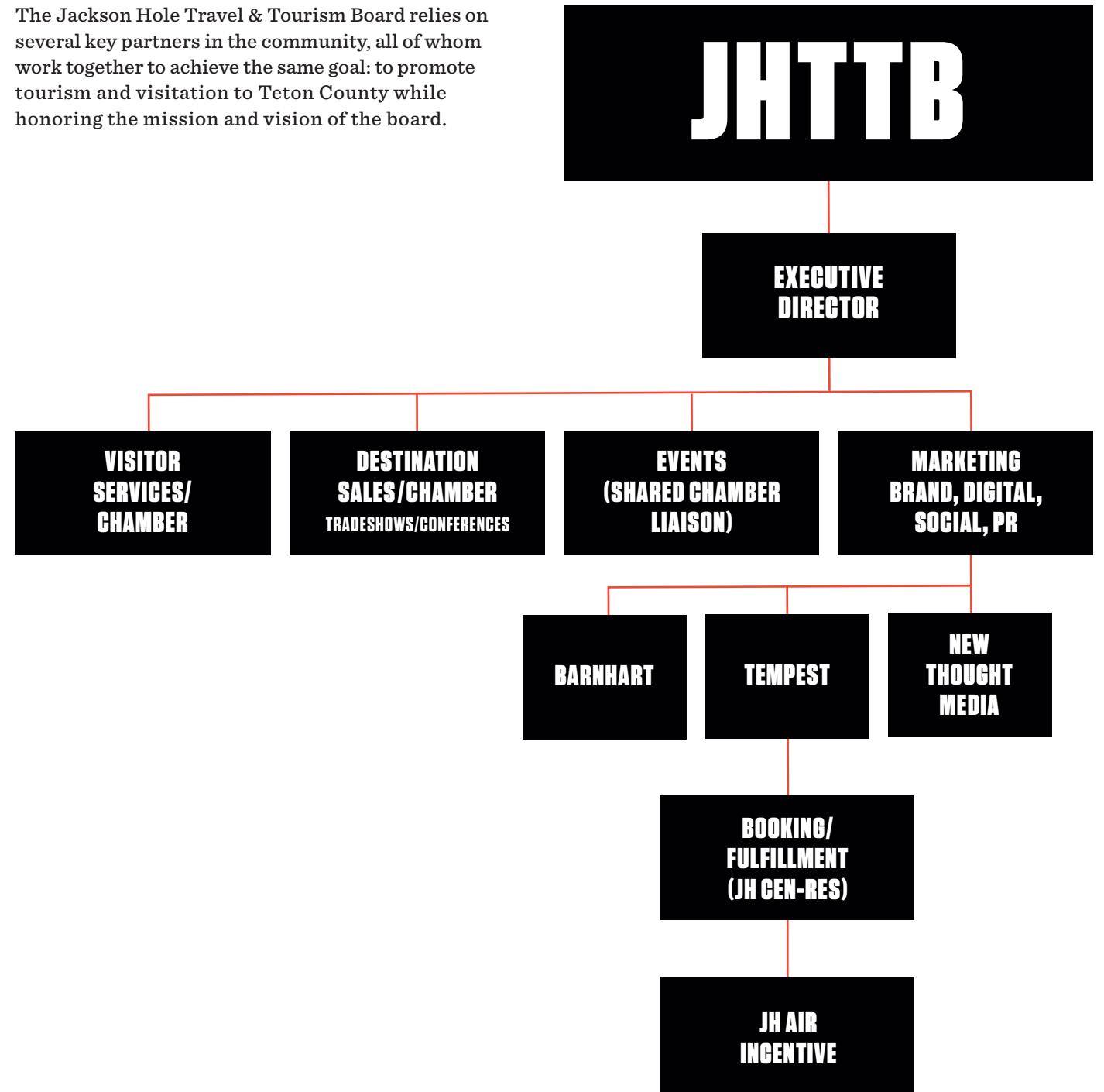
Event Liaison  
Jackson Hole Chamber  
of Commerce

## PARTNER ORGANIZATIONS

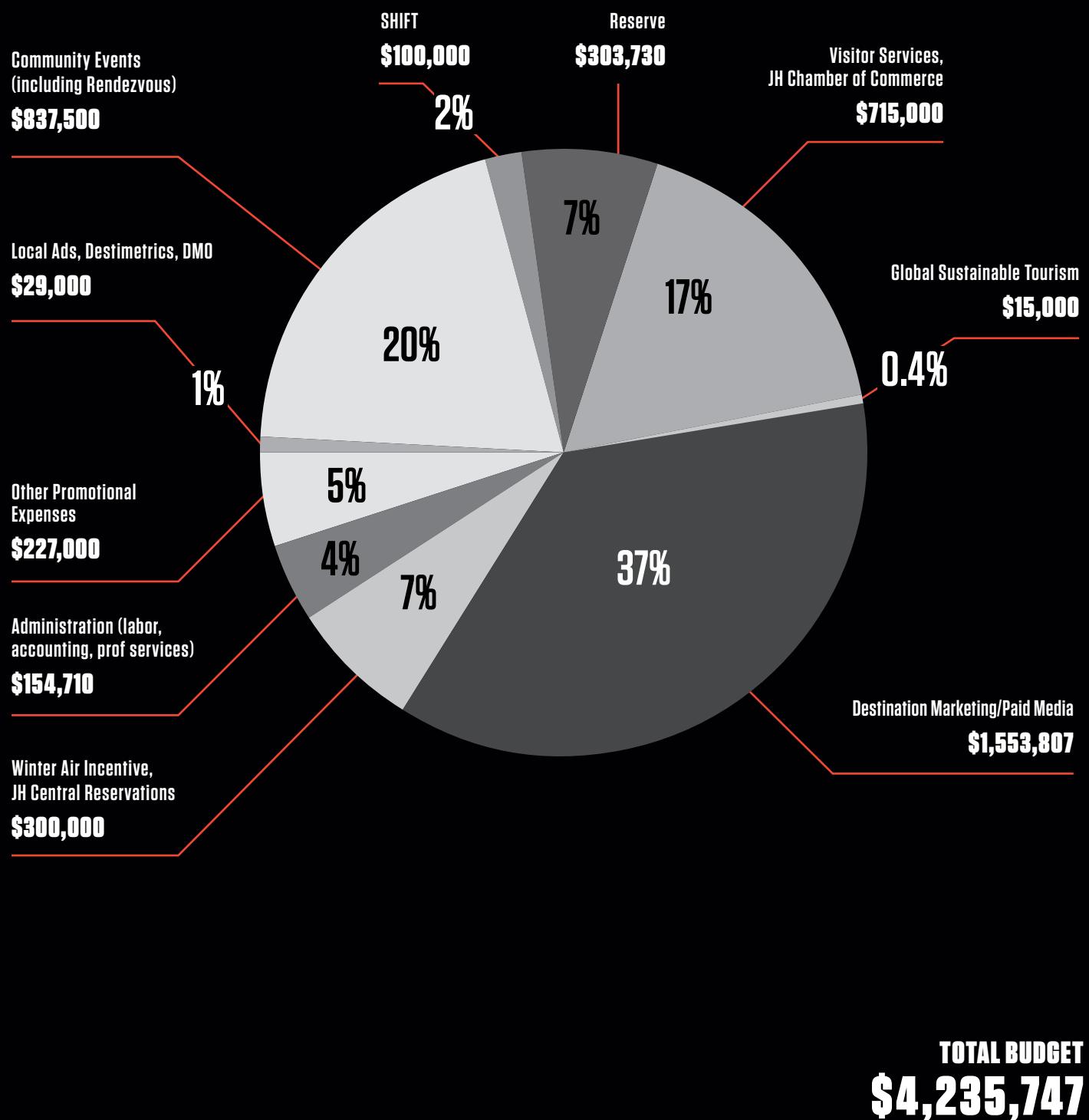
Jackson Hole Chamber  
of Commerce  
Jackson Hole Central  
Reservations  
Jackson Hole Air

# JHTTB PARTNERS

The Jackson Hole Travel & Tourism Board relies on several key partners in the community, all of whom work together to achieve the same goal: to promote tourism and visitation to Teton County while honoring the mission and vision of the board.



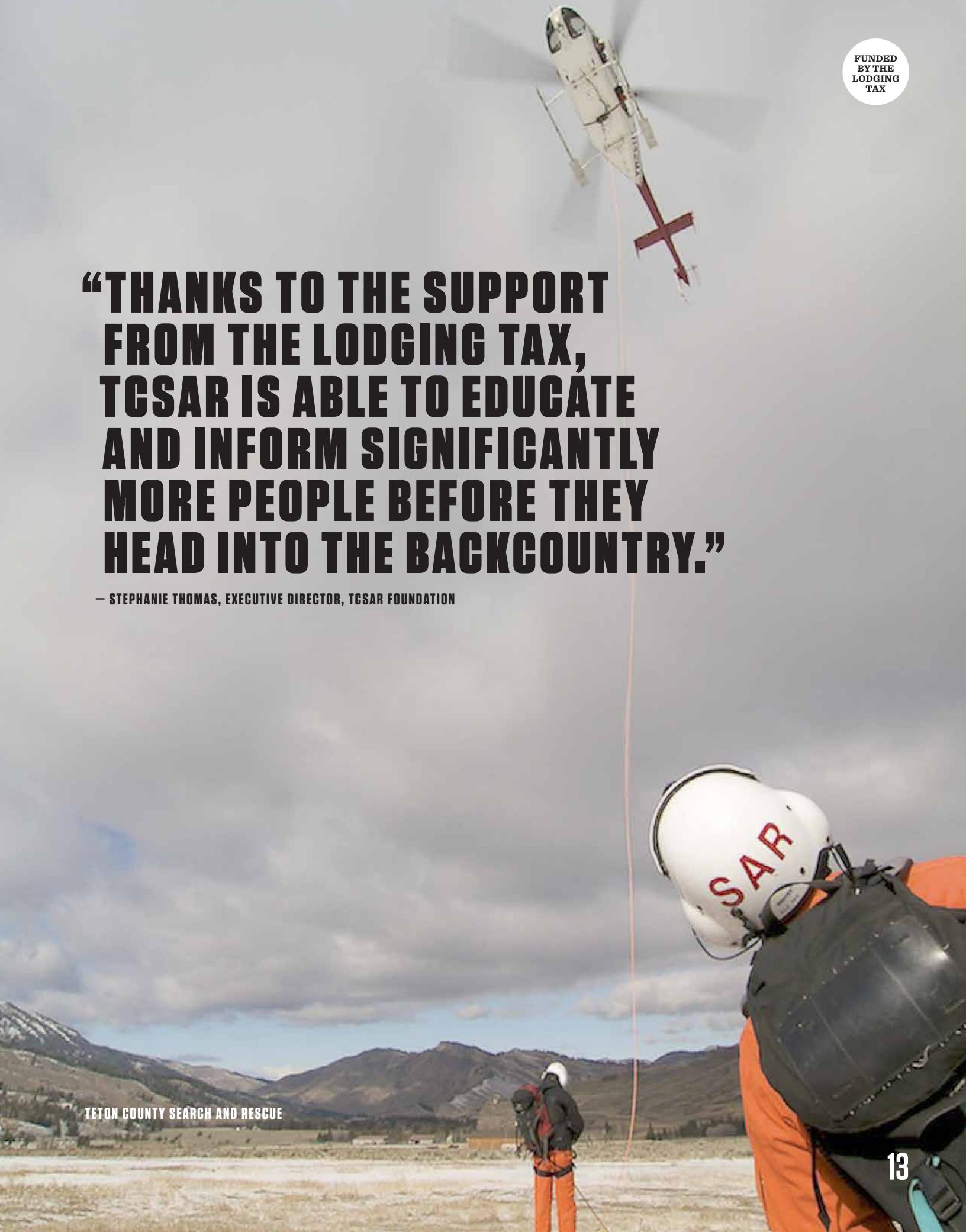
## FY 2017 JHTTB BUDGET BREAKDOWN



FUNDED  
BY THE  
LODGING  
TAX

**“THANKS TO THE SUPPORT  
FROM THE LODGING TAX,  
TCSAR IS ABLE TO EDUCATE  
AND INFORM SIGNIFICANTLY  
MORE PEOPLE BEFORE THEY  
HEAD INTO THE BACKCOUNTRY.”**

— STEPHANIE THOMAS, EXECUTIVE DIRECTOR, TCSAR FOUNDATION

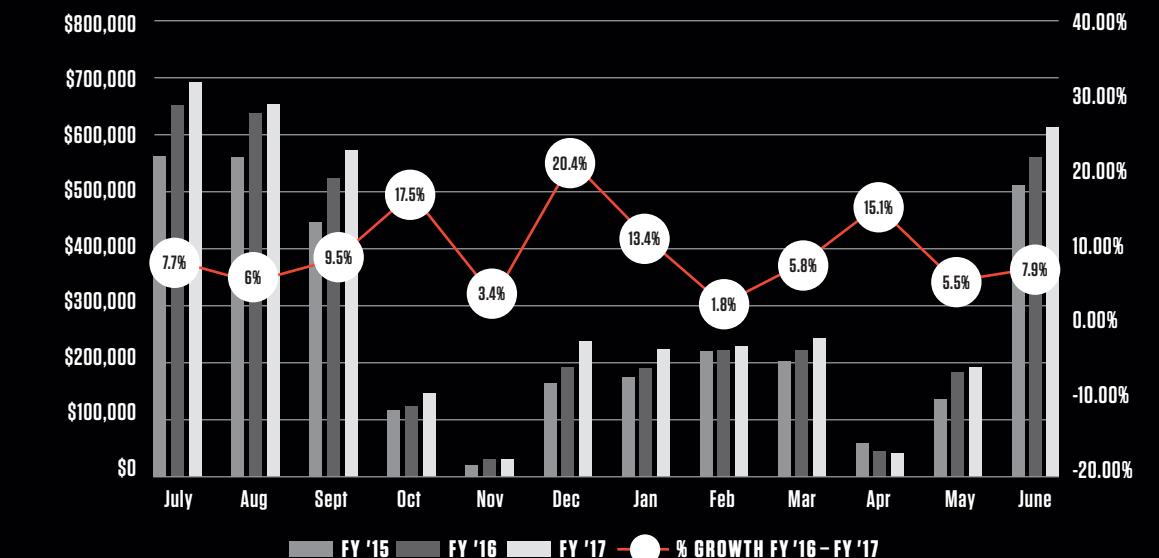




## JHTTB LODGING TAX RECEIPTS

JHTTB Lodging Tax Receipts

Month	FY '15	FY '16	FY '17	% Growth FY '15-FY '16	% Growth FY '16-FY '17	% Growth FY '15-FY '17
July	\$570,722.17	\$645,620.16	\$695,036.89	13.12%	7.65%	21.78%
August	\$563,588.50	\$615,915.34	\$652,667.72	9.28%	5.97%	15.81%
September	\$435,035.57	\$518,939.88	\$568,441.53	19.29%	9.54%	30.67%
October	\$115,927.62	\$117,336.68	\$137,841.29	1.22%	17.48%	18.90%
November	\$22,955.81	\$27,723.20	\$28,667.30	20.77%	3.41%	24.88%
December	\$167,584.17	\$192,929.41	\$232,181.16	15.12%	20.35%	38.55%
January	\$184,882.93	\$194,809.88	\$221,001.31	5.37%	13.44%	19.54%
February	\$220,881.07	\$222,248.24	\$226,223.25	0.62%	1.79%	2.42%
March	\$203,062.40	\$224,648.92	\$237,648.60	10.63%	5.79%	17.03%
April	\$30,695.69	\$28,311.41	\$32,595.33	-7.77%	15.13%	6.19%
May	\$155,678.76	\$188,555.26	\$198,898.90	21.12%	5.49%	27.76%
June	\$511,238.48	\$568,338.58	\$613,388.16	11.17%	7.93%	19.98%
<b>Total</b>	<b>\$3,182,253.17</b>	<b>\$3,545,376.96</b>	<b>\$3,844,591.44</b>	<b>11.41%</b>	<b>8.44%</b>	<b>20.81%</b>



THESE TAX RECEIPTS REPRESENT ONLY THE JHTTB PORTION AND ARE ACTUAL ADJUSTED NUMBERS.

**Our mission: to effectively spend lodging tax funds to promote travel and tourism to Teton County in a manner that is consistent with the shared values of our community. Our contributions will reflect stewardship of our natural resources, highlight our outstanding assets and amenities, and strive toward sustainability.**

**Our vision: as a world leader in responsible tourism, the JHTTB is dedicated to developing a healthy and vibrant fall, winter and spring economy that preserves our natural capital and enhances the well-being of our community.**



GRAND TETON NATIONAL PARK GROOMED TRAILS

## A COMMUNITY WE SUPPORT



THE CENTER



**“TTB FUNDING HELPS US HAVE A MUCH BIGGER REACH. ... WITHOUT IT, THESE EVENTS WOULD NOT BENEFIT JH NEARLY AS MUCH.”**

— BRIAN KRILL, EXECUTIVE DIRECTOR, JACKSON HOLE SKI & SNOWBOARD CLUB



JACKSON HOLE SKI & SNOWBOARD CLUB



POLE, PEDAL, PADDLE EVENT



EUKANUBA STAGE STOP RACE

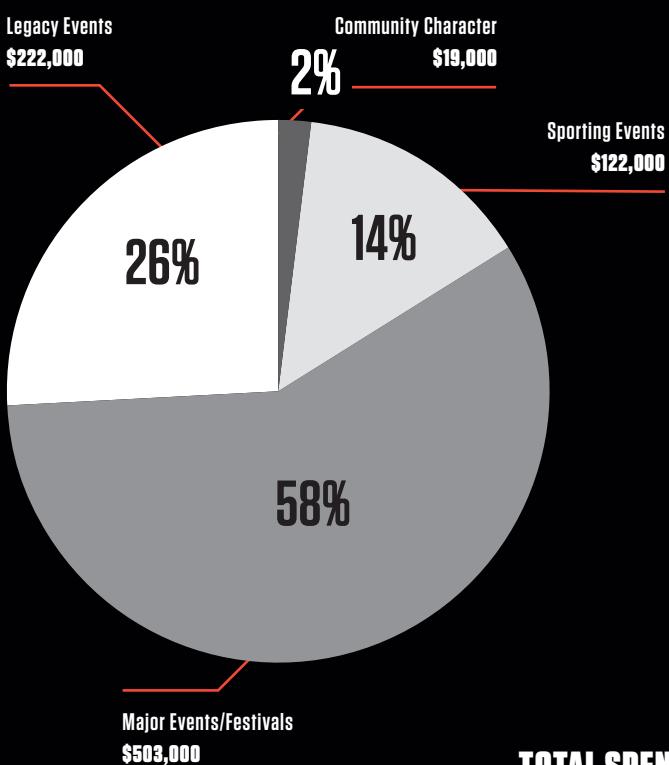
# JHTTB FUNDED COMMUNITY EVENTS

**“THROUGH THE TRAVEL AND TOURISM BOARD’S EVENT GRANTS PROGRAM, JACKSON YOUTH HOCKEY HAS PROVIDED MANY VISITING FAMILIES THE OPPORTUNITY TO NOT ONLY PLAY THE GREAT GAME OF HOCKEY IN JACKSON HOLE, BUT TO ALSO EXPERIENCE OUR OTHER RECREATIONAL ACTIVITIES.”**

— DAVID ELLINGSON, EXECUTIVE DIRECTOR, JACKSON YOUTH HOCKEY



JACKSON YOUTH HOCKEY



**TOTAL SPEND  
\$866,000**

<b>FALL</b>	1% for the Tetons — Video Blitz	\$3,000
	CrushFest	\$3,000
	Culinary Conference	\$3,000
	10th Annual Fall Soccer Classic	\$10,000
	Wyoming Snow and Avalanche Workshop (WYSAW)	\$10,000
	Fall Race Series	\$20,000
	SHIFT	\$100,000
<b>WINTER</b>	Wyoming Stargazing Free Fridays	\$1,000
	DW Nutcracker	\$3,000
	JH Invitation Skating	\$3,000
	Winter Block Party	\$3,000
	2016 Special Olympics Wyoming Winter Games	\$5,000
	Jackson Hole Wildlife Symposium	\$5,000
	Snow King Fireworks	\$5,000
	Western Wyoming Shoot Out	\$6,000
	Scott Smith Mite Tournament & Squirt Hockey Tournament	\$7,000
	2016 Black Diamond Hockey League Playoffs	\$10,000
	Moose Chase, Downhill, PPP	\$12,000
	Jackson Hole Shrine Club Cutter Races	\$15,000
	Jackson Hole Shrine Skijoring Club	\$15,000
	Junior Race Series	\$17,000
	Eukanuba Stage Stop Race	\$25,000
	41st Annual World Championship Snowmobile Hill Climb	\$30,000
	Rendezvous Festival	\$450,000
<b>SPRING</b>	2016 USA Yoga Asana Regional Championships	\$2,000
	Wyoming Whitewater Championships	\$2,000
	Eco-Fair	\$3,000
	Jackson Hole Half Marathon	\$3,000
	Ultimate Towner	\$5,000
	Backcountry Sports Symposium	\$10,000
	Jackson Hole Lacrosse Jamboree	\$15,000
	Grand Targhee Spring Break Away	\$30,000
	Elkfest/Old West Days	\$35,000

**FALL TOTAL  
\$149,000**

**WINTER TOTAL  
\$612,000**

**SPRING TOTAL  
\$105,000**

**TOTAL BUDGET  
\$866,000**

# CHAMBER OF COMMERCE SUPPORTED SERVICES

## VISITOR SERVICES LOCATIONS (4)

Total visits: 336,755  
Jackson Hole and Greater Yellowstone Visitor Center  
Summer: 52% / Shoulder seasons: 48%

Total visits: 57,390  
(New) Jackson Hole Airport  
Winter: 100%

Total visits: 59,126  
Chamber of Commerce Main Office  
Summer: 59% / Shoulder seasons: 41%

Total visits: 10,712  
(New) Home Ranch Welcome Center  
Opened in May; only recorded one month

Hotel referrals: 25,266  
Summer: 39% / Shoulder seasons: 51%

## EVENTS DEPARTMENT

Advertising – funding for Elkfest/Old West Days

Facilitate the process of the event grant cycles

Coordinate event managers from Travel and Tourism Board–sponsored events to maximize marketing efforts and exposure

Work with the sub-committee for special events to coordinate and facilitate event festival time periods, including February, March, May, June and October

## DESTINATION GLOBAL SALES

Destination representation at 19 major tradeshows domestically and internationally for individual and group businesses

Provide opportunities for local businesses to participate in tradeshows

Support PR events in international markets in conjunction with local businesses

Face-to-face interaction with travel writers, travel agents, tour operators, meeting planners and consumers worldwide

Oversee visiting travel writers, tour operators and meeting planners; create itineraries and experiences based on their focus to better educate them on the offerings and opportunities that exist in Teton County

Conduct over 800 meetings and interact with over 1,200 consumers annually worldwide

Focus on promoting winter, fall and spring months



VISITOR CENTER



VISITOR SERVICES

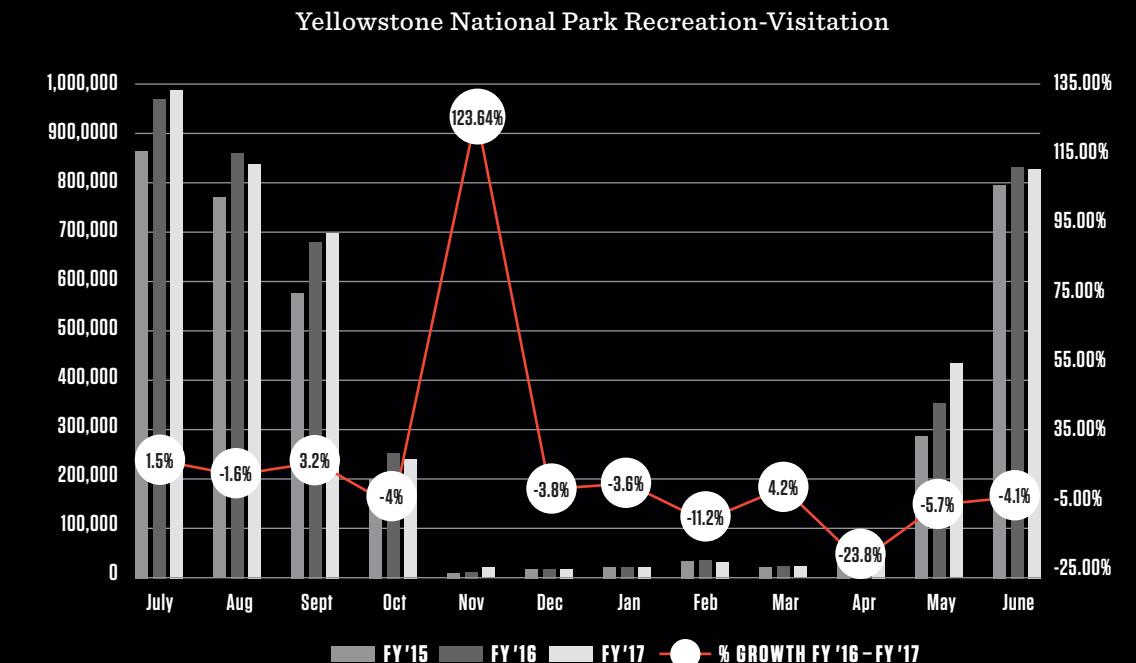
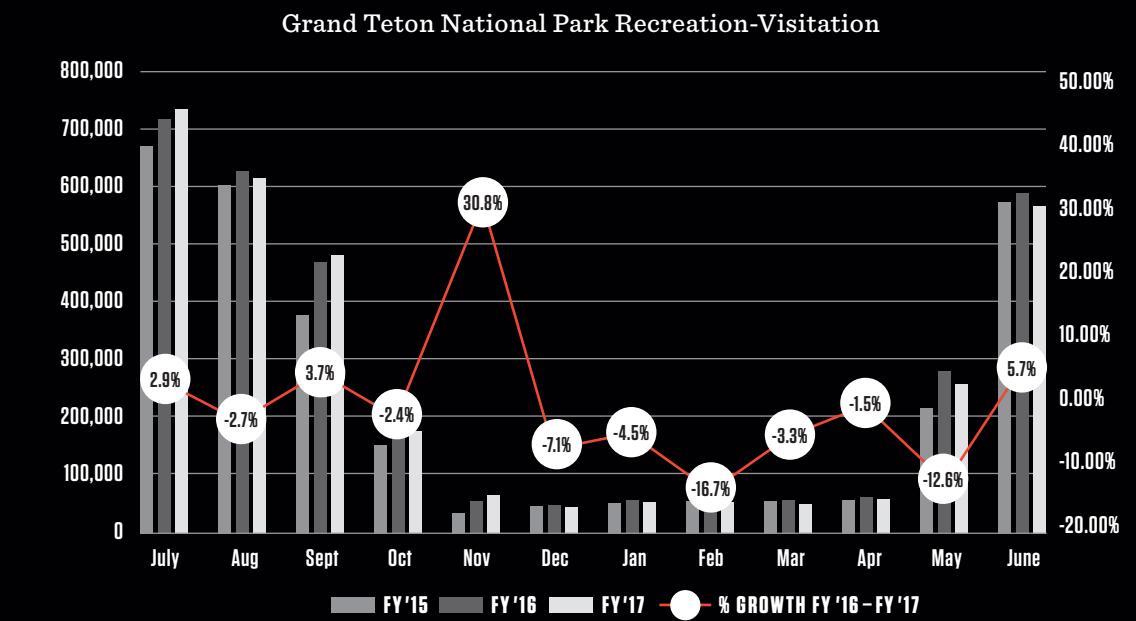


JACKSON HOLE AIRPORT VISITOR SERVICE AGENT



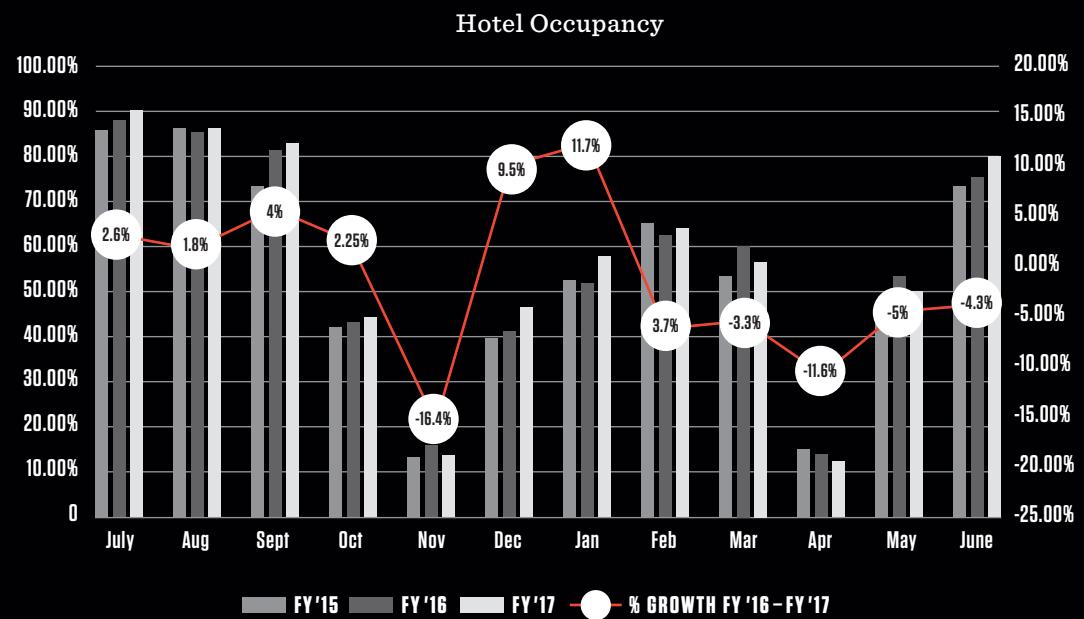
YELLOWSTONE NATIONAL PARK

## NATIONAL PARK VISITATION

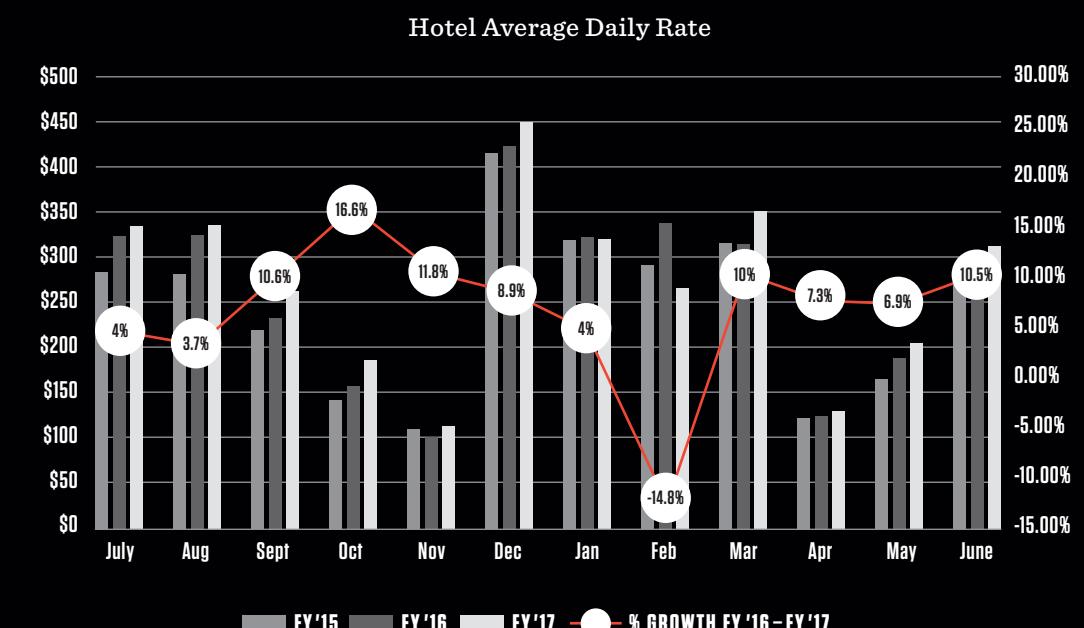


SOURCE: IRMA.NPS.GOV

# HOTEL OCCUPANCY AND AVERAGE DAILY RATE



CELEBRATING OUR WESTERN HERITAGE WITH THE CUTTER RACES



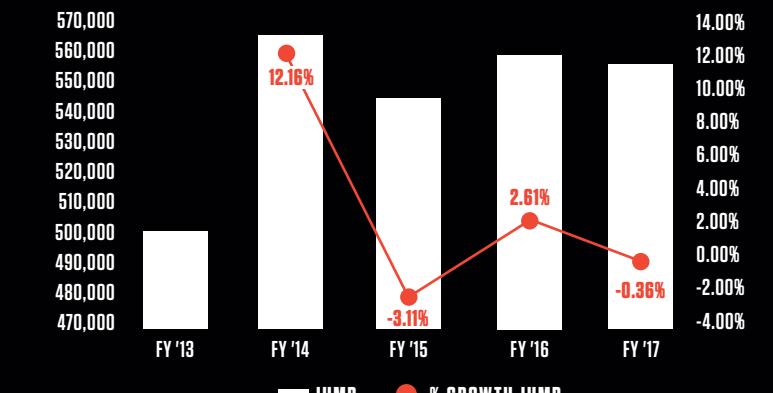
WORLD CHAMPIONSHIP SNOWMOBILE HILL CLIMB

NUMBERS ADJUST MONTHLY BASED ON REPORTING.  
SOURCE: DESTIMETRICS

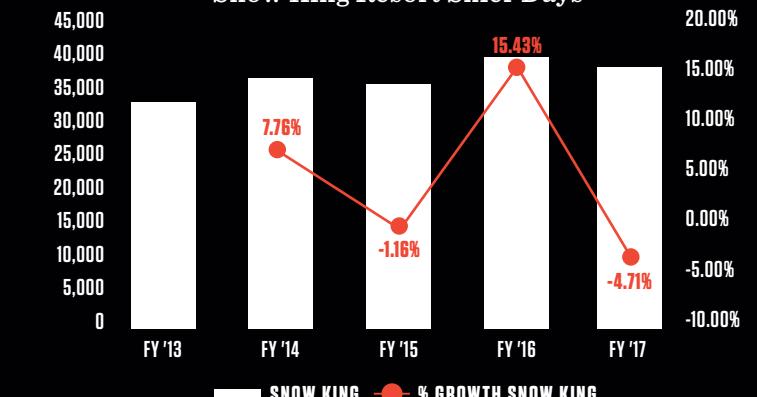


## SKIER VISITATION

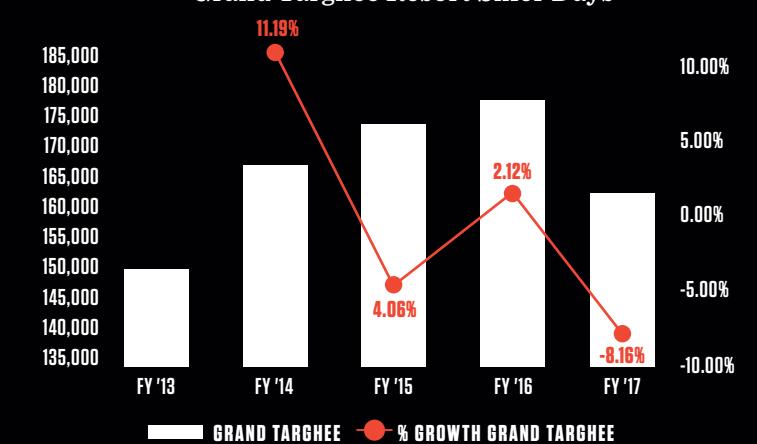
Jackson Hole Mountain Resort Skier Days



Snow King Resort Skier Days



Grand Targhee Resort Skier Days

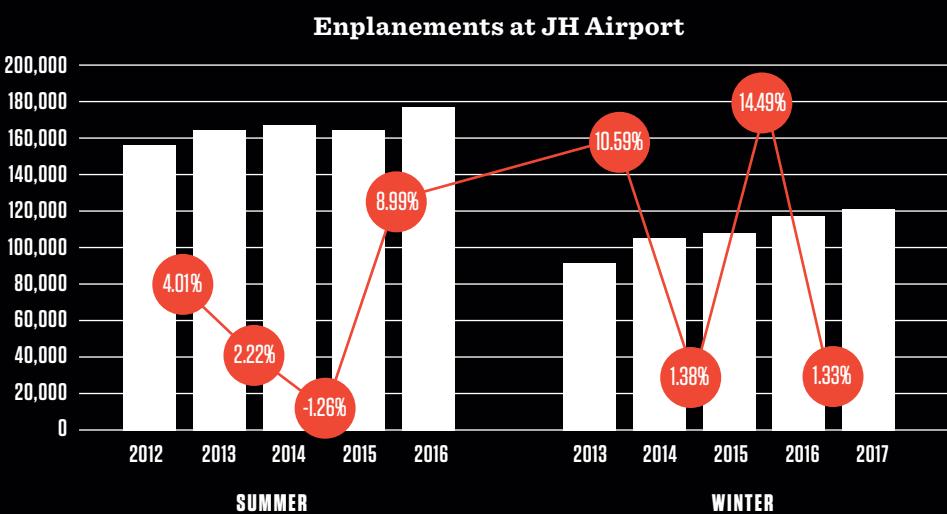


SOURCE: JACKSON HOLE MOUNTAIN RESORT; SNOW KING RESORT; GRAND TARGHEE RESORT

# ENPLANEMENTS BY SEASON



12 NON-STOP FLIGHTS FROM AROUND THE COUNTRY



SOURCE: JH AIR

# CAMPAIGN VISUALS & STATS



**96,605,593**  
IMPRESSIONS (+8% YOY)

**66%**  
VIDEO COMPLETION RATE (+20% YOY)

**72,120**  
FLIGHT SEARCHES  
(+27% YOY)

**5,825**  
TOTAL NIGHTS  
(+15% YOY)

**995**  
FLIGHT BOOKINGS  
(+13% YOY)



FUNDED  
BY THE  
LODGING  
TAX



JACKSON HOLE LACROSSE

FUNDED  
BY THE  
LODGING  
TAX



ECO-FAIR



**4JacksonHole.org**

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