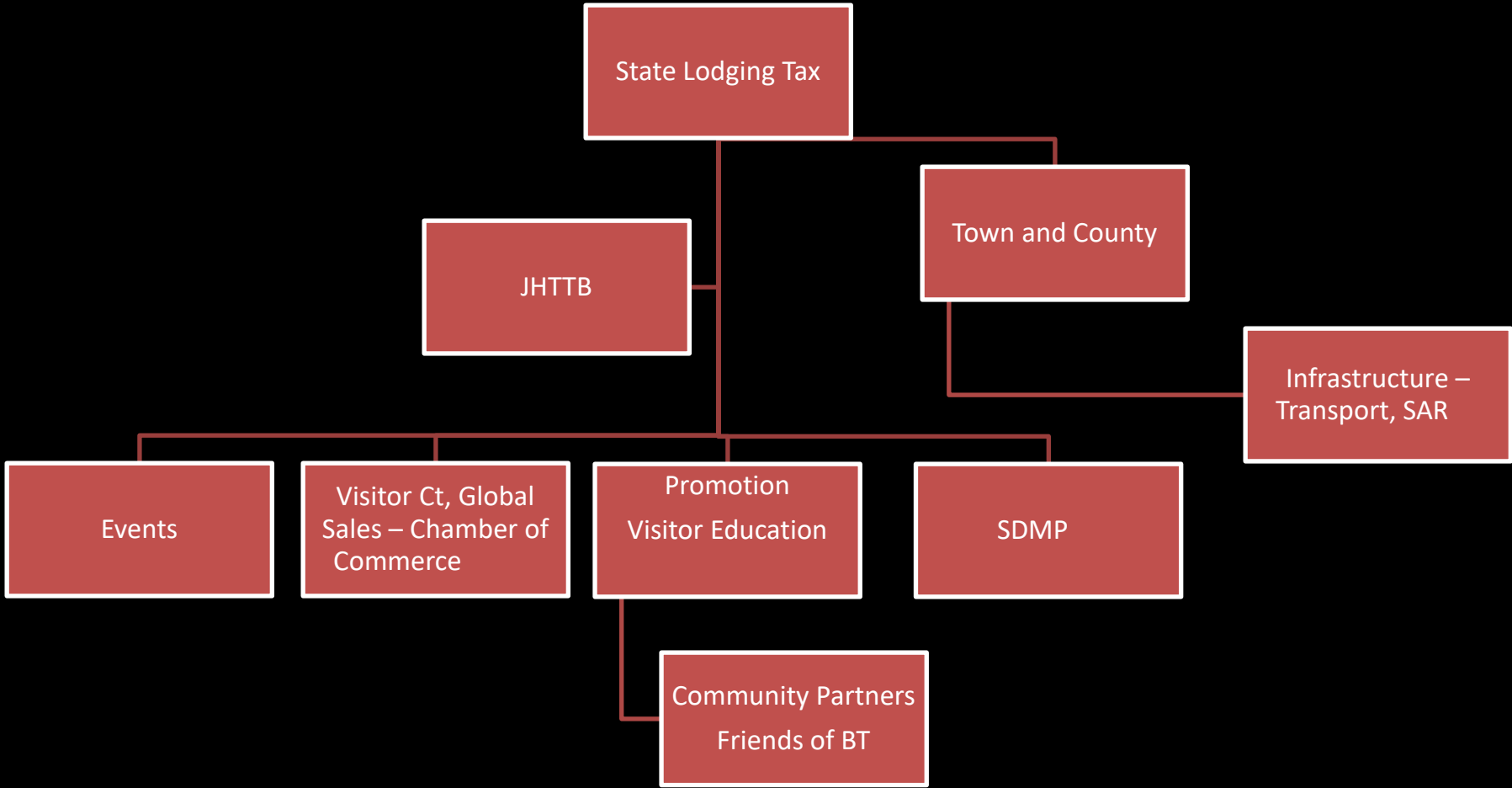




Teton County Sustainable Destination Management Plan
Sue Muncaster
Mountain and Resort Town Planners Summit
Oct 12, 2022





State Lodging Tax

JHTTB

Town and County

Infrastructure –
Transport, SAR

Events

Visitor Ct, Global
Sales – Chamber of
Commerce

Promotion
Visitor Education

SDMP

Community Partners
Friends of BT



DRIVING TOURISM



MANAGING TOURISM

1923: Local Business Owners Recognize Need to Better Manage Tourism Development in Jackson Hole

Meeting to discuss concerns about “tawdry
exploitation” of the valley

- Grocery owner
- Newspaper owner
- Rancher
- Ferry operator
- Yellowstone Superintendent

*Each agreed to contact friends and connections
back east to purchase lands for preservation*



Grand Teton National Park – Thanks to Chip Jenkins

Sustainable Destination Management Plan (SDMP)

The SDMP looks at all the ways **tourism may affect** the area and tries to support the good effects and reduce or eliminate the negative effects.

A plan with a good balance protects the local environment and culture that visitors have traveled to enjoy.

The focus is on **community engagement**, ecosystem stewardship, growth management and quality of life.

The SDMP

- **builds upon the efforts** of community partners pioneering work on sustainability initiatives.
- 18-member steering committee of stakeholders provides oversight.
- **Is a new strategy** that reflects a **shared community vision, ensuring community support and shared responsibility** for managing Teton Communities **from a tourism perspective.**
- **Includes surrounding communities**

HELP SHAPE TOURISM IN THE TETONS.

If you live or work in the Tetons, you know how tourism is impacting our way of life. That's why the Jackson Hole Travel & Tourism Board (JHTTB) is spending the next few months listening to the community to create an action plan that will help better manage the impacts of tourism.

Learn more about the plan, stay involved, and voice your opinion at [VisitJacksonHole.com/Locals](https://www.visitjacksonhole.com/locals).



HELP SHAPE TOURISM IN THE TETONS.

Voice your opinion and take the survey.

Nobody knows this special place better than the people who live and work here. That's why we need your voice to help shape our sustainable destination management plan.



SCAN ME

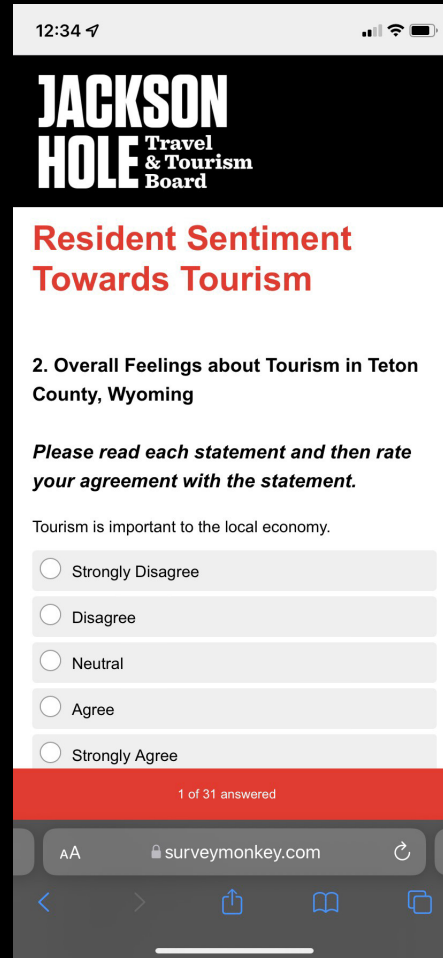
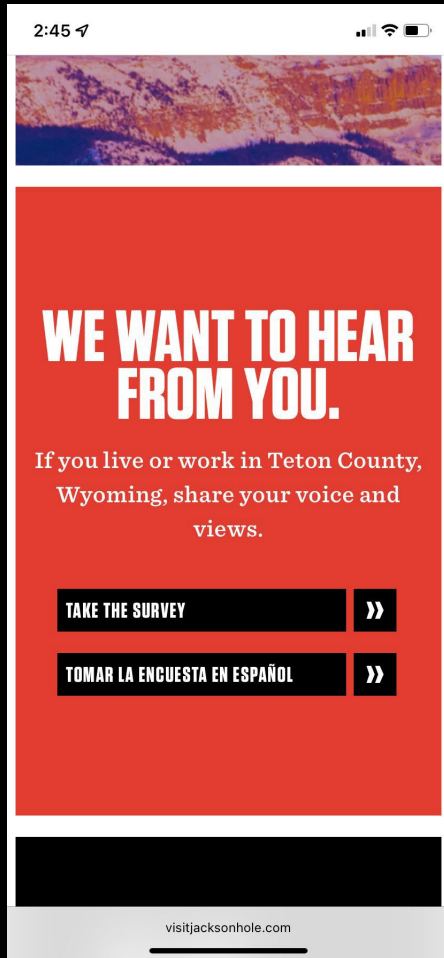
Take the survey at

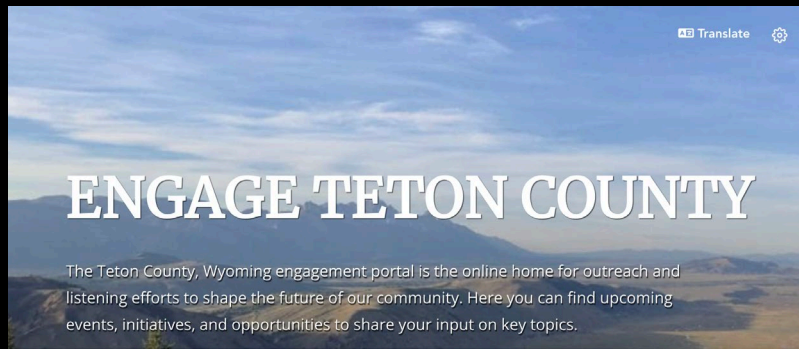
[VISITJACKSONHOLE.COM/LOCALSURVEY](https://www.visitjacksonhole.com/localsurvey)

Encuesta disponible en Español.

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**JACKSON
HOLE**





Sustainable Destination Management Plan

Project Group View Live Site

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS	SOCIAL VIEWS
1,956	57 <small>Details</small>	0	82	6	0

Page & Survey | Email | Text | Phone | Social | Meetings & Offline | **Comments** | Subscribers | Participants

Results & Data Settings

WHAT IS YOUR PROPOSED SOLUTION THAT RESPONDS TO THESE (or other, please describe) PRIORITY ISSUES? (51)

Comments for **WHAT IS YOUR PROPOSED SOLUTION THAT RESPONDS TO THESE (or other, please describe) PRIORITY ISSUES?**

Reply to Multiple
 Tag Multiple
 Tagging Rules

Filter | Sort | Search Comments

Howdy, I appreciate the concept, but I filled out the survey and went to the town meeting. Almost unanimously, the true locals (20+ years) were and are against the level of tourist population, that the volume had already far exceeded the sustainable capacity of the valley. Yet, methods of limiting tourism were not in any way embraced. That makes look like a lip service waste of money to justify the out of town rich that now own most of the business.

End of Summer Business & Workforce Straw Poll

Project Engagement

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS
1,209	481	9,396	398

PublicInput.com

SUSTAINABLE DESTINATION MANAGEMENT PLAN PROGRESS



PHASE 1: INVENTORY OF EXISTING CONDITIONS

- Launch Steering Committee
- Develop Stakeholder Engagement Plan and Communications Strategy
- Create Resident Tourism Sentiment Survey
- Review Comprehensive Analysis of Existing Destination Data, Including Prior Visitor Input
- Draft Situation Analysis Report

Winter 2021



PHASE 2: ON-SITE ASSESSMENT

- Launch Resident Tourism Sentiment Survey
- Lead Community Meetings for Process Introduction and Initial Feedback Collection
- Host 1:1 Interviews and Focus Groups With Elected Officials, Land Managers, Business and Civic Leaders
- Validate Situation Analysis Report

Spring 2022



PHASE 3: PARTICIPATORY VISIONING & PLANNING

- Lead In-Person Community Visioning and Planning Workshops
- Host Stakeholder Focus Groups
- Share Workshop Outcomes Report
- Develop SDMP Initiatives with Stakeholder Groups

Summer 2022



PHASE 4: PLAN DEVELOPMENT & VALIDATION

- Draft Sustainable Destination Management Plan (SDMP)
- Publication of the Resident Survey Research
- Present Key Stakeholder Findings
- Share Final SDMP and Other Research Outcomes
- Confirm Research and Implementation Toolkit

Fall-Winter 2022



PHASE 5: PLAN LAUNCH

- Launch the SDMP to Shape the Future of Tourism

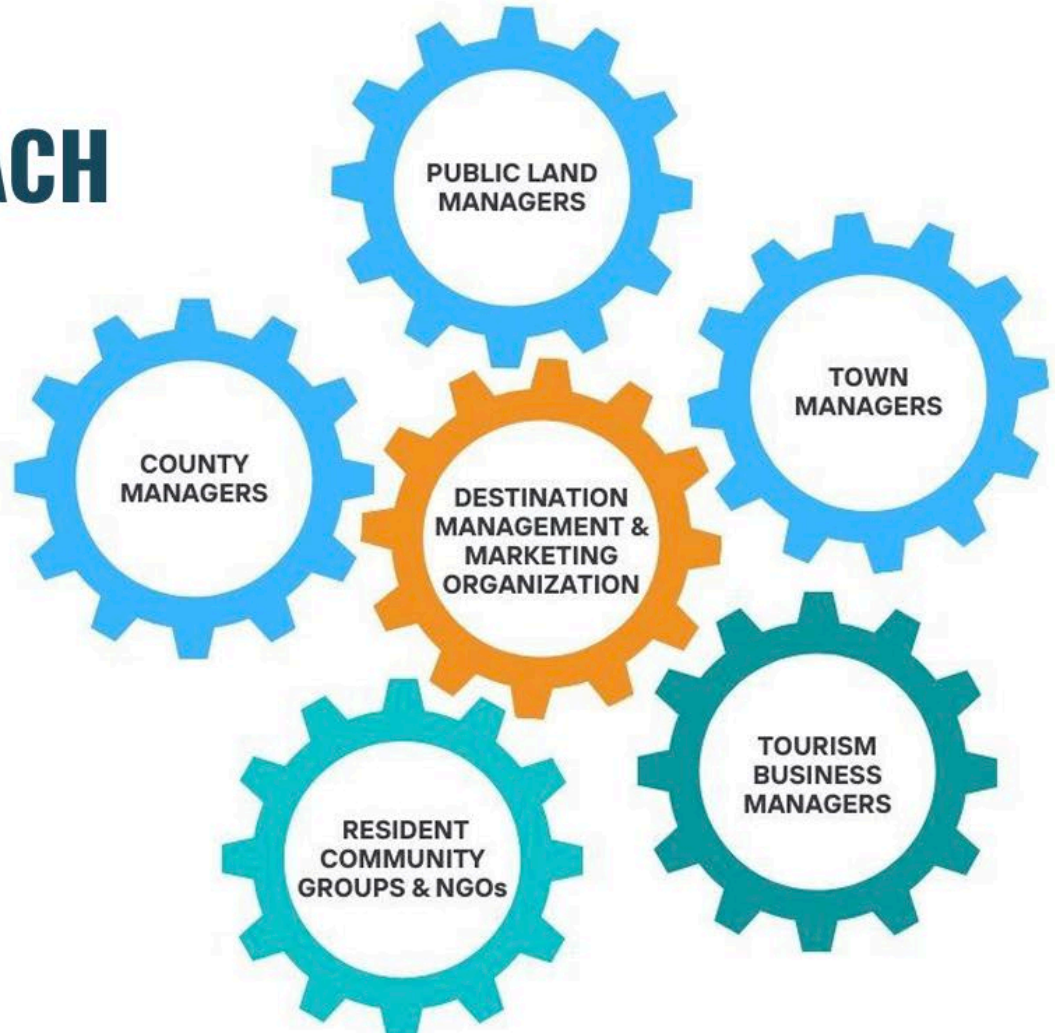
Winter-Spring 2023

END ZONE

A strategic **roadmap** to identify **actionable** objectives for managing tourism to support the Teton County Comp Plan vision of a healthy **environment, community, and economy** for **generations to come**.

Facilitated by the Jackson Hole Travel and Tourism Joint Powers Board in partnership with George Washington University and Confluence Sustainability.

WHOLE-OF-DESTINATION **ALL LANDS APPROACH**





Visitor Communications:

The current category messaging makes sustainable travel feel more like a burden than a benefit.

We will target shared motivations to change behavior

New Websites
POI Coordination
surrounding communities



ONE LITTLE TAG. ONE BIG PROBLEM.

When you tag a photo with a specific location, the harm of excess traffic follows. Use the generic location "Tag Responsibly, Keep Jackson Hole Wild" in your posts to help preserve the beauty of the wild.

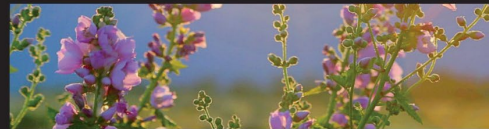
[VISITJACKSONHOLE.COM/SUSTAINABILITY](https://www.visitjacksonhole.com/sustainability)



HOW MANY LIKES IS A PATCH OF DEAD WILDFLOWERS WORTH?



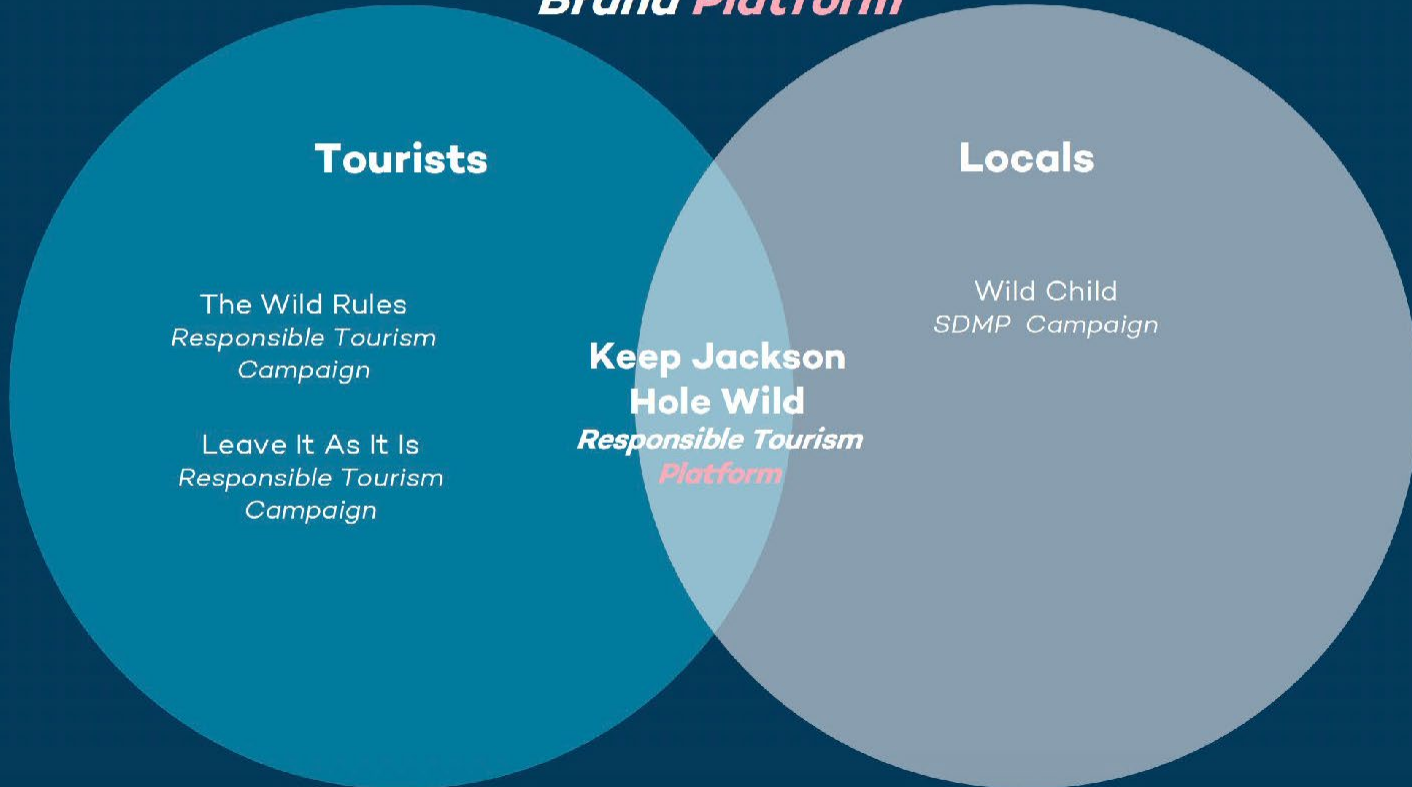
Sadly, it's a legitimate question. Because when you tag the specific location of a nature area on Instagram, crowds follow. And they bring unintended harm to the environment. So, in the spirit of Jackson Hole's tradition of conservation, we ask that you share your photos with a generic location: "Tag Responsibly, Keep Jackson Hole Wild." With every epic nature photo you post, you'll help protect our natural treasures.



JH Travel & Tourism Board

STAY WILD

Brand Platform





Goal: play further up in the funnel to change the conversation and target motivations and attract the visitor who aligns with our values.

DREAMING

PLANNING

BOOKING

EXPERIENCING

SHARING

Current
category
messaging

MOUNTAINNEIGHBOR.ORG



Fullscreen



THE MOUNTAIN NEIGHBOR HANDBOOK

A LOCAL'S GUIDE TO
STEWARDSHIP IN THE TETONS



Thank you!