

## Year in Review:

7/10/14

Lodging Tax Summary – **Year Three:** July'13-June'14  
Presented by the Jackson Hole Travel & Tourism Board:



## Background:

As the Lodging Tax now goes into its fourth fiscal year since being voted in by Teton County residents in November, 2010, and prepares for the vote to come before the public in November, 2014, the Jackson Hole Travel & Tourism Board would like this opportunity to provide an overview of Year three and recent successes for the community.

Lodging tax collections have steadily increased, and in the period from July'13 to June'14 the town and county have seen an increase in lodging tax collections of **8.9%**. Total collections this year were **\$4,538, 282.00**. Forty percent of those funds, (30% visitor services and 10% general funds), are managed by the town and county to offset visitor impact and maintain the level of services and amenities provided to our community and visitors alike. Sixty percent of those funds are managed by the Jackson Hole Travel & Tourism Board, whose **mission is 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**. The TTB's actions will reflect stewardship of our natural resources, highlight our outstanding assets and amenities and strive towards sustainability.

## Year Three TTB:

Over the past three years, the TTB's campaigns have been building awareness and loyalty. The TTB kicked off the fiscal with the **Fall'2013** campaign, focused on **"Only in Jackson Hole"** and highlighted the numerous trails, waterways and events that were unique to Jackson Hole. The campaign also highlighted the access that Jackson Hole has to abundant public lands. The campaign reflected the TTB's mission of highlighting our natural resources, showcasing what makes our area unique and offering the visitor an unparalleled mountain town experience. Once again, the campaign included activities and events that were occurring during Fall. **The results in media terms were highly successful, with over 14.9 million impressions representing an 86% growth from the previous fall campaign, and .08% click-thru rate.**

The Travel & Tourism board continued to fund the Jackson Hole Chamber of Commerce functions including, visitor services, destination sales and marketing efforts and other essential costs previously funded by the Town of Jackson. **New this year, the TTB jointly funded Destimetrics, the metrics system implemented to measure occupancy rates, average daily rates and revenue per available room.** This tool is valuable for the lodging community as well as the retail community as it provides projections that the business community can factor for staffing and inventory purposes. It is also useful for the TTB to gauge dips in occupancy and

tactically address this either through events or marketing. The TTB also committed to continue to fund Community events during the shoulder season that not only augment and enhance the visitor experience, but also help drive return visits as they offer a broader experience while visiting.

Winter Advertising continued with the theme, **There's more to Winter**, and enhanced the social media engagement on Instagram and Twitter.

**#jacksonhole.com gained over 89,000 impressions and images were fed in real time to the visitjacksonhole landing page.** The user was able to view an authentic, real time look at winter in Jackson Hole and experience all that is available to visitors in addition to skiing that included; dog-sledding, sleigh rides, dining, shopping and night life to name a few examples. The interactive, real time campaign, was once again, highly successful by marketing and media standards with **61.5 million impressions. Click-thru rates increased 20% up to .18 from .15%. In addition 126 million impressions were garnered through earned media, (social). That is a 104% increase from the previous winter!** The winter budget was increased this year by \$100,000 to add more visibility in the new flight market of Seattle and an additional route out of JFK.

How did the community fare? **Lodging was up 8%, lodging tax collected was up 8.9% and airline enplanements were up 10.6%.** According to Jackson Hole Air, a 1% increase in enplanement represents \$1.5 million dollars in revenue generated for the community. Additionally, JHMR had another record year with an increase in **skier visits of 12%**. Compared to other competitive resort communities, our occupancy outpaced other mountain resorts for the months of October, (15% above average) and February, (5% above average). People are coming to Jackson. Increased visitors can only result in increase sales tax revenue for restaurants and retailers. Both saw significant tax revenue increases, which can only improve their ability to manage their businesses in a more sustainable manner.

The TTB recently completed the Spring'14 "Awakening" advertising campaign, with messaging that includes, "Witness an entire Eco-system Awakening". Again, the campaign focuses on the unique offerings we have with two National Parks and the awakening of an entire eco-system, unlike any other destination in the lower 48. The TTB also revamped the visitjacksonhole.com landing page to include activities, not just events, and made the format more user friendly. Results are in, and once again, we experienced growth with a **34% increase in impressions to 9.7 million vs. last spring and a 2% increase in click-thru rate to .21.** May occupancy alone was up **17%!**

### **Moving Forward**

As we enter year four for the Lodging Tax, the Jackson Hole Travel & Tourism board is anticipating a further increase in lodging tax collections, approximately 3%. The TTB plans to continually enhance the messaging about Jackson and what truly sets our destination apart. The TTB also commissioned the Orbitz Originals video division and renowned travel writer Richard Bangs to produce 10 lifestyle videos

that highlight Jackson Hole activities in the winter. The 10, three minute videos, in partnership with Orbitz and BUSA will be shown on the Orbitz international partners websites and promoted in international destinations that mirror that of the Wyoming office of Tourism and JHMR. These video assets will also be featured as part of the TTB's domestic campaign in shortened versions for Cactus's winter marketing campaign. These assets will be available for community use and sharing.

The TTB will continue to support the Jackson Hole Chamber of Commerce in its visitor service, destination sales and marketing efforts. The TTB will also continue to invest in SHIFT, Jackson Hole's Conservation festival that celebrates and protects our natural assets while increasing visitation in October. In addition to the conservation festival, the TTB supports the Jackson Hole & Yellowstone Sustainable Destination Program to support their vision of Teton County becoming a global leader as a sustainable destination. Special event funding will continue at a level of \$300,000 to attract and engage our visitors and local community in arts, education, recreation and culture.